



# Needles Tour Packet

*Development Services Department*

*May 14, 2024*

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City Manager  
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# 2024 City of Needles, California Retail Market Opportunities



**The City of Needles** is located in San Bernardino County in Southern California and serves as the gateway to the Colorado River along the California/Arizona/Nevada borders. Economic opportunity exists for companies seeking access to local population (6,100), regional population (144,000), tourism/visitors to the area (5.5 million annually) and 8.4 million vehicles annually traveling on Interstate 40 through the middle of the City of Needles.



**FOR MORE INFORMATION OR PROJECT DEVELOPMENT ASSISTANCE, PLEASE CONTACT:**

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CATEGORY	CITY OF NEEDLES	RIVER REGION*
<b>Population</b>		
Current (2024):	6,093	144,174
Five Year Projection (2024-29):	6,170	149,147
<b>Ethnicity</b>		
Caucasian:	64.15%	76.31%
Hispanic:	28.29%	19.36%
African American:	2.53%	1.37%
Native American:	11.86%	2.23%
<b>Age Distribution</b>		
0-17:	21.01%	14.47%
18-24:	8.53%	6.13%
25-34:	9.39%	8.07%
35-44:	10.54%	8.50%
45-54:	11.01%	9.10%
55+:	39.50%	53.73%
Median Age:	45.5	57.68
<b>Educational Achievement</b> (Highest Level of Achievement Follows HS or Greater: Adults 25+)		
High School or Greater:	81.86%	87.63%
High School or GED:	37.47%	35.06%
Some College:	26.60%	28.65%
Associates Degree:	5.75%	9.33%
Bachelor's, Master's Prof. or PhD Degree:	12.04%	14.60%
<b>Income</b>		
Average Household Income:	\$64,416	\$73,909
Median Household Income:	\$40,022	\$52,532
Homeownership Rate:	51.96%	68.92%
Median Home Value	\$142,888	\$327,558
Number of Households:	2,142	65,683
Average Household Size:	2.39	2.18

**Notes:**

Ethnicity equals over 100% as Census Bureau counts some persons as more than one ethnicity  
\*River Region includes the communities of Needles, Bullhead City, Fort Mohave, Laughlin and Lake Havasu

## RETAIL OPPORTUNITIES (ESTIMATED 2024 CONSUMER DEMAND)

Demand figures DO NOT include demand from Tourist: 5.5+ million/year & I-40 Vehicles: 8.4 million/year

RETAIL CATEGORY	CITY OF NEEDLES		RIVER REGION	
	(2024)	(2029)	(2024)	(2029)
Annualized Demand Increase	2.25%		2.19%	
Total Retail Demand	\$95.20 MM	\$106.40 MM	\$ 3.31 Billion	\$ 3.69 Billion
Motor Vehicle Sales	\$15.96 MM	\$ 19.74 MM	\$549.55 MM	\$670.50 MM
Automotive Parts	\$ 1.70 MM	\$ 1.71 MM	\$ 60.16 MM	\$ 60.26 MM
Home Furnishings	\$ 1.80 MM	\$ 2.03 MM	\$ 66.82 MM	\$ 74.48 MM
Electronics	\$ 1.36 MM	\$ 1.45 MM	\$ 47.31 MM	\$ 51.16 MM
Building Materials	\$ 5.76 MM	\$ 6.54 MM	\$209.89 MM	\$234.21 MM
Grocery (Food) Stores	\$11.52 MM	\$ 12.90 MM	\$384.95 MM	\$439.26 MM
Pharmacies & Drug (w/HABA)	\$ 5.03 MM	\$ 5.49 MM	\$175.30 MM	\$191.09 MM
Gasoline Stations	\$ 5.65 MM	\$ 6.12 MM	\$186.02 MM	\$206.86 MM
Clothing	\$ 3.77 MM	\$ 3.74 MM	\$129.49 MM	\$133.31 MM
Sporting Goods	\$ 1.47 MM	\$ 1.60 MM	\$ 51.00 MM	\$ 56.20 MM
Office Supplies	\$ .39 MM	\$ .40 MM	\$ 13.88 MM	\$ 14.51 MM
Full-Service Restaurants	\$ 5.34 MM	\$ 5.87 MM	\$185.66 MM	\$202.01 MM
QSR/Limited Serve Restaurants	\$ 4.42 MM	\$ 4.88 MM	\$152.97 MM	\$165.82 MM

### Traffic Counts from Interstate 40 (Measured) (2022)

LOCATION	AHEAD PEAK MADT	ANNUALIZED AVERAGE AADT
I-40 & I-95 North	22,400	8.81 MM
I-40 & Park Road	18,500	6.76 MM
I-40 & River Road	18,800	6.86 MM
I-40 & J Street	23,100	8.43 MM
I-40 & I-95 South	18,500	6.75 MM

### Mobility Data (Mobile Phone Tracking to Specific Locations)

LOCATION	TOTAL MONTHLY	TOTAL ANNUAL (TRAILING 12 MONTHS)
AutoZone	4,076	48,916
Best Western	6,960	83,522
Carl's Jr.	16,148	193,777
Chevron	23,876	286,516
Dollar General	7,081	84,974
Hampton Inn & Suites	2,553	30,637
Jack in the Box	25,526	306,310
McDonald's	37,858	454,292
Motel 6	7,001	84,015
Napa Auto Parts	1,733	20,793
Quality Inn	7,900	94,801
Subway/Shell	21,094	253,129

\*Population of Needles reflects 400 RV/Motor Home & 560 in Hotels/Motels Visitors (Full-Time Equivalent)

\*\*River Region includes the communities of Needles, Bullhead City, Fort Mohave, Laughlin and Lake Havasu

Sources: US Census Bureau, Claritas, CA Dept. of Finance, American Community Survey, Caltrans, AlphaMap



Shop. Play. Live - at the Point!



# WANTED

## BUSINESSES NEEDING A GROWING SKILLED LABOR FORCE!

**WE WANT YOU!** The City of Needles, California located along the Colorado River at the eastern board of California offers businesses the opportunity to increase profits through a skilled labor force that is growing! Families are choosing to live in a region that offers a true community feel as well as affordable housing and abundant outdoor recreation opportunities!



**FOR MORE INFORMATION OR PROJECT DEVELOPMENT ASSISTANCE, PLEASE CONTACT:**

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**PATRICK MARTINEZ, DIRECTOR DEVELOPMENT SERVICES** 760.326.2115 x126 | [pmartinez@cityofneedles.com](mailto:pmartinez@cityofneedles.com)

	<b>CITY OF NEEDLES, CA (LOCAL)</b>	<b>COLORADO RIVER (REGIONAL)</b>
	Labor Market	Labor Market
Total Population	4,950	139,167
Local Labor Force	1,700	54,987
Employed	1,500	50,439
Unemployed	200	4,533

**EMPLOYMENT TYPE**

Private For-Profit	1,028 (65.35%)	36,600 (72.90%)
Private Non-Profit	104 (6.61%)	2,473 (4.93%)
Local Government	226 (14.37%)	3,835 (7.64%)
State Government	83 (5.18%)	1,153 (2.30%)
Federal Government	38 (2.42%)	525 (1.05%)
Self Employed	81 (5.15%)	5,463 (10.88%)

**AVERAGE TRAVEL TIME TO WORK** 16 minutes

**EDUCATIONAL ATTAINMENT (ADULTS 25+ HIGHEST LEVEL)**

High School Diploma/GED	42.10%	35.68%
Some College	25.86%	29.13%
Associate's Degree	4.66%	8.63%
Bachelor's, Master's, Professional/ Doctorate	11.04%	13.42%

**PREDOMINANT INDUSTRIES OF EMPLOYMENT (1,000+ REGIONAL)**

Office/Administrative Support	5,756 (11.47%)
Sales/Related	5,639 (11.23%)
Food Prep/Serving/Related	4,838 (9.64%)
Transportation/Material Moving	4,245 (8.46%)
Building/Grounds Maintenance	3,599 (7.17%)
Management	3,969 (7.91%)
Healthcare Practitioner/Technician	3,139 (6.25%)
Construction	2,841 (5.66%)
Production	2,773 (5.52%)
Healthcare Support:	2,273 (4.53%)

Colorado River Region Labor Force (Needles, Lake Havasu City, Bullhead City, Fort Mohave and Laughlin)

**DRIVE TIME WITHIN REGIONAL MARKET:** 30-40 minutes

**SOURCES:** California Employment Development Department, Corelogic, DMG, Inc, Envionics Analytics, Victor Valley Association of Realtors and Zillow.



**City of Needles Electric Rates are up to 70% less than other providers in California, saving YOU money!**

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# WANTED

## HOUSING DEVELOPERS IN NEEDLES, CALIFORNIA

**WE WANT YOU!** The City of Needles, California located along the Colorado River at the eastern border of California, is experiencing explosive growth in commercial/industrial development resulting in hundreds of new jobs being created. Our workforce needs you to build new homes (single family and multi-family).

### WHY NEEDLES

**LOCATION:** Colorado River Region at the intersection of three states (California, Arizona and Nevada)

**TOURIST MECCA:** Over 6 million people a year visit the Colorado River for Recreational Purposes!

**GROWTH:** In the past three (3) years, the City of Needles has approved over 800,000 square feet of new commercial/industrial space to serve the Cannabis Industry! As of now, 205,000 square feet of space is open and operational with another 195,000 currently under construction. Each 1,000 square foot of space creates 2-4 NEW jobs!

**ONE-STOP:** The City of Needles is one of only a handful of cities in California that owns/operates its own Electric Company, Water and Wastewater Services...making it a true Full-Service City!



**Inquire about our GENEROUS Density Bonus and Accessory Dwelling Unit Program for Single Family Lots!**

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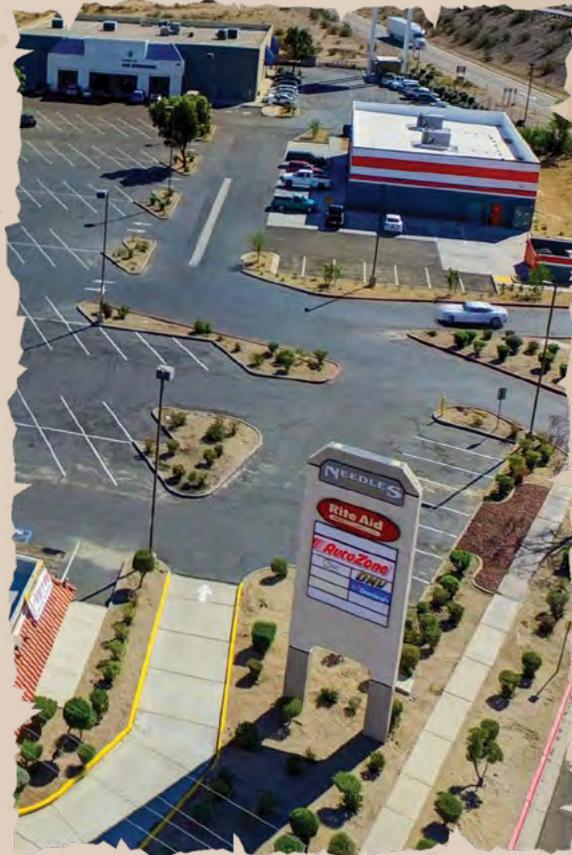
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## COST OF LIVING

<b>MEDIAN HOME PRICE:</b>	\$115,000 (For Six Month Period Ending August, 2021)
<b>AVERAGE HOME PRICE:</b>	\$140,000 (For Six Month Period Ending August, 2021)
<b>ELECTRIC RATES:</b>	about 10 Cents Per kWh, 1/3 what they are in major California Cities!
<b>TRUE COMMUNITY FEEL:</b>	A True K-12 Unified School District with approximately 1,000 students.
<b>AVERAGE MONTHLY WATER BILL:</b>	\$40-\$65
<b>AVERAGE MONTHLY SEWER BILL:</b>	\$45

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## SAMPLE BUILDING FEE STRUCTURE

City of Needles has one of the lowest building fee schedules in **ALL** of California! Sample below is for a 1,350 square foot single-family residence.

<b>BUILDING FEES</b> (1,350 sq. ft)	\$8,464 (As of August, 2021)
<b>UTILITY FEES</b> (1,350 sq. ft.)	\$5,700 (As of August, 2021)
<b>SCHOOL FEES</b> (\$4.08 psf)	\$5,508 (As of August, 2021)
<b>IN-HOUSE PLAN CHECK SERVICES</b>	Your plans never leave the City of Needles!
<b>PROJECT OMBUDSPERSON</b>	You will have a specific person that you can contact during the process
<b>AVAILABLE LAND</b>	Active Tract Maps and Appropriately Zoned Land

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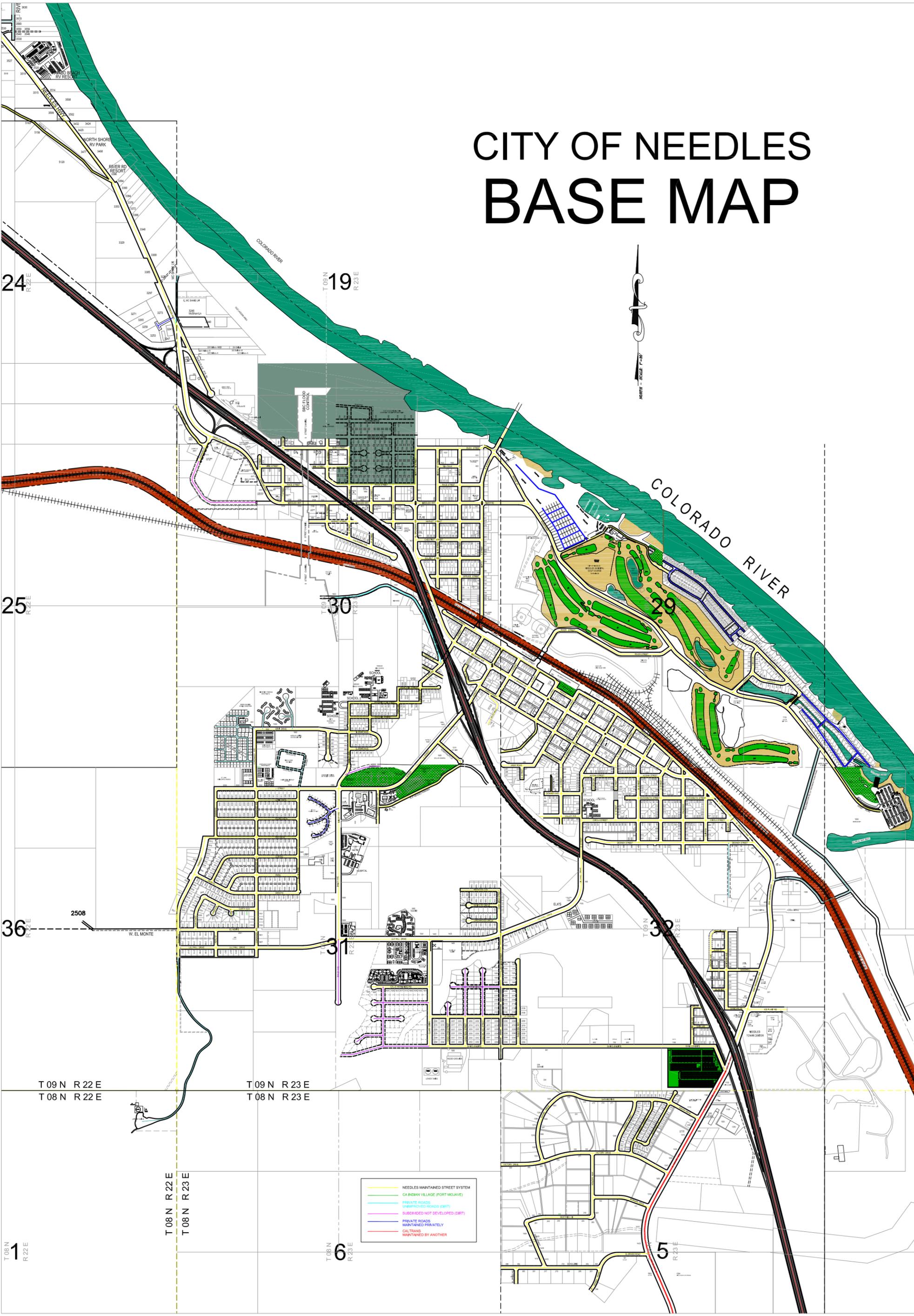


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# CITY OF NEEDLES BASE MAP





Urban Core

**Legend**

 Needles

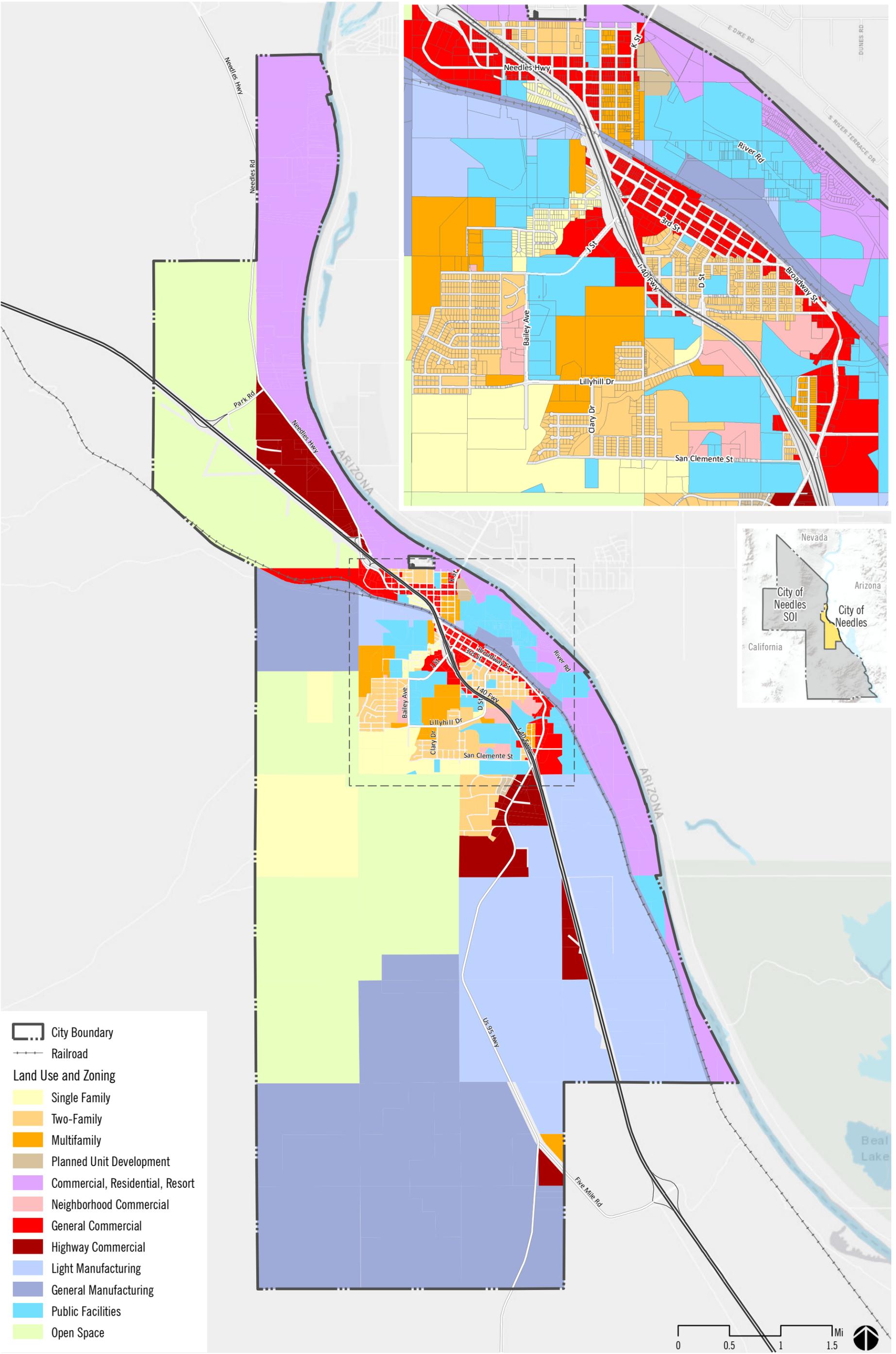


Google Earth

© 2018 Google



1 mi



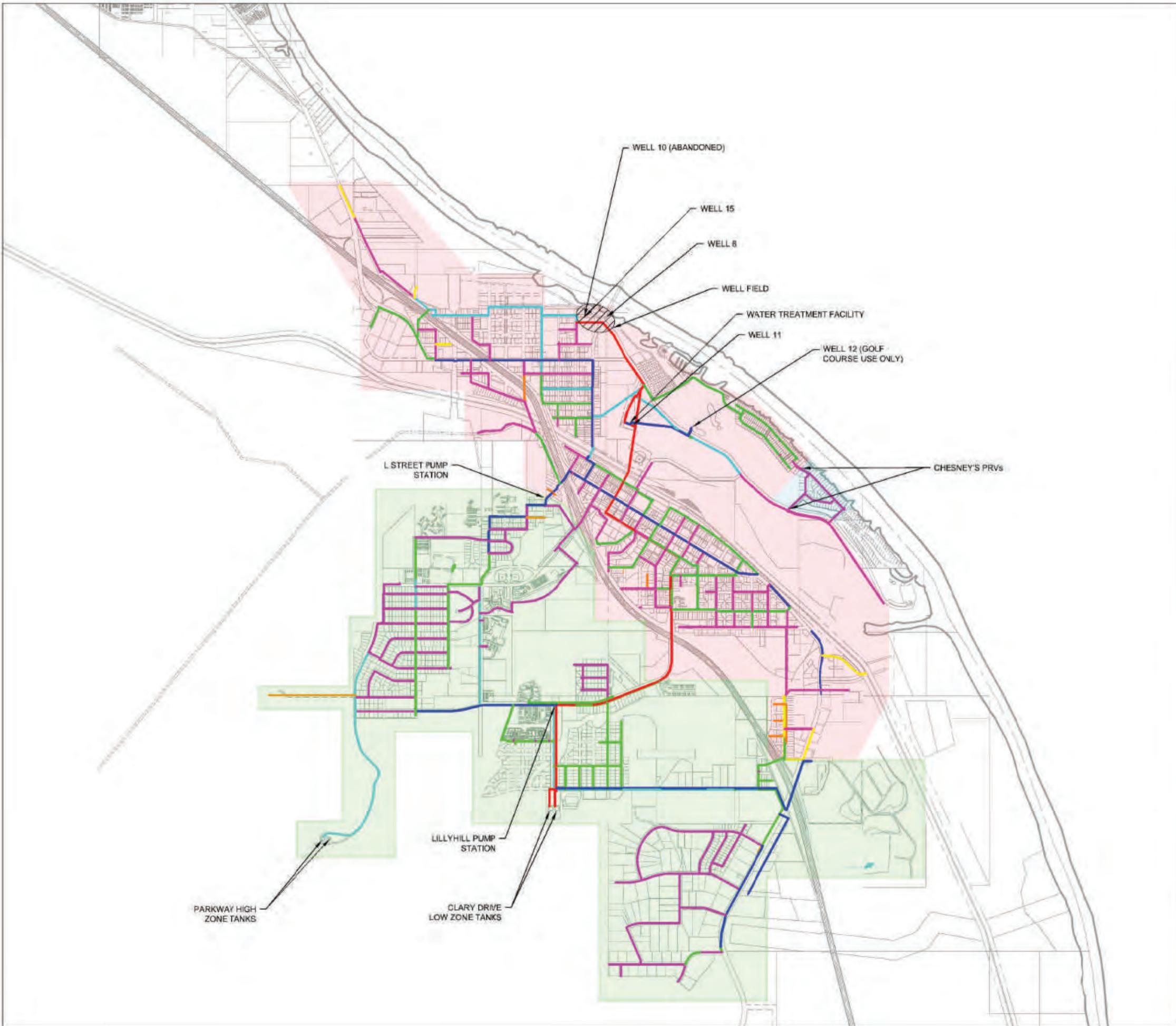
-  City Boundary
-  Railroad
- Land Use and Zoning**
-  Single Family
-  Two-Family
-  Multifamily
-  Planned Unit Development
-  Commercial, Residential, Resort
-  Neighborhood Commercial
-  General Commercial
-  Highway Commercial
-  Light Manufacturing
-  General Manufacturing
-  Public Facilities
-  Open Space

Date: 2/28/2023 Source: City of Needles 2023

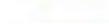


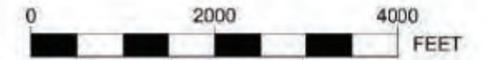
**FIGURE 7.1  
CITY OF NEEDLES  
EXISTING CULINARY SYSTEM**

JUNE 2019



**LEGEND**

- |   |              |   |              |
|---|--------------|---|--------------|
|  | 2-INCH PIPE  |  | LOW ZONE     |
|  | 4-INCH PIPE  |  | HIGH ZONE    |
|  | 6-INCH PIPE  |  | REDUCED ZONE |
|  | 8-INCH PIPE  |  | WELL FIELD   |
|  | 10-INCH PIPE |   |              |
|  | 12-INCH PIPE |   |              |
|  | 16-INCH PIPE |   |              |



**VICINITY MAP**



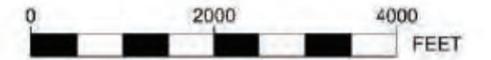
**epic**  
ENGINEERING

**FIGURE 9.1  
CITY OF NEEDLES  
EXISTING SANITARY SYSTEM**

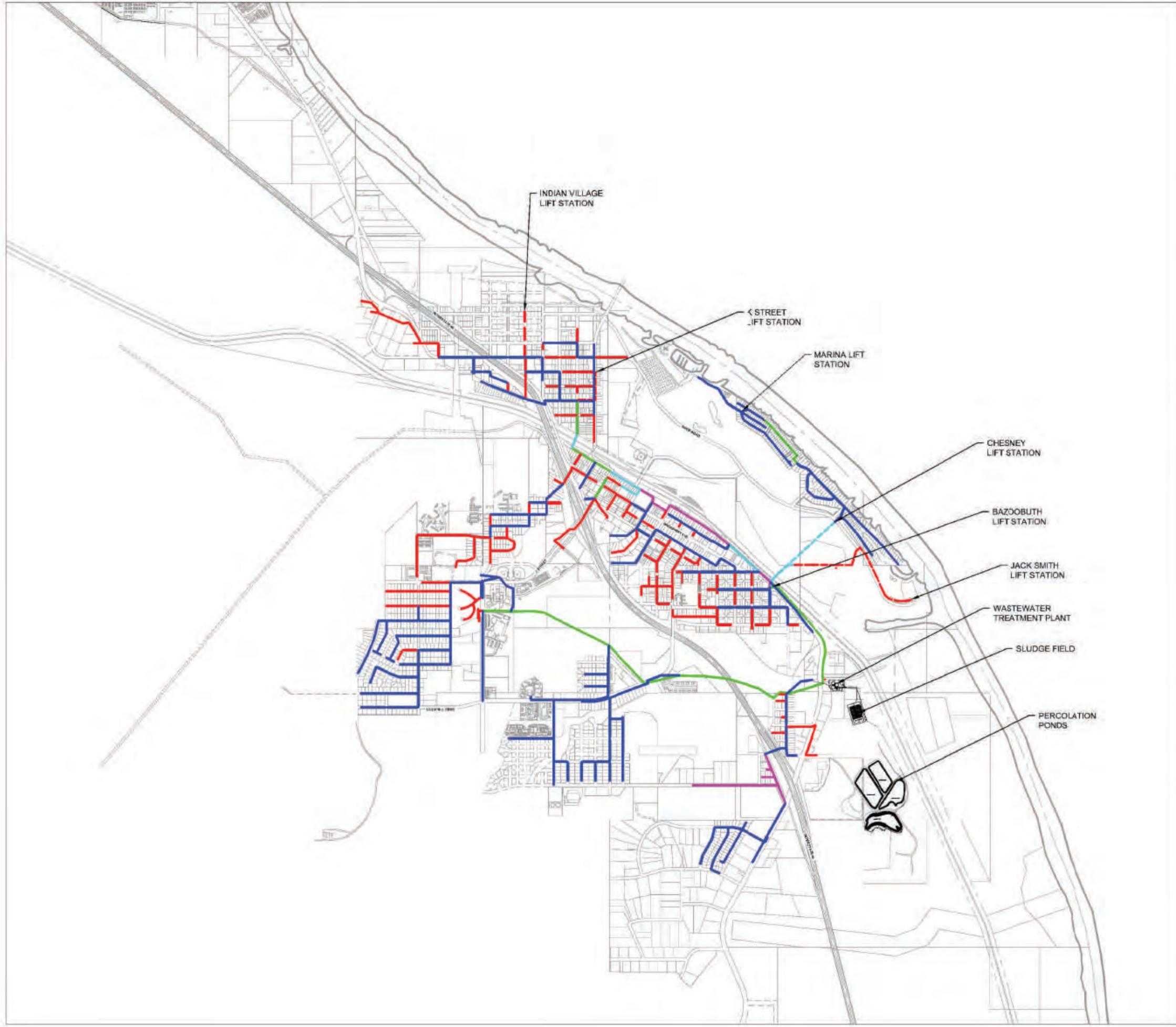
JUNE 2019

**LEGEND**

- 6-INCH PIPE
- 8-INCH PIPE
- 10-INCH PIPE
- 12-INCH PIPE
- 15-INCH PIPE



**VICINITY MAP**



**epic**  
ENGINEERING



## Mission Statement & Vision

**OUR VISION:** The City envisions a prosperous, safe, full service desert paradise that is progressive and clean. The community will be a family-oriented place to live work and play along the Colorado River which enjoys a high quality of life that celebrates its Route 66, Railroad, and cultural, history.

**MISSION STATEMENT:** Through unwavering commitment and collaboration the City is dedicated to enhancing the quality of life for its residence, we:

- Promote Long Term Fiscal Stability
- Provide Exceptional Services and Experiences
- Promote City Beautification
- Increase Economic Development Activity
- Promote Regional Cooperation

**[Presentation can be found on the City Website www.cityofneedles.com](http://www.cityofneedles.com)**

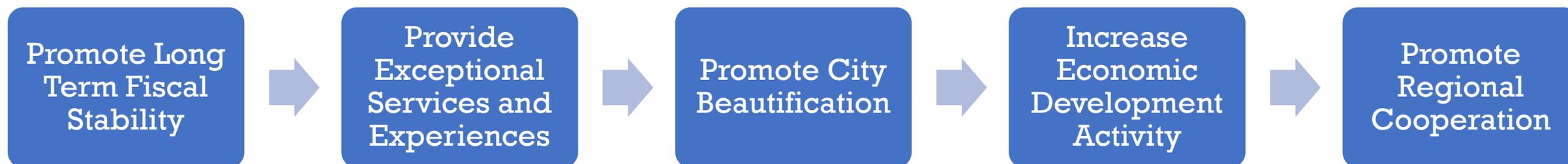


# Council's Vision and Priorities

The City envisions a **prosperous, safe, full-service** desert paradise that is:

- Progressive and clean.
- Family-oriented place to live.
- A City to work and play along the Colorado River which enjoys a high quality of life that celebrates its Route 66, railroad, and cultural, history.

The City is dedicated to enhancing the quality of life for its residence, we:



**[Presentation can be found on the City Website www.cityofneedles.com](http://www.cityofneedles.com)**



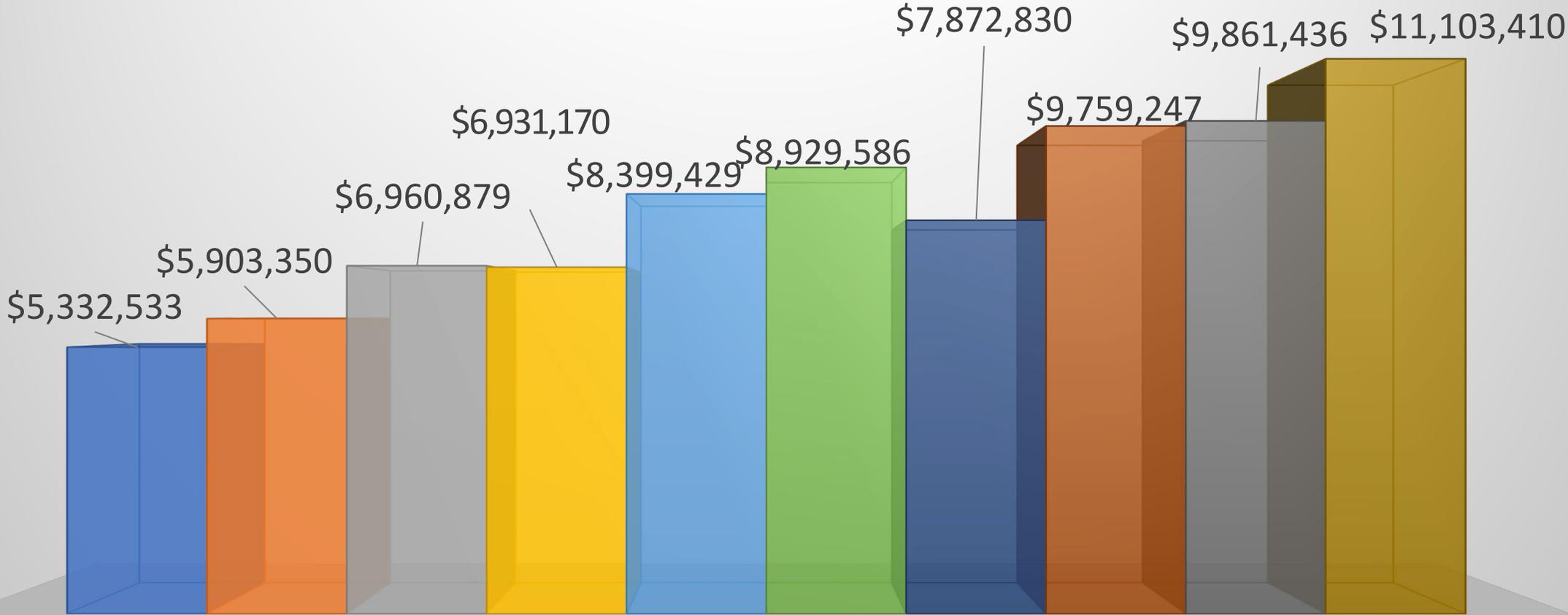
**\$535,809,818**



The 2023 City of Needles Total Property to be Valued at \$536 Million Increased by 72% (\$225 mil.) from the 2017 Assessment Roll and 9.1% from 2022 (\$45 mil.)

