

MAYOR JANET JERNIGAN'S

# STATE of the CITY



Thursday, September 25, 2025- 6p.m.

 [CityofNeedles.com](http://CityofNeedles.com)





**FOOD, FULL BAR, RIVER VIEW**  
**760-326-3343**



**NEEDLES BUSINESS GUIDE**



**NEEDLES**

CHAMBER OF COMMERCE  
AND  
VISITOR CENTER

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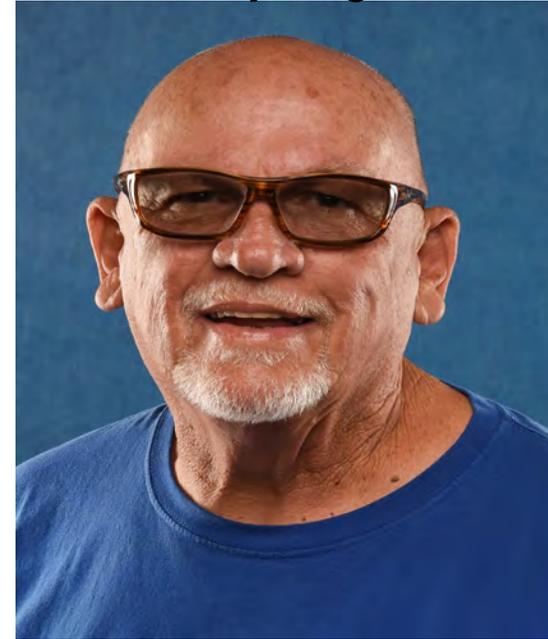


