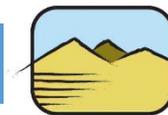


Tehachapi: Lifestyle Driven Economic Development

September 25, 2014



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CITY OF
TEHACHAPI
CALIFORNIA

About Tehachapi

Approximately 9,000 residents of the City

Approximately 35,000 residents in “Tehachapi”

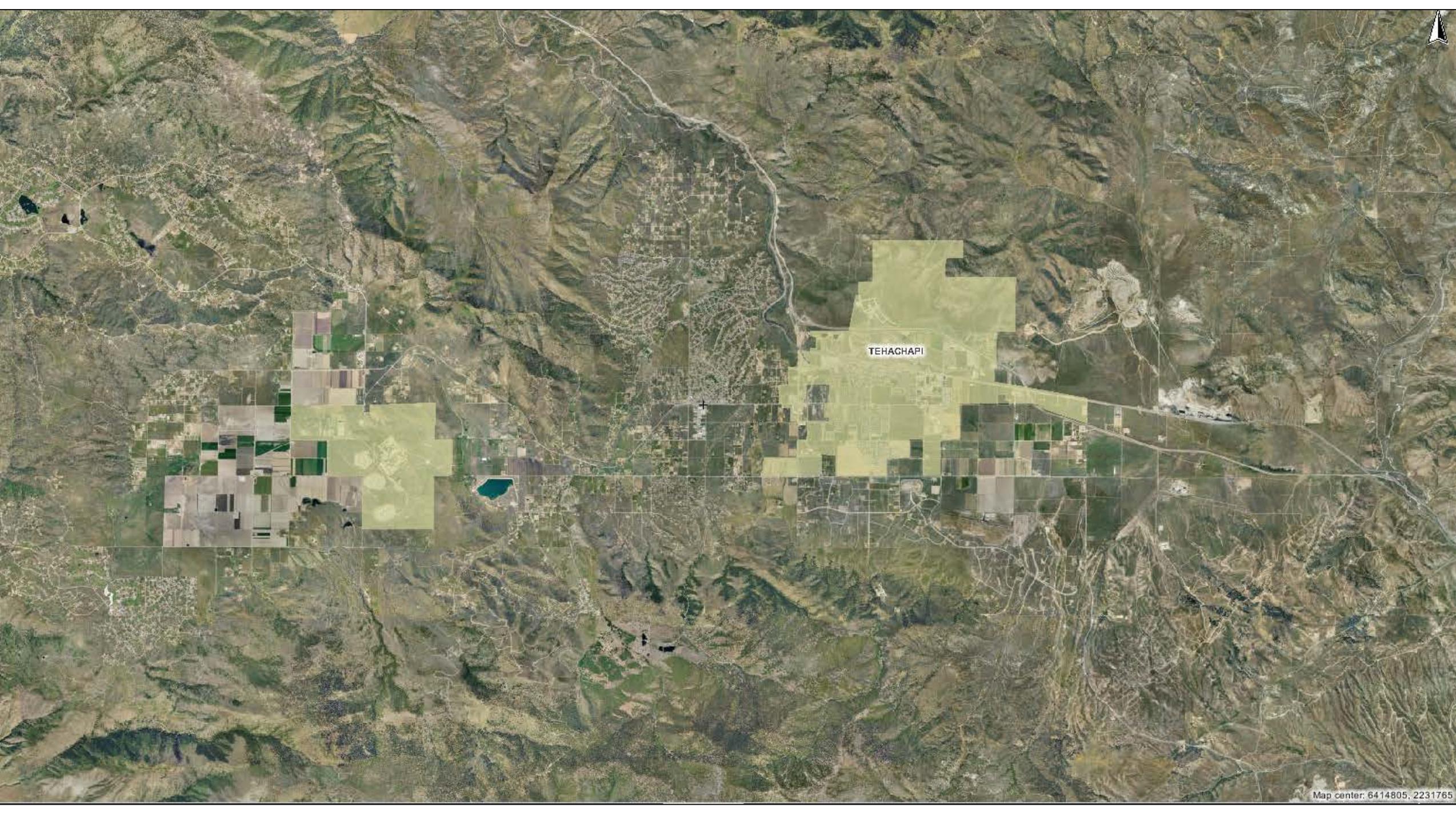
4,000 Feet Above Sea Level

60+ Special Events in Tehachapi during the summer months.

Over \$15 million of public and private investment in Downtown.