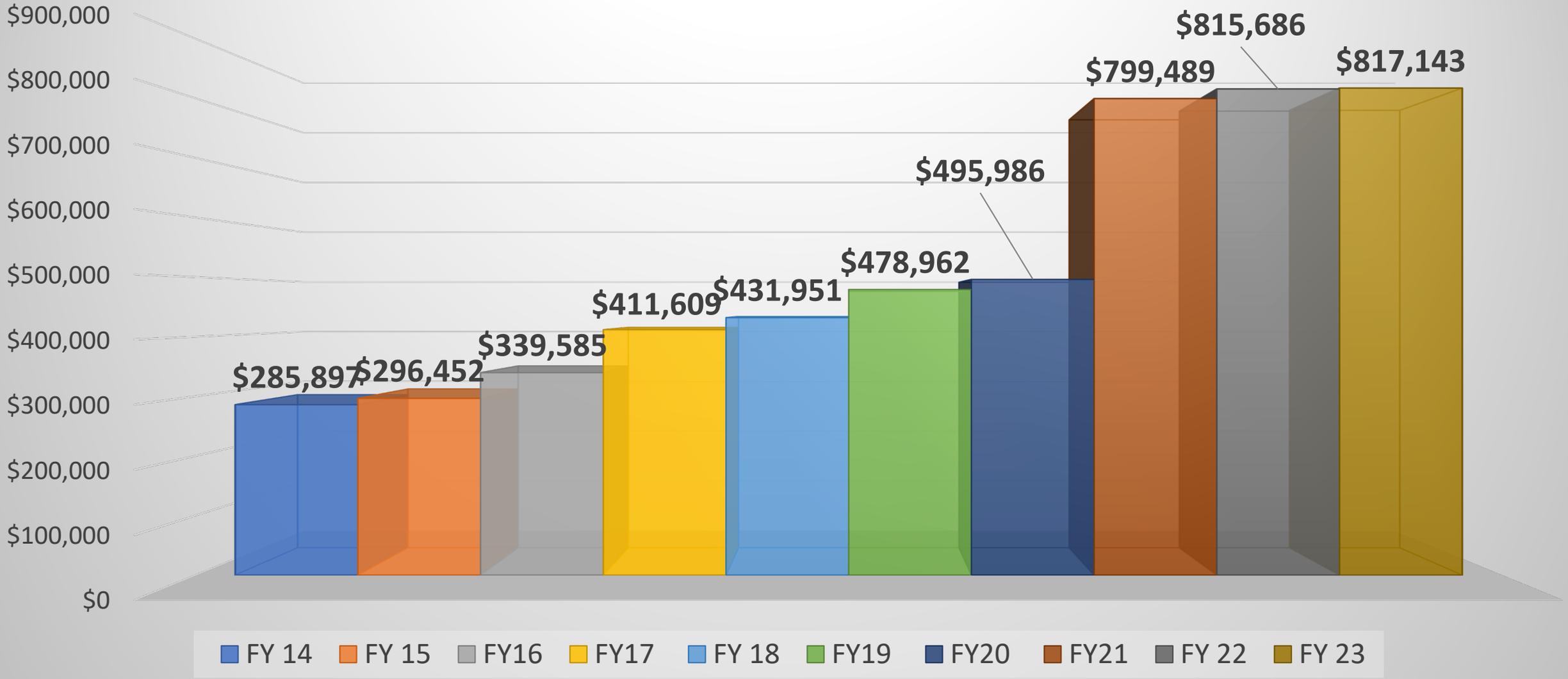
# Needles, CA Total Hotel Revenue

FY 14 FY 15 FY16 FY17 FY 18 FY19 FY20 FY 21 FY 22 FY 23



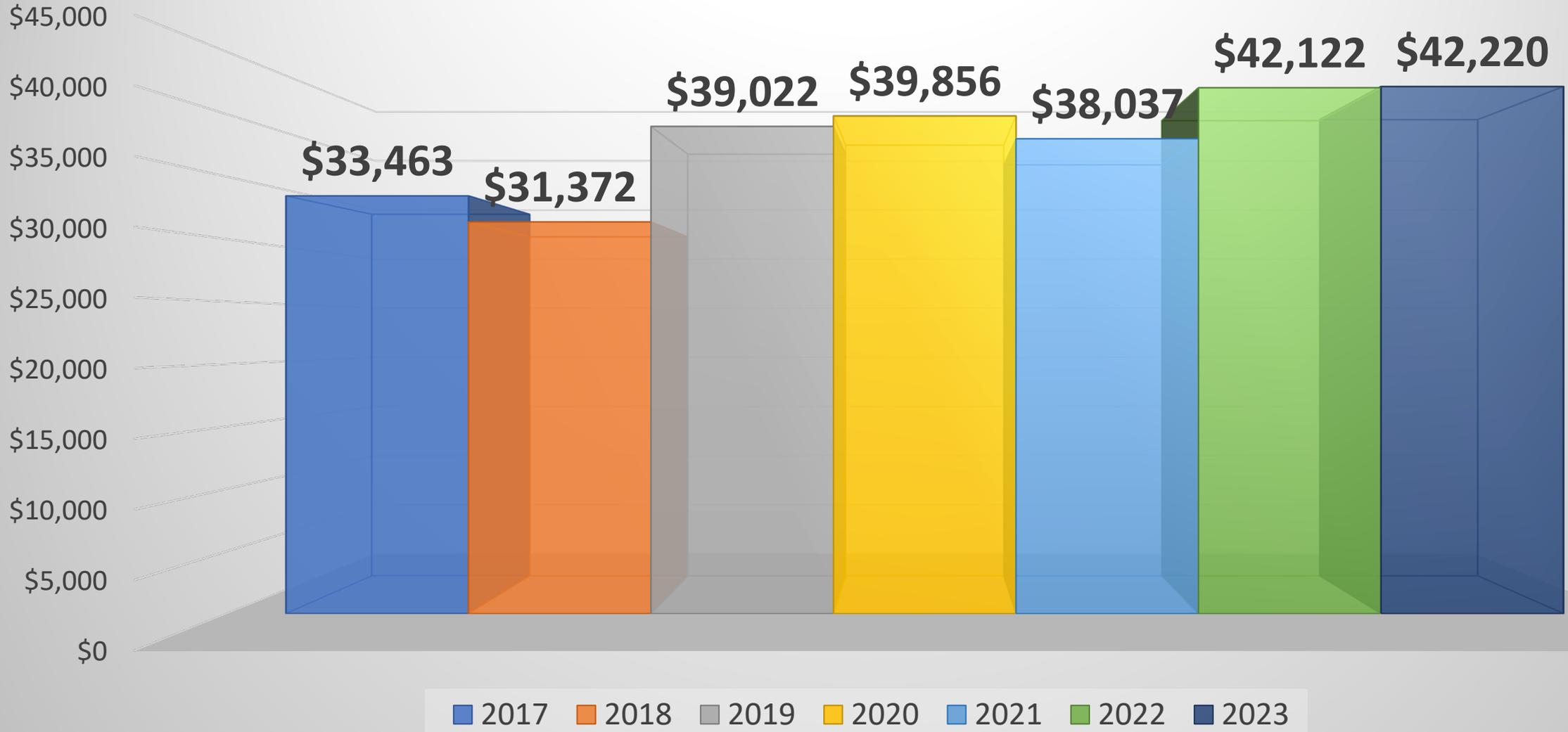
**Needles Hotel Overall Annual Revenues has Grown Over the Last Nine (9) Years Increasing by \$5.7 Million or 108%**

# Needles, CA Sales Tax Comparison



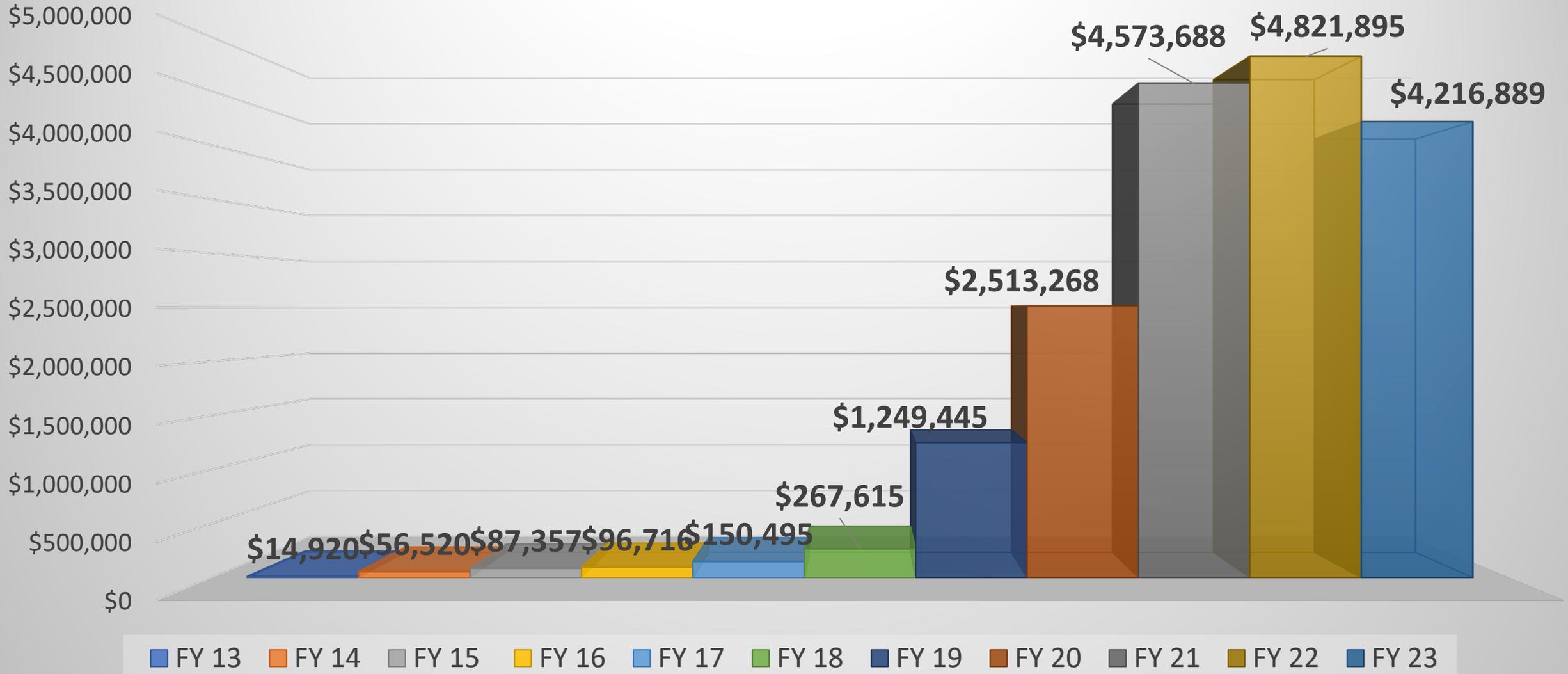
**Needles Overall Annual Sales Tax has Grown Over the Last Nine (9) Years Increasing by \$531,246 or 186%**

# Needles, CA Median Household Income



Needles Overall Medium Household has Grown \$8,757 or 26% since 2017 and 10% from 2021.

# Needles, CA Cannabis Tax Revenues



Needles has received \$18 Million in Tax Revenues since Measure S was approved by the voters.



# City Economic Indicators



A Population Increase to 6,125, in 2023, up from 5,044 in 2017



93 Land Use Entitlements Issued by the City Council for Cannabis Businesses



277,451 Sq. Ft. of Cannabis Industry Operational Today

173,015 Sq. Ft. of Cannabis Industry Operational within Next Six Months

491,254 Sq. Ft. of Potential New Cannabis Industry to the City

941,721 Sq. Ft. Total Permitted Cannabis Businesses

(As of 09/19/2023)



# Cannabis Businesses Stimulate New Jobs



**583 Actively Working Employees**

## **Active Employee Location**

**118 Needles Residents**

**340 Arizona Residents**

**22 Nevada**

**103 Other**

(As of 08/30/2023)

# City's Economic Development Strategy



Create a  
Business-  
Friendly  
Environment

Attract  
Businesses  
and Create  
Jobs

People Need  
Housing

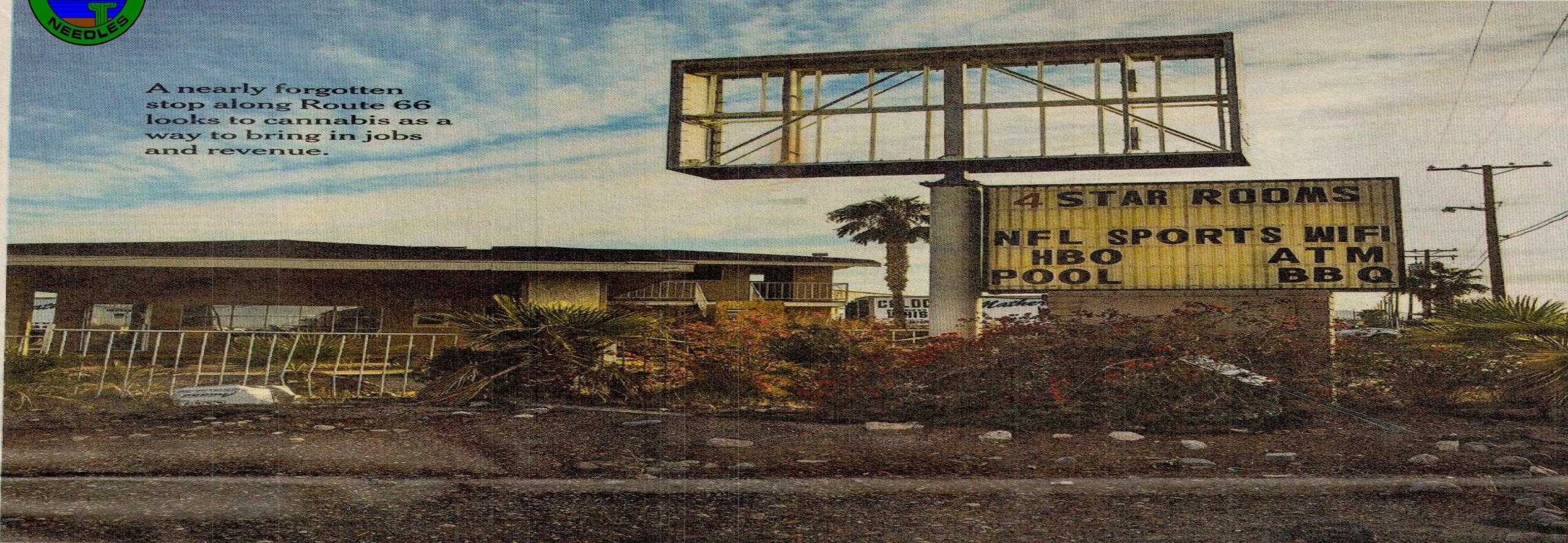
Increases  
Population

Brings  
Developers  
and Retailers  
to Follow

Operational						
Under Construction (UC)						
CUP Issued						
	ADDRESS	BUSINESS	STATUS	CUP TYPE	BUSINESS SF	CC Resolution
1	219 I Street	Princess Farms	Operational	Cultivation	4,000	2016-69
2	105 W. Broadway	Caa Cultivation	Operational	Cultivation	6,500	2016-67
3	2204 Needles Hwy	Green Acres Group	Operational	Cultivation	10,023	2017-56
4	2701 Columbus Drive (Building 1)	Needles Flower Refinery Inc	Operational	Cultivation	22,757	2017-34/2017-54
5	3241 Ndls Hwy (Building 1)	NCA Mangement, LLC	Operational	Cultivation	40,000	2016-54
6	3247 Ndls Hwy (Bldg 2/Suite A)	3247 A M, LLC	Operational	Manufacturing	5,128	2017-103
7	3247 Ndls Hwy (Bldg 2/Suite E)	2103 D, LLC	Operational	Distribution	1,272	2018-19
8	3515 Ndls Hwy (Building 2)	MSB Partners Inc.	Operational	Cultivation	7,786	2017-29
9	3515 Ndls Hwy (Building 1)	MSB Partners Inc.	Operational	Distribution	1,125	2018-23
10	3253 Ndls Hwy (Building 3)	NCA Mangement, LLC	Operational	Cultivation	20,000	2017-86
11	318 San Clemente	San Clemente Cultivation LLC	Operational	Cultivation	1,060	2017-70
12	1 Ice House Rd (Bldg 5)	Paradise Wellness	Operational	Cultivation	19,308	2016-37
13	101 E. Spikes Road (Suite A)	Budfarmacy	Operational	Dispensary Micro	705	Zoning Permit
14	708 Quinn Court 138 (Phase 1)	Governors Cultivation	Operational	Cultivation	1,200	None
15	111 "D" St. (Phase I)	Governors Cut Cultivation	Operational	Cultivation	1,100	None
16	1400 Needles Hwy Suite 100	The Healing Center Needles	Operational	Dispensary	720	Zoning Permit
17	101 E. Spikes Road (Suite B)	H Street Patient Care	Operational	Cultivation	4,491	2017-43
18	221 H Street	H Street Patient Care	Operational	Dispensary	900	Zoning Permit
19	101 E. Spikes Road (Suite D)	H Street Patient Care	Operational	Distribution	738	2018-24
20	300 J Street	OPG - Ontana Planet Green	Operational	Dispensary	2,022	Zoning Permit
21	1100 E. Broadway Suite B (Phase 1)	DAG Topshelf	Operational	Distribution	7,800	2018-57
22	2208 Needles Highway Building 1 Phase 1	Marvins Mary J	Operational	Dispensary	1,315	2020-78
23	1100 E. Broadway Suite C (Phase 1)	DAG Topshelf	Operational	Manufacturing	1,376	2018-56
24	2109 Ndls Hwy (Suite A)	66 Cultivation LLC	Operational	Distribution	900	2017-83
25	2109 Ndls Hwy (Suite B)	66 Cultivation LLC	Operational	Cultivation	10,662	2017-84
26	110 Cibola	Cal. T.C. Inc.	Operational	Manufacturing	4,000	2017-112
27	1105 Lilly hill	MSB Facilities Inc.	Operational	Cultivation	30,375	2017-12
28	2701 Columbus Drive (building 2)	Needles Flower Refinery Inc	Operational	Cultivation	22,757	2017-34/2017-54
29	1203 E. Broadway	Needles Cultivation Co-op	Operational	Cultivation	1,902	2016-53
30	2205 Needles Highway Suite 101	AB Project	Operational	Disp. & Lounge	3,458	2020-61
31	2205 Needles Highway Suite 100	AB Project	Operational	Distribution	624	2020-62
32	1005 E Broadway	Jason Boatner	Operational	Dispensary	1,102	2021-53
TOTAL CULTIVATION BUSINESS OPERATIONAL SQUARE FOOTAGE					237,106	
33	1 Ice House Rd (Bldg 5)	Paradise Wellness	Inactive	Distribution	1,212	2018-52
34	1410 and 1414 W. Broadway	U.S Cannabis. Laboratories Inc.	Inactive	Testing Lab	1,152	2019-7
35	101 E. Spikes Road (Suite C)	H Street Patient Care	Inactive	Manufacturing	1383	2017-42
36	1804 Ndls Hwy	1804 Management	Inactive	Manufacturing	2,500	2016-75
37	1203 E. Broadway	TRI-STATE RIVER CITY GROUP, INC.	Inactive	Distribution	98	2018-38
TOTAL CULTIVATION INACTIVE SQUARE FOOTAGE					6,345	
38	250 Balboa St. (Building 1 Suite C)	Purest USA	Under. Const	Cultivation	12,000	2017-80
39	250 Balboa St. (Building 1 Suite A)	Purest USA	Under. Const	Manufacturing	1,027	2018-53
40	250 Balboa St. (Building 1 Suite B)	Purest USA	Under. Const	Distribution	579	2018-54
41	3353 Needles Highway Phase 1	Fluid Holdings	Under. Const	Cultivation	24,000	2019-40
42	3353 Needles Highway Phase 1	Fluid Holdings	Under. Const	Distribution	1,350	2019-41
43	3353 Needles Highway Phase 2	Fluid Holdings	Under. Const	Cultivation	11,250	2019-40
44	209 H Street	H Street Patient Care	Under. Const	Dispensary	11,460	2020-40
45	HWY 95 (Victory & Broadway) Bldg B (1)	TS Undeafated	Under. Const	Cultivation	22,000	2017-108
46	HWY 95 (Victory & Broadway) Bldg C (2)	TS Undeafated	Under. Const	Cultivation	22,000	2017-109
47	HWY 95 (Victory & Broadway) Bldg D (3)	TS Undeafated	Under. Const	Cultivation	22,000	2017-110
48	HWY 95 (Victory & Broadway) Bldg A (4)	TS Undeafated	Under. Const	Cultivation	22,000	2017-111
49	209 I Street	209 I Street Inc	Under. Const	Cultivation	25,782	2022-42
TOTAL CANNABIS BUSINESS UNDER CONSTRUCTION SQUARE FOOTAGE					175,448	
50	204 Broadway	Green Thumbs	Under. Const	Cultivation	4,950	2017-114
51	1 Ice House Rd Bldg 1 Suite A	Ice House RD, LLC	Under. Const	Cultivation	21,670	2018-72
52	1 Ice House Rd Bldg 1 Suite B	Ice House RD, LLC	Under. Const	Manufacturing	2,321	2018-76
TOTAL CANNABIS BUSINESS UNDER CONSTRUCTION INACTIVE SQUARE FOOTAGE					28,941	
53	1105 Lilly hill	MSB Facilities Inc.	CUP Issued	Cultivation	20,000	2022-43
54	315 Balboa Place	Route 66 Farmcs LLC	CUP Issued	Cultivation	19,340	2022-13
55	2103 Ndls Hwy	2103 Dispensary	CUP Issued	Dispensary	1,956	2021-48
56	1150 W. Broadway (M1)	Califa Hervest LLC	CUP Issued	Cultivation	15,500	2021-59
57	1150 W. Broadway (M1)	Califa Hervest LLC	CUP Issued	Distribution	258	2021-60
58	2701 Columbus Drive (building 3)	Flower Refinery Inc	CUP Issued	Cultivation	21,731	2021-52
59	1400 J Street	Herbarium	CUP Issued	Dispensary	2,627	2021-27
60	211 Balboa Street	Lamont Wolsey	CUP Issued	Cultivation	32,534	2022-74
61	2701 Columbus Drive	Needles Flower Refinery	CUP Issued	Dispensary	2,399	2022-75
TOTAL ACTIVE CANNABIS BUSINESS CUP'S ISSUED SQUARE FOOTAGE					116,345	
62	2208 Needles Highway Buildign 2 Phase 2	Marvins Mary J	CUP Issued	Distribution	800	2020-79
63	2208 Needles Highway Building 3 Phase 3	Marvins Mary J	CUP Issued	Cultivation	4,875	2020-80
64	407-409 E. Broadway (Suite B)	Broadway Dist. Facilit. Inc.	CUP Issued	Distribution	2,680	2017-91
65	407-409 E. Broadway (Suite A)	BAK Facilities Inc	CUP Issued	Manufacturing	7,680	2017-92
66	407-409 E. Broadway (Suite C)	AKB Facilities Inc.	CUP Issued	Cultivation	35,312	2017-90
67	1100 E. Broadway Suite A (Phase 1)	DAG Topshelf	CUP Issued	Cultivation	9,600	2018-55
68	1100 E. Broadway Suite Bldg 2 (Phase 2)	DAG Topshelf	CUP Issued	Cultivation	4,000	2018-55
69	111 "D" St. (Phase 2)	Governors Cut Cultivation	CUP Issued	Cultivation	6,954	2017-115
70	138 "D" St. (Phase 2)	Governors Cultivation	CUP Issued	Cultivation	13,938	2017-102
71	1130 E. Broadway	CASM	CUP Issued	Cultivation	33,000	2017-93
72	250 Balboa St. (Building 2)	331 River Road Development	CUP Issued	Cultivation	12,500	2017-81
73	250 Balboa St. (Building 3)	331 River Road Development	CUP Issued	Cultivation	9,840	2017-82
74	2603 Columbus Drive	Flower Refinery Inc	CUP Issued	Manufacturing	2,810	2018-09
75	320 Balboa Bldg 1D	Deer Park Development Corp.	CUP Issued	Cultivation	9,250	2017-94
76	320 Balboa Bldg 2A	Deer Park Development Corp.	CUP Issued	Cultivation	15,000	2017-95
77	320 Balboa (Cultivation) Bldg 3B	Deer Park Development Corp.	CUP Issued	Cultivation	16,500	2017-97
78	320 Balboa (Cultivation) Bldg 4A	Deer Park Development Corp.	CUP Issued	Cultivation	15,000	2017-98
79	320 Balboa (Cultivation) Bldg 4B	Deer Park Development Corp.	CUP Issued	Cultivation	15,000	2017-99
80	320 Balboa Bldg 1A	Deer Park Development Corp.	CUP Issued	Distribution	1,250	2017-101
81	320 Balboa Bldg 1B & 1C	Deer Park Development Corp.	CUP Issued	Manufacturing	4,492	2017-100
82	320 Balboa Bldg 3A	Deer Park Development Corp.	CUP Issued	Cultivation	18,000	2017-96
83	3259 Ndls Hwy (Building 4)	NCA Management, LLC	CUP Issued	Cultivation	20,000	2017-87
84	3265 Ndls Hwy (Building 5)	NCA Management LLC	CUP Issued	Cultivation	20,000	2017-88
85	3271 Ndls Hwy (Building 6)	NCAMBA6 Inc.	CUP Issued	Cultivation	20,000	2017-89
86	900 E. Broadway Bldg 1	Kushtown Farms	CUP Issued	Cultivation	4,651	2017-107
87	900 E. Broadway Bldg 2	Kushtown Farms	CUP Issued	Cultivation	2,431	2017-107
88	1 Ice House Rd Bldg 2 Suite A	Ice House RD, LLC	CUP Issued	Cultivation	21,670	2018-73
89	1 Ice House Rd Bldg 3 Suite A	Ice House RD, LLC	CUP Issued	Cultivation	21,670	2018-74
90	1 Ice House Rd Bldg 4 Suite A	Ice House RD, LLC	CUP Issued	Cultivation	21,670	2018-75
91	1 Ice House Rd Bldg 2 Suite B	Ice House RD, LLC	CUP Issued	Manufacturing	2,321	2018-77
92	1 Ice House Rd Bldg 4 Suite B	Ice House RD, LLC	CUP Issued	Manufacturing	2,321	2018-78
93	1 Ice House Rd Bldg 3 Suite C	Ice House RD, LLC	CUP Issued	Distribution	2,321	2018-79
TOTAL CANNABIS BUSINESS CUP'S ISSUED INACTIVE SQUARE FOOTAGE					377,536	
TOTAL CANNABIS PROJECT'S SQUARE FOOTAGE					941,721	



A nearly forgotten stop along Route 66 looks to cannabis as a way to bring in jobs and revenue.



JOE BUGLEWICZ FOR THE NEW YORK TIMES

Almost every block in Needles, Calif., has a run-down building like this former hotel, which is being converted into a cannabis growing facility. Four stores already sell marijuana to the public.

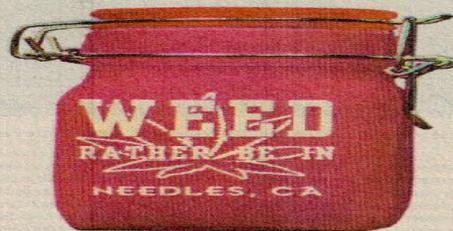
## A Desert Town's Green Gamble

By NATHANIEL POPPER

NEEDLES, CALIF. — Jeff Williams, the incoming mayor of this small desert city near the Arizona border, arrested a lot of people for selling marijuana in his days as a county sheriff. He voted against legalizing the stuff in a 2016 state-wide referendum.

But Mr. Williams also knows the city he has called home since he was in second grade has seen better days. The railroad jobs have mostly gone away. And people don't stop off on the old Route 66 as they used to.

So Mr. Williams, 54, has become the unlikely leader of Need-



les's unlikely effort to turn itself into a new kind of industry town dedicated to the growing business of cannabis.

"If a small community like this isn't growing, it's dying — and that's what we were doing," Mr. Williams said. "We needed to do something."

The City Council in this solidly Republican community of 5,000 people has approved 81 permits for cannabis businesses since 2015. Four stores are selling marijuana to the public — about 100 times the number of dispensaries per person over the entire state.

Almost every block in Needles

has a run-down building like the old Relax Inn, which is being converted into a cannabis growing facility. Or a new building going up for manufacturing oils and edibles. If all the projects pan out, local officials hope they will generate more jobs — an estimated 2,100 — than Needles has altogether right now.

"You would be hard-pressed to find someone in town who their brother, uncle, sister, aunt, cousin or themselves isn't involved in the industry," Rick Daniels, the city manager, said in an interview at Needles's single-story City Hall.

CONTINUED ON PAGE B6

# Prohousing doubles in size to 22 locations!

**Eleven** new jurisdictions are now **eligible for grants** through the new **Prohousing Incentive Pilot Program.**



The Prohousing Designation Program provides incentives to cities and counties in the form of additional points or other preference in the scoring of competitive housing, community development, and infrastructure programs.



[hcd.ca.gov](http://hcd.ca.gov)

**April 5, 2023**

# Prohousing Incentive Pilot program Awards over \$33 Million to Prohousing Jurisdictions!



Cities and counties using exclusive **Prohousing** funds to build more housing faster.

The Prohousing Designation Program provides incentives to cities and counties in the form of additional points or other preference in the scoring of competitive housing, community development, and infrastructure programs.

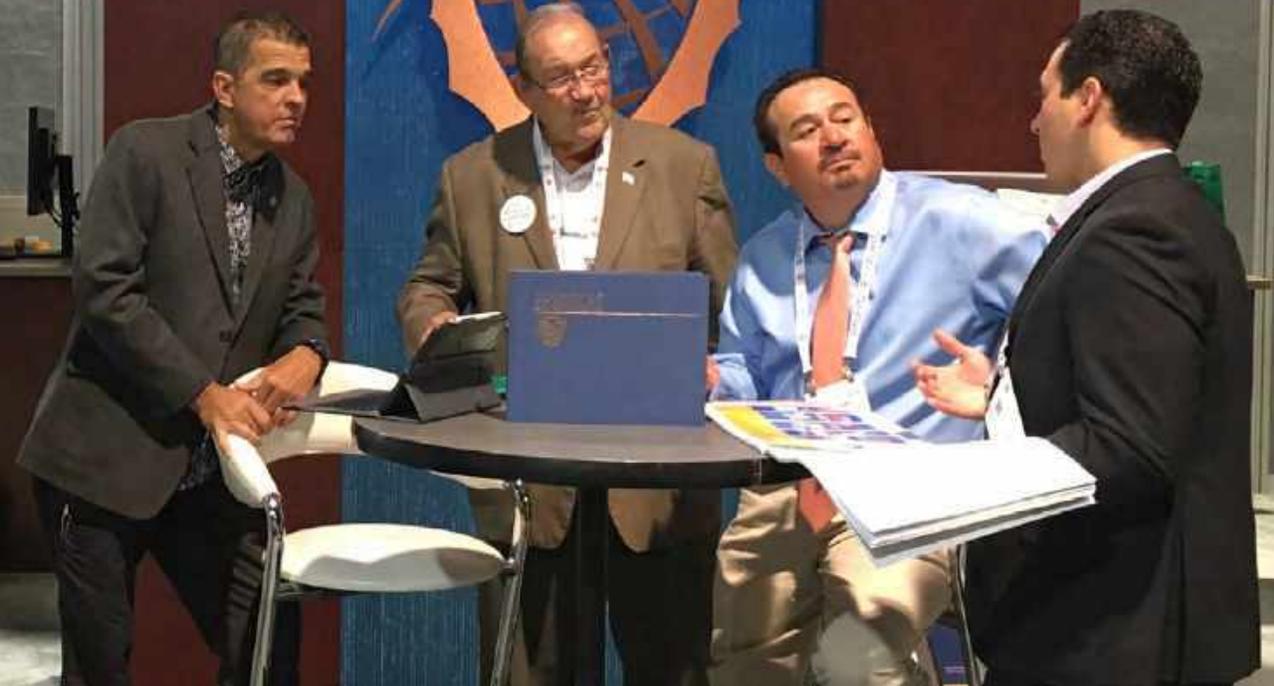


[hcd.ca.gov](http://hcd.ca.gov)

**June 13, 2023**

**HCD Awarded \$445,000 to the City of Needles**

# COUNTY OF SAN BERNARDINO



Economic Outreach

*Serving  
Mohave County*

**June 2018**

Volume 18 Issue 4

**COMPLIMENTARY**

*Economic Development*

**JOURNAL**

*of Mohave County*



## **Needles economy on path to rapid recovery**

NEEDLES, Calif. – There are clear signs that city of Needles, Calif., which has been in steady economic decline in recent years, is bouncing back because of new commercial developments that will generate approximately 3,200 new jobs with a projected payroll estimated at \$115 million in the next three years.

“Now, that doesn’t sound like

much in some quarters, but the city lost \$50 million in property valuations since the recession so we’re taking a big bite out of that loss,” said Needles City Manager Rick Daniels. The 3,200 new jobs are also significant because the current entire workforce of the city of Needles is roughly 2,000.

Since the middle of June 2016, the Needles City Council

approved a total of 53 cannabis permits and more than 40 buildings totaling over 600,000 square feet of commercial space on approximately two-dozen pieces of property.

“Right now, we have eight buildings that are operating and six under construction,” said Daniels, “and those are just cultivating and

*See Recovery, Page 24*



# MEGA MARIJUANA FACILITY UNDER CONSTRUCTION NEEDLES, CA

**RICHARD HARRIS**  
LAW FIRM  
444.4444



NBA    DALLAS 66    SAN ANTONIO 57    1st 1st  
MIAMI 102    WASHINGTON 104    4th

LasVegasNOW.com

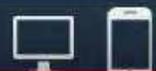
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GLOBAL  
BUSINESS

JEFF WILLIAMS

MAYOR, NEEDLES



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**March 2019**

Volume 19 Issue 1

**COMPLIMENTARY**

*Economic Development*

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# City of Needles earns coveted statewide Economic Development Excellence Award



**California Association for  
Local Economic Development**

*By Michelle Stephens*

**NEEDLES, Calif.** – The City of Needles was recently informed that it has been selected as the 2019 Economic Development Award of Excellence winner in the Game-changer category by the California Association for Local Economic Development (CALED).

Excellence Award is the highest in this category. The Game-changer award identifies an impactful economic development project that was transformational to the community and local economy. The award will be presented at CALED's annual conference in late March.

"The City Council, previous councils and the community have

worked diligently over many years to create new private investment economic opportunities for our residents and businesses. We are happy that CALED recognizes that effort," said Mayor Jeff Williams.

The City of Needles was invited to apply for its "City of Needles "Green" Cannabis-

*See Award, Page 4*

**2019 Economic Development Award  
of Excellence winner "Gamechanger"**



# Infrastructure Grants

	Project Title	Project Estimated Cost
1	Lilly Hill Booster Station Replacement/Relocation	\$ 2,086,775.00
2	Water Treatment Facility	\$ 5,759,500.00
3	L Street Pump Station Project	\$ 838,695.00
4	Well No. 15 Backup Generator	\$ 350,000.00
5	Monterey Ave Waterline Upgrade	\$ 623,233.00
6	Maintenance Yard Manifold Pipe Rebuild	\$ 1,155,496.00
7	River Road Waterline Upgrade	\$ 930,000.00
8	Pavement Management Program	\$ 2,500,000.00
9	New 1.5 MG Storage Tank	\$ 2,380,608.00
10	Needles Bridge Deck Rehabilitation	\$ 1,258,641.00
11	Jack Smith Park Walk/Bike Path	\$ 199,451.00
12	Marina Park First Beach	\$ 2,179,702.00
13	Duke Watkins Prop 68	\$ 3,965,400.00
	Total	\$ 24,227,501.00



# Parks Grants

Project Title	Funding Amount
Jack Smith Park Playground Equipment	\$ 110,000
Jack Smith Park Shade Covered Playground Equipment	\$ 181,116
Jack Smith Park Walk/Bike Path	\$ 18,335
Marina Park First Beach	\$ 2,179,702
Duke Watkins Prop 68	\$ 3,965,400
Total	\$ 6,454,553



# General Grants

Project Title	Funding Amount
General Plan Land Use Element	\$ 160,000.00
General Plan Circulation Element	\$ 203,987.00
LEAP Planning Grant Zoning Code Update	\$ 65,000.00
Illegal Dumping Site Abatement	\$ 75,500.00
Advanced Metering Infrastructure (AMI) Project	\$ 3,900,000.00
Non-profit Food Distribution	\$ 127,174.00
Total	\$ 4,531,661



*Hampton Inn*

Hampton Inn (Now Open)





STIIZY 80,000 Sq. Ft.

