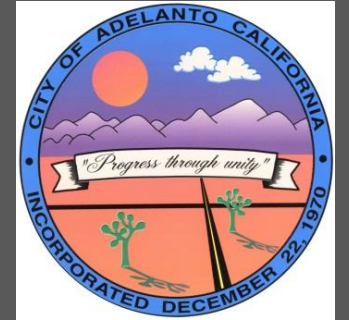


Industry Group Gap Analysis

February 5, 2024

Prepared for:

The City of Adelanto



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Source: [ADELANTO California Businesses | State of California \(zoomprospector.com\)](#),
[VICTORVILLE California Businesses | State of California \(zoomprospector.com\)](#)

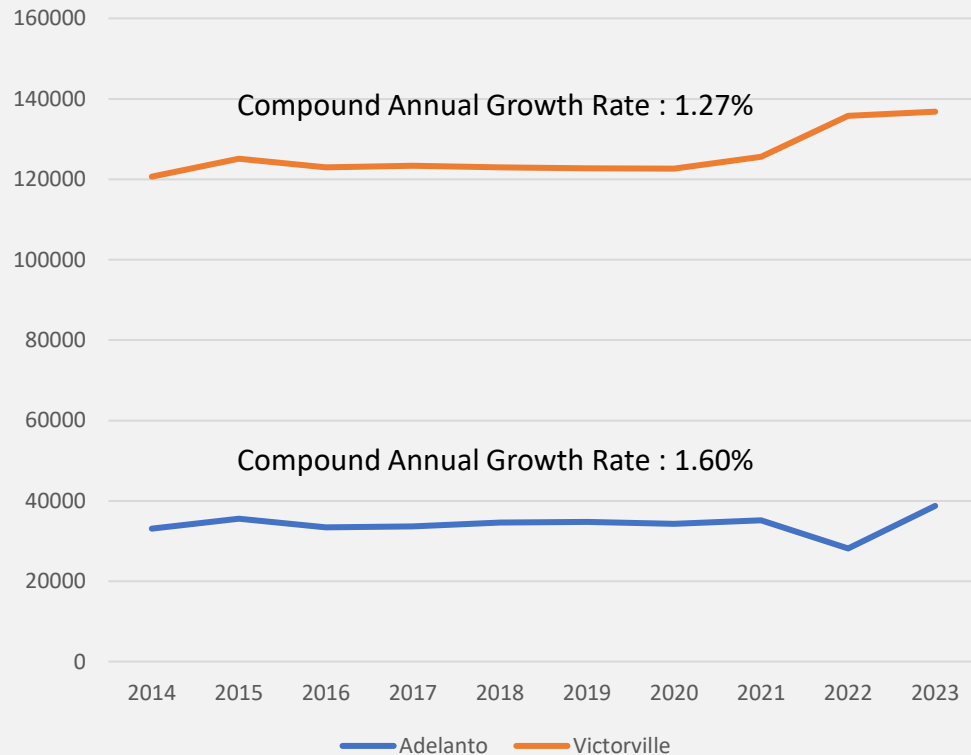


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Introduction

Population Growth Comparison



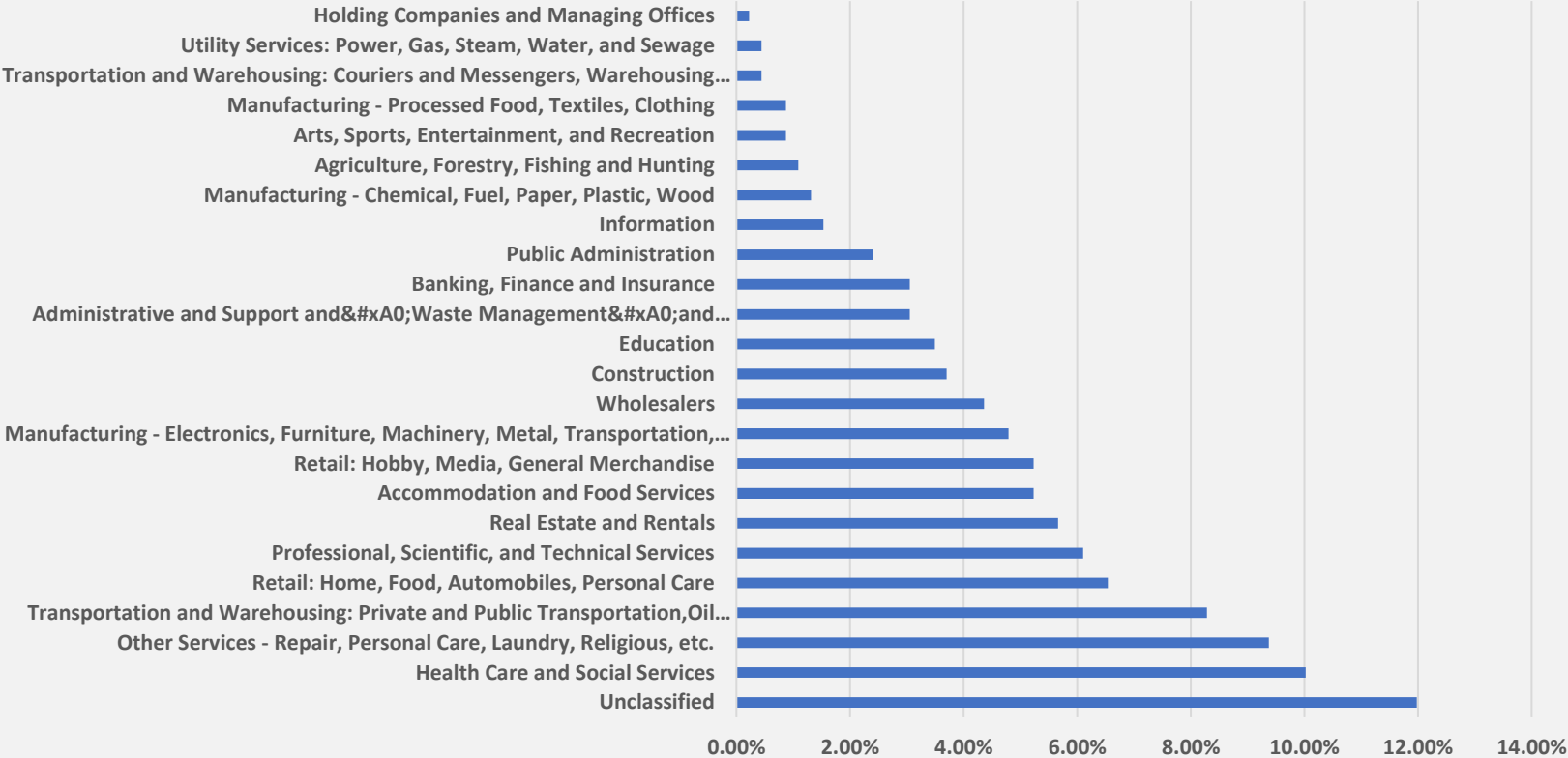
	Adelanto	Victorville
Population	38,741	136,854
Labor Force	14,982	63,407
Unemployment Rate	9.10%	7%
Median Household Income	\$66,263	\$71,047
Median Household Expenditure (per household)	\$59,593	\$70,812
Shelter	\$12,580	\$14,936
Transportation	\$11,058	\$12,976
Food and Beverages	\$8,937	\$10,478
Health Care	\$5,012	\$5,881
Utilities	\$4,508	\$5,192

Source: Applied Geographic Solutions and GIS Planning 2022, Data Axle-GIS Planning integration.

Introduction-continued



Current Business Distribution By The Number of Businesses



Source: Applied Geographic Solutions and GIS Planning 2022

Methodology

Supposed business numbers in Adelanto (Quotient)= (Victorville Business Numbers / Victorville Population) *
Adelanto Population

Difference= Adelanto Current Business Numbers - Quotient

The resulting difference represents the perceived gap between the current business landscape in Adelanto and the hypothetical number of businesses needed to align with Victorville's business-to-population ratio. A positive difference implies current businesses adequately serve Adelanto's population. Conversely, a negative difference suggests an abundance of businesses in comparison to the benchmark.