# CITY COUNCIL

**Vice Mayor Ellen Campbell**



**Henry Longbrake**



**Tona Belt**



**JoAnne Pogue**



**Jamie McCorkle**



**Larry Ford**

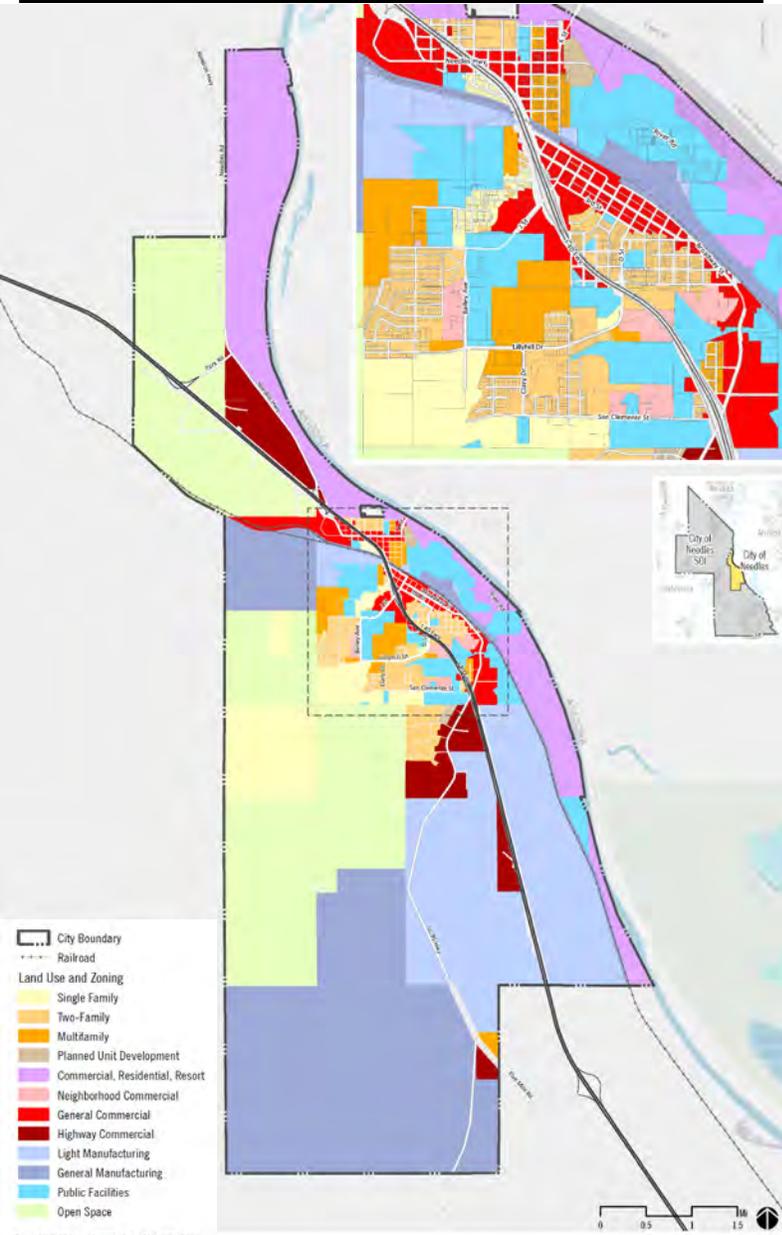


Exhibit 2  
Land Use and Zoning

# YOUR CITY COUNCIL AT WORK



Source: Needles Desert Star



# **BUILDING STRONGER PARTNERSHIPS**



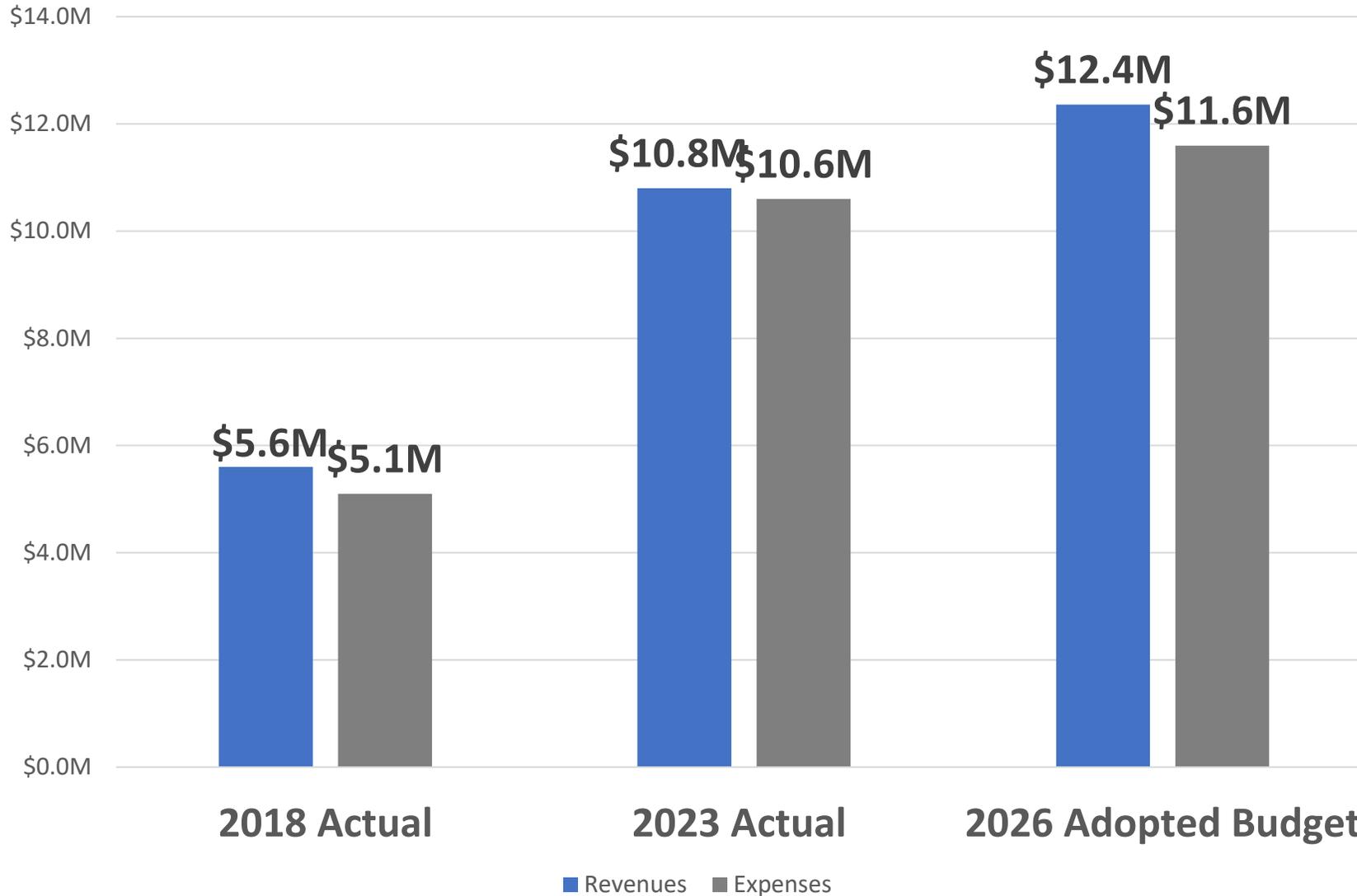
# OUR TEAM, OUR STRENGTH



# FROM PLANNING TO PROGRESS



# GENERAL FUND: GROWTH AND STABILITY



# Budget Highlights Fiscal Year 2026

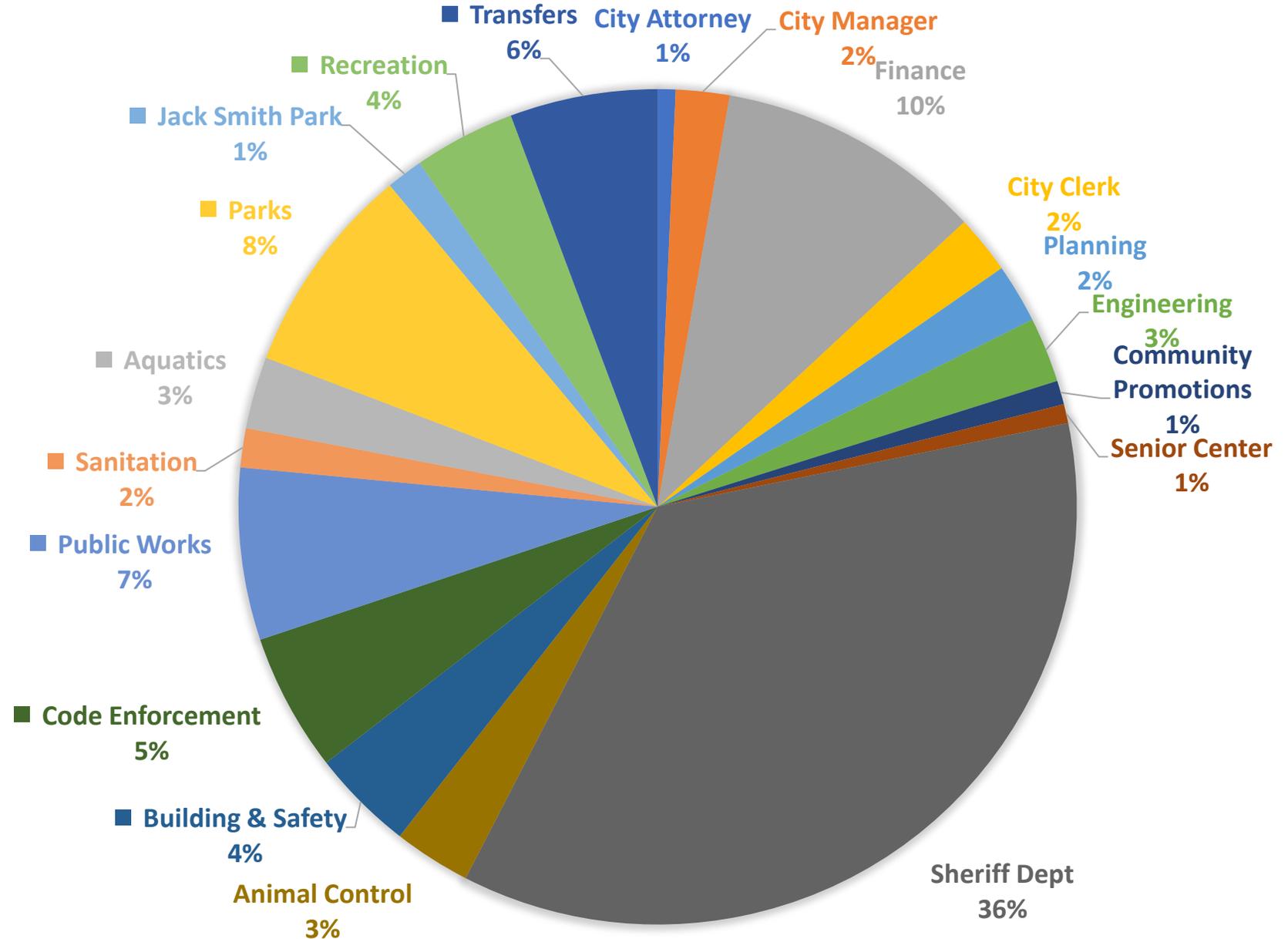
☐ **Revenues:** \$12.4 Mil.

