



Reimagine Vernon



Vernon

welcomes businesses to its uniquely business-friendly community. We want to support and promote you, whether you're a green-cleantech business, e-commerce, retail storefront, recreational facility, construction, or manufacturing plant, Vernon is the place to be. We have all the expertise and resources to assist new and growing businesses. We have been industry driven since 1905.

Help reimagine Vernon. We are positioned to partner with your business, understand your goals, and develop creative solutions to optimize your success.



In Vernon, we recognize that time is money. Our processes are designed to ensure your competitive advantage. As your partner, we are committed to transitioning your business from a concept into reality in unprecedented time.

Vernon can benefit your business

- ✓ Unparalleled time-to-market startup
- ✓ Commercial uses are "by right" in Vernon, minimizing your costs and startup timeline
- ✓ Streamlined CEQA processing time, resulting in an average savings of \$100k - \$200k when compared to surrounding jurisdictions
- ✓ Enhanced customer care, offering full Certificate of Occupancy within 8 weeks
- ✓ Plan review for prospective development sites
- ✓ Low cost business license and permitting fees
- ✓ In-house health department with expedient, personalized guidance and permitting
- ✓ City-owned utility with a full suite of reliable low-cost utilities (electric, gas, water, fiber)

We continue to be one of the lowest cost cities in the nation that supports all types of business operations

A Prime Location for Business

Vernon is the **economic epicenter** of Southern California commerce.

With its dense population and prime location to serve the area, Vernon offers a competitive edge.



Average 3 miles to major interstates



Average 19 miles to 3 regional airports (LAX, Long Beach, and Burbank)

4 miles or less to cargo and commuter rail lines



Average 22 miles to ports of LA and Long Beach

25 mi
10,600,000

5 mi
690,000

15 mi
6,200,000

Beverly Hills

Los Angeles

Pasadena

Anaheim

Long Beach

Irvine

The Vernon Advantage

- Abundant labor pool
- Proximity to Downtown Los Angeles
- Proximity to major airports, rail, and the San Pedro Bay Port Complex

A Varied Landscape

5.2
Square Miles

55,000
Daytime Population

1,800
Businesses

Vernon is an untapped market for retail. Certain amenities like restaurants, health and wellness retail, and big-box businesses are absent in the city whose **daytime population swells to 55,000 diverse and skilled workers.** Much of its workforce (around 54%) commutes from less than 10 miles away. The main cities that contribute to Vernon's workforce are:

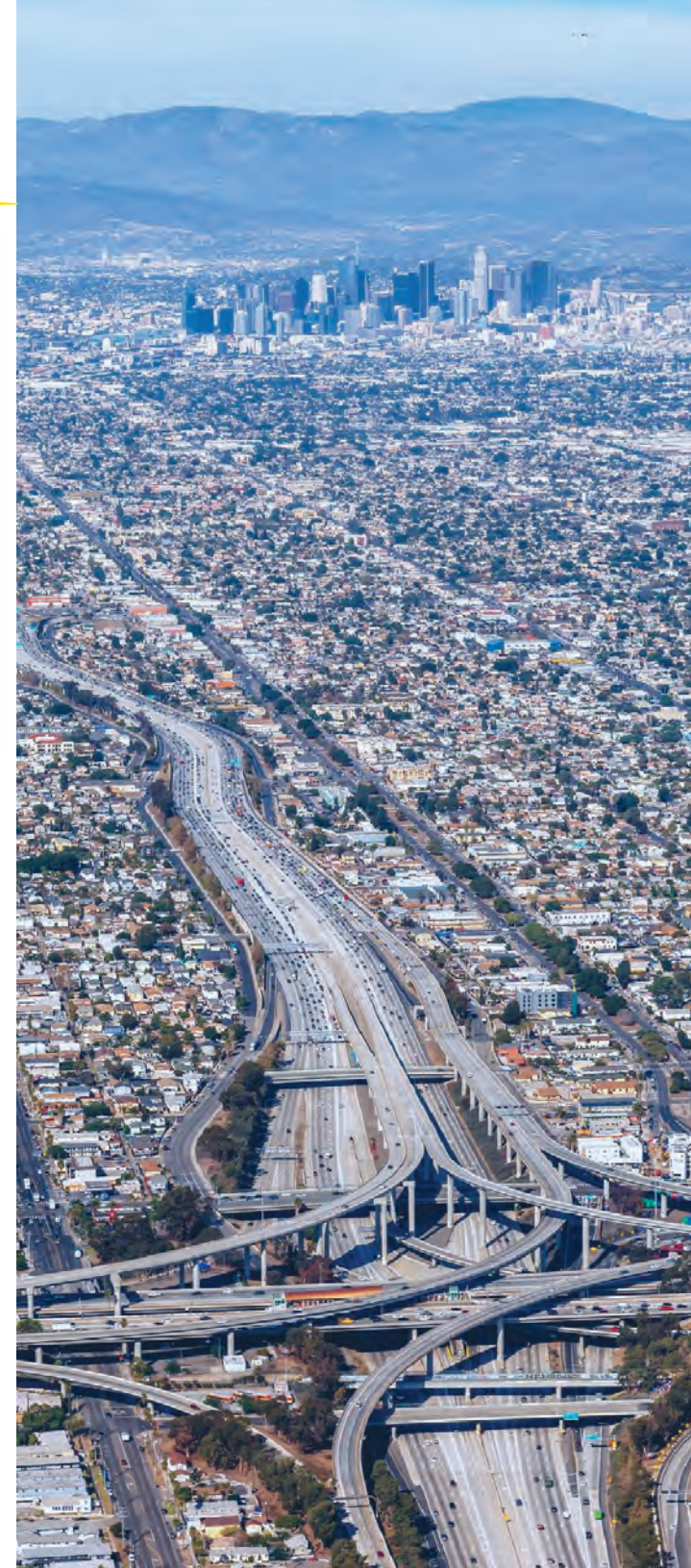
- ✓ Los Angeles (46%)
- ✓ Huntington Park (27%)

The remainder of workers mainly travel from South Gate, East LA, Long Beach, Florence-Graham, Downey, Maywood, Compton and Lynwood.