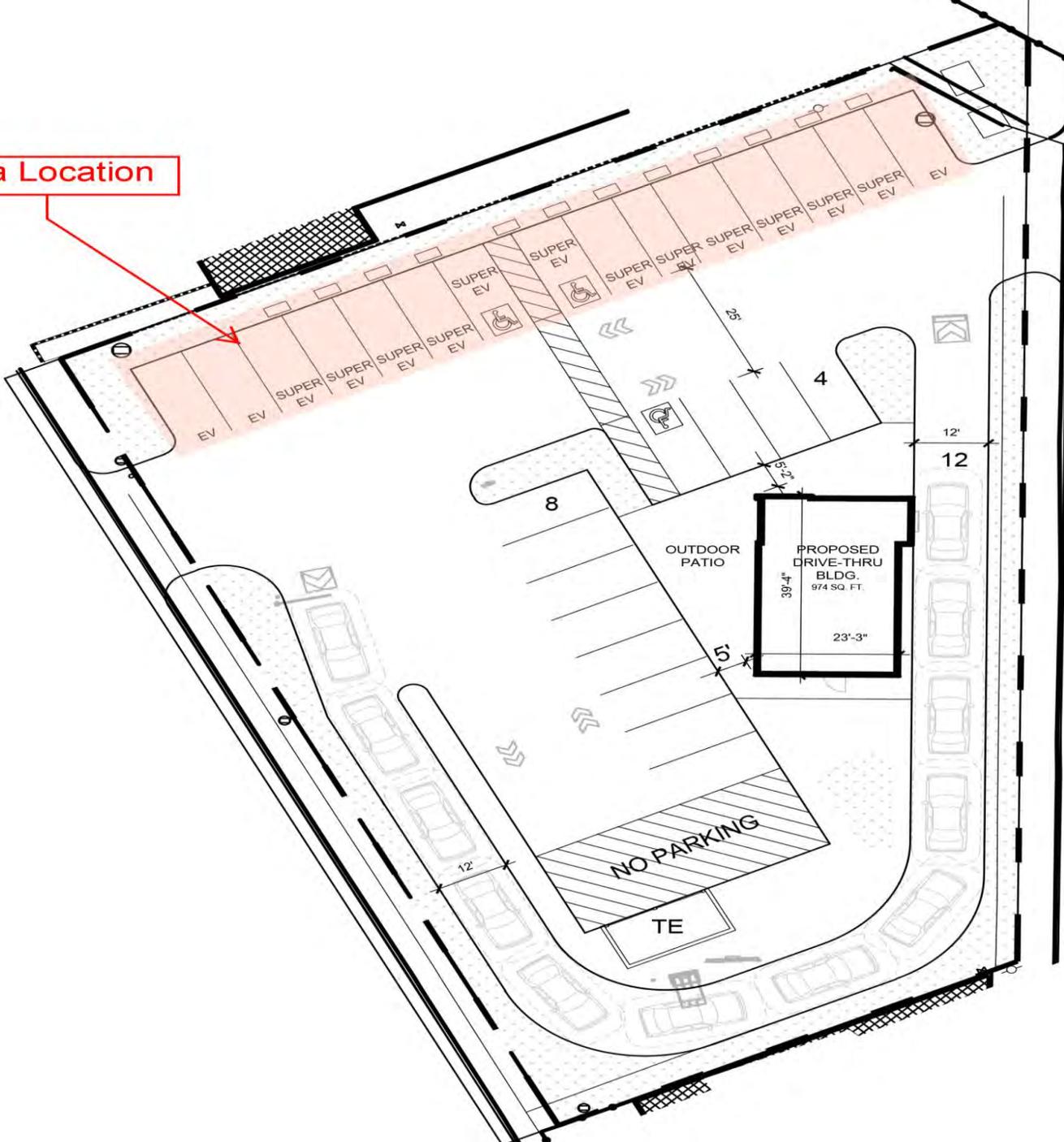


Needles Marina Storage

I-40 Freeway



Tesla Location



Former Arco on Broadway 15  
New Tesla Charging Stations

# NEEDLES TOWNE CENTER

1004 East Broadway  
Needles, CA 92363

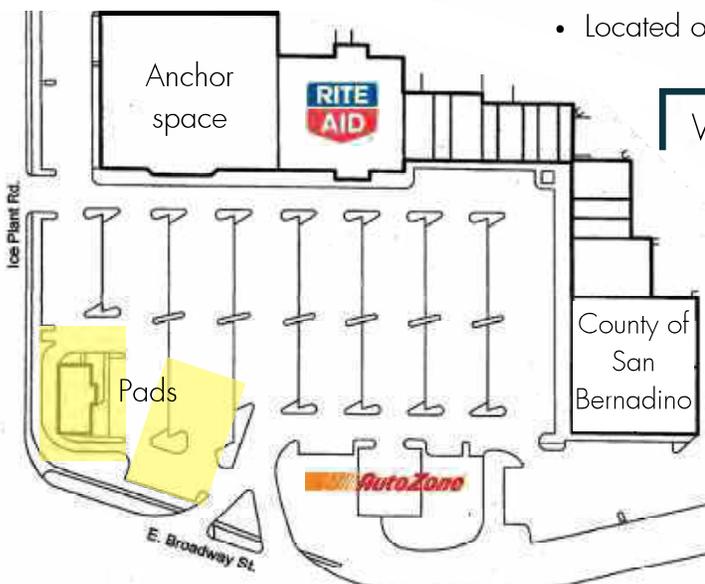


Join Rite Aid, Auto Zone, Domino's Pizza, Flavors of India and many more at the largest and most convenient retail destination in the town of Needles.

## Availability

- 29,502 SF anchor space available
- 900-8,750 SF available
- Drive-thru build-to-suit pads available

## Site Plan



## Center Highlights

- Anchored by Rite Aid
- Great tenant mix with services, health and wellness, food and a convenience store
- I-40 Freeway frontage (14,000+ CPD) & Highway 95 frontage (4,900+ CPD) - located directly next to off and on ramps
- Located on the Colorado River (5.5 million annual visitors)

We're ready to help your business grow in Needles.  
Give us a call today!

## Contact Information

Phone: 949.545.2599  
contactus@atlasland.com

www.atlasland.com  
BRE#01972230

12125 Day St. Suite V-207, Moreno Valley, CA 92557

**ATLAS PROPERTIES**  
REAL ESTATE SERVICES

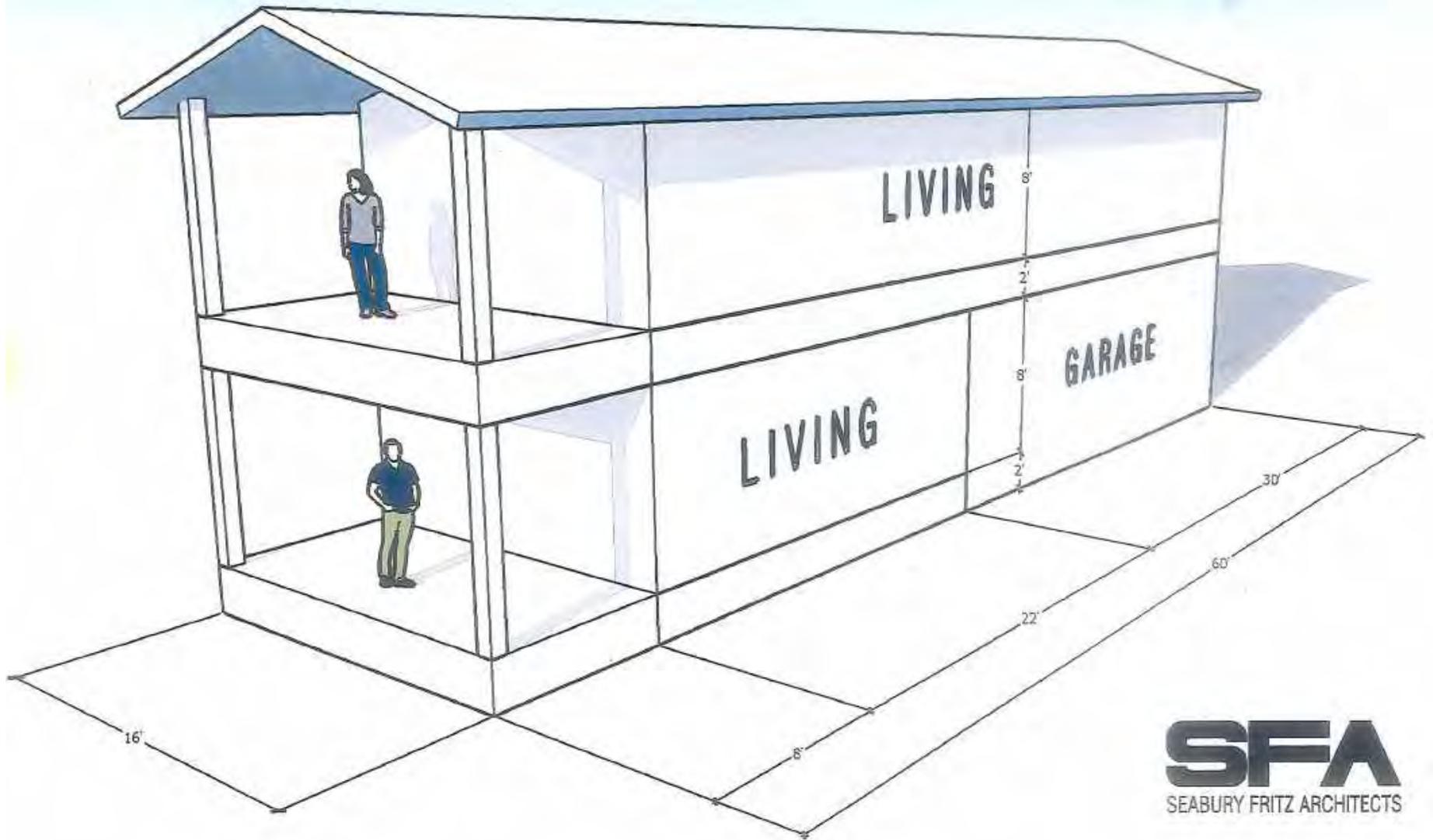


RAINBO SOUTH BEACH PROJECT

**SFA**  
SEABURY FRITZ ARCHITECTS



**ATTACHMENT : PROPOSED TWO-STORY MOBILE HOME UNIT**  
**APPLICANT: RAINBO BEACH PARK**  
**ADDRESS: 3520 NEEDLES HIGHWAY**



**SFA**  
SEABURY FRITZ ARCHITECTS



**ATTACHMENT : PROPOSED TWO-STORY MOBILE HOME UNIT**  
**APPLICANT: RAINBO BEACH PARK**  
**ADDRESS: 3520 NEEDLES HIGHWAY**



**ATTACHMENT : CONCEPTUAL SITE DRAWING**

**APPLICANT: RAINBO BEACH PARK**

**ADDRESS: 3520 NEEDLES HIGHWAY**







NEEDLES UNIFIED SCHOOL DISTRICT  
1900 ERIN DRIVE  
NEEDLES, CALIFORNIA 92363

PHONE: (760) 326-4057

FAX: (760) 326-4935

Dr. Garry Cameron, Superintendent

October 5, 2023

Mr. Patrick Martinez  
City Manager, City of Needles  
817 Third Street  
Needles, CA. 92363

Re: Needles High School Student Graduation Statistics

Dear Mr. Martinez:

The Needles Unified School district offers quality public education to students in grades TK through 12 that prepare students for college and careers in the 21<sup>st</sup> Century. Our motto is that "All Students Will Learn" and "Education First". While other parts of California are experiencing declining enrollment, our schools have seen constant and even increased enrollment over the past decade.

Our students have multiple opportunities to not only succeed academically but also to participate in programs that include sports, extra-curricular clubs, such as ASB, Hiking, Chess, Art, and Drama to name a few. Our sports programs begin with community-based sports and develop into competitive middle school and high school teams. Needles High School has earned the highest number of State Championships within the Nevada Interscholastic Activities and Athletics conference. This year, 2023, our NHS Girls Softball Team won the State Championships for the 3<sup>rd</sup> year in a row! Our graduates attend college on sports and academic scholarships across the country.

Our student success is a reflection of the tremendous support from our community and staff. In Needles, relationships and our people matter. Forty-eight percent of our school employees and our entire school board are Needles High School graduates. We have a high staff retention rate at Needles Unified School District, which is emblematic of the commitment and caring our employees have for our students.

Needles High School is the premier High School in the Tri-State region. Needles Unified School District has implemented niche programs which make us stand out from the rest in our region. In addition to our regular school curriculum, we have implemented Career Technical Education

classes, so our students can gain first-hand knowledge and build their technical skills and training to succeed in their future careers. All of our students in K-8 receive college and career targeted instruction as well as AVID programs that support first generation college-bound students. Students have opportunities to take honors courses and to excel beyond their grade levels as well as differentiated support for students that need more to achieve.

Needles High School has a lower dropout rate than any other high school in the region and a 98%-100% graduation rate for several years running. NHS also has approximately 60% of graduating seniors enrolling in postsecondary college and career programs. For the graduation class of 2023 our statistics are as follows:

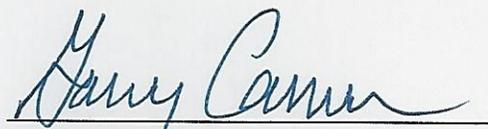
- Seniors were awarded 1.1 million dollars in scholarships
- Three students enlisted into the United States Armed Forces
- Approximately 60% of graduating seniors shared plans for postsecondary education (Trade School, Junior College, University), including but not limited to the following:
  - Cal State Fullerton
  - Cal State Long Beach
  - Northern Arizona University
  - Southern Utah University
  - Grand Canyon University
  - Palo Verde College
  - California Community Colleges

The students at Needles High School continue to stand out amongst the rest of the students in the region because we provide them with the best education and the resources they need to succeed.

In addition, our principals have all completed the John Hopkins University's National Institute of School Leadership program and the work of NHS Principal Avila has been published by the Rand Corporation.

Our hometown atmosphere ensures that our adults personally know our students and therefore can support their academic and extra-curricular activities. The Needles Unified School District offers a private school education in a public-school setting. We are a District of Excellence!

Sincerely,



Dr. Garry Cameron

Superintendent

Needles Unified School District

## HOUSING OPPORTUNITIES AND RESOURCES

---

This section provides an overview of the resources and opportunities that assist with the construction of new housing in Needles. A number of resources are available that can assist with the development of housing. These include vacant sites suitable for housing and financial resources for affordable housing development, rehabilitation, and preservation.

### Regional Housing Need

The City's future housing need is based on population and employment growth projections over the 2013-2021 period. Based on these projections, the state assigns each region in California a Regional Housing Needs Allocation (RHNA), which requires regions to address housing issues and needs (California Government Code Section 65584). Through HCD, the state of California establishes the total housing unit needs for each region. The local council of governments determines the share of the regional housing need for each city and county within its jurisdiction, consistent with Government Code Section 65584(a) and with the advice of HCD.

The Southern California Association of Governments (SCAG) developed the RHNA for the City of Needles. It allocates to each jurisdiction its "fair share" of the projected housing need, based on household income groupings over the eight-year planning period. The RHNA also identifies and quantifies the existing housing needs for each jurisdiction. The quantification in this Housing Element is for the 5th cycle RHNA allocation and is based on a RHNA cycle from January 1, 2014, to October 1, 2021. This RHNA time period addresses the housing element planning period from October 2013 to October 2021. SCAG is in the process of developing the 6th cycle RHNA allocation plan, which will cover the planning period from October 2021 through October 2029. It is planned for adoption by SCAG in October 2020.

The intent of the RHNA is to ensure that local jurisdictions not only address the needs of their immediate areas but also address their share of housing needs for the entire region. Additionally, a major goal of the RHNA is to ensure that every community provides an opportunity for a mix of housing affordable to all economic segments of its population. The RHNA jurisdictional allocations are made to ensure that adequate sites and zoning are provided to address existing and anticipated housing demands during the planning period and that market forces are not inhibited in addressing the housing needs for all facets of a particular community. Table 30 shows the adjusted RHNA target for the time period from 2014 to 2021 for each of the five household income groups for the City of Needles.

**Table 30: Ability to Address Housing Need, City of Needles**

Income Group	Number of Units	Percentage
Extremely Low*	19	10.5%
Very Low	19	10.5%
Low	29	16.0%
Moderate	34	18.8%
Above Moderate	80	44.2%
Total	181	100.0%

Source: SCAG, 5th Cycle Regional Housing Needs Assessment Final Allocation Plan, 1/1/2014–10/1/2021, 2018.

\*The extremely low-income allocation is assumed to be 19 based on the HCD-accepted methodology of assuming 50 percent of the very low-income allocation for households of extremely low income.

### Available Sites

In 2019 an inventory found that there was 3,995 vacant acres of residentially zoned land, which would allow a potential of 81,476 additional dwelling units. The full inventory is provided in the appendices along with a map of the sites. The following chart reflects the current land available for residential use and the number of possible units.

**Table 31: Vacant Land Inventory**

Zone	Number of Parcels	Acres	Maximum Density	Maximum Units**	Realistic Units (80% of Maximum Allowed) **
PUD	6	0.82	7 units/acre*	6	6
R-1	11	3.14	7 units/acre	21	17
R-2	215	2,945.01	17 units/acre	50,065	40,052
R-3	74	1,046.12	30 units/acre	31,383	25,106
Total	306	3,995.09	N/A	81,475	65,181

Source: City of Needles, 2019.

\*Citywide, the maximum density of sites with a PUD overlay designation depend on the combining zones or as determined during the approval process. The PUD sites in the vacant land inventory were permitted with a tract map that includes 87 lots on 14 acres, or approximately 6 lots per acre, which is within the density of the R-1 Zone.

\*\*The number of units that can be realistically accommodated on the vacant sites is estimated at 80 percent of the maximum allowed density (with rounding taken into account).

Most of the land available would allow more than one unit per acre, and in some areas, up to 30 units per acre. There is more than sufficient land with city services available, some of which could be used to build

additional affordable housing, senior housing projects, and multifamily housing if there is sufficient demand for these units.

## Realistic Capacity

Realistically, sites tend to be developed with fewer than the maximum number of allowable units due to setbacks and other development standard requirements and environmental and other constraints. For the purposes of this analysis, a realistic capacity is used, which is calculated as 80 percent of the maximum allowable densities.

## Sites to Accommodate the Regional Housing Needs Allocation

### *Fourth Cycle RHNA*

Needles had a RHNA of 67 units for the fourth RHNA cycle. Twenty-five of the units the City was required to plan for were for low and very-low income households. There have been few changes to the zoning in Needles since 2006 due to the overall slow rate of growth and the recession during that time period. Prior to the beginning of the fourth round planning period in October 2008, Needles had vacant land available in a variety of zones that allowed residential development. Specifically, there were more than 59 vacant acres in the R-3 zone at the time. The R-3 zone allows 30 units per acre. This amount of land was more than enough to accommodate 25 lower income units. Therefore, the City did not have an unaccommodated RHNA need for the fourth cycle.

### *Fifth Cycle RHNA*

Table 32 shows the development potential of vacant sites in the City of Needles compared to the City's share of the regional housing need. Based on an analysis of vacant land, the City has sufficient sites to meet its RHNA.

All of the sites identified have access to water and sewer, as well as the availability of electrical and internet service. None of the sites have slope constraints. The City of Needles experiences constraints related to flood plains, significant episodes of drainage and its damage to roads, and wildlife that is identified on the endangered species list. For situations related to water, drainage and flood plains, the city engineer is required to review all plans and provide approval of a project before it can move forward. In addition, the preparation of a CEQA initial study and any related mitigation measures is required for these types of projects. None of the sites listed are subject to Ordinance 542-AC which limits the number of septic systems and wells in North Needles.

Higher-density apartment units are generally affordable to lower-income and moderate-income households. Duplexes are typically affordable to moderate- and above moderate-income residents. Single-family development is primarily affordable to moderate- and above moderate-income households.

**Table 32: Ability to Address Housing Need, City of Needles**

Income Group	2019 RHNA	Vacant Land Inventory	Remainder
Extremely Low	19	1,125*	1,058
Very Low	19		
Low	29		
Moderate	34	40,052**	39,938
Above Moderate	80		
Total	181	41,177	40,996

\* These are units that could be produced on R-3 parcels and are noted to have the ability to access services.

\*\* These are units that could be produced on R-1, PUD, and R-2 zoned parcels and are noted to have the ability to access services.

Local governments can employ a variety of development strategies to meet their RHNA housing production goals, as established in Government Code Section 65583(c)(1)). Through a combination of sites for higher-density multifamily development and the use of a variety of housing types, such as manufactured homes, accessory dwelling units, and mixed-use development, the City will be able to address all of the need for sites to support housing affordable to lower-income households. The most difficult challenge is facilitating the development of housing affordable to extremely low- and very low-income households. While the City has sufficient availability of appropriately zoned land with adequate infrastructure, the availability of subsidies and incentives to make the housing feasible for developers is lacking.

The vacant land inventory shows that 23 units can be produced on land zoned with maximum densities of seven units per acre. While this is not enough to meet the RHNA for above-moderate income households, single-family residential homes are allowed in R-2 zones, as long as the density is eight units per acre or greater. To address the moderate and above-moderate RHNA numbers the vacant parcels zoned R-1, PUD, and R-2 have been combined in the table above.

The Current Goals, Objectives, Policies, and Programs section of this document contains a variety of programs to facilitate the development of housing units affordable to lower-income households. These include expedited processing, technical assistance, as well as other incentives.

To comply with SB 1087, the City will immediately forward its adopted Housing Element to its water and wastewater department so they can grant priority for service allocations to proposed developments that include units affordable to lower-income households.

## Financial Resources

Listed here are existing programs available for assistance in buying, building, or repairing a home. Some are grants, and some are low-interest loans. This list is based on information provided prior to any budget cuts resulting at the State level.

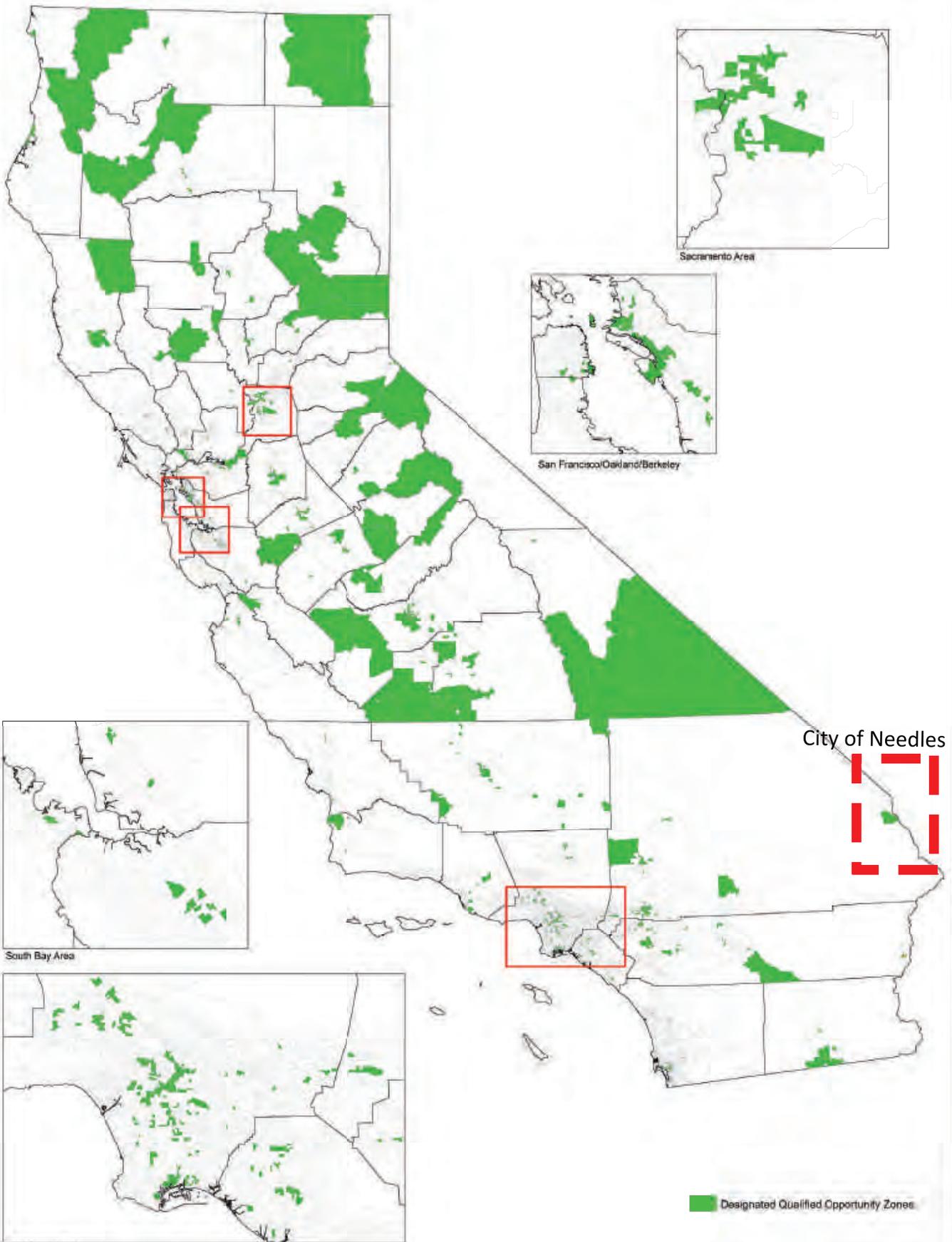
- **The Senior Home Repair Program** administered by the County of San Bernardino, Department of Economic and Community Development, provides repair grants to homeowners over 60 years of age

or persons of any age who are permanently disabled, for leaking faucets, water heater replacement, construction of wheelchair ramps, grab bars for the handicapped, and other minor repairs.

- **The Home Improvement Loan Program** administered by the San Bernardino County, Department of Economic and Community Development, provides rehabilitation loans to qualifying low-income homeowners at or below market interest rates.
- **HAP (Homeownership Assistance Program)** administered by the County of San Bernardino and funded by the HOME funds from the State of California to assist low income persons to purchase a home by providing a deferred loan, secured by a second trust deed with 0 percent interest and no payments. This loan is repaid at the time of sale or refinance of the property.
- **ADDI (American Dream Down Payment Initiative)** Funded through the HOME funds from the State of California, administered through the County of San Bernardino.
- **Multifamily Rental Property Rehabilitation/Refinance Program** Funded through the HOME Funds from the State of California, administered through the County of San Bernardino, provides loans to assist nonprofit owners of affordable multifamily rental housing with rehabilitation loans at very low interest.
- **The California Housing Rehabilitation Program** provided by the State Department of Housing and Community Development, offers low-interest loans for the rehabilitation of rental housing including residential hotels. Loan limits range from \$15,000 for rehabilitation of residential hotel units to \$35,000 for three or more bedroom units. These loans are given only to maintain or convert to assisted units.
- **Energy Conservation.** With temperatures ranging from the low 40s to above 110 in Needles, energy is in high demand for heating and cooling, making conservation measures an important issue. The electric utility is City owned and is aggressively pursuing alternate sources from which to purchase or generate power in order to control costs for City residents. In addition, the City has established a “Responsible Resource Home” program, which encourages the construction of energy-efficient homes. Homes built under this program surpass Title 24 standards by 10 percent. Persons who purchase or build such a home can expect to reduce electric bills by up to 15 percent. The program also focuses on water conservation methods and technologies. Needles recently won the California Small Utility Company Energy Efficiency Award. The City participates in numerous programs to provide Energy Star appliances, solar screens, HVAC systems, toilet replacement, and windows and doors.
- **Energy Audits.** The City Utility office offers low cost evaluation of homes to determine the major sources of energy loss.
- **Multi-Family Mortgage Revenue Bond Programs.** This program is administered by the San Bernardino County, Department of Economic and Community Development, and funds are provided by the State. The program provides below-market interest rate loans for development of new multifamily rental units with a minimum of 30 units. At least 40 percent of the units must be preserved for households with incomes at or below 60 percent of the county median, and 20 percent of the units must be reserved for households with incomes at or below 50 percent of the county median. Participants in this program can be individuals, partnerships, and profit and nonprofit corporations, and loans will be amortized over 30-year terms and due in 12 to 15 years.

- **Developer Incentives.** In 2018 the City reduced its Development Impact Fee (DIF) for both North and South Needles for residential housing development. The City has not increased its entitlement fee. The City has initiated the sale of vacant surplus property to generate revenue. The City has initiated an economic development incentive program that would pay for fees and off-site infrastructure for homebuilders.
- **State Housing Programs.** The State Department of Housing and Community Development provides loans that are administered by the County of San Bernardino until such time as the city has “opted out” and formed their own programs. One of the City’s goals is to set up such a program and administer such funds under their own program, set by state guidelines.
- **County Housing Programs.** These include first-time buyer program, home improvement loan programs, senior home repair, etc.
- **Outreach.**
  - The City of Needles is working with the media to make its residents aware of many programs available to assist with homeownership or rehabilitation, through various public and private agencies.
  - To anyone interested in low- to moderate-income housing programs and Fair Housing laws, a variety of brochures are provided at the library and City Hall Administrative offices. The Housing Authority of the City of Needles is the agency in the City that oversees the majority of low- and moderate-income housing and markets it to potential tenants.
  - The City is constantly reaching out to homebuilders associations who can provide low- to moderate-income housing. City staff has created a catalog of uninhabited for-sale properties and provides it to developers and parties interested in rehabilitation of housing inventory. The City constantly markets its surplus City-owned property for sale. The City has 207 acres of land for sale to develop homes. An economic development incentive program has been initiated to pay for fees and offsite improvements for homebuilders.
  - Through community groups (Needles Downtown Business Association, Needles Chamber, Development Services Department), the City promotes the expanded participation of local landlords in rental housing rehabilitation programs.

# Designated Qualified Opportunity Zones



Los Angeles Area

Map Produced by California Department of Finance, Demographic Research Unit

# CITY OF NEEDLES, CALIFORNIA



## ECONOMIC INVESTMENT MARKETING PLAN

**2022-2025**



**Presented by:**

**Development Management Group, Inc.**

**[www.dmgeconomics.com](http://www.dmgeconomics.com)**

**(760) 272-9136**

**March 22, 2022**

## **1. Prelude**

The purpose of the City of Needles Economic Development Marketing Plan is to provide the framework, action-oriented steps and effectiveness evaluation criteria with the goal of generating additional economic investment in the City.

The City of Needles desires to attract additional economic investment in four (4) core areas including:

1. Residential Development (Single Family, Multi-Family Housing and Custom/In-Fill)
2. Retail / Restaurants
3. Industrial Development
4. Hospitality and Tourism

This Plan relies on information from the following sources:

- A. Association of Corporate Real Estate Executives Southern California (ACRE)
- B. City of Needles
- C. Confidential Sources (Unnamed Developers)
- D. County of San Bernardino
- E. Development Management Group, Inc.
- F. Environics Analytics
- G. HdL
- H. Hunter Johnsen Marketing
- I. International Council of Shopping Centers (ICSC)
- J. LinkedIn
- K. National Association of Homebuilders (NAHB)
- L. Society of Industrial and Office Realtors (SIOR)
- M. State of California Department of Finance & Department of Tax and Fee Administration

## **2. Introduction**

The City of Needles is located in eastern San Bernardino County and is immediately adjacent to the Colorado River along the border of California and Arizona. The Southern tip of Nevada is located within ten (10) miles of the Northern tip of the City limits of the City of Needles.

The current population of Needles is 5,353 (January 1, 2021). The City encompasses about 31 square miles and is part of what is commonly referred to as the Colorado River Region which includes the Arizona communities of Lake Havasu City, Bullhead City, Fort Mohave (unincorporated) and Laughlin, Nevada. The community has Interstate 40 running through it (west to east) and Interstate 95 (north to south).

The purpose of this plan is to provide specific actions to assist the City of Needles in generating additional economic investment. The plan will rely on both the City of Needles population and the population of the Colorado River Region for which to draw investment. This is because households and consumers cross communities, zip codes and in this case, state borders for employment, shopping, education and recreation.

This plan will provide an understanding of regional and local economic opportunities by examining current demographics and other statistical information. From that, each segment of the desired economic investment will be addressed to provide context. Finally, a three (3) year month by month action step is presented along with budget.

The plan overall relies on a combination of traditional marketing/advertising and relationship-based marketing. Traditional Marketing/advertising avenues will have response vehicles while relationship-based marketing will rely on a more time intensive method.

### **3. Acknowledgments**

An Economic Development Marketing Plan is put together as a community, for a community. The City of Needles (elected officials, residents, business community and staff) has come together to provide significant visioning as well as qualitative and quantitative information to formulate the plan that follows. The following are recognized for their contributions to the plan:

#### **Mayor & City Council for the City of Needles**

Mayor Jeff Williams  
Vice Mayor Edward Paget, MD  
Councilmember Tona Belt  
Councilmember Ellen Campbell  
Councilmember Wade Evans  
Councilmember Zachery Longacre  
Councilmember Kristen Merritt

#### **Committee Commissioners for the City of Needles**

Terry Campbell, Public Utility Commission Chair  
Linda Kidd, Planning Commission Chair

#### **Community Members and Members of the Business Community**

Kim Acosta, Best Western Colorado River Inn  
Tim Terral, Golden Valley Cable  
Susan Alexis, Wagon Wheel  
Billy Andrews, Developer/Landowner  
Kristen Baran, 19<sup>th</sup> Hole  
Palm Blake, Community Leader  
Eric Bryant, Needles Marina  
Todd Burleson, AZYP  
Michael Burger, CPA  
Lale Cilenti, Palo Verde College  
Mary Gonzales, Needles Chamber of Commerce  
Shawn Gudmundson, Community Leader  
Eileen Hartwick, Napa Auto Parts/Big O Tires  
Shatell Hazlewood, River Sisters Realty  
Jan Jernigan, Needles Downtown Business Association  
Vasu Jolly, Rio Del Sol Inn  
Joe Jones, Needles Shell, Subway & Dairy Queen  
Sharad Kadakia, Developer/Landowner/Hotel Owner-Operator  
Mathew Kaplan, Vertical Companies  
Cheryl Luell, The Healing Center  
Michael Lundin, LUKO Properties  
Dr. Mary McNeil, Superintendent of Schools Needles Unified School District  
(Ret.) Judge Patrick Morris

Lyn Parker, Community Leader  
Joe Payson, Colorado River Plumbing  
Michael Phelps, Retro Pizza  
Jason Radwin, Atlas Properties  
Jim Rolls, Needles Unified School District  
Monna Sanner, Herbarium  
Kim Willis, River Sisters Realty  
Darin Woinarowicz, Arrowhead Credit Union

#### Staff Members for the City of Needles

Rick Daniels, City Manager  
Patrick Martinez, Assistant City Manager  
Sylvia Miledi, Finance Director  
Alberto Paiva City Engineer/Building Official  
Rainie Torrance Assistant Utility Manager  
Justin Scott Electric Supervisor  
Brian Hickstein Chief Water Operator  
Kim Mitchell Utility Business Office Supervisor  
Cindy Semione Associate Planner (Retired)  
Tammy Ellmore, Engineering Technician II  
Topaz Martinez Permit Tech

#### **4. Contents of Plan**

1. Prelude
2. Introduction
3. Acknowledgements
4. Contents of Plan
5. Marketing Slogan / Unification Vision Statement
6. Regional Demographics of Colorado River Region and Analysis
7. Local Community (City) Demographics of Needles and Analysis
8. Opportunities for Residential Development / Tasks & Marketing Program for Residential Development
9. Opportunities for Retail/Restaurant Development / Tasks & Marketing Program for Retail/Restaurant Development
10. Opportunities for Industrial Development / Tasks & Marketing Program for Industrial Development
11. Opportunities for Hospitality and Tourism / Tasks & Marketing Program for Hospitality and Tourism
12. Three (3) Year Quarterly Activity Matrix and Budget
  - a. Exhibit A: Marketing Matrix: Residential
  - b. Exhibit B: Marketing Matrix: Retail & Restaurants
  - c. Exhibit C: Marketing Matrix: Industrial
  - d. Exhibit D: Marketing Matrix: Travel & Tourism

## 5. Marketing Slogan / Unification Vision Statement

The City of Needles (the community) holds immense pride for who they are. A marketing slogan/vision statement that speaks to both their source and sense of pride will help unify the community further as well as serve as a brand to bring additional economic investment into the local economy. There are multiple ways to look at a slogan, this plan provides three with examples of the first concept.