☐ **Expenditures:** \$11.6 Mil.

☐ **Emphasis on:**

- Public Safety - \$4.8 Mil.
- Street Projects-\$2.3 Mil.
- Public Works - \$1.7 Mil.

## GENERAL FUND EXPENDITURES



\$700,000,000

\$600,000,000

\$500,000,000

\$400,000,000

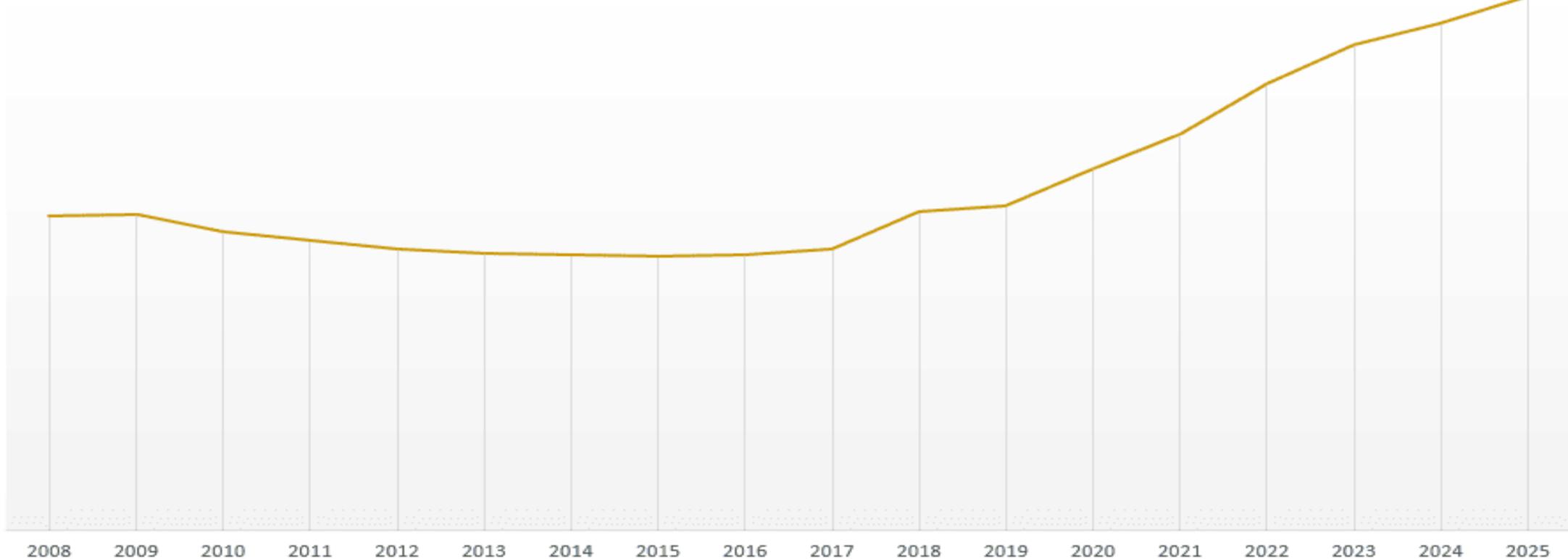
\$300,000,000

\$200,000,000

\$100,000,000

\$0

**\$593,071,256**



## 2025 City of Needles Assessment Roll

Josie Gonzales | Assessor-Recorder-County Clerk

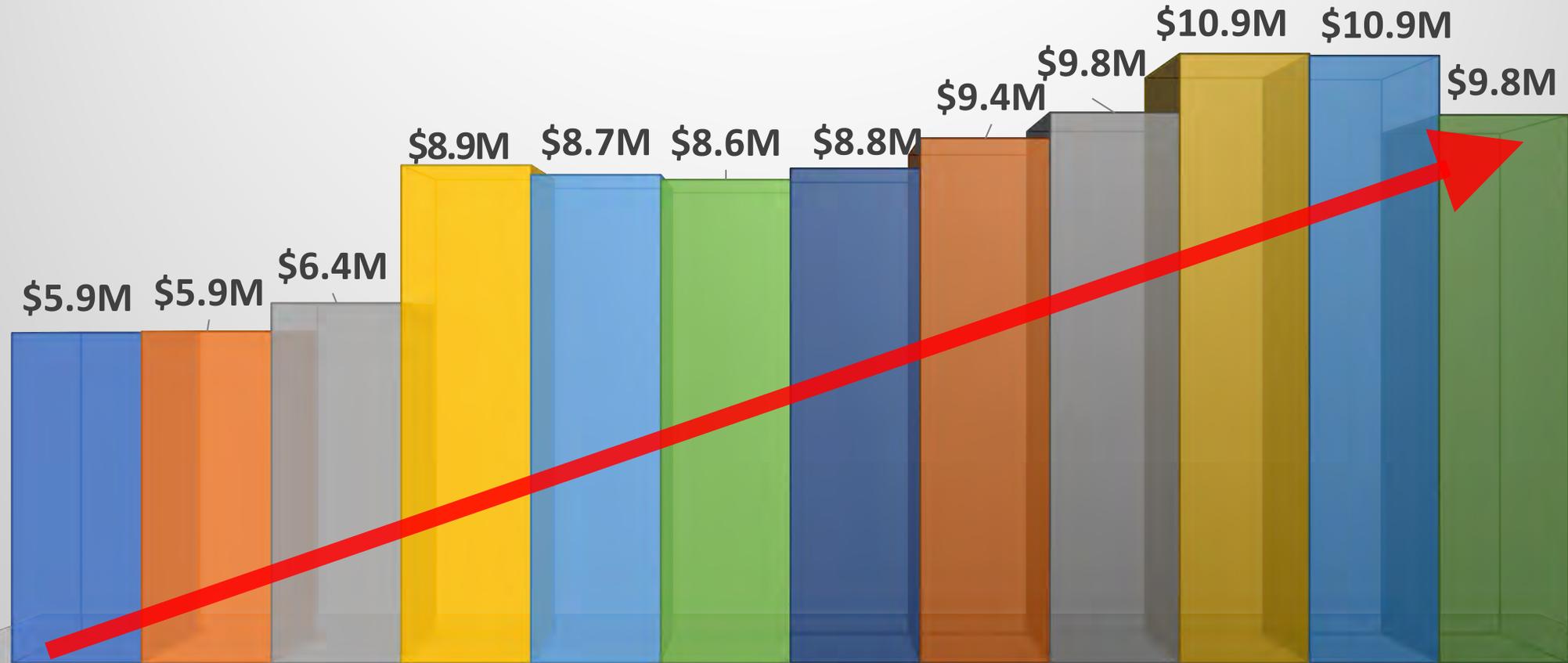
[arc.sbcounty.gov](http://arc.sbcounty.gov)