Vernon's **neighboring cities** of Commerce, Huntington Park, Maywood, Bell, and the LA areas known as the Downtown Arts District, Boyle Heights, and East LA are **home to just over 450,000 people.** Access to these consumers and workforce, coupled with the city's adjacency to the Arts District (less than a mile north on Santa Fe Ave.), are reasons to consider developing in Vernon. A detailed demographic breakdown of these combined areas is provided.

- ✓ **Latino/Hispanic 68% (311,424)**
- ✓ **White 29% (129,760)**
- ✓ **Native American 1% (6,488)**
- ✓ **Black/African-American 1% (3,244)**
- ✓ **Asian 1% (3,244)**

Vernon is part of the Gateway Cities. If you would like more information on consumer expenditures, demographics and labor statistics, visit GatewayCOG.org or scan here.



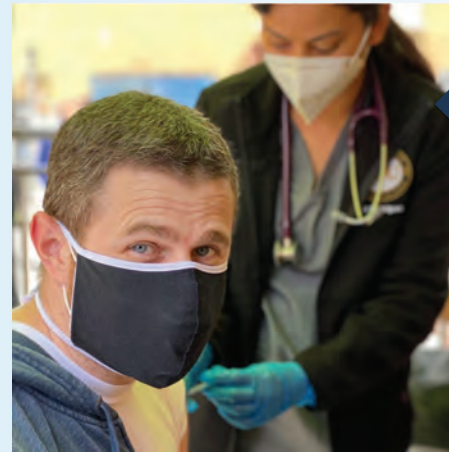
Unparalleled City Services

As **one of the very few full-service cities in California**, Vernon has much to offer. Its business community benefits from unparalleled services that ensure that it continues to be convenient, efficient, safe, and cost effective to do business in Vernon.



City-owned Utility

- Provides electric, water, gas, and fiber optic internet services to City businesses and residents
- Delivers quality service a cost 60%-70% less than other local providers



Health Department

- One of four cities in California with its own dedicated Health Department
- Convenient access to health permitting and specialized community services

Police Department

- City remains one of the safest in the Southeast region - VPD has a three-minute emergency response time
- Provides a hands-on, community policing approach



Public Works Department

- Efficient processes with focus on time-to-market
- Accessible professionals that bring experience and expertise directly to you with permitting and plan review





Business Testimonials

"When we pitched the concept...it was something new and different...They embraced the design, embraced our company and...were excited for our business. They committed to work with us on the buildout and operation. It was a partnership...the entire process."



"Since 1967, we have...moved three times as our business expanded. Each time...we settled on...Vernon. We have now operated at our current location...for over 20 years."



A Legacy of Industry, Community, and Service

"The City...helped nurture our growth and expansion over decades...Vernon is a hands-on, roll-up-your-sleeves place; the City knows Coast and...never treated us like a number."



"Superior Lithographics began...in 1987 with 3 employees and today has 150...operating 24/7...Our entire 34-year existence has been in Vernon and that is one of the reasons we have...that growth."



Vernon has a proven track record of helping customers stay in business. It boasts an **80-year tenancy** with some businesses and has an average **30-year tenancy with 25 of its top businesses**. We are proud to have won the Los Angeles Economic Development Corporation's (LAEDC) **'Most Business Friendly City Award'** and to be a four-time finalist! Manufacturing, food processing, professional services, retail, food service, and clean commerce all have a place in Vernon. By continuing to diversify, Vernon fortifies its future.



A Diversified Future

As the city evolves, it is broadening its sights and attracting a variety of businesses including:

- ✓ Mixed-Use Residential
- ✓ Stand-alone Retail
- ✓ Health and Wellness Retail (like fitness centers and yoga studios)
- ✓ Clean Commerce

Vernon's north-western border is adjacent to the Downtown LA Arts District which presents a unique opportunity to curate a neighborhood filled with **all sizes and types of retail from big-box to artisanal production**. We welcome high-profile chains and "mom and pop" operations.

The city is rapidly changing and poised to quintuple its population in the next two to three years. Currently in the queue are four separate mixed-use residential developments.

The first is anticipated to bring approximately 500 residential units zoned to combine with retail, restaurants, and open space. Proposed projects are projected to increase the available residential units in the city to 2,000 in five years' time.

Vernon has created a culture of innovation, entrepreneurship, and a resource-rich business environment and it's taking that forward-thinking approach to cultivate a complementary residential community.



Contact Us

To prospective businesses and residents, Vernon is a city that is ready and able to meet the challenge of growth by advancing financial security, economic opportunity, and social equity for all. Now that you're interested in doing business in the City of Vernon, please check out our website:



CityofVernon.org