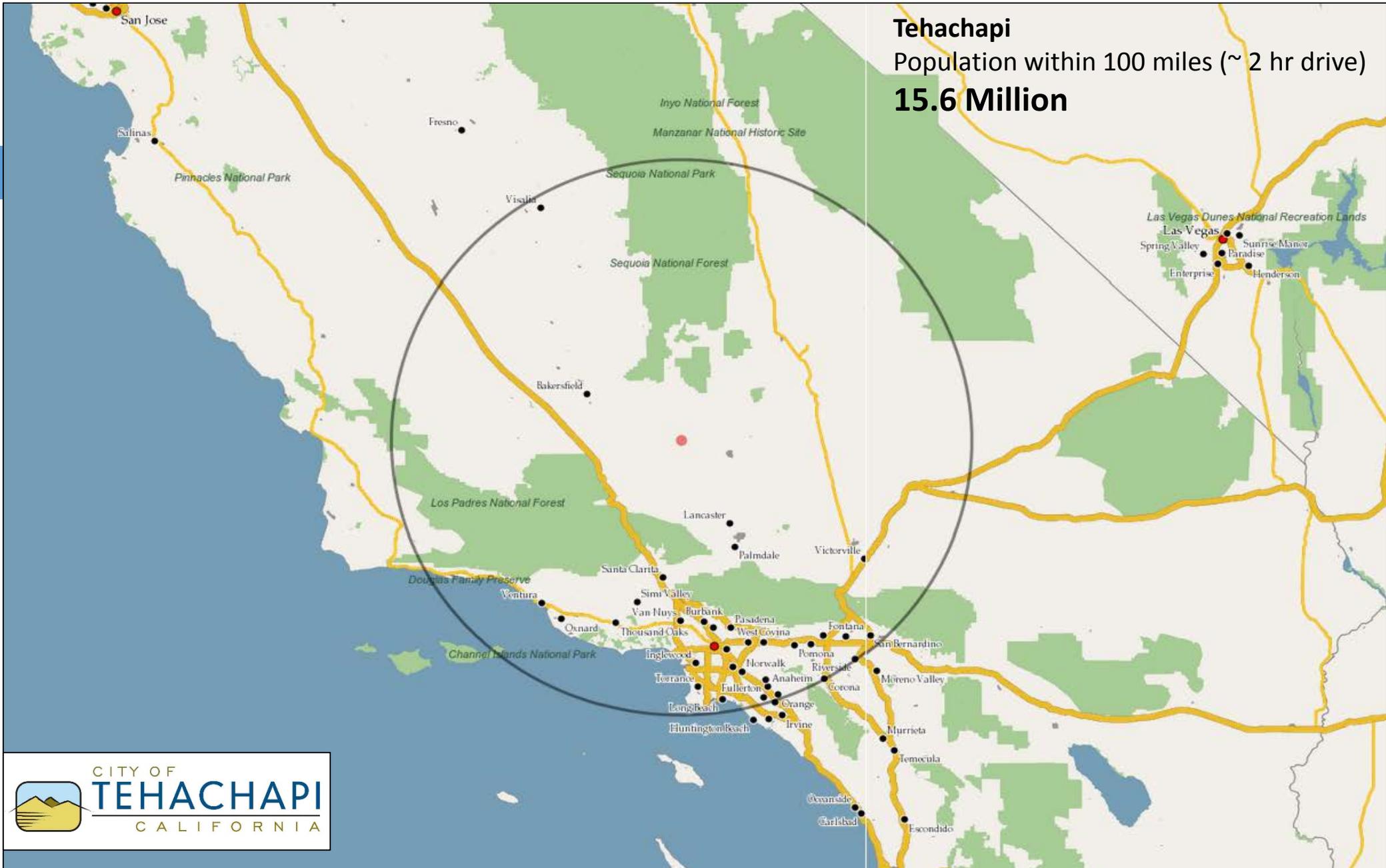
Over \$17 million in received grant funds over the last 5 years.