2025 Assessment Roll: \$593M — Up 91% since 2017 and 5.4% from last year



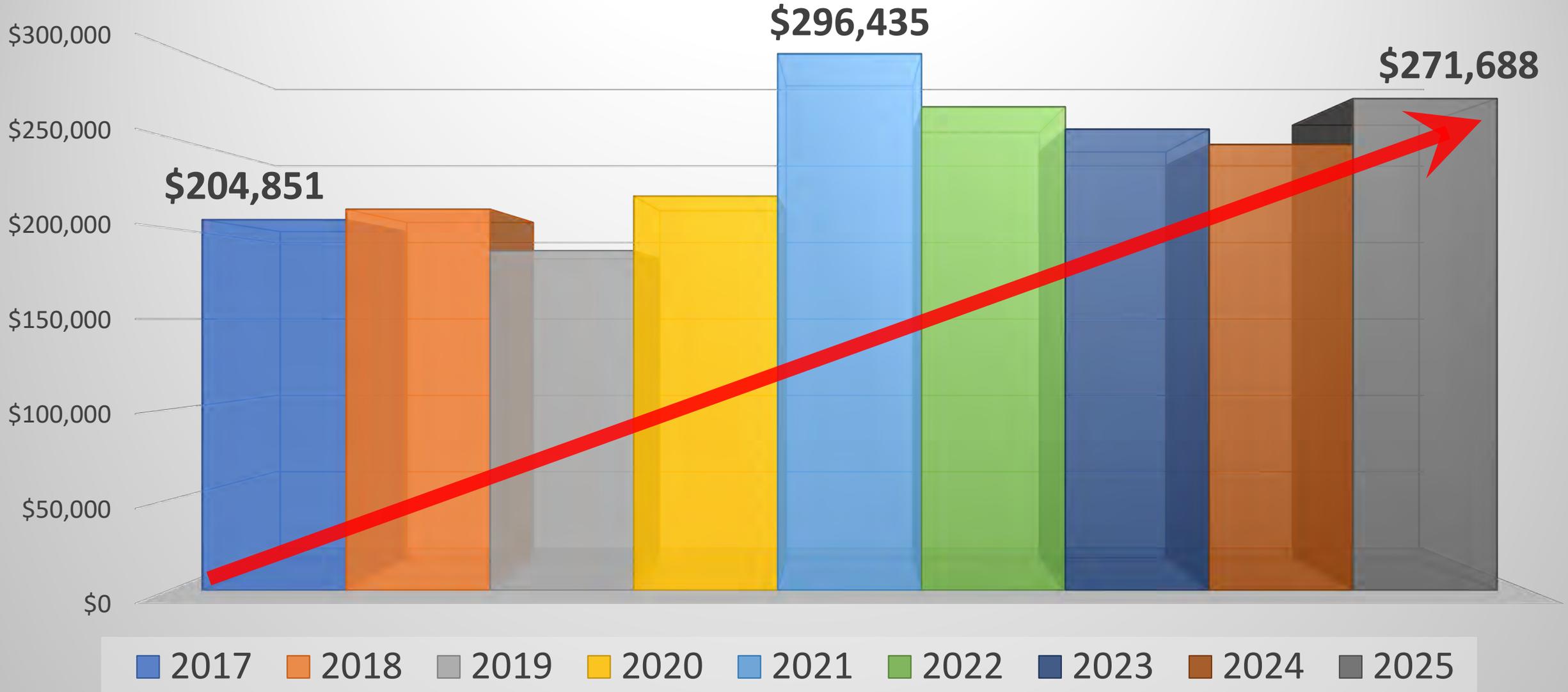
# Needles, CA Total Hotel Revenue (Transient Occupancy Tax)

FY 14 FY 15 FY16 FY17 FY 18 FY19 FY20 FY 21 FY 22 FY 23 FY24 FY25



Needles Hotel's annual revenues have grown 66% over the last 10 years and 10% since 2017

