



# MARKET AREA

## SONOMA COUNTY "NORTH"

### REGIONAL DEMOGRAPHICS

#### BUSINESS & DEVELOPMENT

The Alexander Valley Resort will include a luxury hotel and spa, golf course, and residences.

Cloverdale's Southeast and Southwest Areas have direct freeway access and are some of the best developable locations in Sonoma County for manufacturing, retail, and commercial.

#### INNOVATION

Reuser Inc., founded by local business entrepreneurs, has been consistently recognized for its environmental practices and products.

Cloverdale is home to hundreds of small home offices and businesses that use technology to service clients located around the world.

#### GROWTH

Smart, planned growth is a priority.

With its small town charm, Cloverdale's vision for the future is to be a great place to live, work, play, vacation and build your business.

Cloverdale, located in Sonoma County "North" is part of a multi-city regional market area that includes Geyserville, Hopland, Healdsburg and Windsor and communities to the west such as Yorkville and Boonville, all within customary driving distance for retail, employment and services.

**"SAID TO BE THE MOST BEAUTIFUL DRIVE IN THE BAY AREA!"**

*The breathtaking 15-mile drive from Healdsburg to Cloverdale is filled with lush hillside vistas, vineyards and farms.*



### CLOVERDALE TRADE AREA DEMOGRAPHICS

20 MILE /OR 25-MINUTE DRIVE-TIME RADIUS.

DESCRIPTION	5 MILE RADIUS	10 MILE RADIUS	20 MILE RADIUS
Population 2009 est	11,032	13,521	86,383
Med Household Income 2009 est	\$55,953	\$58,117	\$59,925
Ave Household Income 2009 est	\$69,863	\$74,926	\$77,354
Number of Households 2009 est	3,989	4,822	31,717
Median Age 2009 est	38	38	39
Hispanic Origin 2009 est	34.16%	34.89%	27.86%
Non Hispanic Origin 2009 est	65.84%	65.12%	72.14%
HS Grad & Some College (2008)	48%	47%	46%
Assoc, Bach & College Degree + (2008)	25%	27%	29%

### CLOVERDALE'S TRADE AREA INCLUDES THE NORTHERN SONOMA COUNTY REGIONAL MARKETPLACE

#### HEALDSBURG

Population: ..... 11,704  
 Avg Household Income: ..... \$61,800  
 Households: ..... 4,680 (2005)  
 Avg Age:..... 37  
 Hispanic Origin: ..... 28%  
 Non Hispanic Origin:..... 72%

#### WINDSOR

Population 2008 est: ..... 25,669  
 Med Household Income: ..... \$79,674  
 Households 2008 est: ..... 8,585  
 Med Age ..... 36.7  
 Hispanic Origin: ..... 30.2%  
 Non Hispanic Origin:..... 69.8%

Photography Courtesy  
Wayne Elliott, weoriginals.com

Source: Claritas Inc.  
Courtesy Keegan & Coppin Company



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[www.cloverdale.net](http://www.cloverdale.net)

# ABOUT SONOMA COUNTY

Population 2008 Est: .....	483,751
Households 2008 Est: .....	182,041
Med Household Income: .....	\$68,962
Avg Age .....	39.1
Hispanic Origin .....	22.1%
Non Hispanic Origin: .....	77.9%
Four Year Degree or More .....	31.2%
Associate Degree.....	8.9%

## SONOMA COUNTY FACTS & FIGURES

- *Based on the county's median household income, Sonoma County's residents are among the wealthiest in the state, and have potentially more spending power than the average Californian.*
- *Over \$1 billion is spent in Sonoma County by visitors each year (2.78 million a day)*
- *In 2006, total taxable sales in Sonoma County were nearly \$7.9 billion and retail sales made up 70% of that total.*

## SONOMA COUNTY LARGEST MANUFACTURERS 2008

EMPLOYER	NUMBER OF EMPLOYEES
Medtronic Ave Inc. ....	1,200
Amy's Kitchen .....	800
Tellabs Petaluma Inc. ....	680
Sola Inc. ....	550
Flowmaster Inc. ....	405
Jdsu .....	400
F Korbel & Bros .....	300
Calix Networks .....	280
Kendall Jackson Wine Cntry.....	275
Santa Rosa Press Democrat Inc. ....	270
Standard Structures Inc. ....	260
Pacific States Industries .....	250
Viansa Winery & Tscan Club.....	250
Alcatel USA Marketing Inc.....	250
North Bay Rehabilitation Services .....	230
Flex Products Inc. ....	225
Jds Uniphase Corp .....	225
L-3 Communications Sonoma Eo .....	215
Labcon, North America .....	200
Parker Hannifin Corp. ....	200
Autodesk Inc.....	200
Teltronics Inc.....	199
Clover Stornetta Farms Inc.....	180
Mahi Networks Inc.....	160
Mildara Blass Inc.....	160

## SONOMA COUNTY LARGEST EMPLOYERS, 2008

EMPLOYER	NUMBER OF EMPLOYEES
Star H-R Inc.....	2070
Kaiser Foundation Hospitals.....	2000
Santa Rosa City School Dist .....	1700
Santa Rosa Memorial Hospital .....	1500
Sonoma County Community Col.....	1500
Medtronic Vascular Inc .....	1200
IlluminationsCom Inc.....	1049
Amy's Kitchen .....	800
Washington Mutual Bank .....	750
Tellabs Petaluma Inc.....	680
SMI Operating Co LLC .....	627
Sonoma County Human Svc Dept.....	600
Sola Inc.....	550
Park Cotati-Rohnert Unified.....	500
Candle Acquisition Co.....	500
Exchange Bank.....	450
Sonoma Valley Healthcare Dist .....	445
River Rock Entertainment Auth .....	416
Flowmaster Inc. ....	405
Wal-Mart Stores Inc. ....	400
Optical Coating Laboratory Inc. ....	400
Macy's Retail Holdings Inc.....	390
Crosscheck Inc.....	360
S R M Alliance Hospital Svcs .....	350
Costco Wholesale Corp.....	350