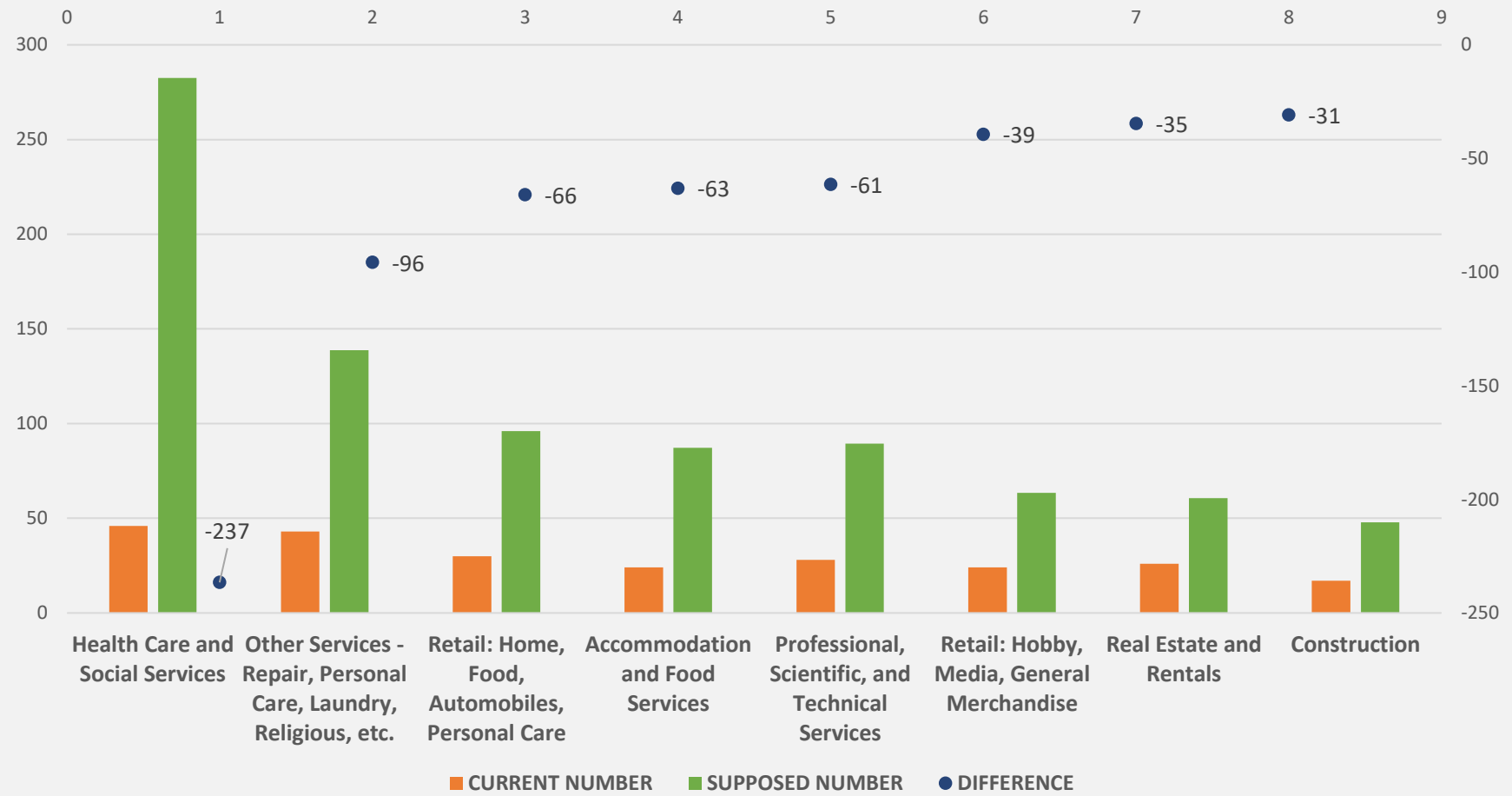
Example:

There are 1 supermarkets in Adelanto. Victorville has 10 supermarkets.

Adelanto population is 38,741, while Victorville population is 136,854. The supposed supermarkets in Adelanto is $(10 / 136,854) * 38,741 = 3$, which means Adelanto should ideally have 2 Supermarkets. The difference is $1 - 3 = -2$. Thus, Adelanto lacks 2 supermarkets to align with the proportional benchmark set by Victorville.

Identified Industry Gaps

Top 10 Industry Gaps in Adelanto: A Comparative Analysis



Sub-Industry Group Selection

Economic output: Total Sales / Current number of Businesses

Job output: Total Jobs / Current number of Businesses

INDUSTRY AND SUB INDUSTRY	CURRENT NUMBER	SUPPOSED NUMBER	DIFFERENCE	ECONOMIC OUTPUT PER NEW BUSINESS	JOB OUTPUT PER NEW
Accommodation and Food Services	24	87	-63	\$642,000	13
Full-Service Restaurants	14	50	-36	\$709,500	14
Health Care and Social Services	46	283	-237	\$451,761	5
Dentists' clinics	6	29	-23	\$488,000	4
Physicians' clinics	7	91	-84	\$450,714	4
Retail: Home, Food, Automobiles, Personal Care	30	96	-66	\$2,883,433	12
Supermarkets	1	3	-2	\$43,318,000	200

The selection of sub-industries is based on the highest economic impact, which is gauged by the ratio of total sales to the current number of businesses.

Recommendations for Attraction

Full-Service Restaurants

- Highlight the City's growth potential, diverse demographics, and economic stability.
- Offer incentives such as reduced licensing fees, expedited permit processing, or initial tax incentives.
- Promote the City's strategic location, accessibility, and community support for local businesses.

Dentists' and Physician Clinics

- Emphasize the City's commitment to healthcare infrastructure and resident well-being.
- Provide incentives like reduced lease rates for medical office spaces and streamlined permit processes.
- Collaborate with local educational institutions to ensure a pool of skilled healthcare professionals.

Supermarkets

- Showcase the City's growing population, purchasing power, and demand for quality grocery options.
- Offer financial incentives such as tax breaks or subsidies for building infrastructure.
- Highlight the strategic location and ease of transportation for goods.

Conclusion



- Introduction
- Identified Industry Gaps
- Selected Sub-industry Groups
- Strategic Recommendations
- Q&A