



CITY OF SELMA

GROCERY AND RESTAURANT MARKET ANALYSIS



Fresno County
EDC

Growing the California Dream



Selma, CA

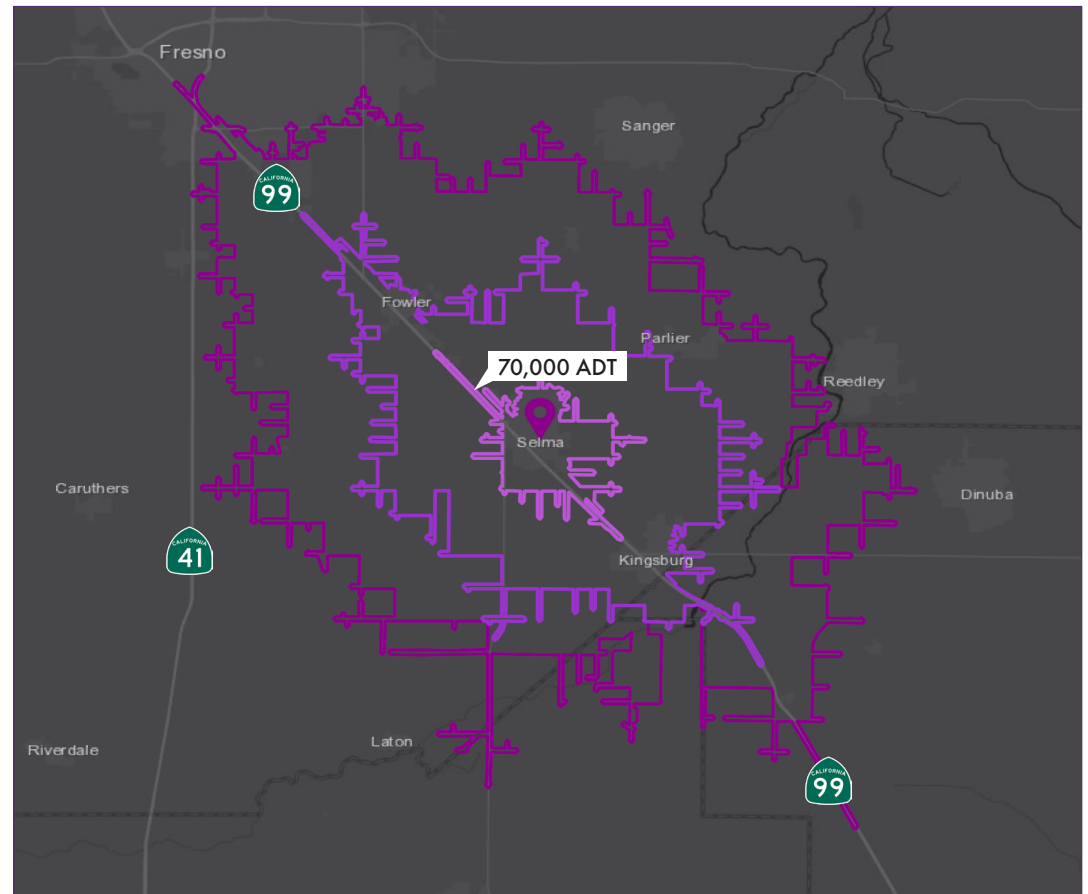
From its large retail corridors along State Highway 99 and industrial parks, to its pedestrian-friendly downtown, the City of Selma is poised for continued growth with business development as its top priority.

Selma is centrally located to serve the tri-county regions of Fresno, Tulare and Kings counties. Conveniently located along California State Routes 99 and 43, Selma is a prime location for business and living.

Current Developments:

- Selma Grove - Retail/commercial; 60 acres available
- Selma Crossing - Retail/commercial; 288 acres available
- Golden State Industrial Park - 33 acres available
- Amberwood Project - Residential; Phase One - 248 households under construction; 2,558 total households
- Vineyard Estates - Residential; Phase Two - 61 households under construction