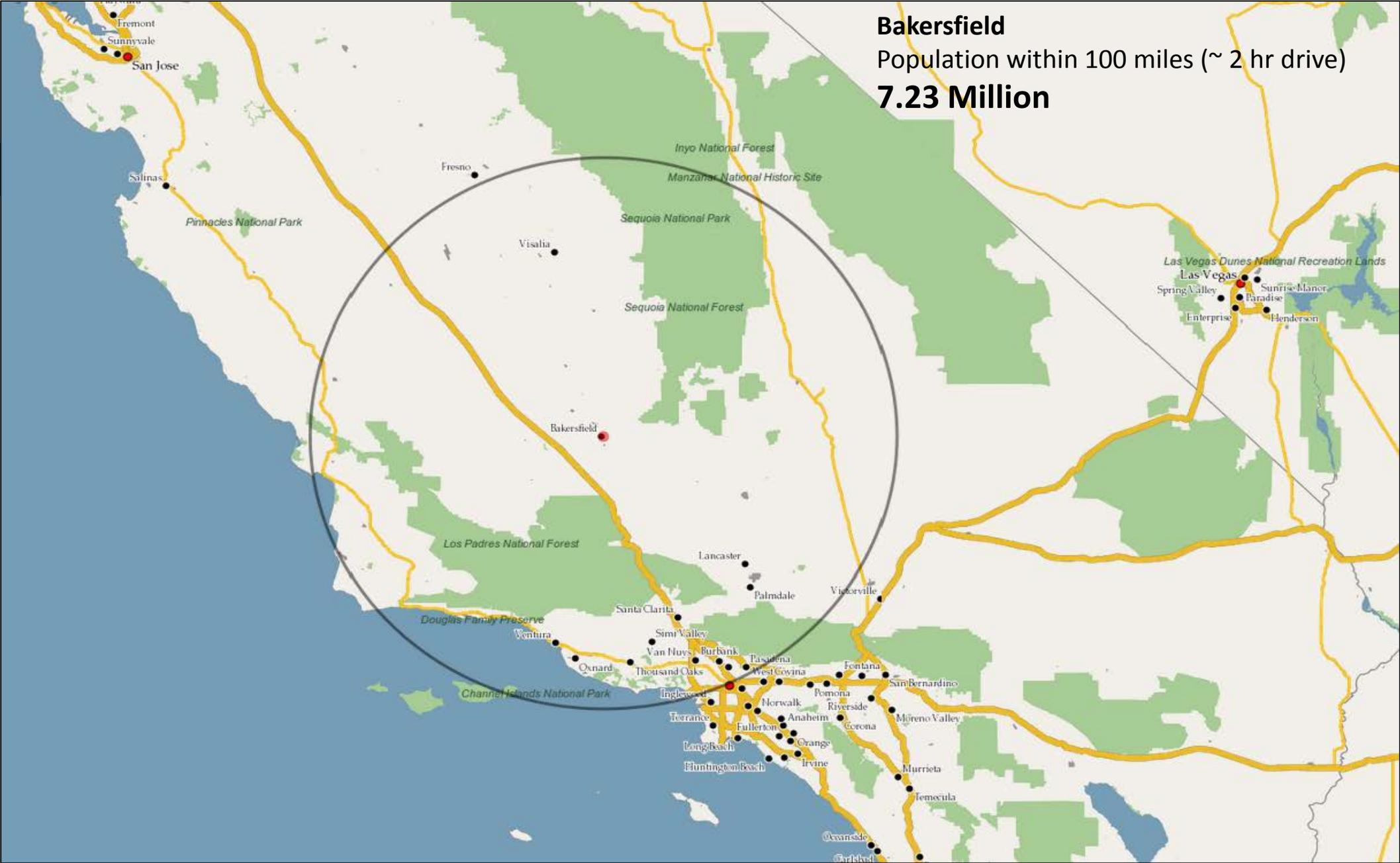


TEHAGHAPI

Tehachapi
Population within 100 miles (~ 2 hr drive)
15.6 Million



Bakersfield
Population within 100 miles (~ 2 hr drive)
7.23 Million

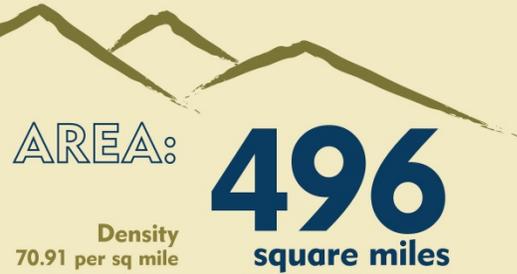


About Tehachapi

Demographics and Fast Facts



Located at an elevation of 4,000 feet in the Tehachapi Mountains, the refreshing lifestyle of Tehachapi has made it the jewel of Kern County and a prime location for new and expanding businesses. With easy access to larger markets, major transportation hubs and expanding industry, Tehachapi is a great place to elevate your business.



POPULATION
35,209
12.71% Growth since 2009

Average Age: 34.4



Santa Clarita 90 min

Mojave 20 min

Los Angeles 110 min

Bakersfield 40 min

Los Vegas 3.5 hrs

Fresno 2 hrs

Light industrial operations and manufacturers of all sizes can take advantage of the easy access to larger markets and major transportation hubs including local rail spurs. Plus, with over 600 Blue Top Lots, we've plenty of space ready for development.



EDUCATIONAL ATTAINMENT:



With some of the most educated residents in Kern County we have a qualified workforce for growing industries.



HOUSEHOLDS
11,625
Average Size 2.61

HOUSING

Median House Value
\$230k
73.4% Owner Occupied

Median Household Income

\$76k

Surrounded By INNOVATION

With the Nation's largest windfarm, major solar projects and only spaceport all just a few miles away, Tehachapi is home to many forward-thinking leaders.



Come talk to us!

If you're looking to expand, relocate or even start a new business, make Tehachapi City Hall your first stop of discovery. Our Economic Development Team is ready to help you Build Up in Tehachapi.

Michelle Vance
mvance@TehachapiCityHall.com



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www.TehachapiCityHall.com

We benefit from a diverse regional economy



Mining



Aerospace



Energy



Government

What is our role at the City?

The City of Tehachapi is in the Quality of Life business.

- Water
- Sewer
- Streets
- Public Safety
- Transportation
- Planning
- Public Space



Airport



Millions invested in last 10 years.

3 blocks from Downtown

$\frac{1}{4}$ Mile from Capital Hills

Additional development potential on North side of the runway.

Tehachapi Event Center

Located between the Airport and Highway 58

Hosts PRCA Rodeo during Mountain Festival Weekend.