*Concept 1: (Celebration of "Needles" ... a logo for use with marketing that is a set of "Needles Mountains" with "Points" or Needles on them with one of the following (or some variation):*

1. **Live the Point! (main theme)**
2. Shop the Point!
3. Grow the Point!
4. Dine the Point!
5. Play the Point!
6. Business at the Point!
7. Vacation the Point!
8. Family at the Point!
9. Move to the Point!
10. Home's at the Point
11. Visit the Point!



Essentially, the use is almost endless. The medallion shown is a mock-up example.

*Concept 2: (Cannabis Lean) While 5+ years ago, the attitude regarding a double meaning slogan would be different, today, the City and community should "lean into" its cannabis-related industry growth as that is now the prominent employer and is generating the greatest amount of new economic investment. Ideas for a slogan:*

1. Come Grow with Us!
2. Grow with Us!
3. Grow in Our Oasis!

*Concept 3: (Celebration of Needles as a River/Desert/Oasis Destination)*

1. Live on the River
2. An Oasis Paradise
3. Where the Desert Meets the River
4. California's East Coast

## 6. Regional Demographics (Colorado River Region)

Needles economic opportunities will rely on their local market (within the City of Needles), regional market (the Colorado River Region) and visitors/flow-thru (a combination of persons visiting the region for recreation and those passing through the region (typically on the I-40 corridor)

The Colorado River Region is generally comprised of Lake Havasu City, Bullhead City, Fort Mohave (unincorporated) and Laughlin, Nevada. The region has a current population of about 136,197. The median age in the region is 55.44 years. By comparison, the median age in the United States is 38 while in California, it is 36. Certainly, this points to the Colorado River Region being one that attracts significant numbers of folks that are retired. In the pages that follow are demographic characteristics of the region:

### **Ethnicity (Note that ethnicities do not equal 100% as some persons are considered of more than one\_classification):**

White Alone:	82.91%
Black/African American Alone:	1.35%
American Indian:	2.33%
Asian Alone:	1.27%
Native Hawaiian/Pacific Islander Alone:	0.19%
Other Race:	8.24%
Hispanic or Latino:	19.66%

### **Language Spoken at Home (Primary):**

English	88.12%
Asian/Pacific Islander:	.85%
Indo-European:	.90%
Spanish:	9.63%
Other Language:	0.49%

### **Population Age:**

The region has a population that is older than most across America. The median age is 54.5 years while over 1/3 of the population (33.68%) is over the age of 65. This also means that the region is popular as a retirement destination for persons looking for a lower cost of living and a warm climate.

Median Age:	55.44 Years
Under 18:	14.91%
18-34	15.64%
35-54	18.88%
55-64	15.77%
65+	34.80%

### **Households:**

Family Households:	39,105 (64.81%)
Non-Family Households:	21,229 (35.19%)
Estimated Household Size:	2.25 Persons

**Personal Transportation (Percentage of Households):**

No Vehicles:	5.66%
1 Vehicle:	35.30%
2 Vehicles:	36.69%
3 Vehicles:	15.14%
4 or More Vehicles:	7.21%

**Housing:**

Housing Units (Owner-Occupied):	67.31%
Housing Units (Renter-Occupied):	32.69%

**Length of Use:**

Owner-Occupied:	13.58 Years
Renter-Occupied:	6.44 Years

**Estimated Median Value of All Owner-Occupied Housing Units:**

\$253,595

**Housing Unit Characteristics (Housing Units by Units in Structure):**

1-Unit Attached	1,859	(2.21%)
1-Unit Detached	50,454	(60.04%)
2 Units	1,729	(2.06%)
3-4 Units	2,971	(3.54%)
5-19 Units	5,711	(6.80%)
20-49 Units	1,156	(1.38%)
50+ Units	1,813	(2.16%)
Mobile Home or Trailer Units	18,031	(21.46%)
Boat/RV/Van Units	314	(.37%)

**Educational Attainment (Adults 25+ / Highest Level Attained) (Entire Population):**

Less than High School Graduate/GED:	12.66%
High School Graduate or GED:	35.10%
Some College, No Degree:	29.98%
Associate's Degree:	8.95%
Bachelor's Degree:	8.53%
Master's Degree:	3.08%
Professional/Doctorate Degree:	1.70%

**Educational Attainment (Hispanic/Latino):**

High School Graduate or GED:	35.33%
Some College or Associates:	31.34%
Bachelor’s Degree or Higher:	6.42%

**Household Income:**

<\$35,000:	30.09%
\$35,000-\$49,999:	14.92%
\$50,000-\$74,999:	21.13%
\$75,000-\$99,999:	13.11%
\$100,000-\$149,999:	13.48%
\$150,000+:	7.27%

Average Household Income:	\$71,611
Median Household Income:	\$55,316
Ratio Average to Median:	1.29x

*By comparison, the Median Household Income in the United States is about \$67,463 while it is \$75,200 in California and \$58,900 in Arizona and \$60,400 in Nevada.*

**Median Household Income by Ethnicity:**

White Alone	\$ 55,363
Black or African American Alone	\$ 43,635
American Indian Alone	\$ 58,049
Asian Alone	\$ 48,988
Native Hawaiian or Other Pacific Islander Alone	\$195,916*
Some Other Race Alone	\$ 57,152
Two or More Races	\$ 51,134
Hispanic or Latino	\$ 54,882
Not Hispanic or Latino	\$ 55,403

\*Note that the number of persons in this category is limited and likely skews the figures.

**Poverty Status (Example: Family of 4 Poverty Line is \$26,200):**

Poverty levels are essentially the same in 2021 as they were in 2013. Overall, the region has a poverty rate of 9.1% which is lower than both that of California (11.8%) and the United States (10.5%).

- lies at/above Poverty Line: 90.95%
- Families below Poverty Line: 9.05%
- Families with Children at/above Poverty 94.30%
- Families with Children below Poverty Line: 5.70%

**Employment:**

White Collar:	46.94%
Blue Collar:	24.55%
Service & Farming:	28.50%

**Job Types (Large Scale) Total Employment:**

Total:	49,725 (100%)
For-Profit Private Employers	36,163 (72.73%)
Non-Profit Private Employers	2,749 (5.53%)
Local Government	3,618 (7.28%)
State Government	1,006 (2.02%)
Federal Government	782 (1.57%)
Self-Employed	5,366 (10.79%)
Unpaid Family Workers	42 (.09%)

**7. Local Community (City) Demographics (City of Needles, CA)****Population: 5,353****Ethnicity:**

Needles is a community that has seen additional diversification over the last eight (8) years. In 2013, “White Alone” accounted for about 74% of the population while “Hispanic/Latino” accounted for 23%. Below are the current demographic breakdown:

White Alone:	68.47%
Black/African American Alone:	2.46%
American Indian:	11.06%
Asian Alone:	0.85%
Native Hawaiian/Pacific Islander Alone:	0.18%
Other Race:	8.86%
Hispanic or Latino:	26.35%

\*Note that ethnicities do not equal 100% as some persons are considered of more than one classification.

**Language Spoken at Home (Primary):**

English	94.47%
Asian/Pacific Islander:	0.65%
Indo-European:	0.24%
Spanish:	2.57%
Other Language:	2.07%

**Population Age:**

The community is also younger today than it was eight (8) years ago when the median age was 38.6.

Under 18:	25.60%
18-34	21.39%
35-54	20.61%
55-64	12.45%
65+	19.95%

Median Age: 37.52 Years

**Households:**

Family Households:	1,250 (63.10%)
Non-Family Households:	731 (36.90%)
Estimated Household Size:	2.50 Persons

**Personal Transportation (Percentage of Households):**

No Vehicles:	12.12%
1 Vehicle:	44.22%
2 Vehicles:	26.65%
3 Vehicles:	12.47%
4 or More Vehicles:	4.54%

**Housing:**

Housing Units (Owner-Occupied):	53.46%
Housing Units (Renter-Occupied):	46.54%

**Length of Use:**

Owner-Occupied:	18.50 Years
Renter-Occupied:	8.30 Years

Estimated Median Value of All Owner-Occupied Housing Units: \$99,270

**Housing Unit Characteristics (Housing Units by Units in Structure):**

1-Unit Attached	125 (3.7%)
1-Unit Detached	1,572 (46.49%)
2 Units	58 (1.72%)
3-4 Units	242 (7.16%)
5-19 Units	159 (4.70%)
20-49 Units	7 (0.21%)
50+ Units	216 (6.39%)
Mobile Home or Trailer Units	967 (28.60%)
Boat/RV/Van Units	35 (1.03%)

**Educational Attainment (Adults 25+ / Highest Level Attained) (Entire Population):**

Less than High School Graduate/GED:	15.47%
High School Graduate or GED:	40.16%
Some College, No Degree:	27.38%
Associate’s Degree:	4.52%
Bachelor’s Degree:	7.61%
Master’s Degree:	3.64%
Professional/Doctorate Degree:	1.22%

**Educational Attainment (Hispanic/Latino):**

High School Graduate or GED:	46.44%
Some College or Associates:	37.10%
Bachelor’s Degree or Higher:	10.74%

**Household Income:**

Median Household Income in 2013 was \$29,852. Today, it is \$42,122 an increase of 41% in the last nine (9) years. Average Household Income has also increased from \$47,300 to \$58,448 (a 24% increase) over the same time period. Income disparity (a calculation which divides the average household income by median household income) has improved from 1.60x to 1.39x in the past nine (9) years. A contributing factor for increasing household incomes and improvement in disparity has been an increase in minimum wage in California.

<\$35,000:	43.26%
\$35,000-\$49,999:	13.86%
\$50,000-\$74,999:	18.63%
\$75,000-\$99,999:	7.92%
\$100,000-\$149,999:	9.84%
\$150,000+:	6.67%

Average Household Income:	\$58,448
Median Household Income:	\$42,122
Ratio Average to Median:	1.39x

**Median Household Income by Ethnicity:**

White Alone	\$43,179
Black or African American Alone	\$75,000
American Indian Alone	\$67,832
Asian Alone*	\$ 7,125
Native Hawaiian or Other Pacific Islander Alone	\$82,264
Some Other Race Alone	\$20,220
Two or More Races	\$72,231
Hispanic or Latino	\$44,701
Not Hispanic or Latino	\$41,491

**Poverty Status (Example: Family of 4 Poverty Line is \$26,200):**

Poverty levels are essentially the same in 2021 as they were in 2013.

Families at/above Poverty Line: 81.04%

Families below Poverty Line: 18.96%

Families with Children at/above Poverty 86.8%

Families with Children below Poverty Line: 13.2%

**Employment Types:**

White Collar:	38.22%
Blue Collar:	28.19%
Service & Farming:	33.59%

Job Types (Large Scale) Total Employment:	1,536
For-Profit Private Employers:	802 (52.21%)
Non-Profit Private Employers:	108 ( 7.03%)
Local Government:	326 (21.22%)
State Government:	133 ( 8.66%)
Federal Government	65 ( 4.23%)
Self-Employed	96 ( 6.25%)
Unpaid Family Workers	6 ( .39%)

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## **Employment**

Employment within the City of Needles robust. First, San Bernardino County has 2,181,654 residents. Employment within San Bernardino County is 992,100 with a labor force of 940,800 (5.2% unemployment rate). Needles has a population of 5,353 with 1,700 involved in the labor force. Currently 1,600 are employed for an unemployment rate of 6.7%. Currently, there are 2,804 jobs within the City of Needles (meaning employment within the City) or 1.65 jobs per person in the labor force. These figures do not include cannabis-related employment as there is a reporting lag for NAICS (North American Industrial Classification System) Codes. As of January 31, 2022, there were 509 persons actively employed in cannabis-related industries. Below is a list of industries and employment:

<b><u>Industry</u></b>	<b><u>Number of Employers</u></b>	<b><u>Total Employment</u></b>
Agriculture	2	4
*Agriculture (Cannabis-Related)	22	509
Utilities	2	25
Construction	12	49
Manufacturing	2	16
Retail	44	219
Transportation & Warehousing	9	60
Information	8	27
Finance & Insurance	25	32
Real Estate & Rental/Leasing	21	64
Professional, Scientific, Technical	11	40
Administrative/Support/Waste Management	4	13
Education	9	329
Health Care & Social Assistance	40	359
Arts/Entertainment/Recreation	10	40
Accommodation & Food Service	37	351
Other Services	34	131
Public Administration	48	533
Unassigned	13	3
<b>Total</b>	<b>351</b>	<b>2,804</b>

Average Employees Per: 7.99

Note (\*) Cannabis-related employment does not show in NAICS code analysis. DMG, Inc. provides estimates based on past economic impact analysis. The total employment in cannabis-related companies is 509 as of January 31, 2022. It is estimated that there are about 35 cannabis-related businesses currently operating, within 22 different ownerships.

# **CITY OF NEEDLES, CALIFORNIA**

## **ECONOMIC INVESTMENT MARKETING PLAN**

**2022-2025**

### **RESIDENTIAL GROWTH & DEVELOPMENT OPPORTUNITIES**



**\*Single Family Home Development (First-Time Homebuyers)**

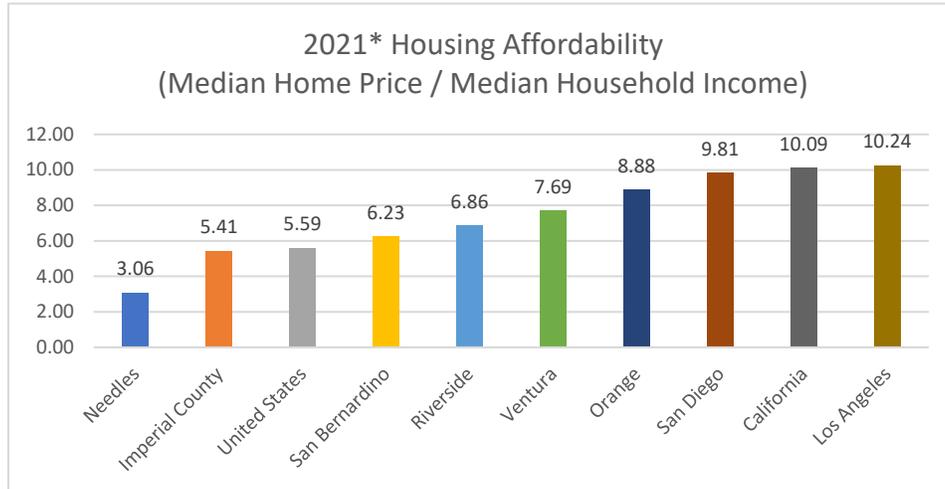
**\*Multi-Family Development**

**\*Custom Home & Infill Development**

## 8. Residential Housing

The current housing market is currently stable and there have been a fair number of transactions in recent years. The following housing market charts are presented to provide a better understanding of the Needles housing market in recent years:

Housing Affordability: Needles has one of the most affordable housing markets in the entire Nation. Consider that in California (as a whole) the median home price is 10.09 times the median household income. In San Bernardino County, it is 6.23 times. The United States as a whole has a median home price that is 5.59 times the median household income, while Needles is significantly more affordable at only 3.06 times.



Home Sales: Needles has ranged from about 52-139 over the past five (5) years while the median home price has ranged from a low of \$66,500 to \$95,000 over the past five (5) years.

### Exhibit B

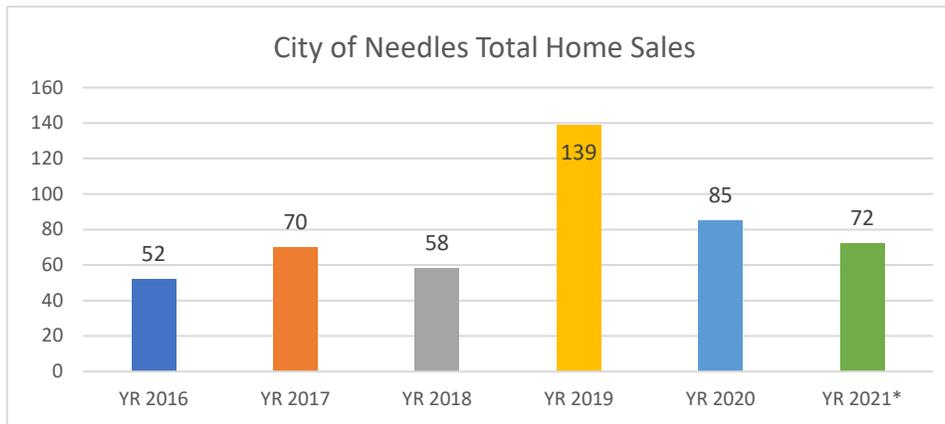


Exhibit C

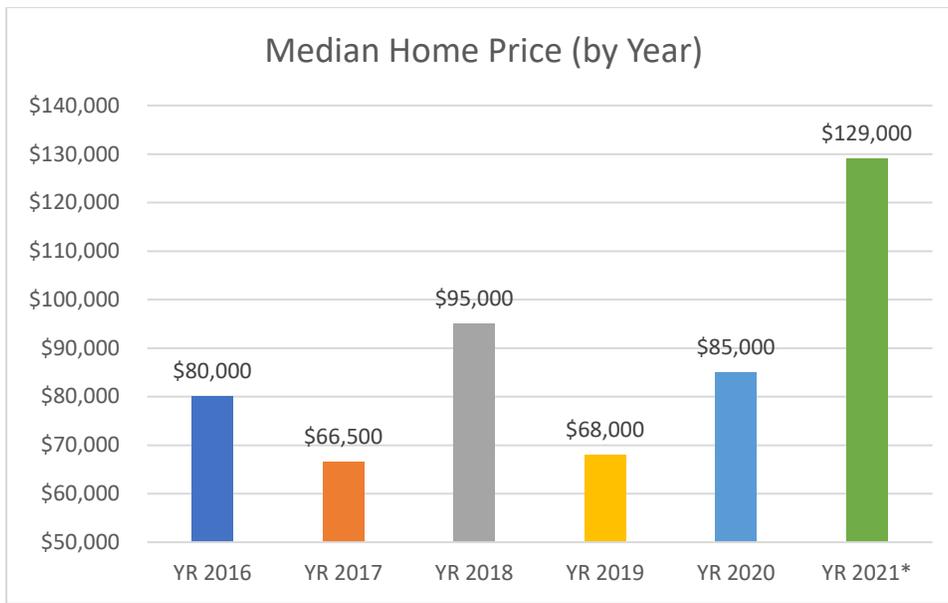
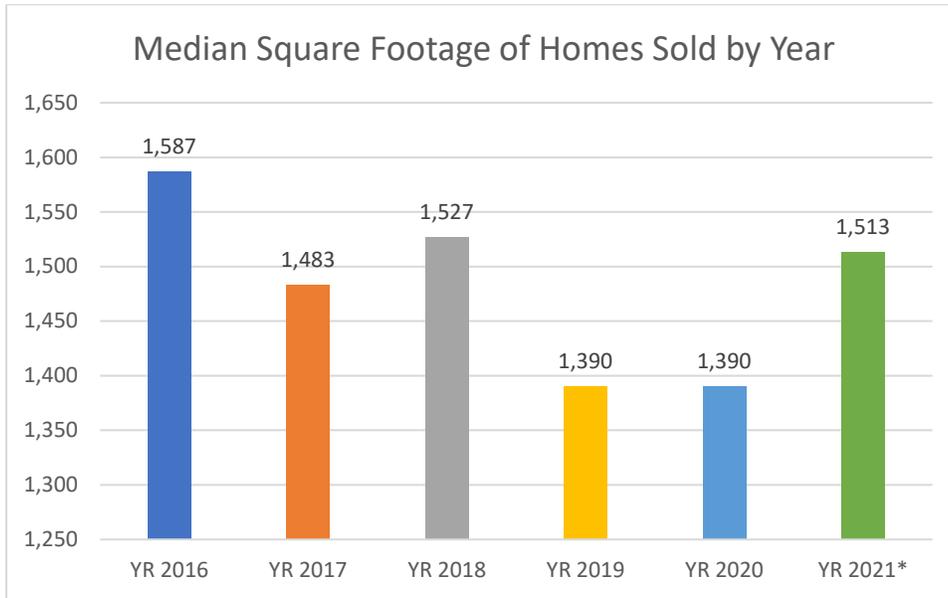


Exhibit D



\*The median home size sold since 2016 has ranged from about 1,390 to 1,587 square feet.

In general, the housing market in Needles is stable. Distress in the housing market is seen through Real Estate Owned (REO)'s which generally means bank owned, short-sales (meaning a home sold for less than the loan amount with the consent of the lender), foreclosures and defaults (notices provided to homeowners that are behind in payments). Activity in each of these categories is at historic lows.

Exhibit E

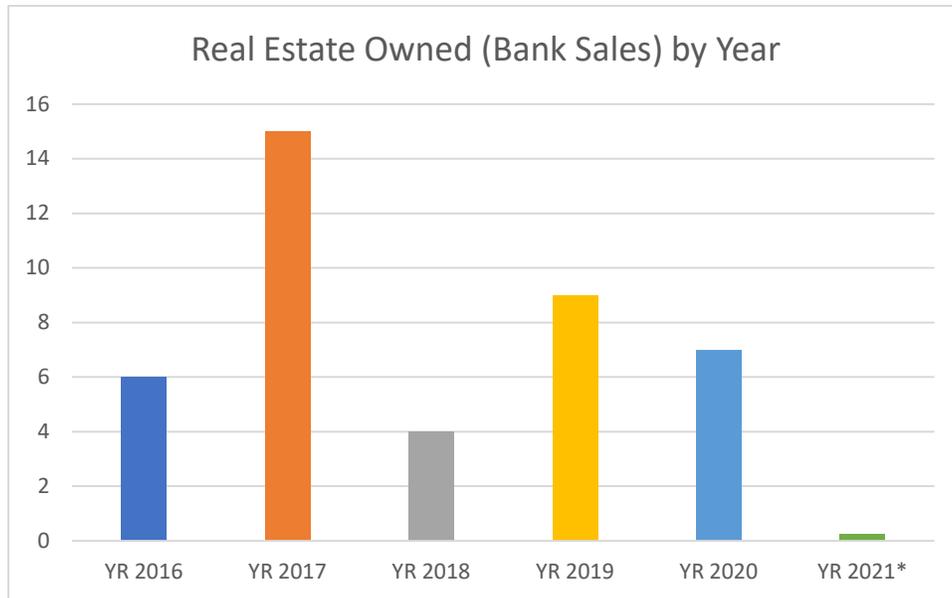


Exhibit F



Exhibit G

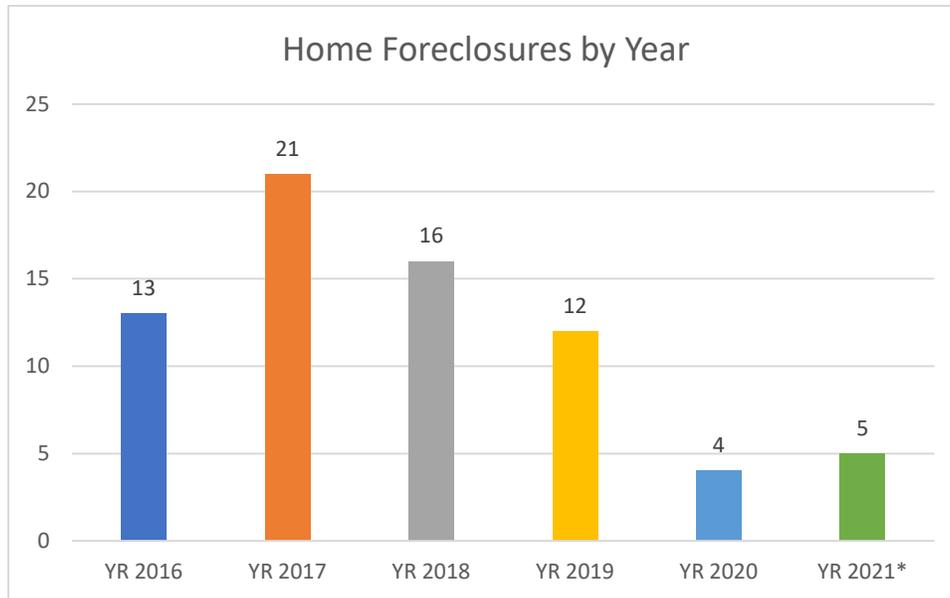
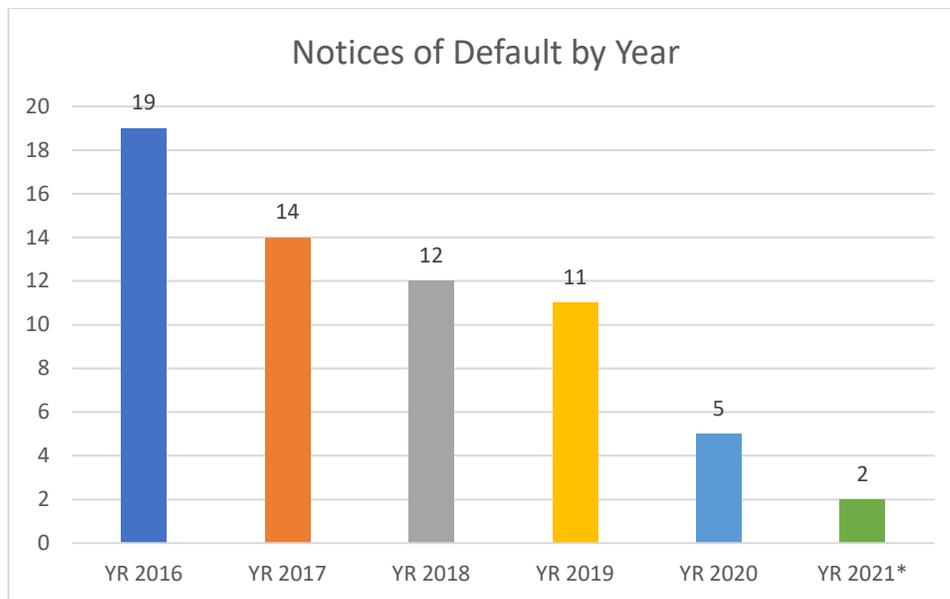


Exhibit H



Absentee/Investment Buyers: Finally, activity from absentee homebuyers continues to be strong. As the housing market in other areas of California continue strengthen, investors look to affordable markets like Needles for which to purchase homes. In San Bernardino County, an average of 25.5% of homes are purchased by absentee owners for investment purposes. In Needles, between 40% and 60% of homes over the past five years have been purchased as investment properties.

Exhibit I

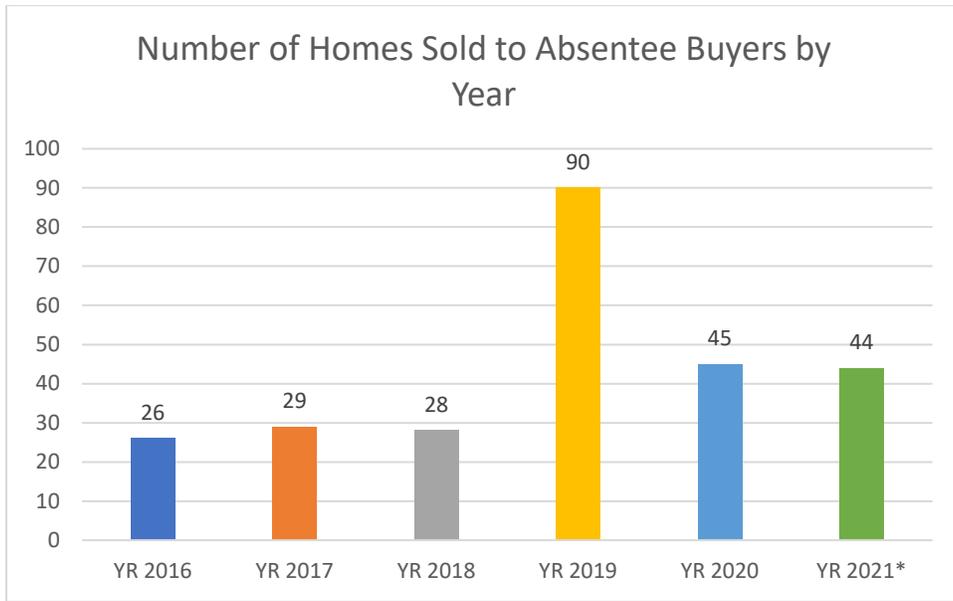


Exhibit J

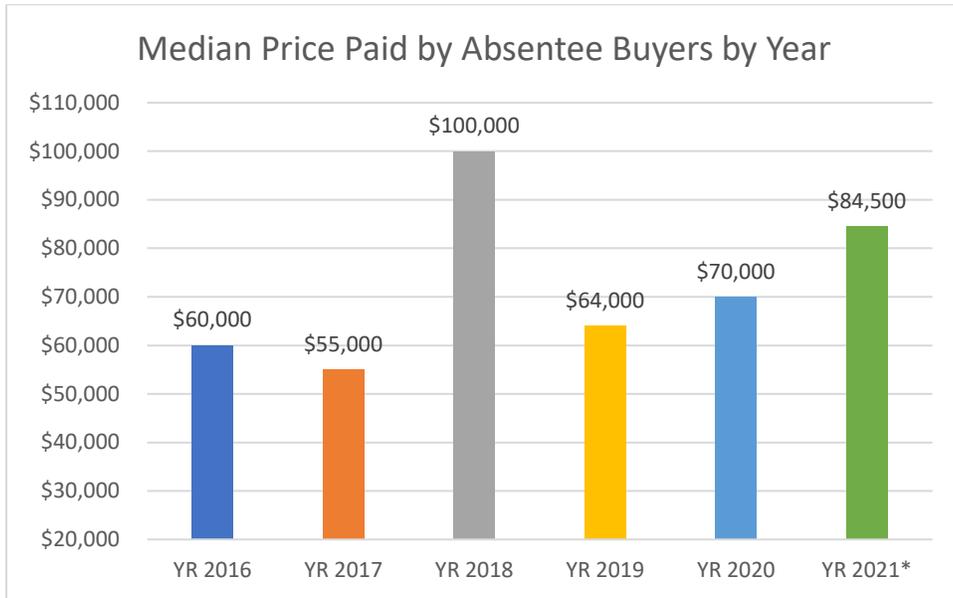
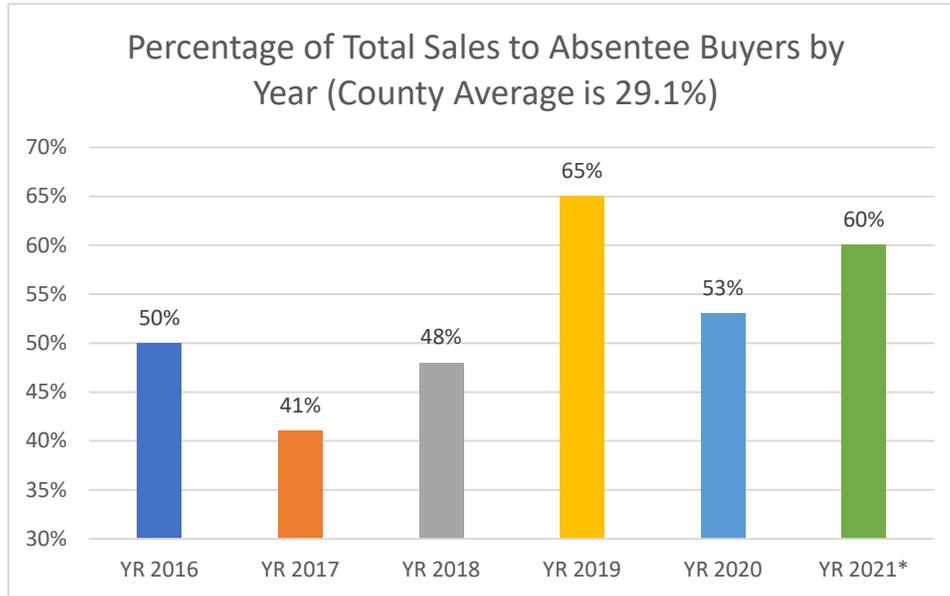


Exhibit K



**Housing Deficit Calculation**

Needles is experiencing a housing deficit based on the number of persons employed in the community. Using national (United States) figures, there is a total population of about 329,000,000. There are 139,640,000 housing units in total or one housing unit per 2.36 persons. There were 152,234,000 persons employed in January 2020 (using Pre-Covid figures). This means that there are 1.09 housing units per employed person in the United States.

In Needles, there are currently 2,336 housing units for a population of 5,248 or one housing unit per 2.24 persons (similar to the United States as a whole). While the labor force currently living in the City of Needles totals 1,700 with 1,600 employed (unemployment rate of 6.4%), there are an estimated 2,854 jobs within the City limits. At current, there is .82 housing units per person employed within the City. To match the United States average of 1.09 housing units per employed person, Needles would need a total of 3,111 total housing units. This means the current housing deficit is about 775 units.

**Table 1: Housing Deficit Calculations**

<b>Item</b>	<b>Number/Figure</b>
Population	5,353
Total Housing Units*	2,379
Labor Force	1,700
Total Employed	1,600
Total Currently Employed Within Jurisdiction	2,804
Job Growth Projection (2022-2025)**	1,288
Projected Total Employment	4,072
Local Ratio Units to Jobs (Current)	.85
Housing Units Needed by 2025 (Local Ratio)	3,455
Additional Units Needed by 2025	<b>1,076</b>
National Ratio Units/Jobs	.92
Housing Units Needed by 2025 (National Ratio)	3,746
Additional Units Needed by 2025 (National Ratio)	<b>1,367</b>

**Total Additional Housing Units Needed by 2025: 1,076 to 1,367**

\*Housing Units defined as fixed structures

\*\* Job Growth factors ONLY Cannabis-Related businesses (Under Construction/Approved)

**Current & Future Demand for Housing:**

For the first time in decades, the City of Needles is growing and there is an industry that is driving the growth. In recent years, new construction has generally been limited to custom home construction, typically along the shoreline of the Colorado River. That said, in the last three (3) years, the community has added over 500 new jobs mostly as a result of cannabis-related businesses. Currently, there are 509 persons working in 240,500 square feet of cannabis-related business space. This is about 1 person for every 473 square feet of space. There is an additional 184,337 under active construction. This will result in about 390 additional jobs. Finally, there is another 424,409 square feet of space that has been entitled and is estimated to be constructed over the next three (3) years, creating an additional 898 jobs.