MAJOR GROCERS AND RESTAURANTS

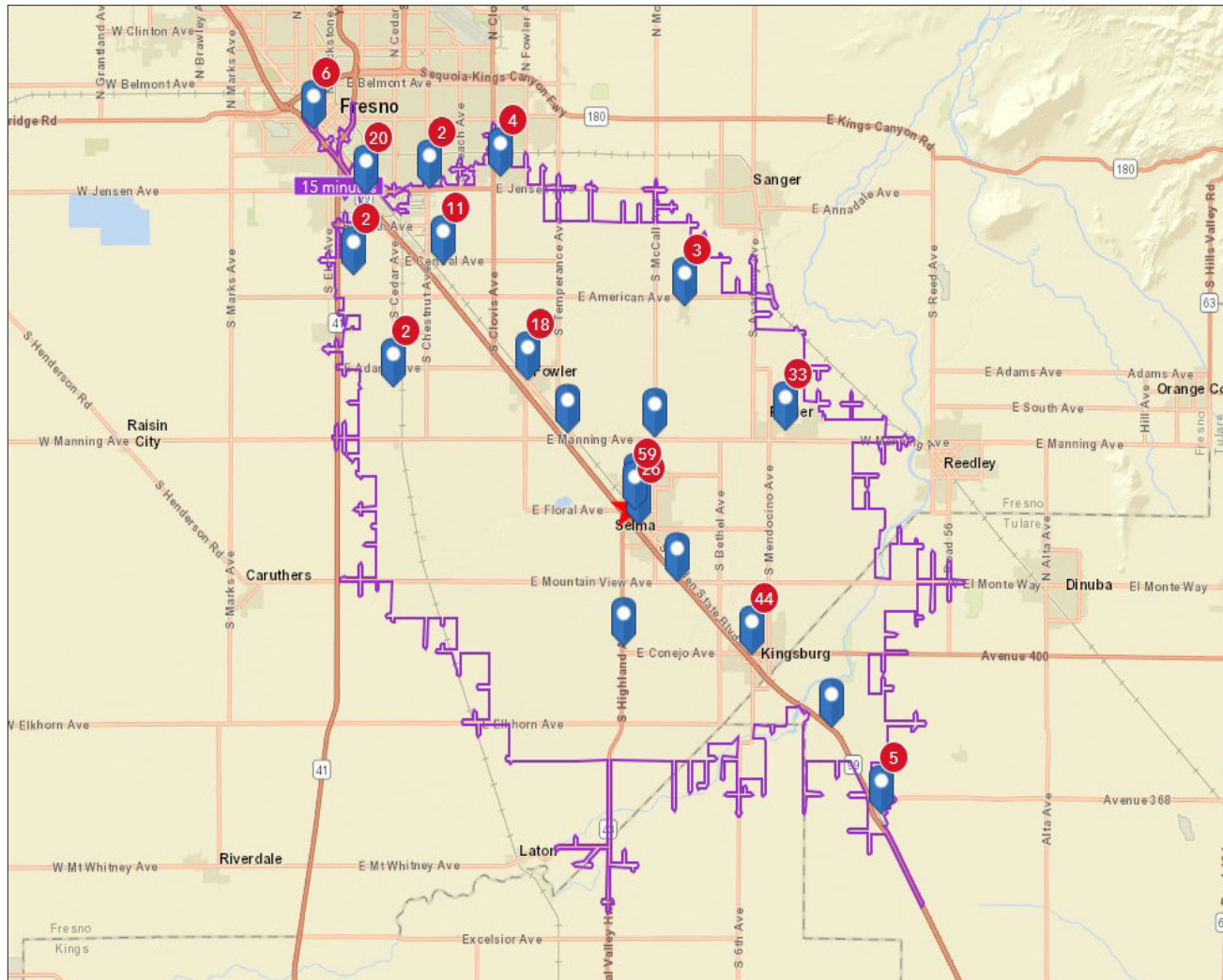


DEMOGRAPHIC PROFILE	3 mile radius	5 mile radius	7 mile radius
2019 Estimated Population	28,521	52,957	74,338
Daytime Population	28,693	48,460	67,079
Median HH Income	\$47,410	\$49,460	\$49,731
Number of Households	7,856	14,622	20,682
	5 min DT	10 min DT	15 min DT
2019 Estimated Population	23,160	48,540	85,984
Daytime Population	19,715	46,999	90,469
Median HH Income	\$46,539	\$51,568	\$50,438
Number of Households	6,414	14,174	23,827

Source: Esri 2019

Grocery and Restaurant Market Analysis

The map below is representative of a 15-minute drive time study area, centered in the City of Selma. Within the study area, there are 239 establishments that are categorized as grocery stores, restaurants and eating places, and caterers (North American Industry Classification System codes 44511, 72251 and 72232 respectively).



BUSINESSES BY INDUSTRY

Type	# of Establishments
Restaurants	170
Grocery Stores	40
Specialty Food Stores (Ice Cream, Coffee, Etc.)	16
Other Food Stores	11
Caterers	3
Total	239

BUSINESSES BY SALES VOLUME

Sales Volume	# of Establishments
\$0 - \$100,000	13
\$100,000 - \$500,000	126
\$500,000 - \$1,000,000	52
\$1,000,000 - \$10,000,000	45
\$10,000,000+	3

Source: Esri, 2019

Hiring Incentive

NEW EMPLOYMENT OPPORTUNITIES EMPLOYMENT PROGRAM (NEO)

The County of Fresno Department of Social Services (DSS) and Fresno County Economic Development Corporation are committed to developing employment opportunities for residents, and meeting the workforce needs of businesses throughout the County. Through a number of strategies, including the County's NEO Program, DSS offers assistance to employers who hire DSS Welfare-to-Work clients.

The following services are available to employers for DSS clients hired:

- Employee recruitment
- Employee screening, including reimbursement for drug testing and background checks
- Specialized employee training
- Employee retention services, including support and engagement of clients, reimbursement for uniforms, equipment, transportation and child care
- Wage subsidies up to one year depending on the needs of the DSS client

Wage Reimbursement Schedule	
Initial 26 Week Placement	Wage Reimbursement
Week 1-13	100%
Week 14-26	75%
Potential for (2) 13 week extensions	Wage Reimbursement
Week 27-39	50%
Week 40-52	25%

CONTACT



About the Fresno County Economic Development Corporation

The Fresno County Economic Development Corporation is a private non-profit organization established to market Fresno County as the premier location for business prosperity. We facilitate site selection for new businesses, and assist in the retention and expansion of local businesses within Fresno County.

To learn more, visit www.fresnoedc.com

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