Includes:

Motocross Track
Equestrian Center
Banquet Center
Multi-Use Field Space

LEGEND

- | | |
|----|------------------------------------|
| 1 | EXISTING RODEO AREA |
| 2 | PICNIC SHELTER |
| 3 | COVERED ARENA |
| 4 | BANQUET HALL |
| 5 | RESTROOMS/CONCESSIONS |
| 6 | PARKING |
| 7 | VIP PARKING |
| 8 | RV PARKING |
| 9 | HORSE STALLS |
| 10 | HORSE WARM UP AREA |
| 11 | CENTRAL PARK/PARK AREAS |
| 12 | GREEN BUFFER |
| 13 | MOTOCROSS/BMX TRACK |
| 14 | MULTI-USE TRAIL |
| 15 | TEMPORARY PARKING/MULTI-USE FIELDS |
| 16 | PERFORMANCE AREA |
| 17 | IDENTITY/WAYFINDING SIGNAGE |
| 18 | OFFICE/GREEN ROOM |
| 19 | EMPLOYEE PARKING |
| 20 | SITE FENCING |
| 21 | ENTERTAINMENT PARKING |
| 22 | VIP ENTRY/AREA |
| 23 | WATER FEATURE |
| 24 | MAINTENANCE/STORAGE AREA |



TEHACHAPI EVENT CENTER & RODEO GROUNDS

Need to focus on our own identity

2011 Branding Study - What is Tehachapi's one word?

MOUNTAINS

When given 6 different phrases to describe Tehachapi, half of the respondents chose “charming mountain town”.

When asked to choose Tehachapi's greatest asset from another list, no respondents chose “the mountains”.



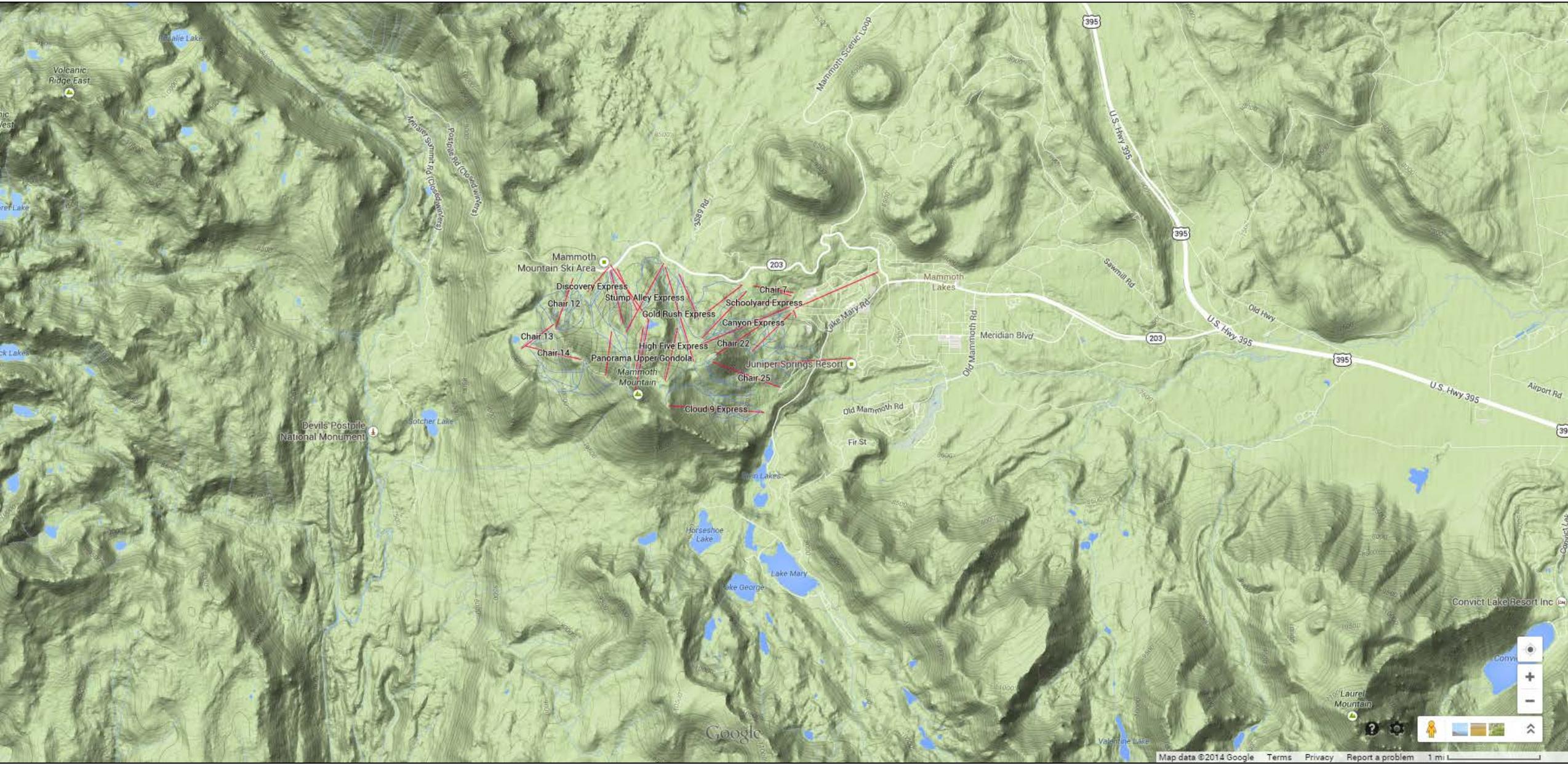
Can't change who you are

When asked about other mountain communities:

Big Bear – Skiing

Frazier Park – Snow

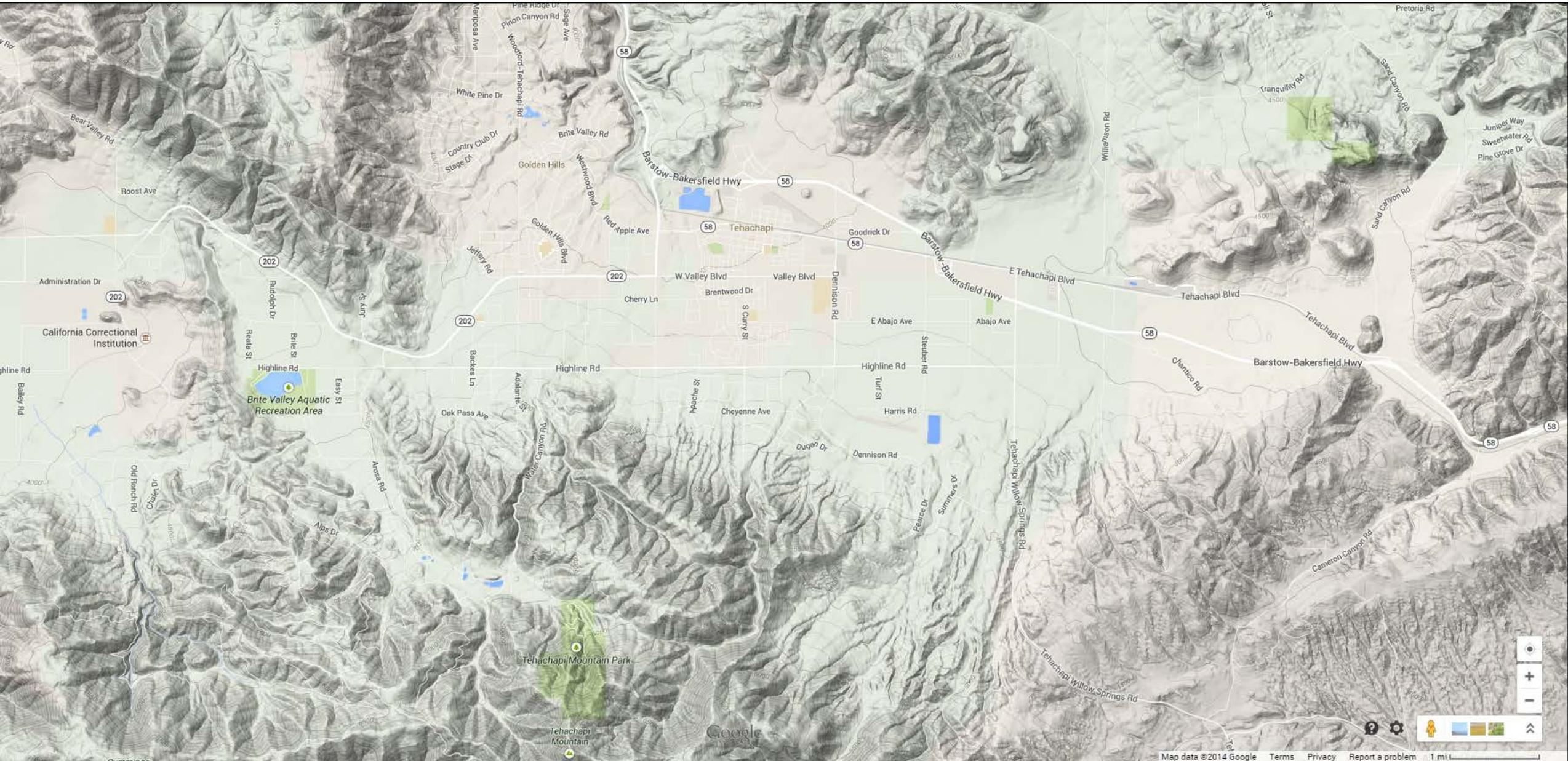
Kernville – River



Mammoth Lakes, CA



Kernville, CA



Tehachapi, CA

How can we leverage the mountains?



Mountain biking as an economic engine

Whistler Blackcomb Bike Park in British Columbia has over 150,000 summertime riders (from mid-May to mid-October).