The growth of this industry is creating a housing shortage in the community. Based on both local and national housing to jobs ratios, the City of Needles needs an additional 1,076 and 1,367 housing units over the next three to five years to meet current and future demand.

Before housing developers (for sale or rental) begin, they will desire to understand market affordability and costs. Below are three (3) scenarios for which to consider:

## Housing Affordability

### **Scenario #1**

A household with one (1) income. Full-time Cannabis-Related Business Employee makes \$18 per hour.

Income #1: \$37,444

Total Household Income: \$37,444

Monthly Income: \$3,120

Amount Available for Housing (30%): \$936.00 per month

Housing options would be limited to either a rental (one-bedroom) or a two-bedroom with roommate(s) or a purchase whereby there are multiple people purchasing together. The maximum amount this person could afford on their own is about \$150,000. Below is a sample purchase:

Home Purchase: \$150,000 (Loan Amount)

Interest Rate (30-Year Fixed): 4%

Payment (Principal & Interest): \$716/month

Property Taxes (1.125%): \$141/month

Homeowners Insurance: \$80/month

*Total Payment: \$937/month or 30% of income*

### **Scenario #2**

A household with two (2) incomes. First full-time making \$18 per hour, second working part-time (50%) at \$16 per hour (current minimum wage)

Income #1: \$37,440 / Income #2: \$16,640

Total Household Income: \$54,080

Monthly Income: \$4,507

Home Purchase: \$225,000 (Loan Amount)

Interest Rate (30-Year Fixed): 4%

Payment (Principal & Interest): \$1,074/month

Property Taxes (1.125%): \$211/month

Homeowners Insurance: \$125/month

*Total Payment: \$1,410/month or 31% of income*

### **Scenario #3**

A household with two (2) incomes. Both full-time making \$18 per hour:

Income #1: \$37,440 / Income #2: \$37,440

Total Household Income: \$74,880

Monthly Income: \$6,240

Home Purchase: \$275,000 (Loan Amount)

Interest Rate (30-Year Fixed): 4%

Payment (Principal & Interest): \$1,709/month

Property Taxes (1.125%): \$258/month

Homeowners Insurance: \$150/month

*Total Payment: \$2,117/month or 34% of income*

City could consider using a portion of the cannabis-tax money to assist first-time or low-moderate income homebuyers purchase older homes in community and have funds to “rehab or fix-up”. There would be owner occupancy requirement (covenant) and use funds as a silent second mortgage (no payments, no interest) but paid back at time they sell home.

Additionally, the City could consider using a portion of the cannabis-tax money to assist first-time homebuyers with new homes through a down payment assistance of up to 3% of the purchase price (\$6,000) There would be owner occupancy requirement (covenant) and use funds as a silent second mortgage (no payments, no interest) but paid back at time they sell home.

Housing Opportunities for Needles, CA

1. New construction rental housing (multi-family) to host those largely in cannabis-related industries.
2. New construction tract housing for those largely employed in cannabis-related industries.
3. Continued expansion of custom homes along the Colorado River
4. Retirement housing (single family) for those desiring to leave larger markets (and use their equity to fund retirement)
5. Institutional retirement housing (staged care, senior care apartments)
6. Housing for State or County Employees (like CHP, Caltrans, Sheriff or Fire) whereas State/County works with private developer to build housing (2-3 bedroom) that is used by State/County employees when rotating through Needles, CA as the community’s lack of housing is a barrier to attract professionals to provide public services.

Proof of Concept

Obviously, single-family new home construction is what would bring the greatest long-term growth potential and family stability to the community. This is because families are putting down “roots” and will generally become active in the community and local school system.

Needles offers one of the most affordable housing opportunities in California. That said, there has been little new housing built in recent years. Since 2016 only a handful of new homes have been built. These are generally limited to custom homes built on parcels with direct access to the Colorado River. The community has generally been ignored by homebuilders as the population was not increasing. Since 2018, this dynamic has begun to change with the welcoming of cannabis-related businesses to the community. Below are figures regarding the housing market over the last five (5) years:

**Home Construction (Based on 1,350 Square Foot 3-Bedroom 2-Bathroom Home)**

	<u>Calle Hernandez Lots</u>	<u>Stromberg Lots</u>
Sale Price	\$250,000	\$250,000
Land	\$12,000	\$4,000
Infrastructure	\$0	\$24,000
Building Fees (1,350 sq. ft)	\$8,464	\$8,464
Utility Fees (1,350 sq. ft.)	\$5,700	\$5,700
School Fees (\$4.08 psf)	\$5,508	\$5,508
Home Construction (\$125 psf)	\$168,750	\$168,750
Closing Costs (7%)	\$17,500	\$17,500
Developer Profit	\$32,078	\$16,078

**Tasks and Marketing Program for Residential Development:**

- A. Consider a down-payment assistance program for owner-occupied housing units.
- B. Consider a residential rehabilitation program for owner-occupied housing units.
- C. Consider state legislation that allow for “halo” of real estate professionals and construction professionals (general and sub-contractors) to have reciprocity of licenses between AZ, NV and Needles. This would recognize their out-of-state licenses so long as they register for license in California and carry proper insurance (but waives separate testing requirements).
- D. Acquire database of all active homebuilders in Southern California, Western Arizona and Southern Nevada.
- E. Develop Map of City that shows all existing approved tract maps.
- F. Develop Map of City that shows all existing approved residential lots (custom & infill homes).
- G. Develop Map of City showing large parcel(s) that could accommodate master-planned retirement community development.
- H. Develop “Asset Map” of Needles and Region to “recruit” new homeowners showing shopping, dining, healthcare, community services and recreational opportunities. Asset map would also show availability of utilities (such as internet connection/download speeds).
- I. Develop sample fee schedule for:
  - a. Single-family home development (20-units)
  - b. Multi-family home development (48-units)
  - c. Custom Home / infill development (1-unit)
- J. Develop a Postcard for Direct Mail use to homebuilders (2)
- K. Become Active Member of Building Industry Association(s) in Inland Empire (Baldy View/Riverside), Western Arizona and Southern Nevada
- L. Attend Annual Homebuilders Convention (typically in January): Year 1 as “Invader”, Years 2-3 as Exhibitor
- M. Use Postcards as Direct Mail to Homebuilders Twice Per Year
- N. Use Email Campaign (aka Constant Contact) to target homebuilders from database on quarterly basis.
- O. Use LinkedIn (individual or City campaign) to target those that work in homebuilding in the target areas (Southern California, Western Arizona and Southern Nevada)
- P. Over first 12 months, work to generate 25-50 “ongoing relationships” that for quarterly “check-in or sales call.”
- Q. Schedule Annual State of the City or similar for residential builders and real estate professionals.

# **CITY OF NEEDLES, CALIFORNIA**

## **ECONOMIC INVESTMENT MARKETING PLAN**

**2021-2024**

### **RETAIL GROWTH AND OPPORTUNITIES**



**\*Retail to Serve Local Community**

**\*Retail to Serve I-40 / I-95 Travelers**

**\*Retail to Serve Daytime Workforce**

**\*Retail to Serve Colorado River Region**

## 9. Retail Growth/Opportunities

The City of Needles is experiencing both population and job growth for the first time in decades. The cannabis industry is bringing new people to the community either for work or to both work and live. This is creating new interest by retailers to serve the community. Overall, the community is targeted by retailers seeking to serve:

- A. Permanent Population (5,353 persons)
- B. Daytime Population (combination of permanent population and those that work in Needles) that includes over 2,800 persons working in Needles daily.
- C. Flow-through traffic on Interstate 40 (x cars a day)
  - a. I-40 @ I-95 North (17,500 AADT)
  - b. I-40 @ I-95 South (14,400 AADT)
  - c. I-95 North @ E/B I-40 (4,200 AADT)
- D. Visitors to the Colorado River and Desert Region for recreational activities

Retail distribution is a driver in what retail opportunities exist in the region. It is important to know what retailers (regional and national) have stores in the Colorado River Region (including Lake Havasu City, Fort Mohave, Bullhead City and Laughlin). Additionally, retailers and restaurants that are franchise driven are more likely to have interest from franchisees that are already invested in the general area. Before proceeding with the retail marketing strategy, the pages that follow show the total retail demand (sales) for both the Colorado River Region and the City of Needles.

### **Colorado River Region Retail Demand**

Demand for retail products and services is driven by a combination of the resident population, part-time (generally winter) residents, visitors (to the Colorado River or surrounding Desert areas for tourism purposes), vacationers to the gaming/resort destinations including Avi and Laughlin-based hotels/casinos and travelers coming through the region. Retail sales per capita (residents) is \$21,0720 which is slightly higher than the estimated national figure of \$16,970. This is attributed to tourism (river, desert and gaming/resorts).

Total Retail Demand	\$ 2.87 billion
Motor Vehicles & Parts	\$ 519.33 million
Furniture & Home Furnishings	\$ 44.95 million
Electronics & Appliances	\$ 31.90 million
Building Materials	\$ 200.65 million
Food & Beverage	\$ 370.49 million
Health & Personal Care	\$ 158.78 million
Gasoline Stations	\$ 190.49 million
Clothing	\$ 85.30 million
Sporting Goods	\$ 32.06 million
General Merchandise	\$ 313.21 million
Miscellaneous	\$ 51.45 million
Non-Store Retailers	\$ 424.10 million
Food Services and Drinking Places	\$ 264.21 million

Retail Demand is a calculation of how much retail products and services are needed to support a region based on its local population, demographically adjusted. Demand is usually provided in current (2022) and future (2026) dollars to show growth potential. Demand does not adjust for visitors, highway flow-thru or other non-local demand considerations.

The overall five-year compounded annual growth rate (per Environics Analytics) is expected to be about 1.84%. Certain categories are expected to grow at a faster rate including Health and Personal Care (2.31%), Gasoline Stations (2.46%) and Food/Drinking Establishments (2.72%).

The third-party analytics does not reflect recent growth in Needles as a result of the cannabis industry. There is typically a data-lag of at least 2-3 years for most industries. The cannabis industry has not shown up in most statistical categories as County, State and Federal Government Agencies struggle to categorize it correctly.

Retail Demand in the City of Needles is approximately \$13,688 per person, which is 19.3% lower than the national average of \$16,970. Keep in mind that this figure is not necessarily the average true spend per person but also includes visitors (tourism and flow-thru) and a workforce that comes to Needles for employment.

Total Retail Demand	\$73.27 million
Motor Vehicles & Parts	\$14.03 million
Furniture & Home Furnishings	\$ 1.18 million
Electronics & Appliances	\$ .87 million
Building Materials	\$ 4.88 million
Food & Beverage	\$ 10.38 million
Health & Personal Care	\$ 4.17 million
Gasoline Stations	\$ 5.63 million
Clothing	\$ 2.40 million
Sporting Goods	\$ .91 million
General Merchandise	\$ 8.74 million
Miscellaneous	\$ 1.41 million
NonStore Retailers	\$ 11.41 million
Food Services and Drinking Places	\$ 7.26 million

**Regional/National Retailers with Presence in Needles, CA (Est. Population 5,353)**

America’s Best Value Inn	Hampton Inn & Suites*
Auto Zone	Jack in the Box
Best Western	McDonalds
Big O Tires	Mobile
Carl’s Jr	Napa Auto Parts
Chevron	Quality Inn
Circle K	Red Roof
Dairy Queen	Rite-Aid
Days Inn	Rodeway Inn
Dollar General	Shell
Domino’s Pizza	Subway

\*Hampton Inn & Suites under construction as of 3/16/22

**Regional/National Retailers with Presence in Colorado River Region**  
**Lake Havasu City (Est. Population 55,800)**

Ace Hardware	In-N-Out Burger
Arbys	Jersey Mikes
Bashas	KFC
Big 5	Little Caesars
Big Lots	Lowes
Big O Tire	McDonalds
Burger King	Mobil
Caliber Collision	Motel 6
Carl's Jr.	O'Reillys Auto Parts
Carquest	Panda Express
Chase Bank	Pet Smart
Chilis	Pizza hut
Chipotle	Planet Fitness
Circle K	Quality Inn
CVS Pharmacy	Red Robin
Del Taco	Rosati's
Dillard's	Ross
Discount Tire	Safeway
Dollar General	Shell
Dunkin	Sportclips
El Pollo Loco	Staples
Enterprise Rent a Car	Starbucks
Federal Express	Super 8 Motel
Food City	Terrible Herbst (Gas/Convenience)
Great Clips	Tractor Supply Co.
Habit Burger	U-Haul
Harbor Freight Tools	UPS Store
Hobby Lobby	Verizon
Holiday Inn	Walgreens
Home Depot	Walmart
Human Bean	Wells Fargo
IHOP	Wienerschnitzel

**Regional/National Retailers with Presence in Colorado River Region**

**Bullhead City (Est. Population 40,900)**

99 Only Stores	IHOP
Aarons Rent a Center	Joann's
Ace Hardware	KFC
Arby's	H&R Block
ATT Mobile	Harbor Freight
AutoZone	Home Depot
Bank of America	Little Caesars Pizza
Baskin Robbins	Lowe's
Big 5 Sporting Goods	Mattress Firm
Black Bear Diner	McDonalds
Boost Mobile	O'Reilly's
Buffalo Wild Wings	Panda Express
Burger King	Papa Johns
Carl's Jr.	Planet Fitness
Chase Bank	Safeway
Chevron	Sears Hometown
Circle K	Smart & Final
Cold Stone Creamery	Smith's
Cost Cutters	Sonic
CVS	Starbucks
Del Taco	Subway
Denny's	T-Mobile
Discount Tire	Taco Bell
Dollar General	Texaco
Dollar Tree	U-Haul
Dominos Dutch Brothers	UPS
Enterprise Rent a Car	US Bank
Famous Footwear	Verizon
Great Clips	Walgreens
Goodwill Stores	Wendy's
Hobby Lobby	Walmart
Human Bean	Wiener Schnitzel

**Regional/National Retailers with Presence in Colorado River Region**

**Fort Mohave (Unincorporated) (Est. Population 15,000)**

Arco AM/PM  
Chase Bank  
Mobil

Dollar General  
Family Dollar

**Regional/National Retailers with Presence in Colorado River Region**

**Laughlin (Est. Population 7,400)**

76 Fuel  
Chevron  
Days Inn  
Family dollar  
Shell  
Starbucks

Famous Footwear  
Harrah's  
In-N-Out  
Panda Express  
Terrible Herbst

A successful retail recruitment strategy will include the following:

1. Targeting retail businesses with a presence in the Colorado River Region, as this means there is existing distribution and management to support operations (lists on previous pages).
2. Marketing the growing employment base in Needles and the fact that each new job generated statistically adds over \$10,000 in retail spending within the economy. This adds to the market potential for retailers.
3. Generating and cultivating new and existing relationships with retail developers and retailers keeping in mind that many developers focus on particular regions. With Needles really being within three regions (Southern California, Western Arizona and Southern Nevada), efforts must be made to reach out to developers in each region to establish relationships and describe opportunities. Professional Social Media such as LinkedIn can assist in introducing Needles to potential economic investors as it can target specific industry-category professionals.
4. Generate database of commercial property owners in Colorado River Region Corridor as they are experienced in ownership and tenants in the region.
5. Needles must make use of trade show events that bring brokers, developers and retailers together such as ICSC-San Diego and ICSC-Las Vegas
6. Needles can utilize organizations such as ACRE as a means of generating new relationships with real estate brokers that are involved in tenant-representation activities.
7. Needles must make specific outreach attempts to retailers in specific sub-categories where there is community need. This includes full-service grocery store as well as grocery retailers that target/cater to families utilizing government assistance (such as Mother's Nutrition now known simply as Mother's).
8. The City (itself, through Crexi or LoopNet) needs to maintain a list of vacant and available buildings suitable for retailers as well as land that is either located appropriately for the marketplace or is already entitled for retail in order to introduce potential sites to brokers, developers and retailers (knowing that actual transactions will occur between landowners, brokers and developers/users).
9. As users and developers are sensitive to California's development fee system/schedule, the City of Needles would benefit from having a sample fee calculation for three (3) new construction buildings:
  - a. 20,000 square foot new construction general retail
  - b. 6,000 square foot new construction general retail
  - c. 2,500 square foot new construction (quick-serve restaurant)

**Sample LinkedIn Post to Promote Location**

**Example A  
Real Estate Broker-Product**

 **Progressive Real Estate Partners** + Follow  
901 followers  
1w • Edited •

Lots of CRE activity happening in the High Desert region of SoCal's Inland Empire! Congrats to our ...see more



**Progressive Real Estate Partners Announces Sale of High Desert La...**  
progressiverep.com • 2 min read

**Example B  
Retailer Celebrating New Store**

 **AARON HARRIS** • 1st  
Vice President of Real Estate and Construction for Dutch Bros Coffee  
2d •

Saturday Night Update from **Dutch Bros Coffee** and our team has done it again. ...see more



**Example C  
Needles, CA  
Celebrating Success**

Congratulations to our economic development client, the City of Needles and The Green Group. Construction has started on a new Hampton Inn & Suites in Needles! Sharad Kadakia and his team are bullish on a town that has added 500+ new jobs in the last 2 years!



# **CITY OF NEEDLES, CALIFORNIA**

## **ECONOMIC INVESTMENT MARKETING PLAN**

**2021-2024**

### **INDUSTRIAL GROWTH AND OPPORTUNITIES**



**\*Warehouse/Logistics/Trucking**

**\*Vertical Suppliers to Cannabis Industry**

**\*Data Centers (Crypto Mining Operations)**

## 10. INDUSTRIAL

Of the four categories for which the City desires to market opportunities, traditional industrial and/or distribution/logistics will likely be the most difficult to see success. Businesses based in California are at a disadvantage as the State minimum wage is currently \$15.00 per hour. In Arizona it is \$12.80 per hour while it is \$9.50 in Nevada. By way of reference, the national minimum wage is \$7.25 per hour. That said, employers located near border states with lower minimum wage often report that they are able to attract the “best of the best” in the labor market as they often offer higher pay than employers in nearby states.

Over the past twenty-five years, logistics has been a driving force in the economic expansion of the Inland Empire. The industry has centered in Ontario, Jurupa Valley, Mira Loma and San Bernardino. In more recent years, the City of Perris has seen logistics growth. The (now) more urbanized communities within the Inland Empire are exceedingly passing new restrictive laws preventing the expansion of logistics in their city. This is because residents have complained of traffic, noise and air quality. Logistics-oriented companies are now looking north to Victorville, Hesperia, Apple Valley and Adelanto.

The City of Needles should make sure they are included in consideration for logistic companies as land is generally inexpensive and plentiful and the community is located with easy access to the Los Angeles (I-40/I-15), Las Vegas (I-95) and Midwest/Southern Markets (I-40). Additionally, as last-mile delivery expands (Federal Express, UPS, Amazon-Direct) Needles should lobby for facilities as the community is located in the center of the Colorado River Region.

1. Membership and active participation in Inland Empire Economic Partnership (IEEP)
2. Membership and active participation in Society of Industrial and Office Realtors (SIOR)
3. Direct Communication with Brokers Representing Industrial (Typically Inland Empire based brokers) Examples include:
  - a. Lee & Associates
  - b. CBRE
  - c. Colliers International
  - d. Daum Commercial
4. Research List of Developers that own Industrial Parks in Western Arizona/Southern Nevada
5. National Association of Industrial and Office Professionals
6. Direct Communication with Industrial Developers (Prologis & Hillwood)
7. Get Database of all industrial brokers SoCal, Western AZ, So. Nevada)
8. Asset Map of Needles and surrounding area that includes major interstates and highways, off-ramps, land zoned for industrial (uses which could include warehousing, transportation or fuel/switch yards). Said Map should also include current electrical and water rates as a comparative tool for development use.
9. Communication with existing Cannabis-Related Businesses to request names of suppliers or ask that they contact **suppliers** to move facilities into Needles to **support cannabis industry** (packaging, soil, chemicals, seeds, lighting, irrigation, water treatment).
10. Acquire database of **trucking, transportation and logistics** companies along with trade publications catering to that industry. As California continues to increase regulation on the industry that may call for non-diesel vehicles in California, Needles could be the “switch station” that includes a yard and facility to change from diesel vehicles that are likely to allowed in other states for the foreseeable future to alternative (non-diesel) tractors.

11. An industry has developed of **data centers** to facilitate crypto currency transactions. While the job creation is low in this industry, the energy usage is high. The City offers a significant advantage as the geographic location of Needles makes it a low-risk target for physical sabotage. The energy rates are such that crypto mining facilities would benefit from locating in the community. If the City were to explore this, it would be beneficial to adopt a CUP process for such use and allow for the negotiation of a Development Agreement whereby the City could “profit” from this enterprise and be able to utilize those funds to further other economic development/community development objectives.
12. The City needs to develop a virtual tour tool so that brokers, developers and potential users that are considering options remotely have a means to tour the City via an online presentation. This can be accomplished with appropriate scripting, still photography and video (both static and aerial).

### **Growth Industries**

In about 2015, the City of Needles made a conscious decision to actively work with the cannabis industry as a means of fueling local growth in the economy. All told, some 86 cannabis-related companies are or have applied/entitled to operate in Needles. At current, there are twenty-nine (29) cannabis related businesses operating in Needles in approximately 232,234 square feet of space.

As of this writing (March, 2022), there are sixteen (16) cannabis-related companies actively under construction for an additional 184,337 square feet of space.

Finally, there are about forty-one (41) additional companies that have received approval (Conditional Use Permits) to operate for an additional 424,409 square feet.

Cannabis-related industries are creating a significant economic investment into the community as well as creating hundreds of new jobs. The draw to Needles is three-fold: available land, willingness of local government to support the industry and ability to acquire utilities (notably water and electricity) at competitive rates.

At current, there is one (1) job for every 473 square feet of cannabis-related business space. This figure is consistent with the over fifty (50) Economic/Job/Fiscal Impact Analysis that DMG, Inc. has completed relative to this industry (average is 1 per 350 square feet). In total, there are about 509 persons actively employed in this industry in Needles, CA. The facilities under construction are sent to employ an additional estimated 390 persons. If the projects that are approved (not yet under construction) also were to be 100% built, an additional 897 employment opportunities will exist in Needles, CA.

*Note: Cannabis has not been assigned a NAICS Code, therefore employers and others reporting data do not have a separate industry code for which to report to/for, therefore salary information cannot be verified, though from previous work, about 90% of jobs in the industry pay between \$15-\$20 per hour (\$31,000 to \$46,000 per annum).*

50%: \$15-\$18 per hour

40%: \$19-\$23 per hour

10%: \$24-\$30 per hour

# **CITY OF NEEDLES, CALIFORNIA**

## **ECONOMIC INVESTMENT MARKETING PLAN**

**2021-2024**

### **TOURISM OPPORTUNITIES**



**\*Marketing Partnership (TBID)**

**\*Route 66 Tourism**

**\*River Destination**

**\*Desert (Sand Toys / 4x4 Destination)**

**\*Travelers Oasis**

**\*Support for Visiting Laborforce**

## 11. HOSPITALITY/TOURISM

Needles has long been the gateway to the Colorado River from Southern California. Visitors usually travel on Interstate 40 east from the Barstow area but also come from Highway 95 North. It is estimated that 6 million people per year visit the Colorado River for recreational purposes. The community also serves as a traveler's "Oasis" as the closest to Needles traveling west is Barstow (144 miles) and east to Kingman, AZ (62 miles). Needles provides an opportunity for passenger vehicle travelers to stop, rest, seek food, gasoline/fuel and automotive repairs. Commercial truck drivers are able to use Needles for similar purposes as well as Federally required rest breaks. The region also sees significant tourism from those seeking to experience "Historic Route 66" either from a passenger car or motorcycle. The community sees a fair number of organized car drives and rallies from car clubs and similar.

Overall, the visitors to the region mostly fall within the following categories:

- A. Flow-thru traffic traveling on I-40 or I-95
- B. Visitors Touring Historic Route 66 (and likely visiting surrounding communities)
- C. Visiting to "play" on the River
- D. Visiting to "play" in the Desert and/or Camp
- E. Travel to Region for Employment (mining, agriculture, railroad, pipeline, environmental cleanup, regulatory (Federal, State or County))

Within literally millions of people traveling into or through the area each year, it is the goal of a tourism program to welcome those travelers for both planned and spontaneous stops in Needles. By providing appropriate marketing and messaging, the community will benefit from increased economic activity. Below are a number of steps to consider in this process:

- A. Entry Monument Signs on I-40 (West and East Bound) welcoming people to City of Needles. As Needles is literally a Desert Oasis, this will create a sense of place and community while guiding motorists to stop.
- B. Overpass Signage, similar to the entry monument, consider working to secure ability to place identifiers for the City on overpasses along I-40 (West and East Bound).
- C. Billboards (maybe City-owned to save money) that advertise what is available in Needles (gas, food, rest, shade, picnic, relief for pets, auto repairs, misters?) one east bound (5 miles outside of core) and one west bound (5 miles outside of core)
- D. App that has basic services listed and contact numbers (private/public resources)
- E. Targeted marketing to automotive clubs and other groups to push group stays in the community.
- F. TBID, a TBID is a Tourism Business Improvement District. This is formed legally by those involved in the industry (usually hotels but can also include restaurants). It is recommended that the City work to form a TBID through a qualified consultant that would create funding for various tourism related activities (including visitor amenities and marketing). It is suggested that the TBID include a 2% hotel tax (raising hotel taxes to 12% from 10%) and that the City contribute 2% of its current 10% as a match. The Board of the TBID would be public/private and include representatives from both the City and private sector.

\*In FY 21 (July 1, 2020 to June 30, 2021) the City of Needles saw total hotel room sales of about \$7.99 million, generating about \$779,489 in TOT for the benefit of the community. This represents a 10% Transient Occupancy Tax (also known as hotel taxes).

\*\*If a TBID is formed at 2% TOT equivalent, this would generate about \$160,000 per year in funding for additional tourism related marketing. If the City of Needles were to match this from currently approved TOT (10%), the annual budget for tourism related marketing would be over \$320,000.

- G. Creation of Defined “Rest Areas” for Commercial Truck Traffic. This may be in conjunction with a “switch yard” as described in the Industrial section of this report. This facility would serve as a safe rest area for truckers, provide a more defined invitation to them to be in the community and likely results in additional economic activity (fuel, truck service, food service).
- H. Creation of Defined “Rest Areas” for Passenger Vehicle Travelers. This would be an “Oasis” that could include shade (trees or structure), cooling (mistifiers), picnic tables, pet relief station. This would be a “reason” to stop in Needles and may also result in additional economic activity (fuel, auto service, food service, hotel stays). A combination of the two rest areas may also decrease traffic accidents in the region as travelers may be more rested when going through the region, thereby limiting driver fatigue.
- I. Visitors Center (Real and Virtual)
- J. Geofence Advertising to travelers in the area (Geofencing allows targeted messages to people entering a defined area on social media for goods and services)
- K. Asset/Visitors Map
- L. Consider allowance for creation of a Cannabis Lounge to spark cannabis-based tourism.
- M. Consider allowing for increased signage and brand identification with cannabis-related companies thus creating a tour market (similar to winery tours)
- N. Participation in Hotel Professional Conferences to Recruit Additional Hotels to the Region. This would also include developing a database of all hotel-owning investor groups with assets in the Colorado River Region (from Laughlin to Yuma)

**Exhibit A**

**City of Needles Marketing Plan: Retail (Recommended Annual Expenditure for Retail Marketing: \$20,000)**

<i>Retail</i>	<i>Budget Amount (Annual)</i>	<i>3Q22</i>	<i>4Q22</i>	<i>1Q23</i>	<i>2Q23</i>	<i>3Q23</i>	<i>4Q23</i>	<i>1Q24</i>	<i>2Q24</i>	<i>3Q24</i>	<i>4Q24</i>	<i>1Q25</i>	<i>2Q25</i>
<b>Economic Infrastructure Items</b>													
1 Create Community Marketing Slogan	N/A	X											
2 Annual One-Sheet (Demographic and Market Analysis) City Demographics / Retail	\$1,500			X				X				X	
Colorado River Region (N, BH, L, FM, LHC) Demographics/Retail													
3 Annual Property Map Key Retail Sites (Online and Printable)	\$1,750			X				X				X	
4 Entitled Sites and Vacant/Available Buildings				X				X				X	
5 Annual Retail Map (Same as Above) Show Location of National Credit Tenants (Online/Printable)	\$1,750			X				X				X	
<b>Economic Development Memberships/Professional Affiliations</b>													
6 ICSC Affiliation	\$1,000	X					X				X		
7 ACRE Affiliation	\$500	X					X				X		
<b>Retail Marketing Activities</b>													
8 Monthly Linked In Post (PM/MB)	\$500	X	X	X	X	X	X	X	X	X	X	X	X
9 Monthly Linked In (Paid Promotion)	\$1,000	X	X	X	X	X	X	X	X	X	X	X	X
10 Annual Demographic/Market Report & Map to Top 100 Retailers/Developers	\$500	X											
11 ICSC - Las Vegas	\$3,500		X		X				X				X
12 ICSC-San Diego	\$2,500					X				X			
13 Participation in Lodging Conference	\$2,500	X				X				X			
14 Needles Virtual Tour Event	\$500			X					X			X	
15 Quarterly Call to Top 25 Brokers/Developers	N/A	X	X	X	X	X	X	X	X	X	X	X	X
16 Use of Advertising on Crexi / Loopnet	TBD	TBD											
17 Use of Advertisement (Print/Online) California Centers / Western Business	TBD	TBD											
<b>Regional Initiatives</b>													
16 Regional Economic Development Showcase (On-Line or In-Person)			X				X				X		
17 Annual Business Showcase (Exhibits, Job Fair, Speakers on Finance, Economics)				X				X				X	





**Exhibit C**

**City of Needles Marketing Plan: Industrial (Recommended Annual Marketing Expenditure Industrial: \$12,000)**

Industrial								<i>Budget Amount (Annual)</i>	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25
<b>Economic Infrastructure Items</b>																				
1	Energy Rate Comparison (Needles vs. SCE vs. SDG&E vs. PG&E) or Example								X				X				X			
2	Water Rate Example								X				X				X			
3	Asset Map of Industrial						\$2,500		X				X				X			
	Corridors Highways/Railroad																			
	Labor Market Statistics (Regional)																			
	Key Sites for Large Scale Industrial																			
4	Example of Industrial Development Fees (50,000 and 250,000 Sq. Ft. Buildings)								X				X				X			
5	Database of Logistics, Trucking & Distribution and Industry Groups						\$2,500		X				X				X			
<b>Economic Development Memberships/Professional Affiliations</b>																				
5	Membership and Participation in IEEP (Industrial Committee)						\$750		X				X				X			
6	Membership and Participation in SIOR (Society of Industrial and Office Realtors)						\$750		X				X				X			
<b>Industrial Development Marketing Activities</b>																				
7	Monthly Linked In Post (PM/MB)								X	X	X	X	X	X	X	X	X	X	X	X
8	Monthly Linked In (Paid Promotion) Industrial Developers						TBD		X	X	X	X	X	X	X	X	X	X	X	X
9	Geo Fence Industrial Brokers/Developers Visiting Area						TBD		X	X	X	X	X	X	X	X	X	X	X	X
10	Needles Virtual Tour Event									X				X				X		
11	Marketing/Advertisting on Loopnet and Crexi						\$2,500		X	X	X	X	X	X	X	X	X	X	X	X
12	Encourage Land Owners to Use Loopnet or Crexi								X	X	X	X	X	X	X	X	X	X	X	X
13	Annual Asset Map & Sample Fees Send to All SIOR / IEEP Industrial Members						\$1,500			X				X				X		
<b>Industry Initiative Items</b>																				
14	Cannabis-Related Business Roundtable/Industry Group Semi-Annual Mtg-City						\$500				X		X		X		X		X	
15	JPA or Similar Arrangement with Cities involved in Cannabis Industry						\$1,000			X				X				X		

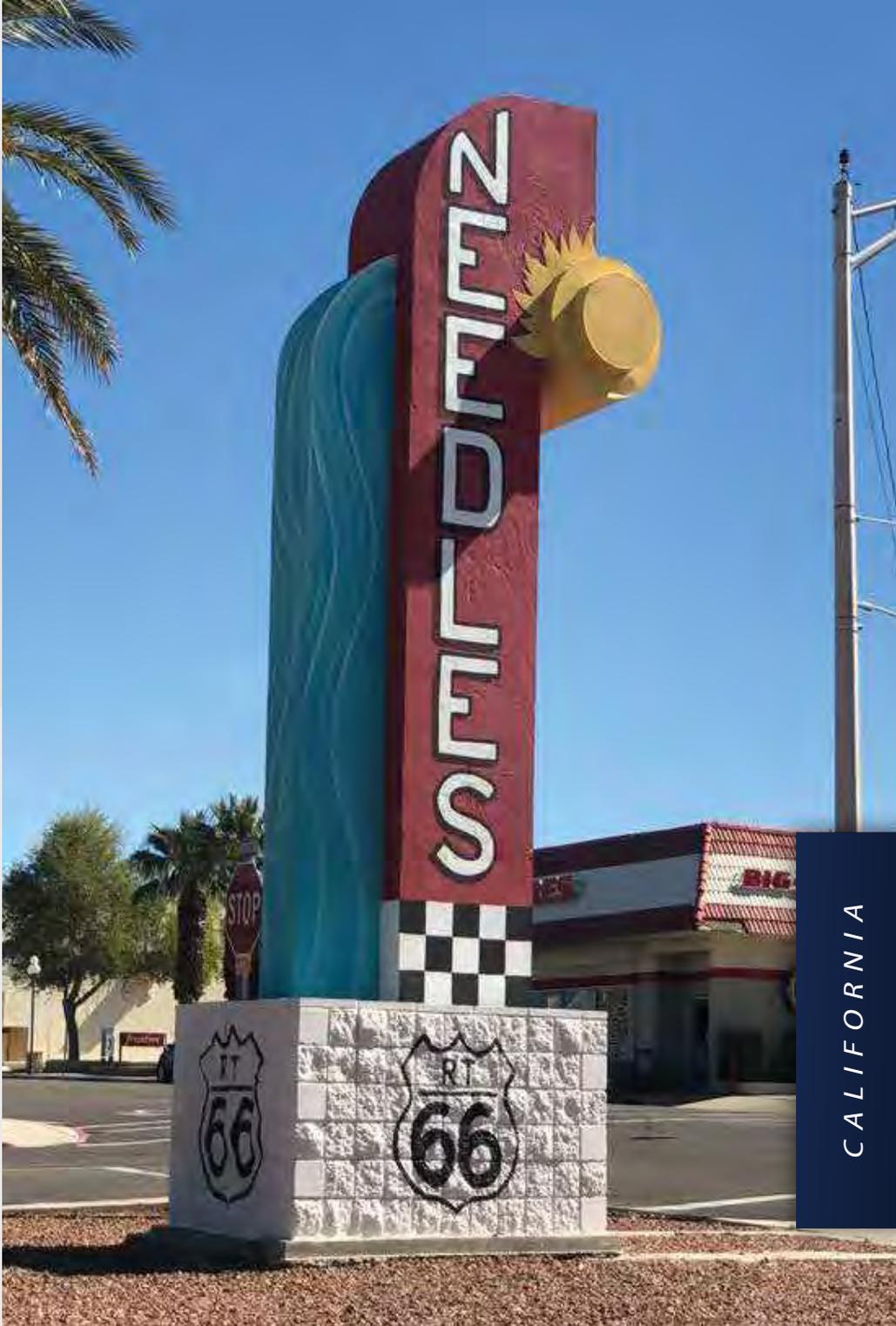


Exhibit D

City of Needles Marketing Plan: Tourism (Recommended Annual Tourism Expenditure \$12,500 (Not Including TBID Formation and Direct Marketing from TBID Funding))

Item/Event/Affiliation	Budget Amount (Annual)	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25
<b>Economic Infrastructure Items</b>													
1 Establishment of Tourism Business Improvement District (TBID)	\$10,000	X	X	X	X								
Create Formula		X											
RFP and Engage Consultant		X	X										
Establish TBID Including Election				X	X								
2 Annual Tourism Asset Map	\$2,500	X				X				X			
Location of Hotels													
Location of Visitor Amenities (Example Boat Launch)													
3 Creation of Application (APP) Visitors App		X	X	X	X	X	X	X	X	X	X	X	X
<b>Economic Development Memberships/Professional Affiliations</b>													
4 Inland Empire Film Services (Private)	\$1,500	X				X				X			
Film Locations for IEFS to Market													
Enable IEFS to Issue Film Permits													
<b>Tourism Marketing Activities</b>													
5 Geo Fence Marketing to Visitors to Needles (Through Facebook)	TBD	X	X	X	X	X	X	X	X	X	X	X	X
6 Billboard(s) Eastbound and Westbound with Welcome	TBD	X	X	X	X	X	X	X	X	X	X	X	X
7 Visitors Center Maps (Visitor Asset Map Printed/Online) (Same as above)	\$1,500	X	X	X	X	X	X	X	X	X	X	X	X
8 Marketing/Advertising to Car/Motorcycle/Route 66 Travel Clubs	\$2,500	X	X	X	X	X	X	X	X	X	X	X	X
9 Marketing/Advertising through AAA	\$5,000	X	X	X	X	X	X	X	X	X	X	X	X
10 Regional Cooperative Tourism Marketing with Colorado River Communities	TBD	X	X	X	X	X	X	X	X	X	X	X	X





CALIFORNIA

# CITY OF NEEDLES

*COUNTY OF SAN BERNARDINO*

**OPPORTUNITY ZONE  
INVESTMENT PROSPECTUS**

PRODUCED IN PARTNERSHIP WITH



PRODUCED IN COLLABORATION WITH



San Bernardino County is committed to supporting sustainable growth driven by collaboration. This investment prospectus will showcase the crossroads of opportunity that capitalize on the diversity of our residents, our geography and our economy. It is our vision to see a vibrant economy within our region which continues to attract investors who are looking to be catalysts of change.

