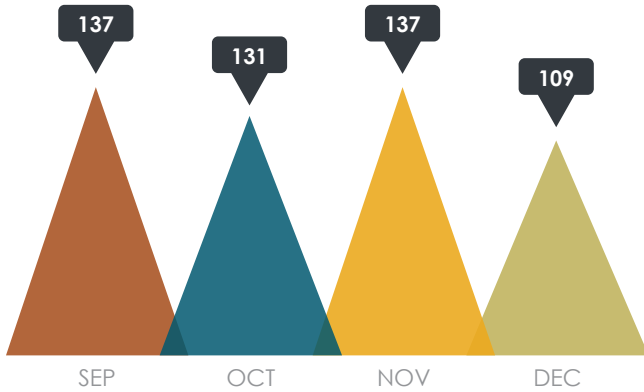
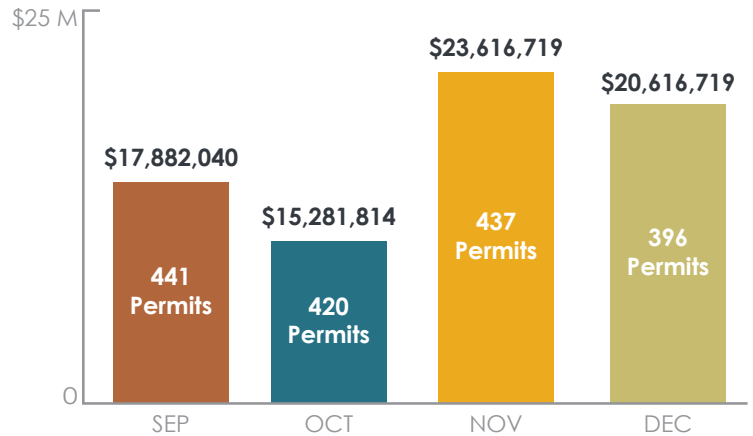


## Business Licenses Issued



Source: City of Riverside Finance Dept.

## Permit Activity



Source: City of Riverside Community & Economic Development Dept.

## Quarterly Sales Tax



### 2nd Quarter 2016

Up 3.7% from  
2nd Quarter 2015

Source: HdL Companies

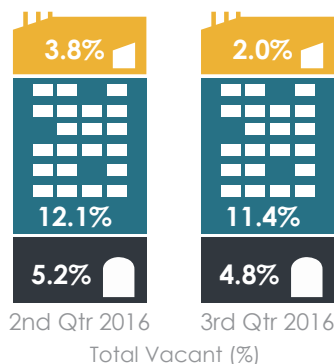
## Residents Employed



Source: Employment Development Dept. (State of California)

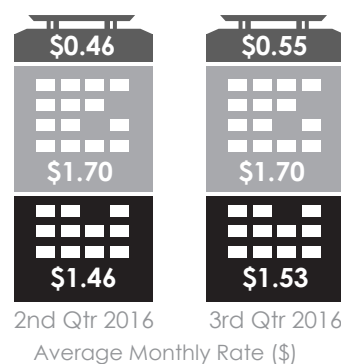
## Current Rates: Vacancy/Lease

Industrial  
Office  
Retail

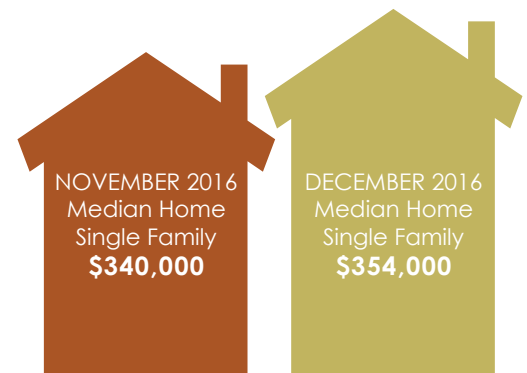


Source: Costar

Industrial  
Office  
Retail

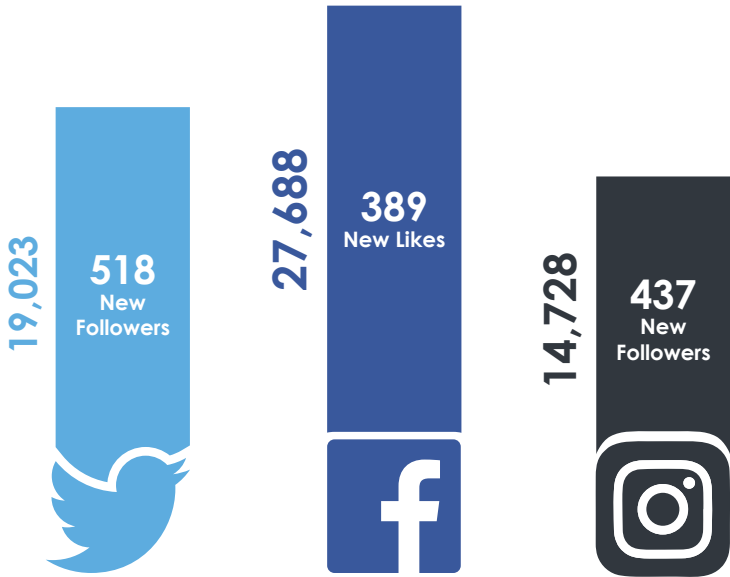


## Housing Prices



Source: Inland Valleys Association of Realtors

City of Riverside Social Media



Since JULY 2015



followers grew by

**80.7%**



LIKES INCREASED BY

**46.6%**

since JULY 2015



DECEMBER 2016  
ECONOMIC  
DEVELOPMENT  
E-NEWS

**5,777**  
subscribers

**20.23%**  
open rate

**TOP STORY:**

Dinner at the Citrus Packing House

RIVERSIDECA.GOV

**685,241**  
page views

**296,615**  
website visits

**205,188**  
unique visitors

RIVERSIDEPUBLICUTILITIES.COM

**57,867**  
page views

**32,495**  
website visits

**45,754**  
unique visitors



DECEMBER 2016  
WEB TRACKING  
& ANALYTICS

RIVERSIDECA.GOV/ECONDEV

**3,927**  
page views

**1,674**  
website visits

**1,367**  
unique visitors

Source: Google Analytics

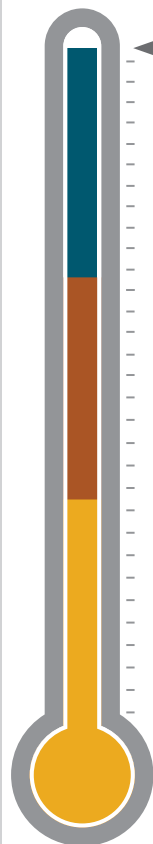
**48,747**

December 2016 YTD  
Customer  
Contacts

Economic  
Development

Planning

Riverside  
Public  
Utilities



Source: City of Riverside  
Planning Division and  
RP Account Managers