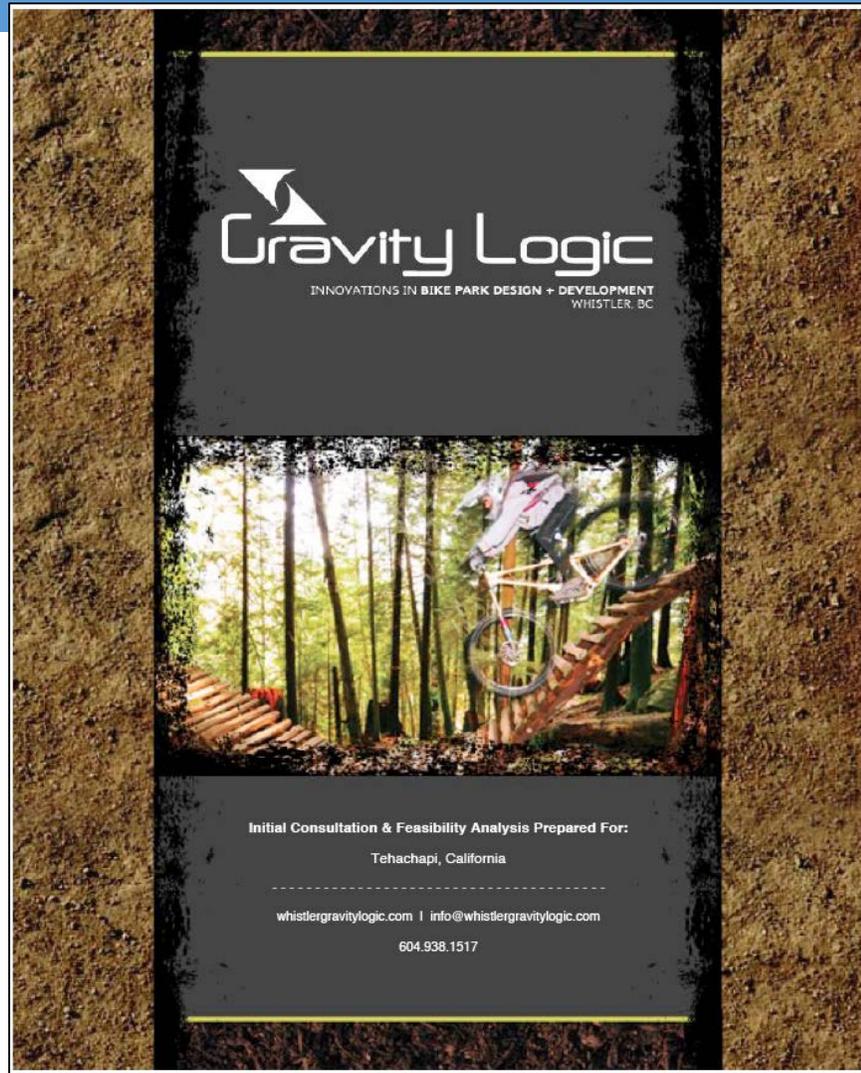
Another 50-75,000 riders enjoy publicly accessible trails.

According to the Mountain Bike Tourism Association of Western Canada, there is nearly \$40,000,000 of economic activity annually in Whistler as a direct result of mountain biking.

What is “Lift-Accessed Mountain Biking”?



How do we build that engine?



“We see a tremendous opportunity for Tehachapi to showcase the pent up demand for purpose built trails... in Southern California”

“There is no good reason that Tehachapi cannot become a mecca for XC and DH riders alike.”

“Tehachapi is in a good position to move forward and develop a sustainable, relevant, revenue generating facility and has potential to tap into more exciting opportunities in the long term.”