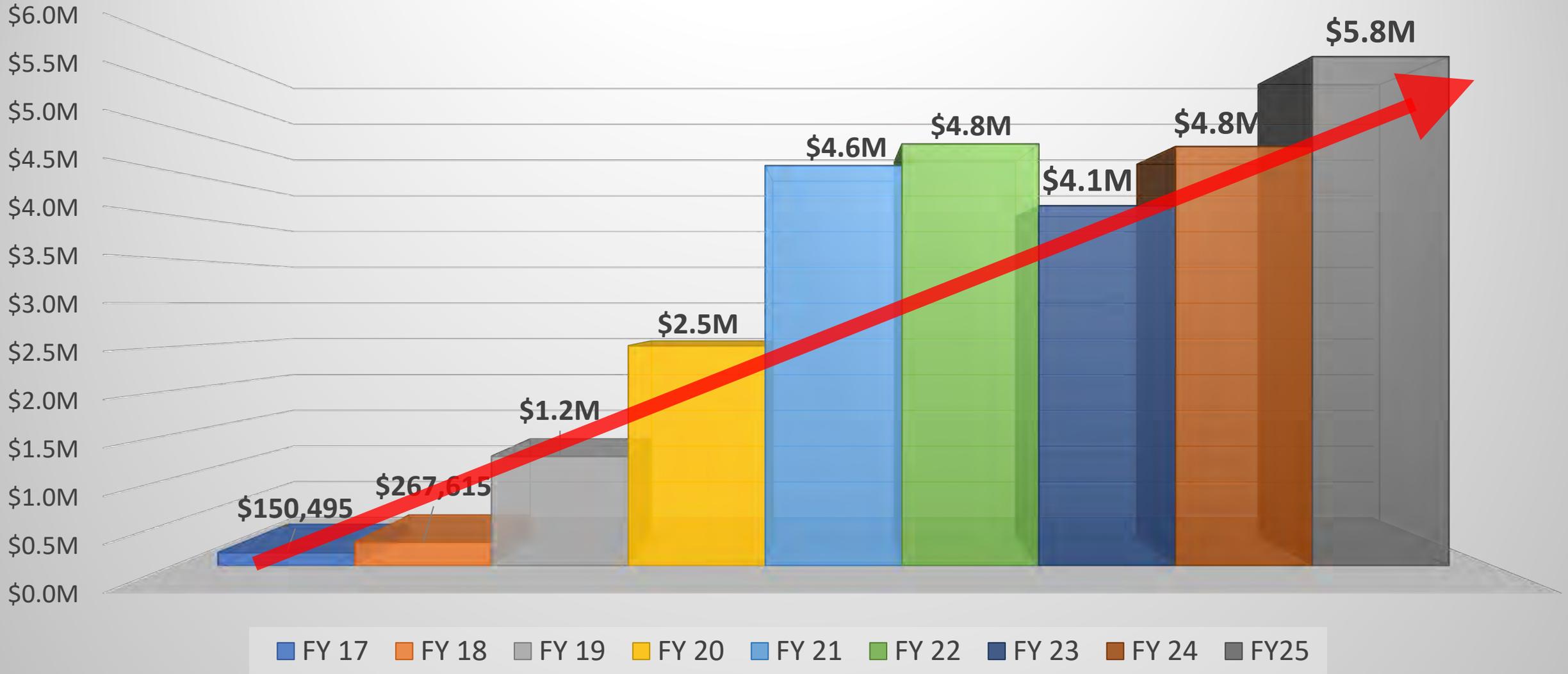
# Jack Smith Boat Launch



Jack Smith Park Revenues Up 32% Since 2017

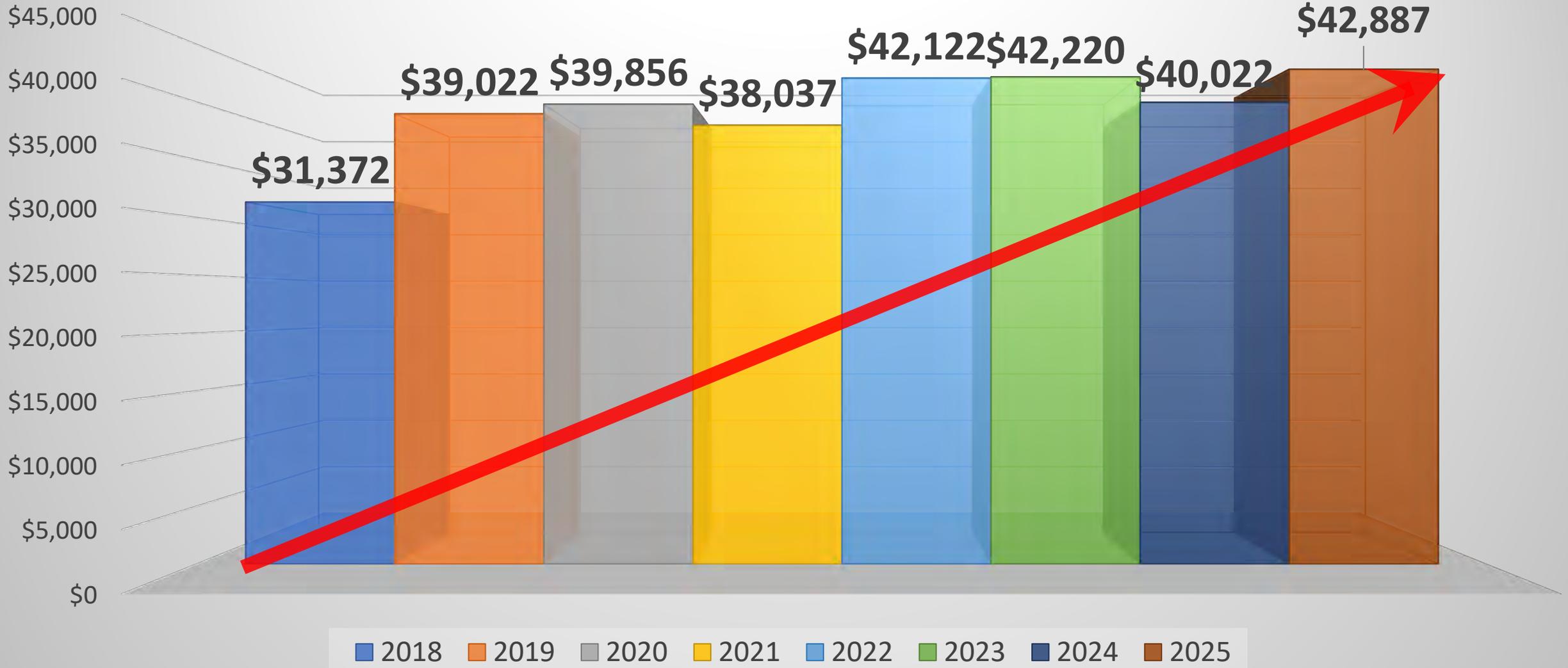


# Needles, CA Cannabis Tax Revenues



Needles has received \$28.3 Million in Cannabis Tax Revenues since Measure S was approved by the voters

# Needles, CA Median Household Income



**Median Household Income Up 20% (+\$6,559) Since 2017**







NEEDLES POINT  
PHARMACY  
& GIFT SHOP

City of Needles  
  
**PHASE IV-B STREET IMPROVEMENTS**  
  
CANNABIS  
TAX DOLLARS AT WORK  
**\$1,387,680**  
  
CITY COUNCIL  
Mayor Janet Jernigan  
Vice Mayor Ellen Campbell  
Councilmember Tonia Bell  
Councilmember Jamie McCorkle  
Councilmember JoAnne Pogue  
Councilmember Henry Longbrake  
Councilmember Zachery Longacre  
City Manager Patrick Martinez  
  
For More Information  
Call (760) 326-5700  
or  
[www.cityofneedles.com](http://www.cityofneedles.com)





*Since 2019,*  
**THE NUMBER OF  
CALIFORNIANS WITHOUT  
SAFE DRINKING WATER  
HAS BEEN REDUCED BY HALF**



## Needles gets safe drinking water, thanks to state investment

**What you need to know:** A state grant of \$14 million has secured safe drinking water for the severely disadvantaged community of Needles.