With 57 qualified Opportunity Zones throughout the region, the reinvestment of capital gains is one method for investors to spur economic development and job creation in our communities. Our sprawling County stretches 20,160 square miles with access to more than 23 million people.

At the heart of Southern California, San Bernardino County is one of the world's most dynamic and diverse economies, and continues to be recognized as the fastest growing region in the nation. With regional population expected to nearly double in the next 30 years, access to 6.5 million workers and a population younger than the national average, it's no wonder why Fortune 500 firms and innovative startups call San Bernardino County home.

***TRANSFORM. INNOVATE. GROW.***

# KEY ELEMENTS & TAX BENEFITS

## INVESTMENT TIMELINE:

SIX MONTHS TO INVEST AND 31 MONTHS TO REACH SUBSTANTIAL IMPROVEMENT.

## INVESTMENT INTO A QUALIFIED OPPORTUNITY FUND (QOF)

A temporary deferral of inclusion in taxable income for capital gains reinvested into an Opportunity Fund.

## PERMANENT TAX EXCLUSION OF 10% TAXABLE GAIN FOR INVESTMENTS HELD FIVE YEARS

A step up in basis for capital gains reinvested into an Opportunity Fund and held for a minimum of five years before 2026.



## PERMANENT TAX EXCLUSION OF 100% OF TAXABLE GAIN

A permanent exclusion from taxable income of capital gains from the sale or exchange of an investment in a qualified opportunity zone fund, if the investment is held for at least 10 years. This exclusion applies to the gains accrued from an investment in an opportunity fund, and not the original gains invested into an opportunity fund.



# NEEDLES CROSSROADS OF OPPORTUNITY

## MAJOR EMPLOYERS

Fort Mojave Tribal Council  
BNSF  
Colorado River Medical Center  
Needles Unified

## MAJOR INDUSTRIES

Food Services  
Retail Trade  
Transportation  
Health Care

Needles, founded in 1883, is one of the oldest living communities on the Colorado River, rich in history and promise for the future. The fabric of it's past is intricately woven of influences of the river, the railroad, Old Trails Highway (later Route 66), the Mojave Indian Tribe, and pre-history – evidence of which abounds on the land.



## GENERAL CITY DEMOGRAPHICS

5.2K  
POPULATION

2.5  
AVERAGE HOUSEHOLD SIZE

20.6%  
POVERTY RATE

\$99,841  
MEDIAN PROPERTY VALUE

\$39,856  
MEDIAN HOUSEHOLD INCOME

Source: Environics Analytics

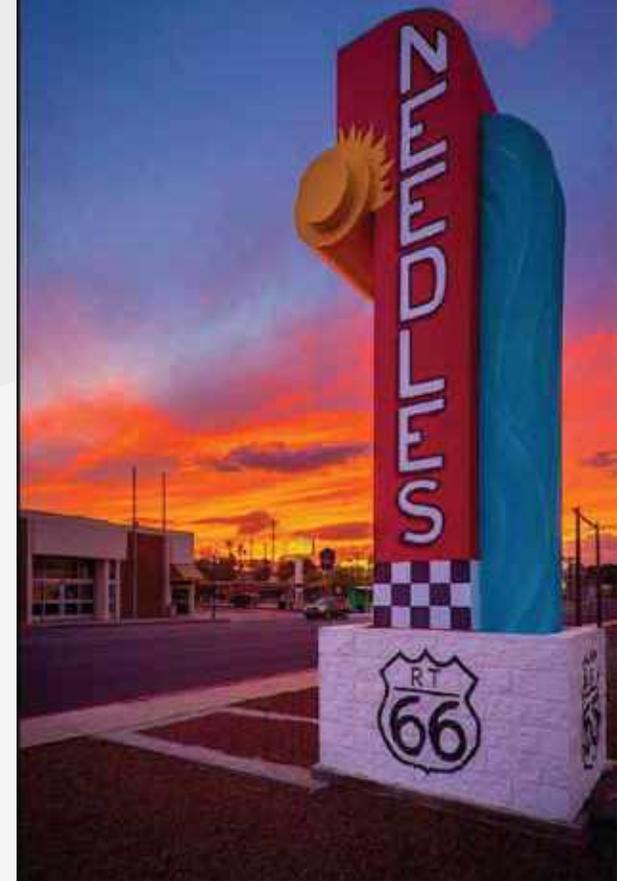
# MORE ABOUT NEEDLES

## ***DID YOU KNOW....***

In the comic strip Peanuts, Snoopy's brother Spike lives in the desert outside Needles. Peanuts creator Charles Schulz lived in Needles as a boy.

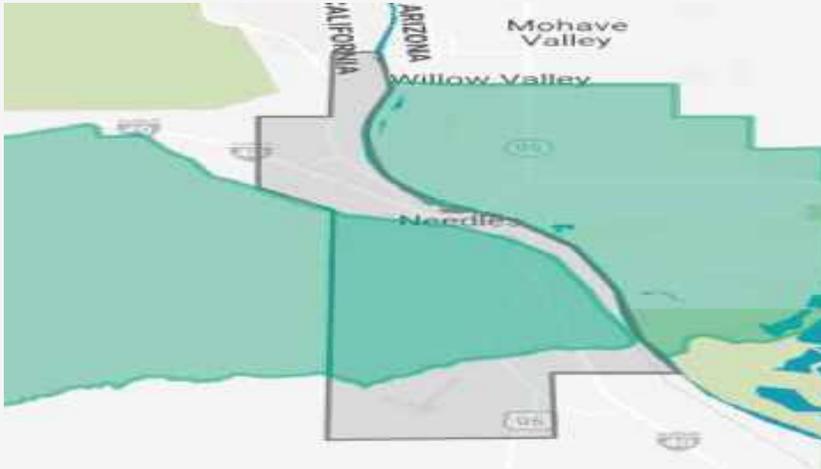


Needles was named after "The Needles", a group of pinnacles, mountain peaks in the Mohave Mountains on the Arizona side of the river to the south of the city. The large Mohave Native American community shares the nearby Fort Mojave Indian Reservation and the town. Needles is a gateway to the Mojave National Preserve.



# OZ MAP & DEMOGRAPHICS

- OPPORTUNITY ZONE
- NEEDLES CITY
- SAN BERNARDINO COUNTY



## OPPORTUNITY ZONE CENSUS TRACT 2019 DATA

4.2K

POPULATION

\$20,215

PER CAPITA INCOME

38YR

MEDIAN AGE

\$37,428

MEDIAN HOUSEHOLD INCOME

Source: Esri forecast data for 2019 based on U.S. Census Bureau, Census 2010 Summary File 1.



NEEDLES OPPORTUNITY ZONES

# CURRENTLY AVAILABLE DEALS

PLEASE CONTACT YOUR REAL ESTATE BROKER OR FINANCIAL ADVISOR FOR AVAILABLE DEALS. IN ADDITION, PLEASE JOIN THE CONVERSATION AT NO COST ON OUR SPONSORED DIGITAL PLATFORM.

CURRENT DEALS, AVAILABLE RFPS, AND FURTHER BUSINESS INVESTMENT OPPORTUNITIES MAY BE FOUND ON OUR DEDICATED PLATFORM AT:

[HTTPS://OPPSITES.COM/CITIES/NEEDLES-CA](https://oppsites.com/cities/needles-ca)

## OFFICE BUILDING

### 1300 BAILEY AVE

Type: Office

Sale Type: Owner User

Size: 7,695 SF Avail.

Price: \$620,000

Price/SF: \$80.57

Built in: 1992



## COMMERCIAL LAND

### 1401 J ST

Type: Land

Sale Type: Investment

Size: 42,688 SF

Price: \$85,000

Price/SF: \$1.99

Walk Score: Car-Dependent



# CURRENTLY AVAILABLE DEALS

## MULTI-FAMILY RESIDENTIAL

### 304 W BROADWAY ST - PALMS APARTMENTS

Type: Apartments

Price: \$799,000

CAP: 10.5%

Built in: 1930

Size: 16 Units | 5,114 SF GBA

Sale Type: Investment



## COMMERCIAL LAND

### BAILEY AVE

Type: Commercial

Price: \$329,940

Sale Type: Investment

Price/SF: \$1.22

Size: 271,379 SF

Walk Score: Car-Dependent



## COMMERCIAL LAND

### LILLY HILL DR

Type: Land

Price: \$450,000

Sale Type: Investment

Price/SF: \$0.26

Size: 1,742,400

Walk Score: Car-Dependent



# NEEDLES CITY OFFICIALS

JEFF WILLIAMS  
MAYOR

EDWARD T. PAGET, M.D.  
VICE MAYOR

RICK DANIELS  
CITY MANAGER

TONA BELT  
CITY COUNCIL MEMBER

TIM TERRAL  
CITY COUNCIL MEMBER

ZACHERY LONGACRE  
CITY COUNCIL MEMBER

KIRSTEN MERRITT  
CITY COUNCIL MEMBER

ELLEN CAMPBELL  
CITY COUNCIL MEMBER

PATRICK MARTINEZ  
DEVELOPMENT SERVICES DIRECTOR  
PMARTINEZ@CITYOFNEEDLES.COM

## BOARD OF SUPERVISORS

**COL. PAUL COOK (RET.)**  
FIRST DISTRICT SUPERVISOR

**JANICE RUTHERFORD**  
SECOND DISTRICT SUPERVISOR

**DAWN ROWE**  
VICE CHAIR  
THIRD DISTRICT SUPERVISOR

**CURT HAGMAN**  
CHAIRMAN  
FOURTH DISTRICT SUPERVISOR

**JOE BACA, JR.**  
FIFTH DISTRICT SUPERVISOR

**LEONARD X. HERNANDEZ**  
CHIEF EXECUTIVE OFFICER



Economic Development

SEIZE YOUR OPPORTUNITY!

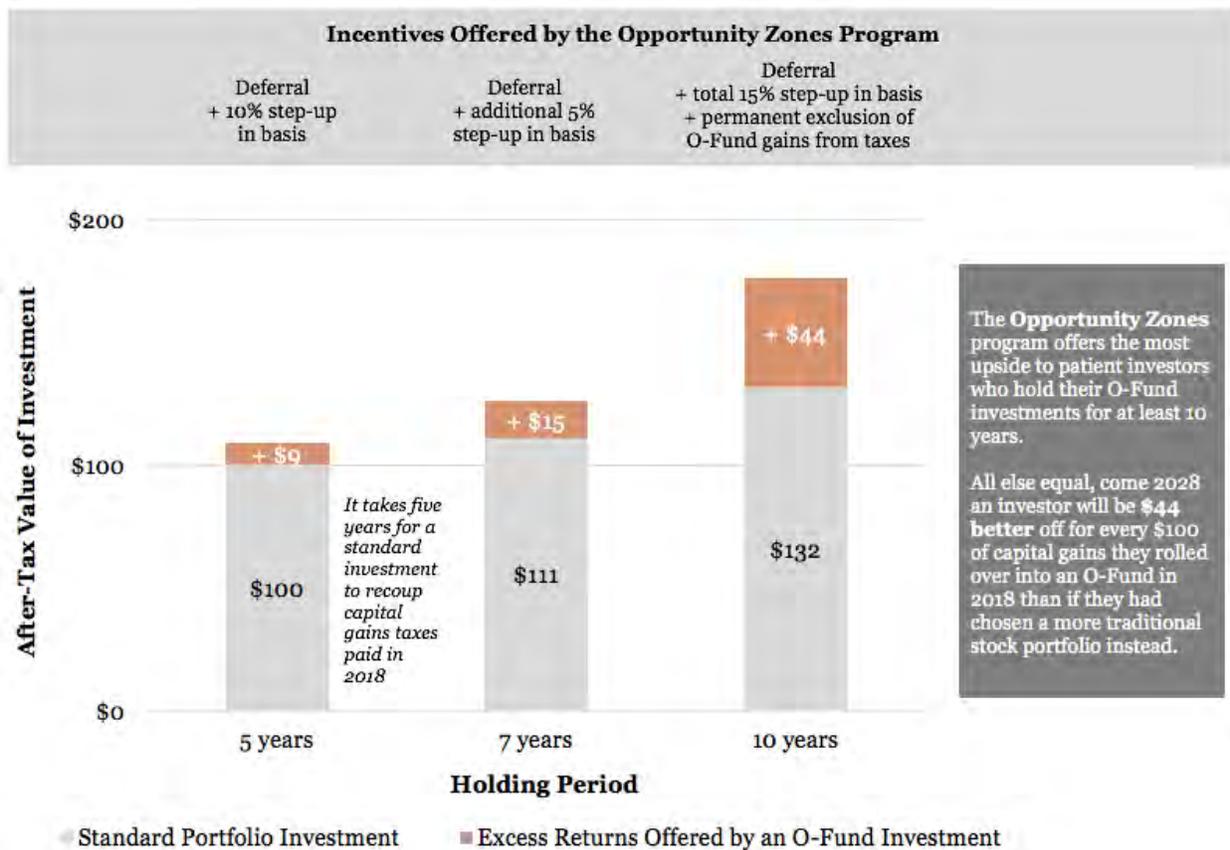
# The Tax Benefits of Investing in Opportunity Zones

January 2018

The Opportunity Zones program offers three tax benefits for investing in low-income communities through a qualified Opportunity Fund<sup>1</sup>:

1. A temporary deferral of inclusion in taxable income for capital gains reinvested in an Opportunity Fund. The deferred gain must be recognized on the earlier of the date on which the opportunity zone investment is disposed of or December 31, 2026.
2. A step-up in basis for capital gains reinvested in an Opportunity Fund. The basis is increased by 10% if the investment in the Opportunity Fund is held by the taxpayer for at least 5 years and by an additional 5% if held for at least 7 years, thereby excluding up to 15% of the original gain from taxation.
3. A permanent exclusion from taxable income of capital gains from the sale or exchange of an investment in an Opportunity Fund if the investment is held for at least 10 years. This exclusion only applies to gains accrued *after* an investment in an Opportunity Fund.

Figure 1. Investing in an Opportunity Fund vs. a Standard Stock Portfolio  
Scenario: A Capital Gain of \$100 is Reinvested in 2018



\* Note: Assumes long-term federal capital gains tax rate of 23.8%, no state income tax, and annual appreciation of 7% for both the O-Fund and alternative investment.

How does the incentive work in practice? Illustrative examples:

The figure above, along with the table and examples below, show how **an investor's** after-tax funds available compare under different scenarios, assuming various holding periods, annual investment appreciation of 7%, and a long-term capital gains tax rate of 23.8% percent (federal capital gains tax of 20% and net investment income tax of 3.8%). The table provides additional information on the tax liabilities and differences in the after-tax annual rates of return. As is clear, the incentives built into the Opportunity Zones program are designed to reward *long-term* investments in distressed communities the most.

*Table 1. Investing in an Opportunity Fund (O-Fund) vs. a Standard Stock Portfolio*  
Scenario: A Capital Gain of \$100 is Reinvested in 2018

Holding Period	Appreciation Rate	Investment in a Stock Portfolio		Investment in an Opportunity Fund		Difference in After-Tax Annual Rate of Return
		Total Tax Liability	After-Tax Funds Available	Total Tax Liability	After-tax Funds Available	
5 years	7%	\$31	\$100	\$31	\$109	1.9%
7 years	7%	\$35	\$111	\$35	\$126	1.8%
10 years	7%	\$41	\$132	\$20	\$176	3.0%

#### Example 1: Investor holds the O-Fund stake for 10 years

Susie has \$100 of unrealized capital gains in her stock portfolio. She decides in 2018 to reinvest those gains into an O-Fund that invests in distressed areas of her home state, and she holds that investment for 10 years. Susie is able to defer the tax she owes on her original \$100 of capital gains until 2026. Further, the basis is increased by 15% (effectively reducing her \$100 of taxable capital gains to \$85). Thus, she will owe \$20 (23.8% of \$85) of tax on her original capital gains when the bill finally comes due. In addition, since she holds her O-Fund investment for at least 10 years, she owes no capital gains tax on its appreciation. Assuming that her O-Fund investment grows 7% annually, the after-tax value of her original \$100 investment in 2028 is \$176. Susie has enjoyed a 5.8% effective annual return, compared to the 2.8% an equivalent non-O-Fund investment would have delivered.

*Total tax bill in 2028: \$20*

*After-tax value of investment in 2028: \$176*

*Effective after-tax annual return on \$100 capital gain in 2018: 5.8%*

## Example 2: Investor holds the O-Fund stake for 7 years

As in Example 1, in 2018 Susie rolls over \$100 of capital gains into an O-Fund. She holds the investment for 7 years, selling in 2025. As in Example 1, she temporarily defers the tax she owes on her original capital gains and steps-up her basis by 15%, so that in 2025 she will owe \$20 (23.8% of \$85) of tax on her original capital gains. Unlike Example 1, however, Susie will owe capital gains tax on the appreciation of her O-Fund investment, since she holds the investment for less than 10 years. Assuming that her O-Fund investment grows 7% annually, in 2025 Susie will owe \$15 (23.8% of \$61) of tax on the **O-Fund investment's capital gain. Susie did not take full advantage of the** Opportunity Zone program but nevertheless received a 3.3% effective annual return compared to the 1.5% an equivalent non-O-Fund investment would have delivered.

*Total tax bill in 2025: \$35*

*After-tax value of investment in 2025: \$126*

*Effective after-tax annual return on \$100 capital gain in 2018: 3.3%*

## Example 3: Investor holds the O-Fund stake for 5 years

As in Example 1, in 2018 Susie rolls over \$100 of capital gains into an O-Fund. She holds the investment for 5 years, selling in 2023. As in Example 1, she can temporarily defer the tax she owes on her original capital gains, but her step-up in basis is only 10%, so that in 2023 she will owe \$21 (23.8% of \$90) of tax on her original capital gains. As in Example 2, Susie enjoys no exemption from capital gains tax on the appreciation of her O-Fund investment, since she holds the investment for less than 10 years. Assuming that her O-Fund investment grows 7% annually, in 2023 Susie will owe \$10 (23.8% of \$40) of tax on the **O-Fund investment's capital gain.** Susie did not take full advantage of the Opportunity Zone program but nevertheless received a 1.8% effective annual return on her initial capital gains compared to the -0.1% effective annual return an equivalent non-O-Fund investment would have delivered.

*Total tax bill in 2023: \$31*

*After-tax value of investment in 2023: \$109*

*Effective after-tax annual return on \$100 capital gain in 2018: 1.8%*

*For more information visit [eig.org/opportunityzones](http://eig.org/opportunityzones) or email [john@eig.org](mailto:john@eig.org)*

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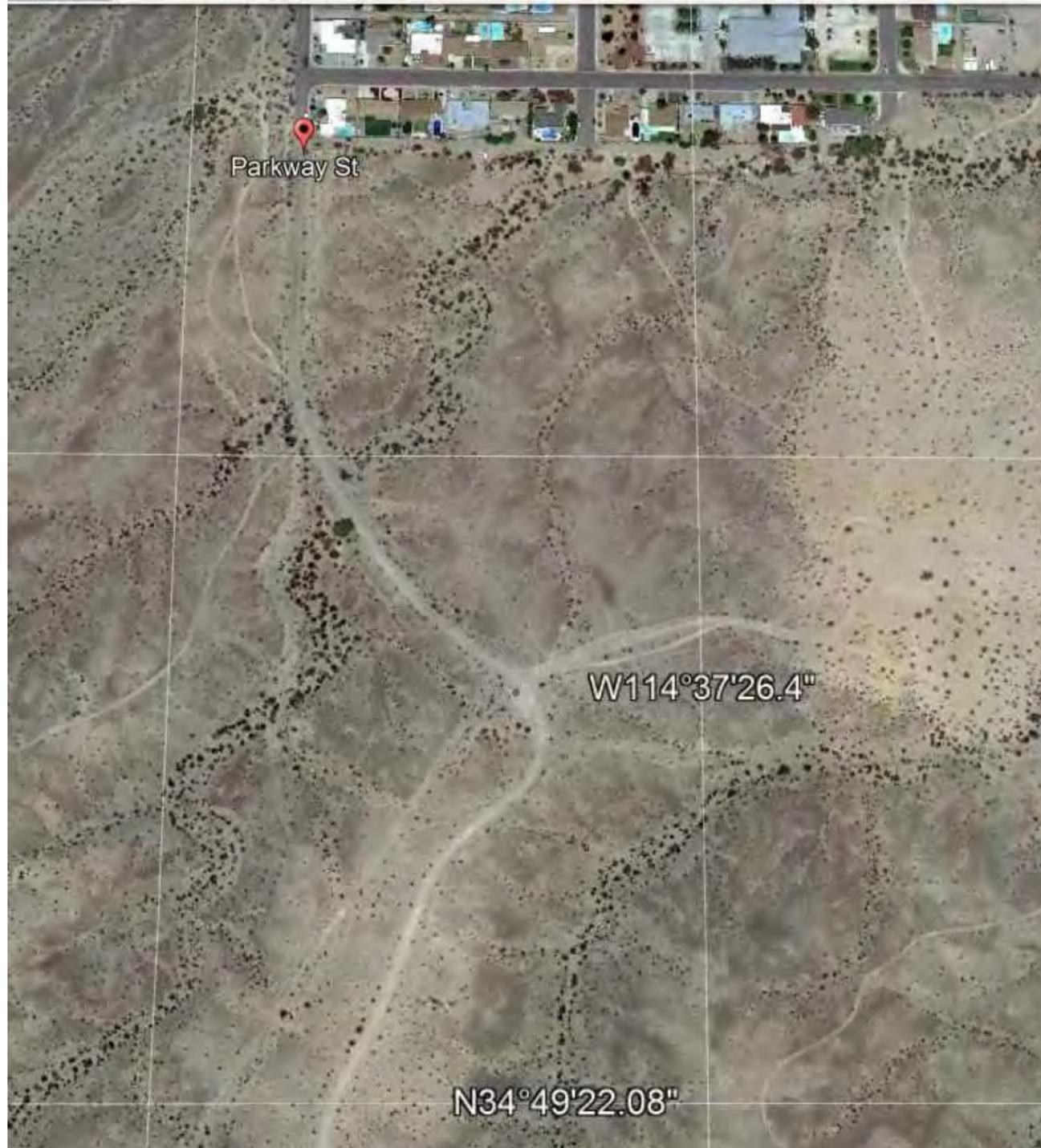
<sup>i</sup> A qualified Opportunity Fund is a privately managed investment vehicle organized as a corporation or a partnership for the purpose of investing in qualified opportunity zone property (the vehicle must hold at least 90 percent of its assets in such property). Governors (or the Mayor in the case of the District of **Columbia**) may designate 25 percent of their state's low-income census tracts as qualified opportunity zones, subject to certification by the U.S. Secretary of the Treasury. Low-income census tracts are defined in Internal Revenue Code Section 45D(d). If the number of low-income census tracts in a state is less than 100, then a Governor may designate a total of 25 tracts. Qualified opportunity zone property includes any qualified opportunity zone business stock, any qualified opportunity zone partnership interest, and any qualified opportunity zone business property. Only taxpayers who roll over capital gains of non-zone assets before Dec. 31, 2026, will be able to take advantage of the special treatment under the provision.



Designated  
Opportunity Zone

# CITY-OWNED PROPERTY

Patrick J. Martinez  
Director of Development Services | City of Needles  
760-326-2115 ext 126  
[Pmartinez@cityofneedles.com](mailto:Pmartinez@cityofneedles.com)



Final Tract Map 14283-3  
57 Units

Owner: Lane Stromberg  
435-313-3364  
realane@gmail.com

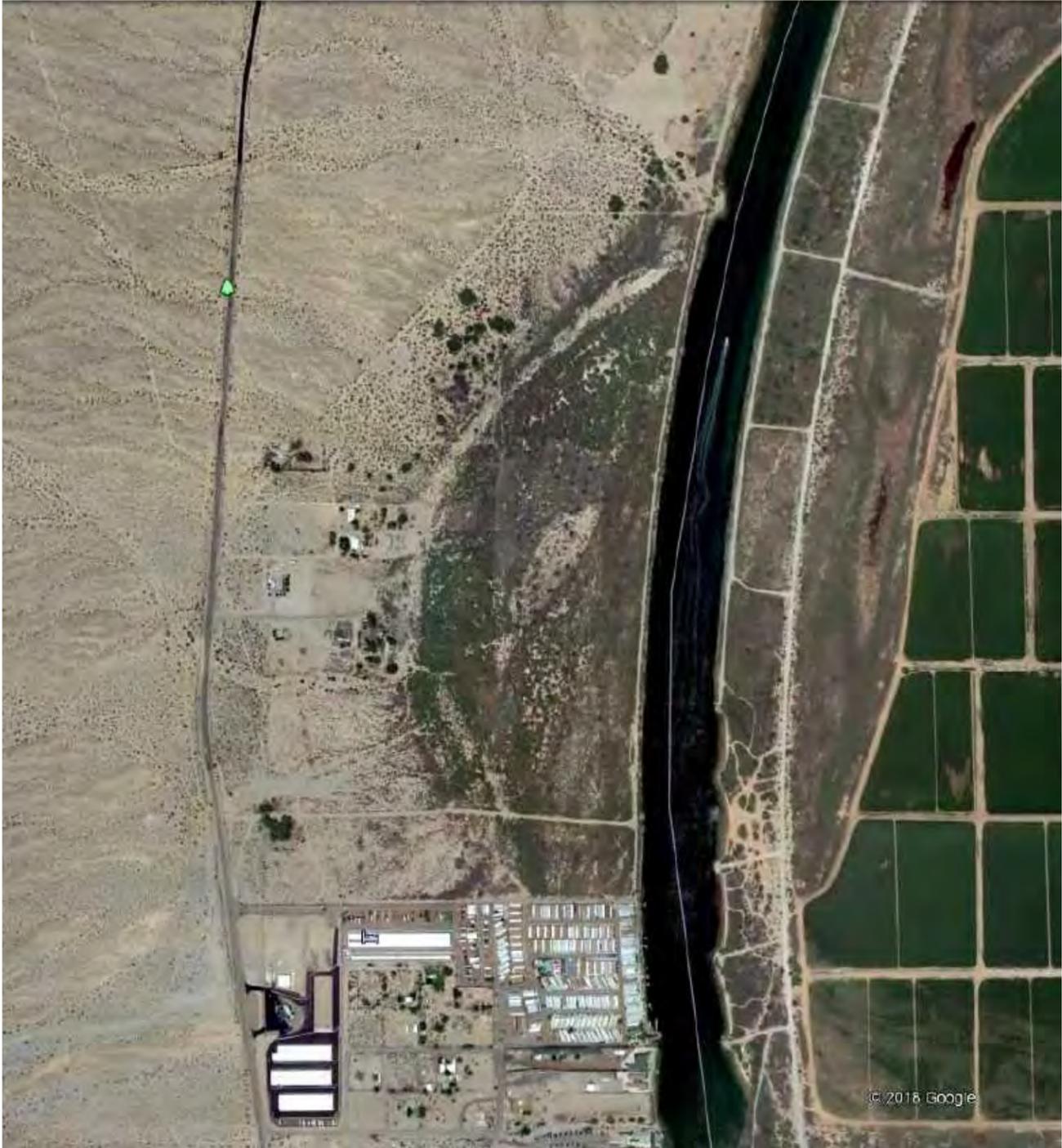
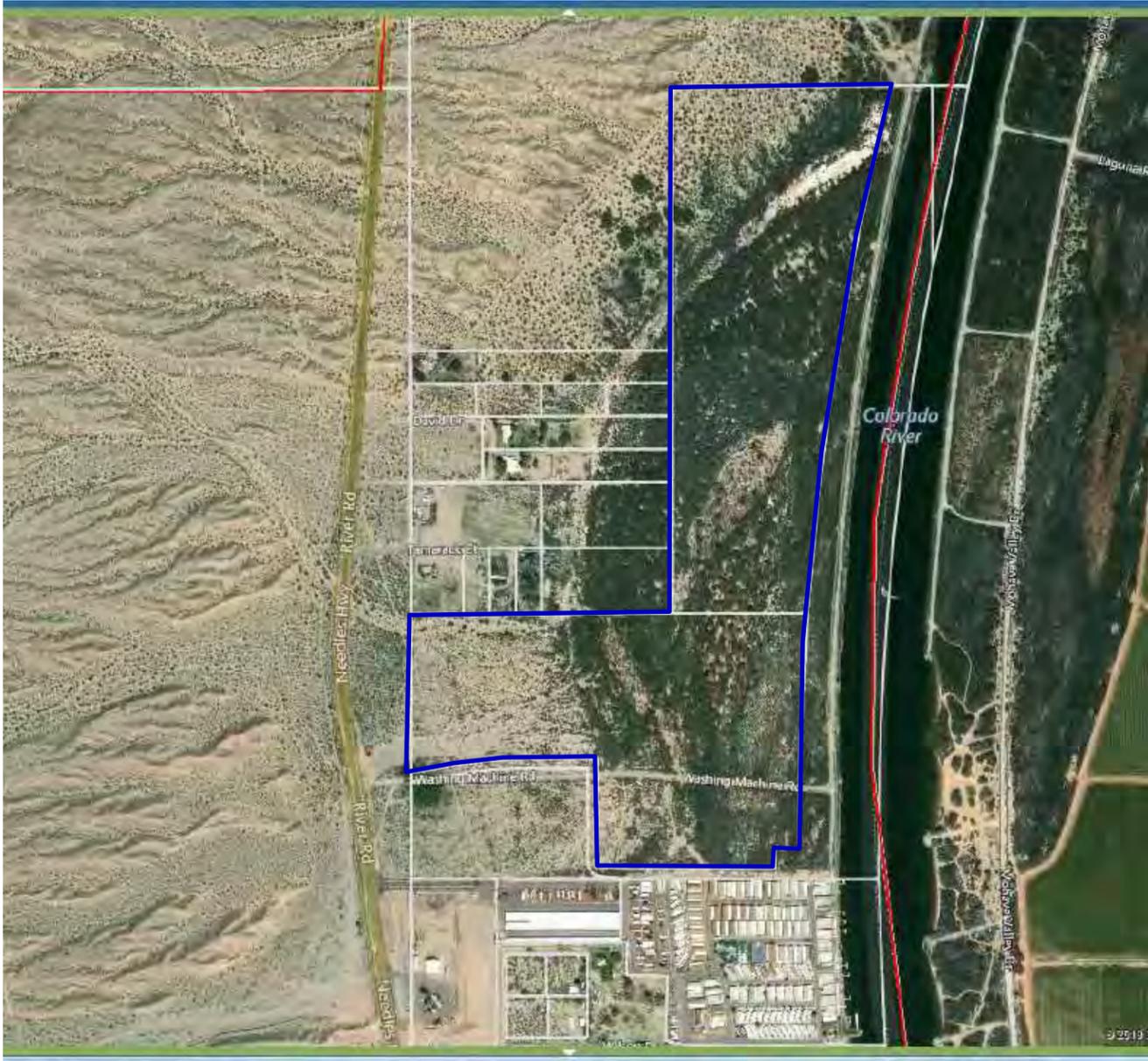
CALLE HENANDEZ, NEEDLES, CA 92363

Site Address	CALLE HENANDEZ NEEDLES, CA 92363
Parcel Number	0185-401-16-0000
Owner 1	NORTH PARK PROPERTIES LLC
Owner 2	
Owner Address	395 E TELEGRAPH ST WASHINGTON, UT 84780
Legal Desc.	TRACT 14283-3 LOT 16 BOOK 252 PAGE 38
No. of Units	
Year Built	
Building Area	
Building/Lot Ratio	
Lot Area (Assr.)	8,200 SF (0.19 ACRES)
Lot Area (Calc.)	7,728 SF (0.18 ACRES)
Zoning	No Zone
Opportunity Zone	Yes (Low-Income Community)
Flood Zone	A
FIRM Panel ID	04015C5375H
Full Prop Detail	<a href="#">View</a>
Add to List	<a href="#">Buffer / Notification</a> <a href="#">More</a>

Shared Notes  
[Page Notes](#)  
Shared Documents  
[Page Documents](#)



**Rio Vistancia—Tentative Tract Map #16958**  
**113+/- Acres into 239 planned residential**  
**Development of homes on parcels averaging 7000 sq. ft**