Potential for 35,000 riders in Year 1

Potential for 100,000 riders in Year 8

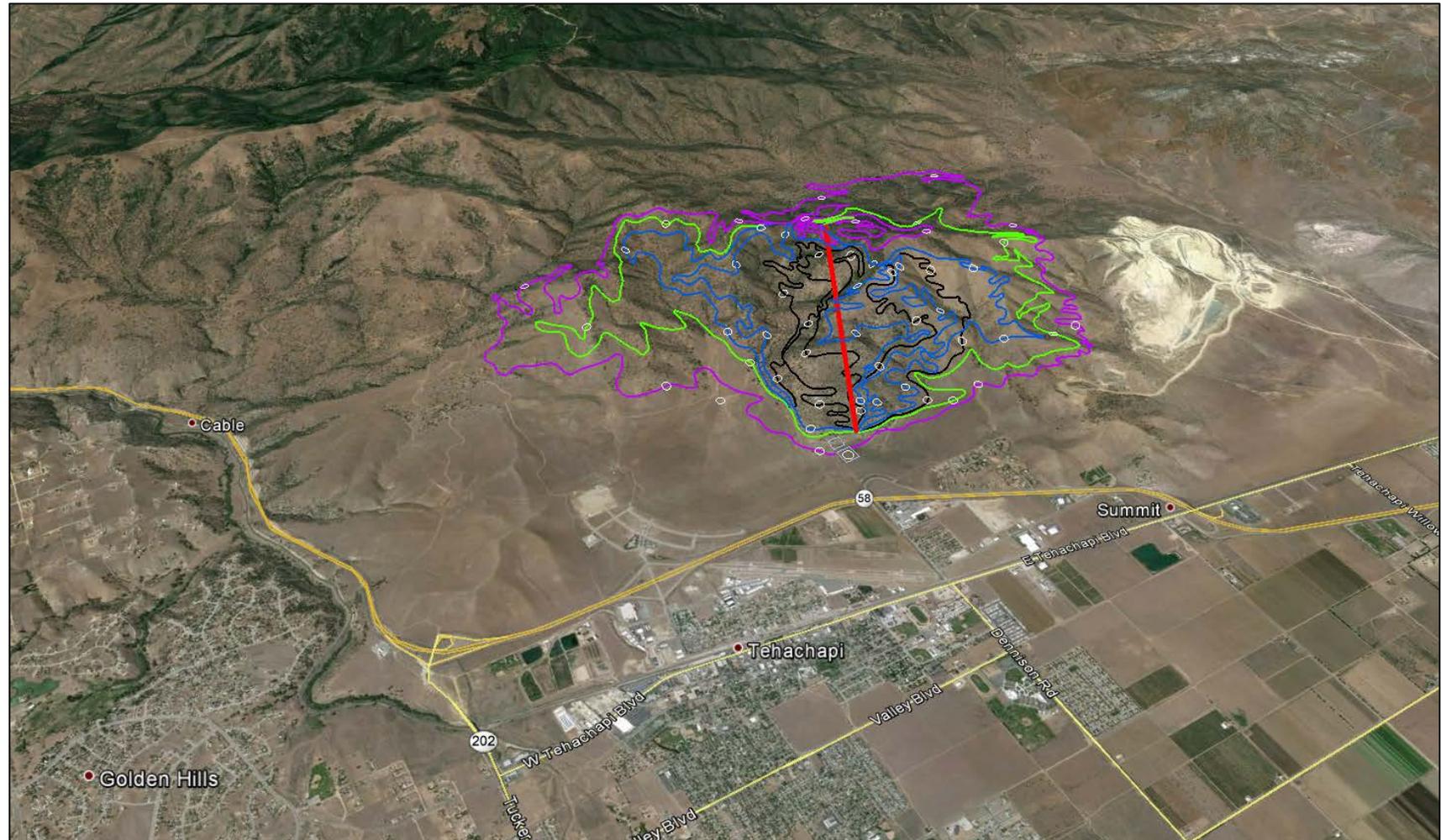






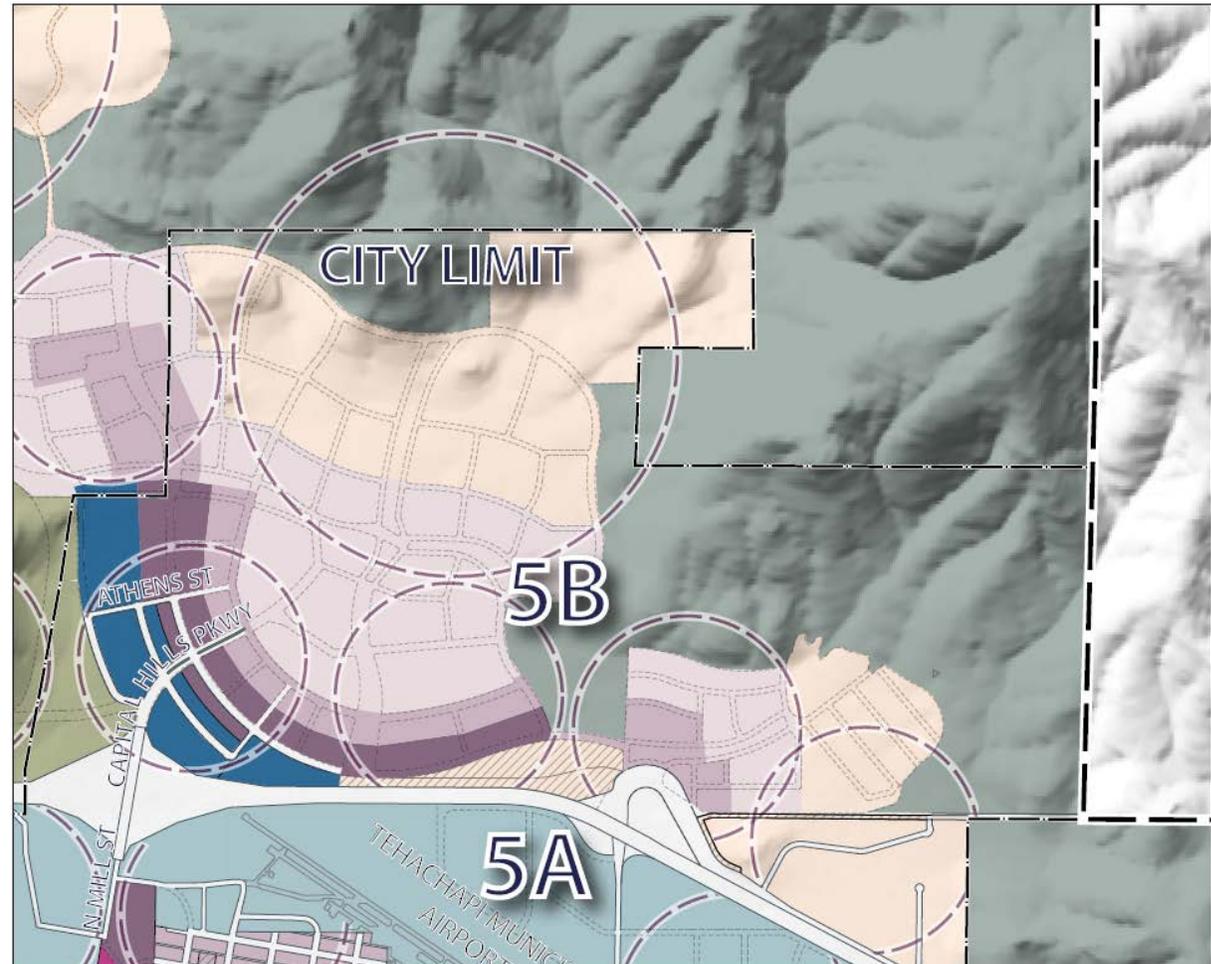
Next Steps

Property Acquisition