NEEDLES – After years of struggling with poor water quality and aging facilities, Governor Gavin Newsom today announced the completion of a new water system for the City of Needles in eastern San Bernardino County. This system will ensure reliable access to safe drinking water for Needles’ 5,000 residents.

Today’s announcement of the new clean water system in Needles furthers the state’s goal to provide all Californians with clean and safe drinking water. Since 2019, thanks to state efforts, the number of Californians without safe drinking water has been reduced by half, from 1.6 million to about 800,000 people.

**“I’m proud of the state’s work to expand clean water access to more Californians than ever before. With today’s announcement, the City of Needles now joins the 98% of Californians served by clean drinking water systems – and we won’t stop until we achieve safe water for all.”**

Governor Gavin Newsom



Source: California State Water Resources Board

















MY FAVORITE CITY

SINNERS FORGIVEN

CITY OF ALISO VIEJO

N

VP







English

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### Needles

Along mountain views and unforgettable heart of nature's most spectacular landscapes.

**PAY**

**HIRING NOW**

**MUNICIPAL CODE**

**Current News**  
What's happening

**AGENDAS & MINUTES**

**THINGS TO DO**

**Upcoming Events**  
Mark your calendars  
JMEC 46-298621  
[Go to Calendar](#)

**OPEN BIDS/RFPs**

**SHORT TERM RENTALS**

**TeamCalifornia Advertiser**

View of Cathedral City, City Center and Highway 101

## SHINING THE CALIFORNIA SPOTLIGHT

Why Site Selectors Should Look Beyond the Usual Suspects

Across California, a quiet transformation is underway. While headlines love to land on Los Angeles, San Diego, and Silicon Valley, there's a network of cities often overlooked by developers, investors and site selectors. These communities are investment-ready and eager for business, with affordable land, clean energy infrastructure, logistics advantages, and incredibly motivated city leaders. It's time they got their recognition.

offers a competitive edge with the Imperial Irrigation District (IID), which runs its own Open Access Transmission Tariff, making interconnection smoother than in most California markets. In the north, **Calipatria** provides access to key highway routes and competitive wastewater rates, making it ideal for industrial users and developers. **Imperial** follows as a dynamic hub, proudly hosting the county's primary airport and community college. With

View of Caltrans Gateway Center at Midway

Positioned perfectly on the United States-Mexico border, **Calexico** is becoming a powerful player in binational trade, thanks to its close ties with Mexico. With a downtown port of entry, international rail, and major highway connections, the city is drawing increased interest in advanced manufacturing, ag-tech, logistics, and clean energy. A newly formed executive team, led by City Manager Ben Martinez, is welcoming input and investment proposals for Calexico's next chapter.

**Visitors: Where the Desert is Open for Business:**  
On California's eastern edge along the Colorado River, **Needles** is using its wide-open space and low operating costs to attract serious investment in manufacturing, cannabis, housing, and recreation. Demand is rising for grocery, hospitality, and housing, and the city has the room and willingness to grow. With municipally owned utilities and a Clean California designation, it also offers ready transportation access to Arizona and Nevada.

Needles has been striking while the iron is hot by securing major state funding to support new residential developments.

**Cathedral City: Logistics, Land & Lifestyle:**  
Situated on the I-10 corridor between resort-heavy Palm Springs and Rancho Mirage, **Cathedral City** is rewriting its narrative. Once seen as a pass-through city, it's now gaining recognition for its logistics potential, foreign trade zone benefits, high-quality workforce, and available land near key auto and logistics corridors. The city is capitalizing on its location to attract new investment and redefining its economic future as a logistics and trade hub.

**Kerman & Mendota: Central Valley's New Growth Engines:**  
In the Central Valley, **Mendota** and **Kerman** are leveraging their strong agricultural roots and logistics connectivity to attract new business. Mendota isn't just proud of its farming heritage and Cantaloupe Center status; it's getting real deals done. New incentives are helping reduce development impact fees, permit costs, and review timelines, and several new businesses have already opened.

Kerman is ready to break out, with the city building hundreds of homes annually and actively recruiting nationally recognized retailers. With city-owned water, permitting flexibility, and an industrial site offering rail access, Kerman is proving to be a cost-effective alternative for serious investors.

**California's Top 400 Successes Are Ready to Talk:**  
At nearly every conference and trade show TeamCalifornia attends, the question comes up: "Where are California's best-kept secrets?" The truth is, they're not secrets anymore, they're ready to talk. From the southern border powering binational trade to inland cities redefining location, energy, and mobility, these 400 cities are



The City of Needles is already feeling the impacts of climate change, from more frequent extreme heat events to increased strain on our infrastructure. Participating in this program and hosting the technical assistance panel gives us a unique opportunity to explore strategies tailored to our local challenges. This collaboration will help us strengthen our community's resilience and plan for a more sustainable future.

**IRENE ROMERO**  
CITY PLANNER - CITY OF NEEDLES



## City of Needles: Technical Assistance Leadership Exchange



**ULI OCIE is thrilled to announce the participation of the City of Needles in the ULI California-Nevada Technical Assistance Leadership Exchange!**

ULI Orange County/Inland Empire is partnering with the City of Needles to identify strategic opportunities for sustainable growth and resilience. The project will focus on how Needles can grow by attracting businesses and housing, thrive by addressing community needs, and mitigate extreme heat, infrastructure challenges, and safety concerns. The team will deliver actionable recommendations to support the city's long-term prosperity. To learn more about the program, check out our [recent article!](#)

TAP's bring together experts to help tackle complex land use challenges and provide actionable recommendations for our communities.