APN	Acreage	Feet 2	Location
185-351-12	1.01	43,996	San Clemente



APN	Acreage	Feet 2	Location
185-351-11	1	43,560	San Clemente



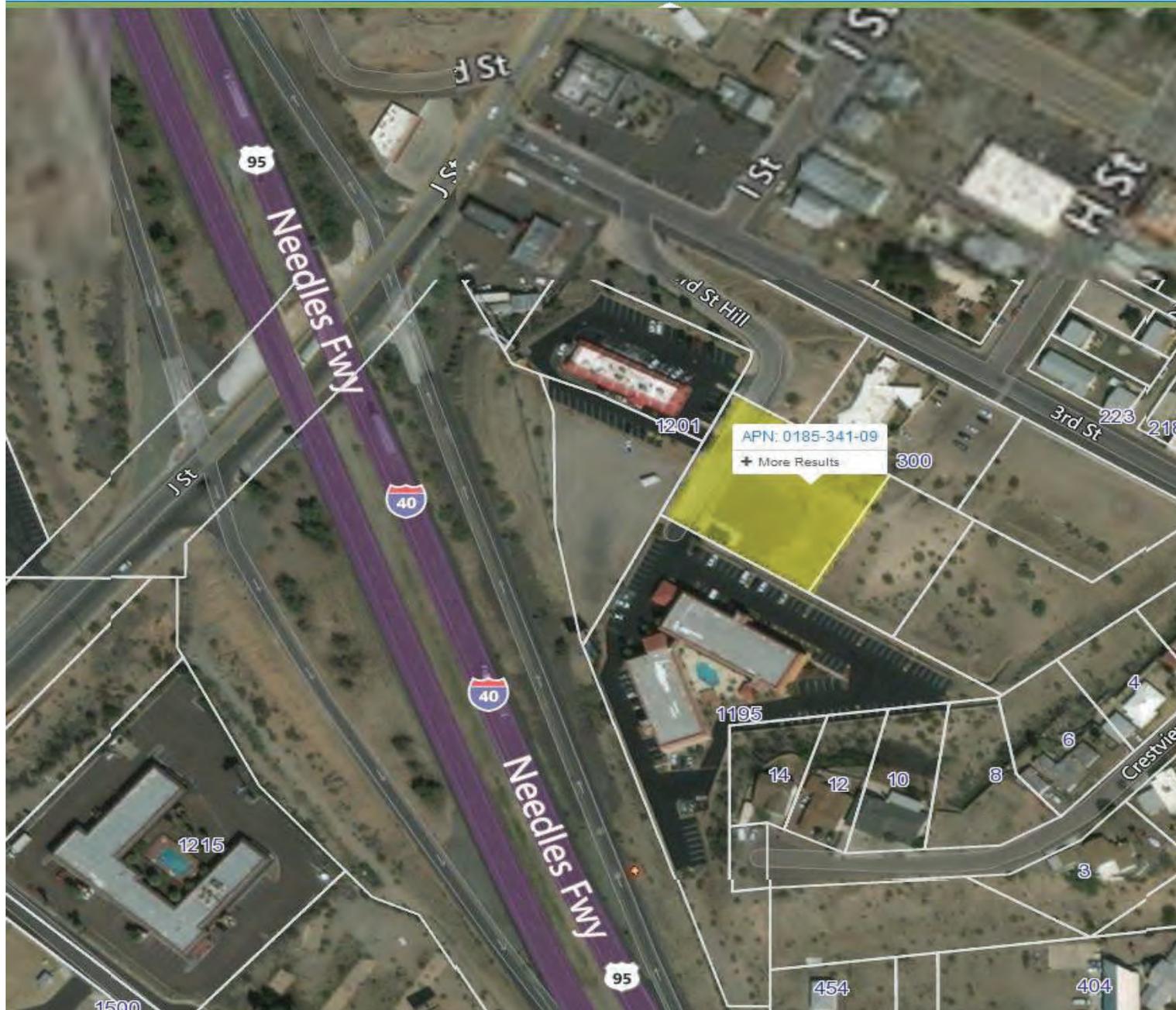
<u>APN</u>	<u>Acreage</u>	<u>Feet 2</u>	<u>Location</u>
185-233-33	0.99	43,124	Lillyhill



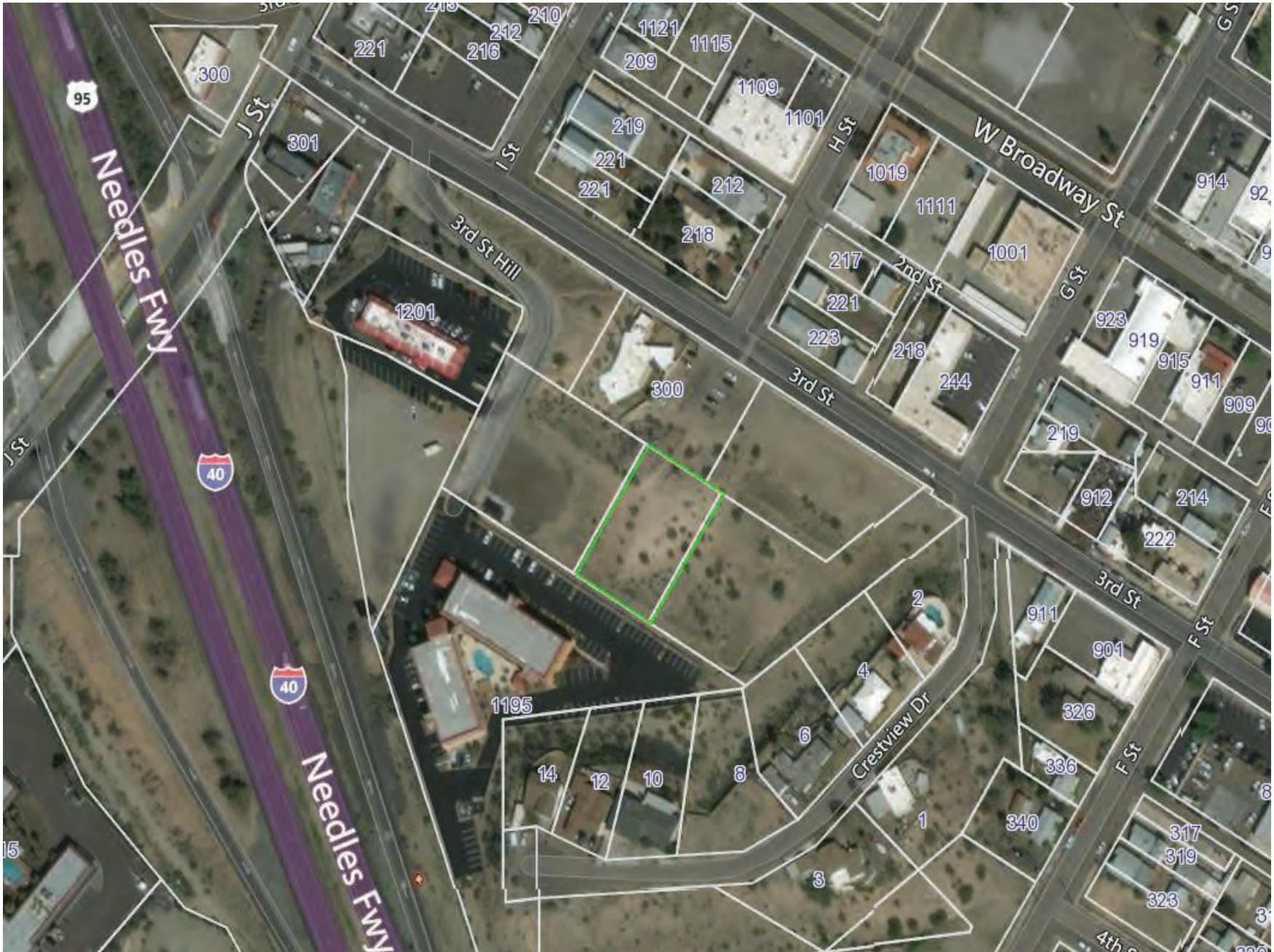
APN	Acreage	Feet 2	Location
185-411-46	2.53	110,207	San Clemente and Clary



<u>APN</u>	<u>Acreage</u>	<u>Feet 2</u>	<u>Location</u>
185-341-09	0.92	40,075	Near the J Street Off-ramp



<u>APN</u>	<u>Acreage</u>	<u>Feet 2</u>	<u>Location</u>
185-341-10	0.51	22,216	Near the J Street Off-ramp



<u>APN</u>	<u>Acreege</u>	<u>Feet 2</u>	<u>Location</u>
185-341-11	1.04	45,302	Near the J Street Off-ramp

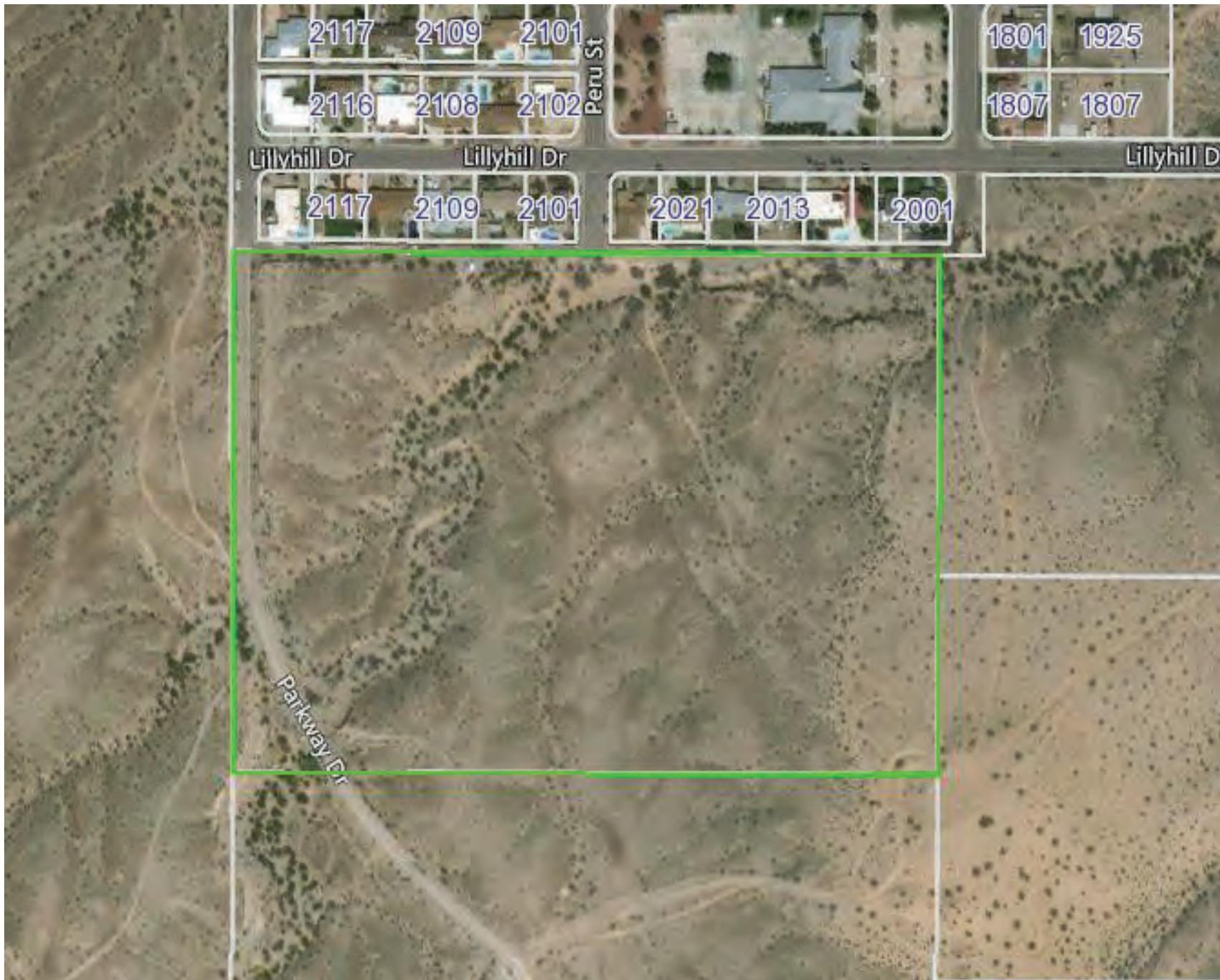




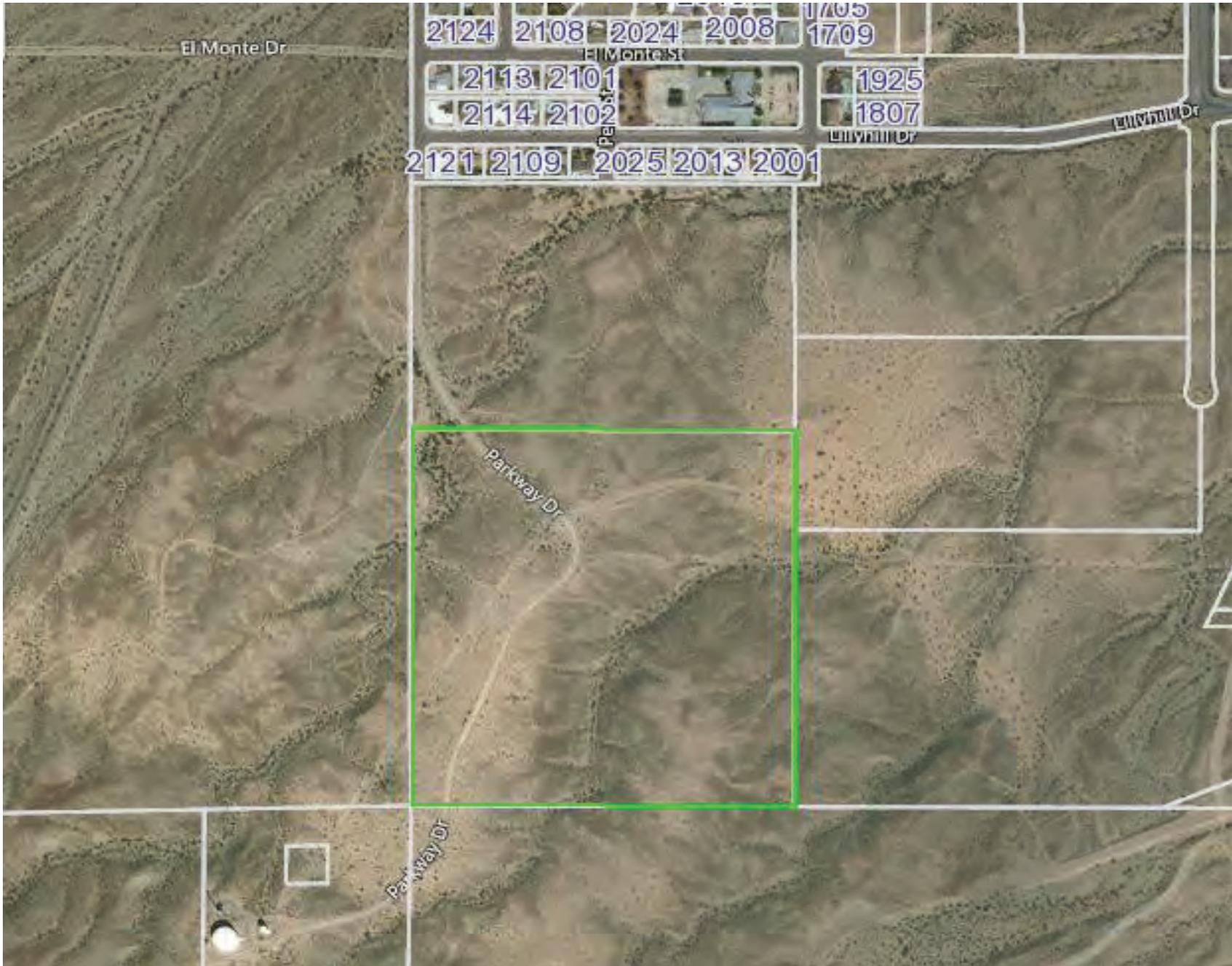
APN	Acreage	Feet 2	Location
186-201-06	0.42	18,295	Behind Arizona St.



<u>APN</u>	<u>Acreage</u>	<u>Feet 2</u>	<u>Location</u>
185-233-65	24.88	1,083,773	Parkway



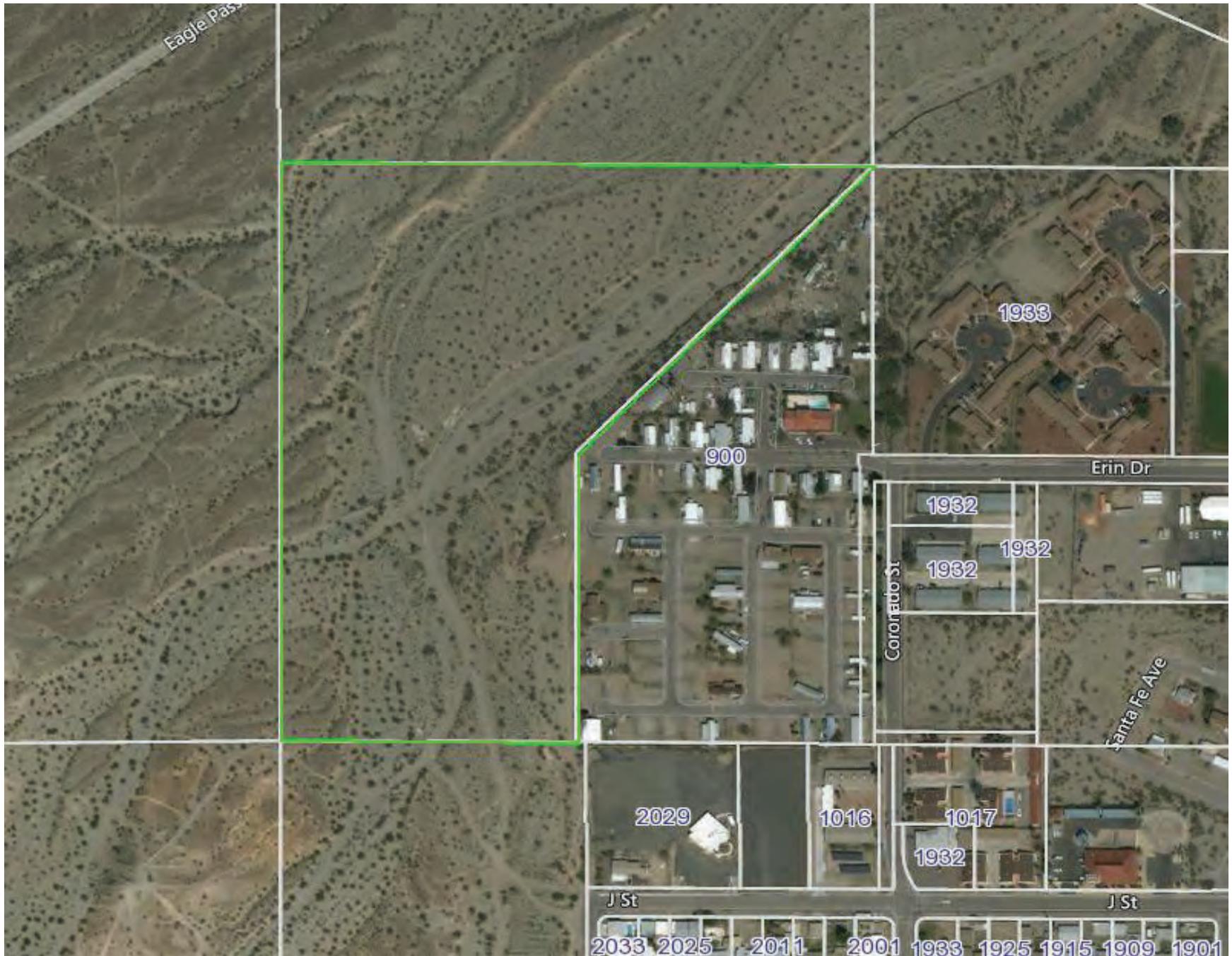
APN	Acreage	Feet 2	Location
185-233-45	37.14	1,617,818	Parkway



<u>APN</u>	<u>Acreage</u>	<u>Feet 2</u>	<u>Location</u>
185-233-01	16.97	739,213	Parkway & J Street



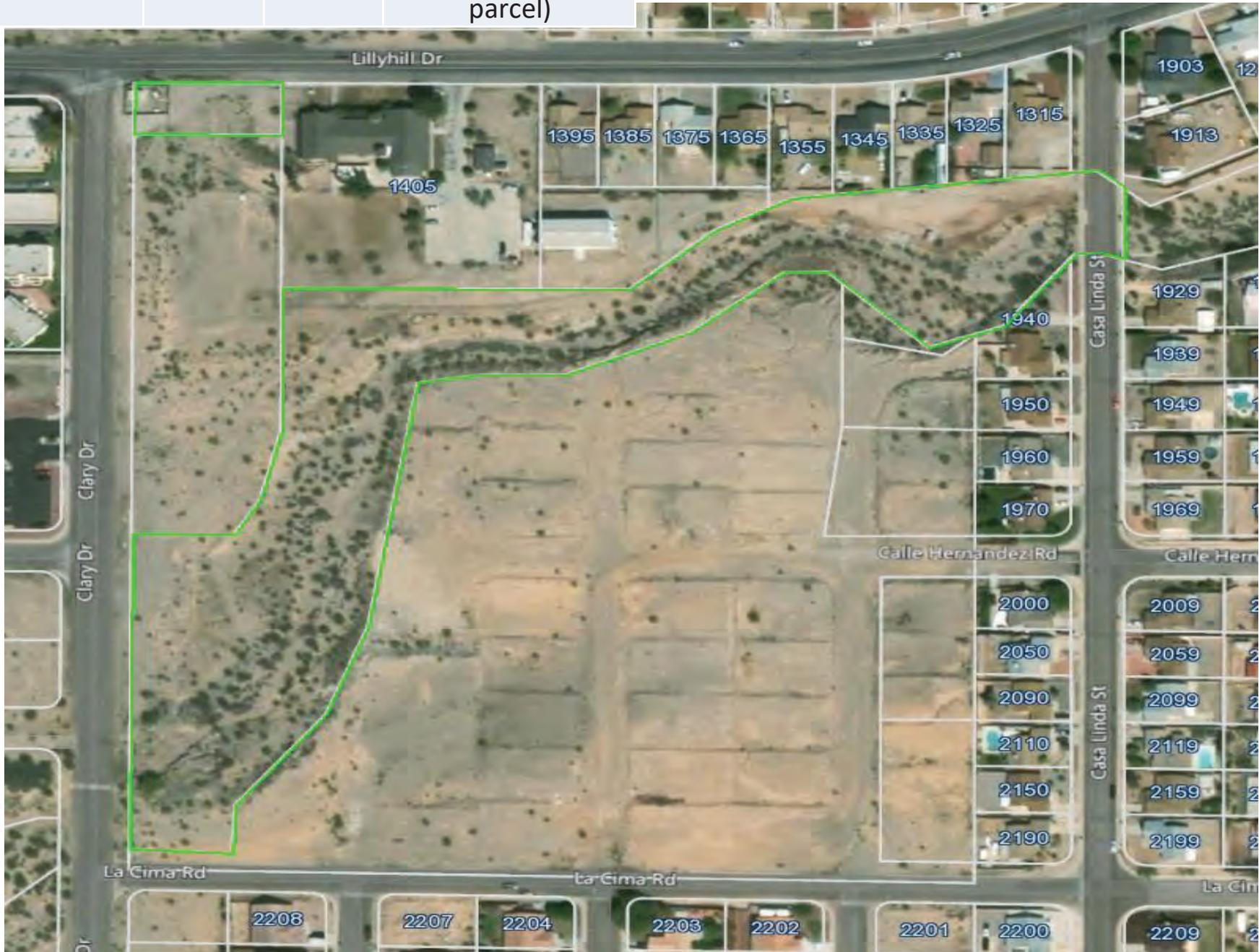
<u>APN</u>	<u>Acreage</u>	<u>Feet 2</u>	<u>Location</u>
185-171-11	22.87	996,217	Behind Desert Vista Mobile Home Park



APN	Acreage	Feet 2	Location
185-201-47	1.5	65,340	Washington and Fairmont



APN	Acreage	Feet 2	Location
185-233-55	6.5	283,140	Casa Linda St & Lillyhill Dr (part of parcel)



## Local Processing and Permit Procedures

**Table 38: Permit Processing Timeline**

Permit	Review Phase <sup>1</sup>	Planning Commission and/or City Council Review
Site Plan <sup>2</sup>	1 week	No
Tentative Map Review <sup>3</sup>	9 months	Yes
Site Plan Review <sup>2</sup>	5 weeks	No
Conditional Use Permit	3 ½ months	Yes
Specific Plan <sup>3</sup>	4 months	Yes
Planned Residential Development <sup>3</sup>	4 months	Yes
Zone Change <sup>3</sup>	4 months	Yes
General Plan Amendment <sup>3</sup>	4 months	Yes
Environmental Impact Report certification <sup>3</sup>	4 months	Yes

Source: City of Needles, 2019.

Note: All time frames reflect City staff work periods only; applicant work periods or delays may lengthen these schedules. All time frames also reflect calendar days, not working days.

<sup>1</sup> Time frame depends on complexity of project (e.g. degree of deviation from current development standards, potential environmental effects, degree of off-site improvements required, etc.)

<sup>2</sup> Assumes Categorical Exemption.

<sup>3</sup> May be subject to CEQA-mandated timelines, altering the typical review timeline.

The City does not have growth controls except for normal zoning and those imposed by reducing density if sewer connections are not available.

The permit process can have a significant impact on the timely and cost-effective production of new housing. Lengthy review periods and excessive development fees can discourage new construction. The time required to process residential development varies according to the scope of the proposal. The City's review of building plans is expeditious and not unduly burdensome. Plans can be reviewed and permits issued in approximately one week for most single-family projects that are in a zone in which the use is permitted.

In the case of multifamily projects and larger subdivisions, which require further permitting and environmental documentation, the application processing will take from five weeks to nine months, depending on the extent of environmental analysis required. If the property is properly zoned and does not require a Use Permit, most multifamily or larger single-family developments require a Site Plan review, which takes approximately 20 days. Multifamily projects with less than five units also require a Site Plan Review, typically taking about five weeks total to process and review. Typically requiring the most review and processing, subdivisions require a Tentative Map Review, including approval by the Planning Commission and City Council and take approximately nine months to process.

**Table 30: Ability to Address Housing Need, City of Needles**

Income Group	Number of Units	Percentage
Extremely Low*	19	10.5%
Very Low	19	10.5%
Low	29	16.0%
Moderate	34	18.8%
Above Moderate	80	44.2%
Total	181	100.0%

Source: SCAG, 5th Cycle Regional Housing Needs Assessment Final Allocation Plan, 1/1/2014–10/1/2021, 2018.

\*The extremely low-income allocation is assumed to be 19 based on the HCD-accepted methodology of assuming 50 percent of the very low-income allocation for households of extremely low income.

### Available Sites

In 2019 an inventory found that there was 3,995 vacant acres of residentially zoned land, which would allow a potential of 81,476 additional dwelling units. The full inventory is provided in the appendices along with a map of the sites. The following chart reflects the current land available for residential use and the number of possible units.

**Table 31: Vacant Land Inventory**

Zone	Number of Parcels	Acres	Maximum Density	Maximum Units**	Realistic Units (80% of Maximum Allowed) **
PUD	6	0.82	7 units/acre*	6	6
R-1	11	3.14	7 units/acre	21	17
R-2	215	2,945.01	17 units/acre	50,065	40,052
R-3	74	1,046.12	30 units/acre	31,383	25,106
Total	306	3,995.09	N/A	81,475	65,181

Source: City of Needles, 2019.

\*Citywide, the maximum density of sites with a PUD overlay designation depend on the combining zones or as determined during the approval process. The PUD sites in the vacant land inventory were permitted with a tract map that includes 87 lots on 14 acres, or approximately 6 lots per acre, which is within the density of the R-1 Zone.

\*\*The number of units that can be realistically accommodated on the vacant sites is estimated at 80 percent of the maximum allowed density (with rounding taken into account).

Most of the land available would allow more than one unit per acre, and in some areas, up to 30 units per acre.

**RESOLUTION 2022-76**  
**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEEDLES,**  
**CALIFORNIA, ESTABLISHING A REVISED SCHEDULE OF CERTAIN FEES AND**  
**CHARGES FOR CITY SERVICES.**

**WHEREAS**, Resolution No. 11-26-02 requires an annual update of fees and charges; and

**WHEREAS**, Resolution 2015-46 revised the schedule of fees and charges for the 2015-2016 fiscal year; and

**WHEREAS**, the fees and charges included in “Exhibit A” have been adjusted based on the Cost of Services Fee Study attached; and

**WHEREAS**, the new fully burdened hourly rates generated by the Cost of Services Fee Study are included in “Exhibit B” attached; and

**WHEREAS**, notice of public hearing on the new fees has been provided per Government Section 6062a; and

**WHEREAS**, the required public hearing was held on the 8<sup>th</sup> of November 2022 at which time all interested persons were given the opportunity to be heard.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Needles, California, does hereby resolve, determine, and order as follows:

**SECTION 1.** Administrative Necessity. For the sake of administrative necessity, the City Manager may adjust fees in the schedule if the general public is substantially benefited.

**SECTION 2.** Listing of Fees. The following fees shall be charged and collected for the following enumerated services. See “Exhibit A”, attached hereto and incorporated herein and by this reference made a part hereof.

**SECTION 3.** Fully Burdened Hourly Rates. The new fully burdened hourly rates generated by the Cost of Services Fee Study are listed in “Exhibit B”, attached hereto and incorporated herein and by this reference made a part hereof.

**SECTION 4.** Effective Date. This resolution shall go into full force and effect after adoption, but shall be subject to the terms and conditions of Ordinance No. 464-AC.

PASSED, APPROVED AND ADOPTED this 22th day of November, 2022 by the following vote:

AYES: Council Members Campbell, Merritt, Paget, Belt and Longacre  
NOES: Councilmember Evans  
ABSENT: None  
ABSTAIN: None

  
\_\_\_\_\_  
Mayor

Attest:

  
\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney

**Exhibit A Resolution No. 2022-76**

<b>Ref #</b>	<b>Service Title Description</b>	<b>Current Rates</b>	<b>Proposed Rates</b>
S000	Letter of Necessity	\$173.30	\$97.00
S001	Site Plan Development Review	1/1/2016 forward - \$1,033.09 Per Application	\$1,248 Per Application plus any outside contractor's charges plus any additional staff time at fully burdened hourly rate.
S001A	Site Plan Development Review Existing Bldg.	1/1/2016 forward - \$1,033.09 Per Application	\$836 Per Application plus any additional staff time at fully burdened hourly rate.
S001B	Zoning Permit	\$52 Per Application	\$146 Per Application
S002	Conditional Use Permit	\$736 Per Application	Non-Cannabis projects - \$2,694 Per Application plus any additional staff time at fully burdened hourly rate. Cannabis Projects-\$25,000 deposit for infill development, \$35,000 deposit for undeveloped land, to cover staff time at fully burdened hourly rate, outside agency costs, other expenses.
S002A	Conditional Use Permit Amendment		\$146 Per Application
S003	Variance Processing	\$736 Per Application	\$1,506 Per Application
S004	Zone Change	\$791 Per Application	\$2,466 Per Application plus any outside agency costs
S005	Development Agreement	\$2,292 Deposit; Actual amount for employee's time at fully burdened hrly rate	\$2,800 Deposit; Actual amount for employee's time at fully burdened hrly rate plus any outside agency costs.
S006	General Plan Amendment	\$2,062 Deposit; Actual amount for employee's time at fully burdened hrly rate & any outside contractor's charges	\$3,500 Deposit; Actual amount for employee's time at fully burdened hrly rate & any outside contractor's charges
S007	Planned Unit Development	\$4,584 Deposit; Actual amount for employee's time at fully burdened hrly rate & any outside contractor's charges	\$14,700 Deposit; Actual amount for employee's time at fully burdened hrly rate plus any outside contractor's charges
S008	Tentative Parcel Map Review	\$1,146 Per Application plus \$2500 deposit for city engineer and any outside contractor's charges	\$2,134 Per Application plus \$6,000 deposit for any outside contractor's charges plus any additional staff time at fully burdened hourly rate.
S008A	Tentative Parcel Map Extension	\$695 Per Application	\$377 Per Application
S009	Tentative Tract Map Review	\$1,719 Per Application plus \$2500 deposit for city engineer plus \$40 per lot for each lot over 10 & any outside contractor's charges	\$3,924 Per Application plus \$100 per lot for each lot over 10 plus \$5,000 deposit for any outside agency charges plus any additional staff time at fully burdened hourly rate.
S009A	Tentative Tract Map Extension	\$695 Per Application	\$377 Per Application
S010	Environmental Assessment	\$240 Per Application plus any outside agency costs	\$240 Per Application plus any outside agency costs
S011	Environmental Initial Study	\$849 Per Application plus any outside agency costs	\$377 Per Application plus \$6,500 deposit for add'l employee's time at fully burdened hrly rate plus any any outside agency costs
S012	Environmental Negative Declaration	\$771 Per Application plus any outside agency costs	\$1,142 Per Application plus \$6,500 deposit for add'l employee's time at fully burdened hrly rate plus any any outside agency costs

**Exhibit A Resolution No. 2022-76**

Ref #	Service Title Description	Current Rates	Proposed Rates
S013	EIR/EIS Review	\$1,948 Deposit; Actual amount for employee's time at fully burdened hrly rate & any outside contractor's charges	\$6,000 Deposit; Actual amount for employee's time at fully burdened hrly rate & any outside agency charges
S014	Annexation Review	\$6,876 Deposit; Actual amount for employee's time at fully burdened hrly rate & any outside contractor's charges	\$2,500 Deposit; Actual amount for employee's time at fully burdened hrly rate & any outside contractor's charges
S015	Hotel Conversion Review	\$2,292 Per Appl. + employee's time at fully burdened hrly rates	\$5,415 Per Application plus \$4,000 deposit for any outside agency costs plus any additional staff time at fully burdened hourly rate.
S016	New Sign Review	\$182 Per Appl. + any outside contractor's chgs or any add'l chgs	\$337 Per Application plus any outside contractor's chgs or any add'l chgs
S016A	Existing Annual Sign Review	\$42 Per Year	**DELETE**
S017	Temporary Occupancy Review	\$465 Per Application	\$465 Per Application
	Temp Occupancy Review (Single Family)	\$117 Per Application	\$117 Per Application
S018	Special Use Permit	\$538 Per Application	\$1,161 Per Application plus \$2,000 Deposit for any outside agency costs plus any additional staff time at fully burdened hourly rate.
S019	Appeal to Planning Commission	\$775 Per Appeal	\$377 Per Appeal
S020	Appeal to City Council	\$57 Per Appeal	\$312 Per Appeal
S020A	Appeal Directly to City Council	\$775 Per Appeal	\$377 Per Appeal
S021	Building Plan Check	65% of Bldg. Permit Fee	65% of Bldg. Permit Fee
S021-EXT	Building Plan Check Extension		\$157 Per Applicant
S021A	Building Permits/Inspection	Based on Value \$1 - \$500 \$39. \$501 - \$2,000 \$39 1st \$500 + \$5.15 ea \$100 or a fraction thereof \$2,001 - \$25,000 \$115. 1st \$2,000 + \$23. ea \$1,000 or a fraction thereof \$25,001 - \$50,000 \$643. 1st \$25,000 + \$16.65 ea \$1,000 or a fraction thereof \$50,001 - \$100,000 \$1,060. 1st \$50,000 + \$11.50. ea \$1,000 or a fraction thereof \$100,001 - \$500,000 \$1,633. 1st \$100,000 + \$9. ea \$1,000 or a fraction thereof \$500,001 - \$1,000,000 \$5,329 1st \$500,000 + \$7.85 ea \$1,000 or a fraction thereof \$1,000,001 & up \$7,916. 1st \$1,000,000 + \$5.10 ea \$1,000 or a fraction thereof	Based on Value \$.0162 x Value Valuation to be determined by current California Building Code building valuation data table
S021A-EXT	Building Permit Extension		\$157 per applicant
S021B	Other Inspections/Fees	\$126 per Hr Inspect outside of normal bus. Hrs. (2 Hrs Min) \$126 Per Hr	\$240 per Hr Inspect outside of normal bus. Hrs. (2 Hrs Min)

**Exhibit A Resolution No. 2022-76**

Ref #	Service Title Description	Current Rates	Proposed Rates
		Inspections for which no fee is specifically indicated (Min 1/2 hr) \$126 Per Hr	Inspections for which no fee is specifically indicated (Min 1/2 hr)
		Additional plan review req. by changes, additions or rev. (Min 1/2 hr) \$126 Per Hr	Additional plan review req. by changes, additions or rev. (Min 1/2 hr)
		Use of outside consultants for plan check & inspections, or both - Actual Costs	Use of outside consultants for inspections - Actual Costs
S021C	Septic Tank Permit/Inspection	\$192.50 Per Permit, requires PERC test plus cost for city engineer review	\$2,000 Deposit; Actual amount for employee's time at fully burdened hrly rate & any outside agency/contractor's charges.
S021D	Electric Permit	\$126 Per Permit	\$194 Per Permit
S021E	Plumbing Permit	\$67.50 Per Permit	\$194 Per Permit
S022	Extra Plan Check-Beyond 3	Fully Allocated Hrly Rate for any personnel involved	Residential - \$1,000 Deposit; Commercial-\$2,000 Deposit - Actual amount for employee's time at fully burdened hourly rate plus any outside agency costs.
S023	Grease Interceptor Plan Check/Inspection	\$115.75 Per Inspection	\$314 Per Inspection
S024	Grading & Drainage Permit/Inspection	Based on Quantity and actual cost for city engineer review if applicable 0-100 cy - \$445 + \$106 Grading Permit/Inspection 101-1,000 cy - \$445 + \$106 for 1st 100 cy + \$5.90/add'l 100 cy 1,001-10,000 cy - \$445 + \$160 for 1st 1,000 cy + \$6.50/add'l 1,000 cy 10,001-100,000 cy - \$445 + \$214 for 1st 10,000 cy + \$80/add'l 10,000 cy 100,001-200,000 cy - \$445 + \$288 for 1st 100,000 cy + \$80/add'l 10,000 cy 200,001+ cy - \$445 + \$362 for 1st 200,000 cy + \$80/add'l 10,000 cy	\$2,000 Deposit; Actual amount for employee's time at fully burdened hrly rate plus any outside agency costs.
S025	Right of Way Plan Check	3% of construction costs/\$60 minimum	3% of construction costs/\$277 minimum
S026	Right of Way Inspection	3% of improvement costs/\$60 minimum	3% of improvement costs/\$60 minimum
S027	Retaining Wall Plan Check/Insp.	\$155 Per Application and actual cost for city engineer review	\$2,000 Deposit; Actual amount for employee's time at fully burdened hrly rate plus any outside agency costs.
S028	Final Parcel Map Review	\$739 Per map plus \$2500 deposit for city engineer + any outside contractor's chgs or any additional charges	\$484 Per map plus \$2,000 deposit for any outside contractor's chgs or any additional charges plus any additional staff time at fully burdened hourly rate.
S029	Final Tract Map Review	\$979 Per Map plus \$2500 deposit for city engineer plus \$140 per lot over 10 lots plus any outside contractor's charges or any additional charges	\$844 Per Map plus \$60 per lot over 10 lots plus \$5,000 deposit for any outside contractor's charges or any additional charges plus any additional staff time at fully burdened hourly rate.
S030	Final Map Amendment Review	\$731 Per Map plus \$2500 deposit for city engineer + any outside contractor's charges or any additional charges	\$474 Per Map plus \$2,000 deposit for any outside contractor's charges or any additional charges plus any additional staff time at fully burdened hourly rate.