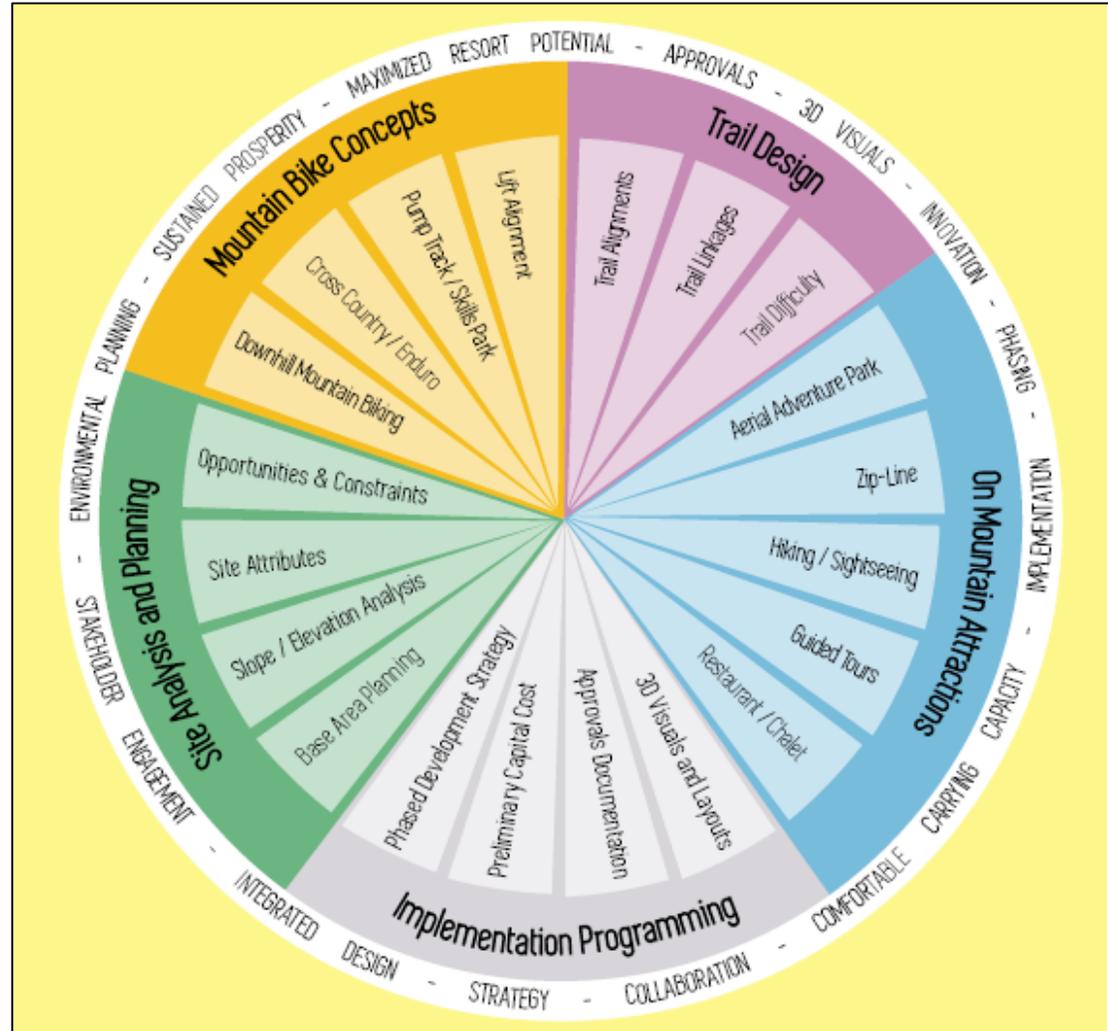
Next Steps

Outdoor Adventure Resort Master Plan



Next Steps

Outdoor Adventure Resort Master Plan



Next Steps

Development Partner





Questions...?