***Interested in being a panelist on a TAP? We'd love to hear from you!***  
**Contact: [kendra.chandler@uli.org](mailto:kendra.chandler@uli.org)**

This program is generously supported by the  
[ULI Randall Lewis Center for Sustainability in Real Estate.](#)

Thank you to our Annual Sponsors!

The [ULI California-Nevada Technical Assistance Leadership Exchange](#) is a transformative year-long program designed to help local governments in California and Nevada become climate resilient and tackle land use challenges through expert guidance and collaboration with ULI's District Councils.

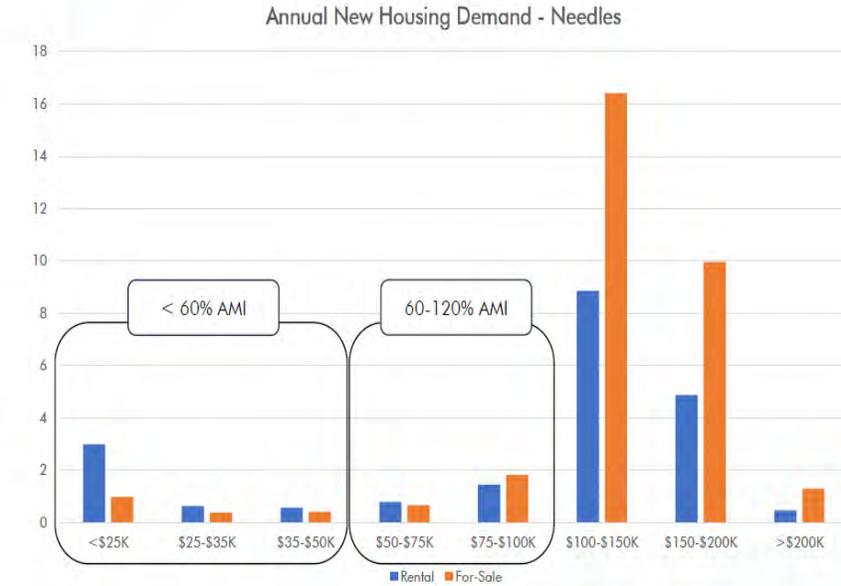
As part of the exchange, the participating communities will each host a ULI technical assistance panel (TAP) to address a local resilience challenge and receive expert advice around potential strategies and solutions. During the TAP, a panel of eight to ten volunteer ULI members will tour the community, interview stakeholders, and put forward a set of recommendations for addressing the land use issue identified by the agency.

The TAPs will explore a range of topics related to climate change and other environmental vulnerabilities, such as extreme heat, drought, and seismic resilience, along with the associated economic, social, and environmental impacts.



# Demand

- The Concord Group projects demand for +/- **55 new housing units per year** in Needles over the next 10 years
  - Based on expected renter/owner splits, this comes out to demand for approximately 15-20 new rental units and 35-40 new for-sale/ownership units per year
- Demand projected across various household income and AMI ranges as seen in graph to the right



Real Estate Advisors

## Summary of Housing Market Demand Assessment for Needles, California

Needles City Council Meeting  
January 28, 2025

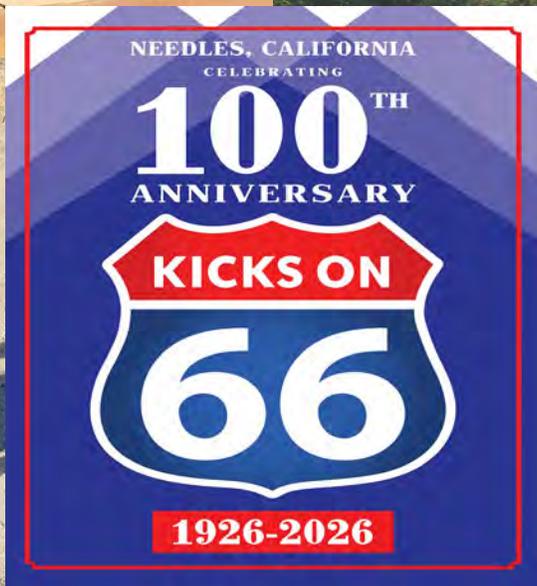






# LOOKING AHEAD





地元のポップアートが空間を彩る!  
**Hampton Inn NEEDLES**  
<https://www.hilton.com/ja/hotels/eedithx-hampton-needles/>



ルート66が町を貫くニードルスの玄関口にある3つ星ホテルで2023年の6月にオープン。81室の客室は清潔で広々とした空間が好評で、24時間フィットネスセンター、ビジネスセンター、無料駐車場を提供。ロビーには地元のポップアートがいくつも展示されている。チェックインは15時から、チェックアウトは11時まで。ニードルス空港まで12kmという立地も魅力。