**Exhibit A Resolution No. 2022-76**

Ref #	Service Title Description	Current Rates	Proposed Rates
S031	Lot Line Adjustment	\$314 Per Application plus \$2000 deposit for city engineer + any outside contractor's charges or any additional charges	\$617 Per Application plus \$2,000 deposit for any outside contractor's charges or any additional charges
S032	Street/R-O-W Abandonment Process	\$1,500 Deposit; Actual amount for employee's time at fully burdened hrly rates & any outside contractor's charges.	\$2,500 Deposit; Actual amount for employee's time at fully burdened hrly rates & any outside contractor's charges.
S033	Flood Plain Review: Basic Flood Plain Review	\$188 Per Application	**DELETE**
	Extended Flood Plain Review	\$188 Per Application plus employee's time at fully burdened hrly rates & any outside contractor's charges	
S034	Standard Encroachment Permit	\$112 Per Permit	\$277 Per Permit
S035	Major Encroachment Permit	\$797 Per Permit	\$517 Per Permit
S036	Blueprint Reproduction:		
	24 x 18	24 x 18 \$5.00 Per Page	**DELETE**
	36 x 24	36 x 24 \$5.85 Per Page	
S036A	Map Reproduction/CAD Plotting	CAD	Plotter:
	Size Color	Size Color	Size Color
	8 1/2 x 11 \$3.78	24 x 36 \$21.40	
	11 x 17 \$8.90		
	24 x 18 \$17.80	Large Format Copier:	
	24 x 36 \$28.80	Size Bond Paper B/W	
	36 x 48 \$38.50	24 x 36 \$8.40	
	Large Format Copier		
	Size Bond Paper		
	24 x 18 \$4.15		
	24 x 36 \$5.50		
	36 x 48 \$9.60		
S037	Code Enforcement	Actual amount for employee's time at fully burdened hrly rates & any outside contractor's fee or any additional charges	Actual amount for employee's time at fully burdened hrly rates & any outside contractor's fee or any additional charges
S038	Animal Control	Dog License: Altered \$17.00 Unaltered - \$26.00 Boarding Fees - \$12.50 per day Adoption Fees: Dogs - \$31 + \$32 spay/neuter deposit + \$17 license fee Cats - \$31 + \$32 spay/neuter deposit Impound Fees: 1st offense - \$17/ licensed \$32/unlicensed 2nd offense - \$51.50 3rd offense - \$86 Brought in - \$9 for first + \$1.75 for add'l Picked up - \$17 for first + \$1.75 for add'l Euthanasia Fee \$35.50 50 lb and under Euthanasia Fee \$68.75 Over 50 lbs.	Dog License: Altered \$18.00 Unaltered - \$27.00 Boarding Fees - \$13.50 per day Adoption Fees: Dogs - \$32 + \$33 spay/neuter deposit + \$18 license fee Cats - \$32 + \$33 spay/neuter deposit Impound Fees: 1st offense - \$18/ licensed \$33/unlicensed 2nd offense - \$52.50 3rd offense - \$87 Brought in - \$10 for first + \$2.75 for add'l Picked up - \$18 for first + \$2.75 for add'l Euthanasia Fee \$36.50 50 lb and under Euthanasia Fee \$69.75 Over 50 lbs.

**Exhibit A Resolution No. 2022-76**

Ref #	Service Title Description	Current Rates	Proposed Rates
		Dead Animal Fee including disposal fee \$25	Dead Animal Fee including disposal fee \$26
		Dead Animal Fee \$15	Dead Animal Fee \$16
			Vaccine - \$16.00 each
			Spay/Neuter - Actual costs plus employees time at fully burdened hrly rate
<b>S039</b>	<b>Noise Disturbance Response:</b>		
	1st Response	\$0	\$0
	2nd Response	\$79 Per Response	\$79 Per Response
<b>S040</b>	<b>Police False Alarm Response</b>	\$100 per response after three false responses in the calendar year. Charge only those due to owner negligence.	\$100 per response after three false responses in the calendar year. Charge only those due to owner negligence.
<b>S041</b>	<b>DUI Accident Response Investigation</b>	\$45 per hr for City Clerk Billing & Tracking \$240 per hr for Fire dept. \$75 per hr one officer response (Incl.Clerk & Sgt) plus cost of booking fee \$52 per hr each additional officer \$1,000 per hr major injury or major accident investigation team + booking fees	\$45 per hr for City Clerk Billing & Tracking \$240 per hr for Fire dept. \$75 per hr one officer response (Incl.Clerk & Sgt) plus cost of booking fee \$52 per hr each additional officer \$1,000 per hr major injury or major accident investigation team + booking fees
<b>S042</b>	<b>Impounded/Stored Vehicle Release</b>	\$62 Per Vehicle	\$62 Per Vehicle
<b>S043</b>	<b>Vehicle Equip. Correction Inspection</b>	\$13 Per Inspection	\$13 Per Inspection
<b>S044</b>	<b>Police Report Copy</b>	.30 per page (Set by Law)	.30 per page (Set by Law)
<b>S045</b>	<b>Adult Sports Co-Ed Softball</b>		**DELETE**
<b>S045A</b>	<b>Adult Sports Mens Softball</b>		**DELETE**
<b>S046</b>	<b>Youth Sports</b>		
	<b>Basketball</b>	\$45 per player Resident \$50 per player Non Resident	\$45 per player Resident / \$50 per player Non Resident (Plus \$150 per team)
	<b>Volleyball</b>	\$45 per player Resident \$50 per player Non Resident	\$45 per player Resident / \$50 per player Non Resident (Plus \$150 per team)
	<b>Flag Football</b>	\$45 per player Resident \$50 per player Non Resident	\$45 per player Resident / \$50 per player Non Resident (Plus \$150 per team)
	<b>PeeWee Basketball</b>	\$35 per player Resident \$40 per player Non Resident	\$35 per player Resident / \$40 per player Non Resident (Plus \$150 per team)
	<b>PeeWee Soccer</b>		\$35 per player Resident / \$40 per player Non Resident (Plus \$150 per team)
	<b>Basketball Tournament</b>		\$175 per team
	<b>Little Girl's Tea Party</b>		\$25 per participant
	<b>PeeWee Derby</b>		\$20 per participant
	<b>Santa's Workshop</b>		\$25 per participant
<b>S047</b>	<b>Aquatics:</b>		
	Daily Admission	\$2.50 Per Person	\$3.00 Per Person
	Nightly Admission - Adult	\$1.75 Per Person	\$2.25 Per Person

**Exhibit A Resolution No. 2022-76**

Ref #	Service Title Description	Current Rates	Proposed Rates
	Nightly Admission - Child	\$1.25 Per Person	\$1.75 Per Person
	Group Swim Lessons	\$28 Per Session	\$30 Per Person for 8 1/2 Hr Sessions
	Private Swim Lessons		\$11 Per 1/2 Hr Session
	Pool Party Package	\$70 - \$90 Per Party	\$90 Per Party
	Private Rental of Aquatics Center	\$75 Per Hr	\$80 Per Hr
	Passes: Open Swim		10 for \$20.00, 30 for \$50.00, Season \$80.00, Family of 4-\$125 plus \$15 each add'l
	Passes: Exercise & Lap Swim		10 for \$15.00, 30 for \$40.00, Season \$60.00, Daily \$2.00
S048	Summer Day Camp	\$3.00 per day per participant	\$4.00 per day per participant
S049	After School Program	None	None
	Cannot charge admission as long as the School District provides snack.		
S050	Recreation Facility Usage/Rental	Rooms: \$15 Per Hr (Smaller Groups) Gym: \$25 Per Hr + Cost of Insurance Entire Rec Facility: \$45 Per Hr + Cost of Insurance	Rooms: \$20 Per Hr (Smaller Groups) Gym: \$30 Per Hr + Cost of Insurance Entire Rec Facility: \$50 Per Hr + Cost of Insurance
S050A	Concession Contracts	Aquatics: 12% of gross sales + Cost of Insurance Recreation: 12% of gross sales + Cost of Insurance	Aquatics: 12% of gross sales + Cost of Insurance Recreation: 12% of gross sales + Cost of Insurance
	Contract Instructor Classes		
	1-24 students	12% of gross income	12% of gross income
	25-50 students	15% of gross income	15% of gross income
	51-75 students	18% of gross income	18% of gross income
	76 + students	20% of gross income	20% of gross income
S051	El Garces Rental	\$75.00 small room \$300 big room \$150 big room for non profit	\$75.00 small room \$350 big room \$175 big room for non profit
S052	Ballfield Rental	\$7 Per Hr Per Field	\$10 Per Hr Per Field
S052A	Ballfield w/Lights	\$3 Per Hr Additional	**DELETE**
S053	Park Facility Rental	\$16 Per Hour Per Park	\$20 Per Hour Per Park
S053A	Jack Smith Park Launch Fees	\$18 Per Day \$175 Per Season \$5 Non-Boat Parking	\$20 Per Day \$180 Per Season \$5 Non-Boat Parking
S054	Water Meter Installation 3/4 - 1" meter Install Meter only	\$82 (Employee's time at fully burdened hrly rate) + meter & materials +Capacity Fees (SO54A) as required	\$94 (Employee's time at fully burdoned hrly rate) + meter & materials +Capacity Fees (SO54A) as required
	Water Meter Installation 2" meter Install Meter only	\$246 (Employee's time at fully burdened hrly rate) + meter & materials + Capacity Fees (SO54A) as required	\$281 (Employee's time at fully burdoned hrly rate) + meter & materials + Capacity Fees (SO54A) as required
	Water Meter Installation 3-6" meter Install Meter only	\$982 (Employee's time at fully burdened hrly rate) + meter & materials + Capacity Fees (SO54A) as required	\$1,126 (Employee's time at fully burdoned hrly rate) + meter & materials + Capacity Fees (SO54A) as required

**Exhibit A Resolution No. 2022-76**

Ref #	Service Title Description	Current Rates	Proposed Rates
<b>S054A</b>	<b>Water System Capacity Fee:</b>		
	Residential	\$1,270	\$1,270
	Commercial	\$1,700	\$1,700
	Industrial	\$2,550	\$2,550
<b>S055</b>	<b>Water Meter &amp; Serv Installation 1-2" Up to 25'</b> <b>Provides service to property &amp; install meter</b>	\$1,480 (Employee's time at fully burdened hrly rate) + meter & materials + Capacity Fees (SO54A)	\$2,203 (Employee's time at fully burdened hrly rate) + meter & materials + Capacity Fees (SO54A)
	<b>Water Meter &amp; Serv Installation 1-2" Over 25'</b> <b>Provides service to property &amp; install meter</b>	\$1,480 (Employee's time at fully burdened hrly rate) + meter & materials + Capacity Fees (A054A) + \$62 per ft over 25'	\$2,203 (Employee's time at fully burdened hrly rate) + meter & materials + Capacity Fees (A054A) + \$87 per ft over 25'
	<b>Water Meter &amp; Serv Installation 3-6" Up to 25'</b> <b>Provides service to property &amp; install meter</b>	\$1,965 (Employee's time at fully burdened hrly rate) + meter & materials + Capacity Fees (SO54A)	\$2,938 (Employee's time at fully burdened hrly rate) + meter & materials + Capacity Fees (SO54A)
	<b>Water Meter &amp; Serv Installation 3-6" Over 25'</b> <b>Provides service to property &amp; install meter</b>	\$1,965 (Employee's time at fully burdened hrly rate) + meter & materials + Capacity Fees (SO54A) plus \$94 per ft over 25'	\$2,938 (Employee's time at fully burdened hrly rate) + meter & materials + Capacity Fees (SO54A) plus \$116 per ft over 25'
	<b>Water Meter&amp; Serv Installation 8-12" Up to 25'</b> <b>Provides service to property &amp; install meter</b>	\$2,947 (Employee's time at fully burdened hrly rate, meter & materials) + Capacity Fees (SO54A)	\$4,407 (Employee's time at fully burdened hrly rate, meter & materials) + Capacity Fees (SO54A)
	<b>Water Meter&amp; Serv Installation 8-12" Over 25'</b> <b>Provides service to property &amp; install meter</b>	\$2,947 (Employee's time at fully burdened hrly rate, meter & materials) + Capacity Fees(SO54A) + \$168 per ft over 25'	\$4,407 (Employee's time at fully burdened hrly rate, meter & materials) + Capacity Fees(SO54A) + \$175 per ft over 25'
<b>S056</b>	<b>Pulling &amp; testing water meter 3/4 - 2"</b>	\$95, refunded if meter runs fast	\$65, refunded if meter runs fast
	<b>Pulling &amp; testing water meter 3+"</b>	\$251 + any outside contractor's charges or add'l charges. Refunded if meter runs fast.	\$129 + any outside contractor's charges or add'l charges. Refunded if meter runs fast.
<b>S057</b>	<b>Temporary Hydrant Meter Rental</b>	\$500 Deposit; Actual amt \$55 + water consumption chargs.	\$500 Deposit; Actual amt \$85 + water consumption charges
<b>S059</b>	<b>Sewer Lateral Installation Residential</b>	City Crew does not perform installation	City Crew does not perform installation
	<b>Sewer Lateral Installation Other</b>	City Crew does not perform installation	City Crew does not perform installation
	<b>Contractors take care of installation of sewer laterals</b>		
<b>S059A</b>	<b>Wastewater System Capacity Fee</b>	\$1,570 + lateral and materials costs	\$1,570 + lateral and materials costs
<b>S060</b>	<b>Sewage Blockage Check for Private Lines</b>	\$470 per request	\$238 per request
<b>S061</b>	<b>Sewer Dye Test</b>	\$581 per request	\$159 per request
<b>S062</b>	<b>Emergency Spill Response</b>	Actual amt for employee's time at fully burdened hrly rates.	Actual amt for employee's time at fully burdened hrly rates.
<b>S064</b>	<b>Electric Service Installation</b>	Actual amount for employee's time at fully burdened hrly rates, + material & equip. charges	Actual amount for employee's time at fully burdened hrly rates, + material & equip. charges
<b>S064A</b>	<b>Electric System Capacity Fee:</b>	\$100,000/megawatt (for all customers based on load calculations)	\$100,000/megawatt (for all customers based on load calculations)
<b>S065</b>	<b>Temp Electric Svcs Existing Bldg</b>	\$557	\$448
	<b>Temp Electric Svcs New</b>	Actual amount for employee's time at fully burdened hrly rates, + material charges	Actual amount for employee's time at fully burdened hrly rates, + material charges

**Exhibit A Resolution No. 2022-76**

Ref #	Service Title Description	Current Rates	Proposed Rates
S066	Banner Installation for Commercial	\$638 per banner	\$448 per banner
	Banner Installation for Community Svc	\$0	\$0
S070	<b>Burial:</b>		
	Adult weekday	\$845 + Fully Alloc Hrly Rate if Over 4 hrs.	\$845 + Fully Alloc Hrly Rate if Over 4 hrs.
	Adult Saturday/After Hours	\$1,205 + Fully Alloc Hrly Rate if Over 4 hrs.	\$1,205 + Fully Alloc Hrly Rate if Over 4 hrs.
	Infant weekday	\$565 + Fully Alloc Hrly Rate if Over 3 hrs.	\$565 + Fully Alloc Hrly Rate if Over 3 hrs.
	Infant Saturday/After Hours	\$925 + Fully Alloc Hrly Rate if Over 3 hrs.	\$925 + Fully Alloc Hrly Rate if Over 3 hrs.
	<b>Burial Ash:</b>		
	Adult weekday	\$315 + Fully Alloc Hrly Rate if Over 2 hrs.	\$315 + Fully Alloc Hrly Rate if Over 2 hrs.
	Adult Saturday/After Hours	\$505 + Fully Alloc Hrly Rate if Over 2 hrs.	\$505 + Fully Alloc Hrly Rate if Over 2 hrs.
	Infant weekday	\$315 + Fully Alloc Hrly Rate if Over 2 hrs.	\$315 + Fully Alloc Hrly Rate if Over 2 hrs.
	Infant Saturday/After Hours	\$505 + Fully Alloc Hrly Rate if Over 2 hrs.	\$505 + Fully Alloc Hrly Rate if Over 2 hrs.
	<b>Canopy</b>	\$100	\$100
S071	Disinterment - Adult	\$1,175	\$1,175
	Disinterment - Infant	\$965	\$965
S072	<b>Install marker:</b>		
	Without border, single marker	\$210	\$210
	Without border, double marker	\$230	\$230
	Without border, single upright marker	\$710	\$710
	Without border, double upright marker	\$730	\$730
S072A	Marker Cleaning	\$50	\$50
S072B	<b>Install Vase :</b>		
	Without border	\$140	\$140
S072C	<b>Install Plaque:</b>		
	Without border	\$145	\$145
S073	Transfer of burial rights	\$120 Per Request	\$120 Per Request
S074	<b>Lot purchase, maint, burial:</b>		
	Adult (\$200 to endow fund)	\$2,610 (Includes \$200 to Endowment Care Fund)	\$2,610 (Includes \$200 to Endowment Care Fund)
	Infant (\$200 to endow fund)	\$1,650 (Includes \$200 to Endowment Care Fund)	\$1,650 (Includes \$200 to Endowment Care Fund)
	<b>Lot purchase, ashes:</b>		
	Adult (\$200 to endow fund)	\$1,668 (Includes \$200 to Endowment Care Fund)	\$1,668 (Includes \$200 to Endowment Care Fund)
	Infant (\$200 to endow fund)	\$1,668 (Includes \$200 to Endowment Care Fund)	\$1,668 (Includes \$200 to Endowment Care Fund)
S075	<b>Street Sweeping</b>	None	None
	Costs to be recovered as part of Prop 218 Assessment Dist. Or as part of the Refuse bill.		
S076	<b>Damage to City Property Repair</b>	Actual amount for employee's time at fully burdened hrly rates + cost of materials	Actual amount for employee's time at fully burdened hrly rates + cost of materials
S077	<b>Review &amp; process new business license apps</b>	\$34 processing fee	\$43 processing fee + CA fee + license fee per Chapter 12 of City code

**Exhibit A Resolution No. 2022-76**

<b>Ref #</b>	<b>Service Title Description</b>	<b>Current Rates</b>	<b>Proposed Rates</b>
S078	Renewal of business licenses	\$23 processing fee	\$29 processing fee + CA fee + license fee per Chapter 12 of City code
S079	New Utility Establishment fee	\$35 for all 3 utilities: Elec \$15, Water \$10, Wastewater \$10	\$85 for all 3 utilities: Elec \$35, Water \$25, Wastewater \$25
S080	Delinquent Utility turn off/on: Collection fee re-establishment fee	\$12.50 each utility \$16.50 each utility	\$15.00 each utility \$25.00 each utility
S081	Temporary Utility turnoff/on	\$45 (Start with \$20, increase in \$10 increments)	Electric \$15 1st request, increase \$10 per request Sewer \$10 1st request, increase \$10 per request Water \$10 1st request, increase \$10 per request
S082	Returned check fee 1st time Returned check fee thereafter	\$25 Limited by State Law \$30 Limited by State Law	\$25 Limited by State Law \$35 Limited by State Law
S083	Make copies of City docs, maps, pubs	\$0.35 first page \$0.12 for multiple pages	\$0.13 first page \$0.07 each additional page
S084	Certify authenticity of City doc	\$4.00 Per Document	\$18.00 Per Document
S085	Electronic Meeting Copies	\$12.50 Customer Required to Provide Tape or CD	\$28.00 Customer required to provide medium for copy, ex USB
S086	Process & Filing of Candidate Nomination Papers	\$25 Fee Set by State Law	\$25 Fee Set by State Law
S087	After Hr Utility Call Out	\$110 per call out, excluding a one time temp turn off per cust/location as defined in the terms and conditions	\$260 minimum per call out, excluding a one time temp turn off per cust/location as defined in the terms and conditions Billed at employee's time at fully burdened hrly rate + material
S088	Meter Tampering/Theft of Utility	Charge is based on total annual consumption divided by 12 months x 2 months (average 2 months consumption) + \$500 deposit + Employee's time at fully burdened hrly rate, meter and materials	Charge is based on total annual consumption divided by 12 months x 2 months (average 2 months consumption) + \$500 deposit + Employee's time at fully burdened hrly rate, meter and materials
S090	Regulatory Permit Setup	\$5,000 deposit for actual amount of employee's time at fully burdened hrly rate & any outside agency costs.	\$320 - <10K Facility \$396 - > 10K Facility
S091	Regulatory Permit Renewal	\$4,961.27	\$7,074 - <10K Facility \$8,895 - > 10K Facility
S094	Short Term Rental Permit Fee	\$400	\$536

**Exhibit B Resolution No. 2022-76**

**CITY OF NEEDLES, CALIFORNIA  
POSITION LISTING -SUMMARY  
FISCAL YEAR 2021-2022**

<i>Ref#</i>	<i>Position Title</i>	<i>#ofFTE's</i>	<i>Fully Burdened Avg.Hourly Rate</i>
ASC	ADMIN SUPPORT CLERK	1.00	\$64.76
ACA	ANIMAL CONTROL ASSISTANT	1.00	\$47.84
CEO	ANIMAL CONTROL OFFICER	0.46	\$23.96
CDD	ASSISTANT CITY MGR/DEV SERV	1.00	\$173.66
UGM	ASSISTANT UTILITIES MANAGER	1.00	\$139.73
CDDA	ASSOCIATE PLANNER	1.00	\$95.78
WDOIT	ASSOCIATE WATER OPERATOR	3.00	\$85.86
BO	BUILDING OFFICIAL	0.60	\$239.90
DA	BUILDING PERMIT TECHNICIAN	1.00	\$74.21
BMISMGR	BUSINESS OFFICE/MIS MANAGER	1.00	\$72.82
CWPO	CHIEF WATER PLANT OPERATOR	1.00	\$125.37
CC	CITY CLERK	1.00	\$98.54
CE	CITY ENGINEER	0.40	\$240.11
CM	CITY MANAGER	1.00	\$288.99
CCLK	CODE CLERK (TEMP)	0.15	\$53.46
CEA	CODE ENFORCEMENT OFFICER	2.00	\$75.84
SCM	COMMUNITY SERVICES MANAGER	1.00	\$105.84
CSRI	CUSTOMER SERVICE REP. I	1.00	\$45.40
CSR II	CUSTOMER SERVICE REP. II	1.00	\$55.87
DF	DIRECTOR OF FINANCE	1.00	\$172.94
ETII	ENGINEERING TECH II	1.00	\$75.84
EOI	EQUIPMENT OPERATOR I	1.00	\$74.89
EOIV	EQUIPMENT OPERATOR IV	1.00	\$91.31
FCT	FILE CLERK (TEMP)	0.46	\$32.41
SRAC	FINANCE ASSISTANT	1.00	\$87.89
HRS	HUMAN RESOURCE SPECIALIST	1.00	\$77.43
JSPA	J SMITH PK ATTENDANT	1.11	\$21.28
LG I	LIFE GUARD I	1.17	\$24.83
LG II	LIFEGUARD II	0.39	\$25.07
LGSL	LIFEGUARD SHIFT LEADER	0.65	\$25.30
LCS	LINE CREW SUPERVISOR	1.00	\$161.65
MCWI	MAINT CONSTR. WORKER I	9.35	\$52.84
MCWIII	MAINT CONSTR. WORKER III	1.00	\$45.51
MC	MATERIALS COORDINATOR/SVC	1.00	\$70.07

Exhibit B Resolution No. 2022-76

**CITY OF NEEDLES, CALIFORNIA  
POSITION LISTING -SUMMARY  
FISCAL YEAR 2021-2022**

<i>Ref#</i>	<i>Position Title</i>	<i>#ofFTE's</i>	<i>Fully Burdened Avg.Hourly Rate</i>
MECH	MECHANIC	1.00	\$81.22
MTI	METER TECH I	1.00	\$50.54
PS	PARK SUPERINTENDENT(Grounds Supervisor)	1.00	\$107.29
PT	POOL TECHNICIAN	0.66	\$28.93
PA	POWERLINE APPRENTICE	2.00	\$87.37
PT2	POWERLINE TECH	3.00	\$136.72
PFC	PROJECT FINANCE CLERK	0.48	\$25.11
PWD	PUBLIC WORKS DIRECTOR	1.00	\$135.97
RA	RECREATION AIDE	2.20	\$34.51
RL	RECREATION LEADER	0.87	\$37.82
RSM	RECREATION SERVICE MANAGER	1.00	\$129.04
ACIII	SENIOR ACCOUNT CLERK	1.00	\$91.46
SRCDOFCR	SR CODE ENFORCMENT OFCR	1.00	\$99.44
SACO	SR. ANIMAL CONTROL OFFICER	1.00	\$71.64
SRA	SR. CENTER AIDE	0.69	\$26.60
TIW	TECH I WWTP	1.00	\$79.37
WDF	WATER FOREPERSON	1.00	\$109.69

Any new positions or positions not listed above will have a Fully Burdened Hourly Rate calculated by using the employees hourly rate and applying the overhead rates calculated in the Cost of Services Study for that department.

Urban In-fill/ South Needles Area

Land Use	Chapter 5 Circulation (Streets, Signals, and Bridges) System		Chapter 7 Water Source Storage and Distribution Facilities		Chapter 8 Wastewater Collection System		Chapter 14 Parkland Acquisition and Facilities Development
	2017 Total Cost Per Unit or SF		2017 Cost Impact per Unit SF or Acre/Space		2017 Cost Impact per Unit S.F. or Acre/Space		2017 Recommended Net Fee Per Unit
Detached Dwellings	\$106	per Unit	\$2,087	per Unit	\$1,208	per Unit	\$726
Attached Dwellings	\$71	per Unit	\$1,132	per Unit	\$629	per Unit	\$549
<b>Mobile Home Dwellings</b>	<b>\$56</b>	<del>per Unit</del>	<b>\$1,022</b>	<del>per Unit</del>	<b>\$592</b>	<del>per Unit</del>	<b>\$579</b>
Commercial Lodging	\$56	per Unit	\$427	per Unit	\$322	per Unit	-
<b>Recreational Vehicle Pads</b>	<b>\$56</b>	<del>per Pad</del>	<b>\$184</b>	<del>per Pad</del>	<b>\$139</b>	<del>per Pad</del>	-
Commercial/Office Uses	\$0.100	per S.F.	\$0.347	per S.F.	\$0.362	per S.F.	-
Industrial Uses	\$0.069	per S.F.	\$0.301	per S.F.	\$0.314	per S.F.	-

North Needles Area

Land Use	Chapter 5 Circulation (Streets, Signals, and Bridges) System 2017 Total Cost Per Unit or SF		Chapter 7 Water Source Storage and Distribution Facilities 2017 Cost Impact per Unit SF or Acre/Space		Chapter 8 Wastewater Collection System 2017 Cost Impact per Unit S.F. or Acre/Space		Chapter 14 Parkland Acquisition and Facilities Development 2017 Recommended Net Fee Per Unit
Detached Dwellings	\$888	per Unit	\$2,625	per Unit	\$1,542	per Unit	\$726
Attached Dwellings	\$593	per Unit	\$1,423	per Unit	\$803	per Unit	\$549
<b>Mobile Home Dwellings</b>	<b>\$465</b>	<del>per Unit</del>	<b>\$1,286</b>	<del>per Unit</del>	<b>\$755</b>	<del>per Unit</del>	<b>\$579</b>
Commercial Lodging	\$467	per Unit	\$537	per Unit	\$410	per Unit	-
<b>Recreational Vehicle Pads</b>	<b>\$467</b>	<del>per Pad</del>	<b>\$232</b>	<del>per Pad</del>	<b>\$177</b>	<del>per Pad</del>	-
Commercial/Office Uses	\$0.834	per S.F.	\$0.44	per S.F.	\$0.46	per S.F.	-
Industrial Uses	\$0.580	per S.F.	\$0.38	per S.F.	\$0.40	per S.F.	-

## City Media Links

- “Struggling Desert Town Turns to Weed to Help Their Economy.” 14 Feb. 2019, **China Global Television Network America**: Global Business documentary on cannabis industry in the City of Needles. Job creation and tax dollar revenues are to be created from the cannabis industry., [america.cgtn.com/2019/02/13/struggling-desert-town-turns-to-weed-to-help-their-economy](http://america.cgtn.com/2019/02/13/struggling-desert-town-turns-to-weed-to-help-their-economy).
- “DMV Customers from All over Head to Needles for Shorter Wait Times.” 28 Aug. 2018, ABC 7 Los Angeles Special highlighting the short wait times our city faces at the DMV [abc7.com/society/dmv-customers-go-to-needles-for-shorter-wait-times/4070877/](http://abc7.com/society/dmv-customers-go-to-needles-for-shorter-wait-times/4070877/)..
- “A Struggling Desert Town Bets Its Future on Pot.” 9 Dec. 2018: *New York Times* Article front page of the December 9, 2019 New York Times Business Section regarding Needles going all in on the cannabis industry [www.nytimes.com/2018/12/09/business/cannabis-business-needles-california.html](http://www.nytimes.com/2018/12/09/business/cannabis-business-needles-california.html).
- “Needles Economy on Path to Rapid Recovery .” *Economic Development Journal of Mohave County* , vol. 19, no. 1, 2019, pp. 1–4., Article depicting the growth Needles is seeing from our growing cannabis industry (attached)
- “Weed City, USA: A Desert Town Turns to Cannabis to Find Jobs and Fight Painkiller Addiction.” *NBCNews.com*, NBCUniversal News Group, 10 May 2019, NBC special highlighting the City of Needles Cannabis industry and continued growth. <http://www.nbcnews.com/video/pot-pain-and-profit-a-desert-town-turns-to-cannabis-for-jobs-and-an-alternative-to-painkillers-59400261515>
- “Company Builds Cannabis Campus in Needles to House Quarter of a Million Marijuana Plants.” *LASVEGASNOW*, 6 Oct. 2018, Las Vegas Channel 8 News Now highlights the Cannabis industry and how mega facilities are being grown in the City of Needles [www.lasvegasnow.com/news/local-news/company-builds-cannabis-campus-in-needles-to-house-quarter-of-a-million-marijuana-plants/1501998643](http://www.lasvegasnow.com/news/local-news/company-builds-cannabis-campus-in-needles-to-house-quarter-of-a-million-marijuana-plants/1501998643).
- “After cannabis boosted Needles’ economy, the city hopes gun law exemptions can continue that growth.” *San Bernardino Sun* 17, July, 2019. this month, Needles is making national headlines. The town of less than 5,000 residents wants to become a Second Amendment sanctuary, meaning Needles would like to be exempt from enforcing some of California’s 900-plus gun laws. <https://www.sbsun.com/2019/07/17/needles-the-california-desert-city-seeking-to-be-a-gun-sanctuary-also-likes-cannabis/>
- “Marijuana industry having big effect on Needles” *Mohave Valley Daily News* 28 July 2019 The city of Needles has come a long way since it allowed the first marijuana cultivation facility on

June 14, 2016. [http://www.mohavedailynews.com/news/marijuana-industry-having-big-effect-on-needles/article\\_83c14c82-b1c2-11e9-949a-7b221964d4a5.html](http://www.mohavedailynews.com/news/marijuana-industry-having-big-effect-on-needles/article_83c14c82-b1c2-11e9-949a-7b221964d4a5.html)

- “Needles’ numbers a game changer” Mohave Valley Daily News 21 February 2019: After a long period of stasis and sometimes outright decline, Needles’ numbers have been rising over the last couple of years. That’s caught the attention of more than a few entities recognizing opportunity; one of the latest being the California Association for Local Economic Development. [http://www.mohavedailynews.com/needles\\_desert\\_star/needles-numbers-a-game-changer/article\\_134944f4-34c8-11e9-8eb9-238755c6813a.html](http://www.mohavedailynews.com/needles_desert_star/needles-numbers-a-game-changer/article_134944f4-34c8-11e9-8eb9-238755c6813a.html)