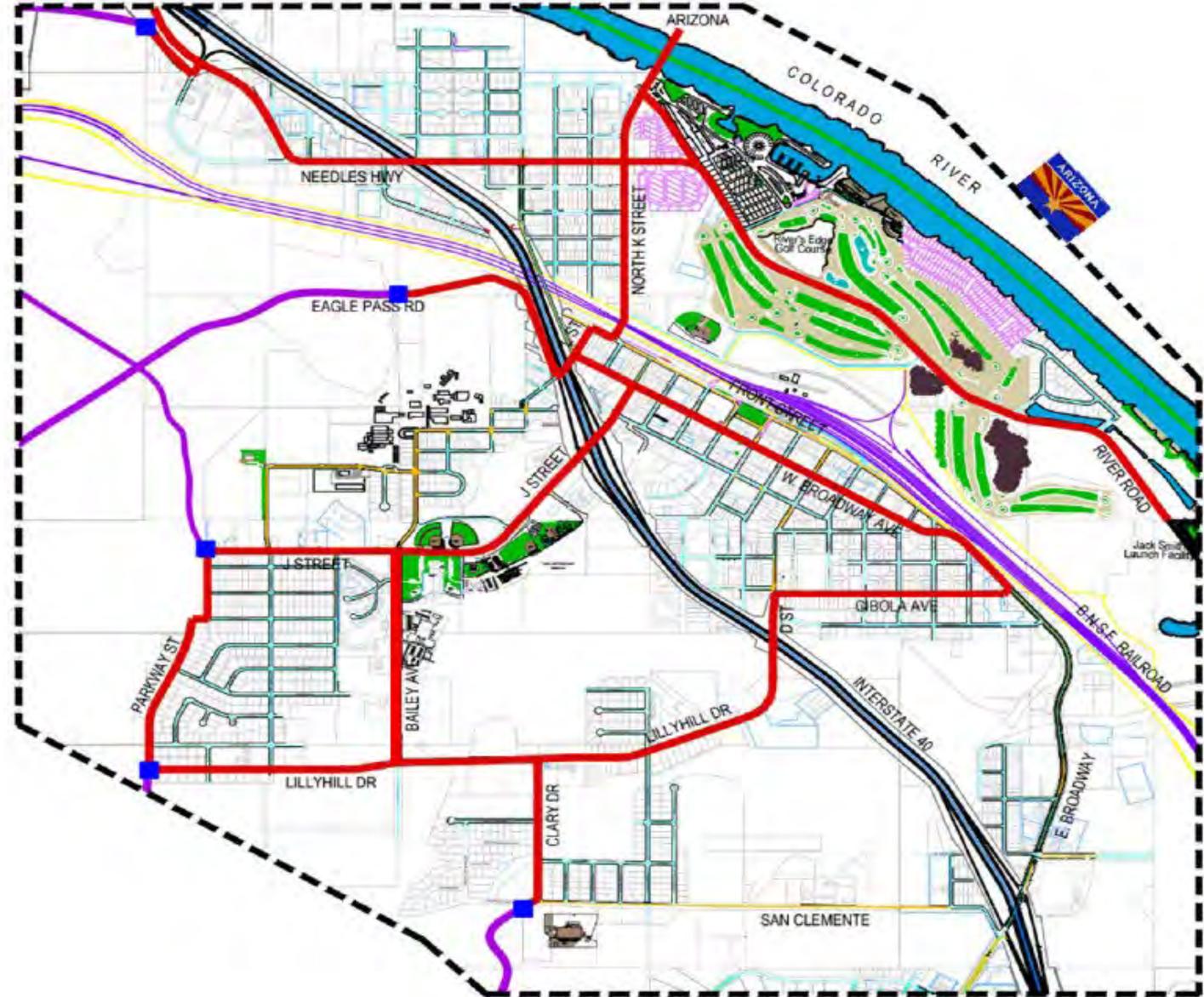
# OFF-HIGHWAY MOTOR VEHICLE (O.H.M.V) MASTER PLAN

## City of Needles Pilot Program

### PROPOSED ALLOWABLE O.H.M.V. ROADWAY NETWORK

Not Exceeding 35 MPH

-  CITY CONNECTION POINTS
-  B.L.M. CONNECTION ROUTES
-  ALLOWABLE ROUTES WITHIN NEEDLES CITY LIMITS  
Not exceeding 30 MPH
-  B.L.M. CONNECTION POINTS (Trails)
-  CITY BOUNDARY
-  STREET CENTERLINE





# SAVE THE DATE

## The City of Needles Community Fall Festival

**SATURDAY - NOVEMBER 1ST**

**COME BE A PART OF THIS  
COMMUNITY EVENT**



PARTNERING THIS YEAR  
WITH VISTA ELEMENTARY  
SCHOOL TO INCLUDE GAMES,  
CAKE WALK, ANNUAL KIDDIE  
PARADE, BOUNCE HOUSE AND  
MORE!! THERE WILL ALSO BE A  
VARIETY OF FOOD, CRAFT  
BOOTHS AND DJ SOUTHWEST

**950 Front Street,  
Needles, CA**

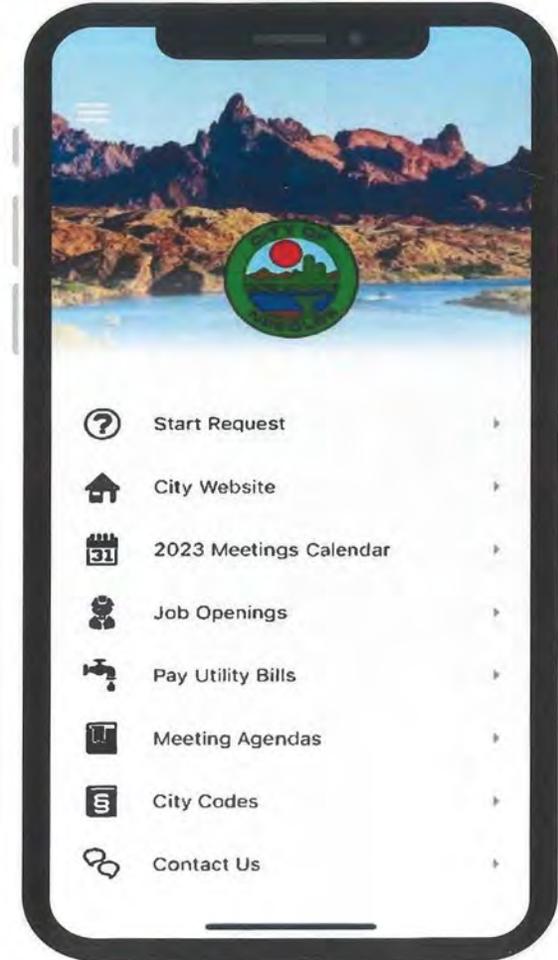
**FOR VENDER APPLICATION OR QUESTIONS EMAIL  
PARKSANDRECREATION@CITYOFNEEDLES.COM**

# Download Needles Connect

- Access Information
- View latest Updates
- Receive Notifications
- And more...



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Please join Assemblyman  
**JEFF GONZALEZ**  
for a

**COMMUNITY**  
**TOWN**  
**Hall**



*Friday*  
**OCT. 3**

**6:00PM - 7:00PM**

**EL GARCES**

950 FRONT ST, NEEDLES, CA 92363



**TO RSVP TO THIS EVENT, SCAN THE QR CODE OR VISIT:  
[ASMRC.ORG/CF/RSVPTODAY](https://asmrc.org/cf/rsvptoday)**

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