

# Lifestyle. Talent. Value.

Roseville, California checks all the boxes.

Join us in a city that wins accolades for innovation, safety, and livability for everyone.

You and your team will love the weather, recreation, home affordability, and outstanding schools.

Get the best of California—without the California expense.

[roseville.ca.us/ChooseRoseville](https://roseville.ca.us/ChooseRoseville)



CITY OF  
**ROSEVILLE**  
CALIFORNIA



## Reliable & affordable utilities

Low rates, up to 35% less than neighboring utilities. Nationally recognized for power reliability.



## Public safety

A strong retail theft partnership between businesses and law enforcement.



## Full-service city

Streamlined permitting and one-stop development review. Smart land use and infrastructure planning.



## Strong retail market

One of the largest growing destination retail markets in Northern California. \$5.8 billion in taxable sales for 2023.



## Growing workforce

92,281 jobs with 23% of workforce in retail.



## Median household income

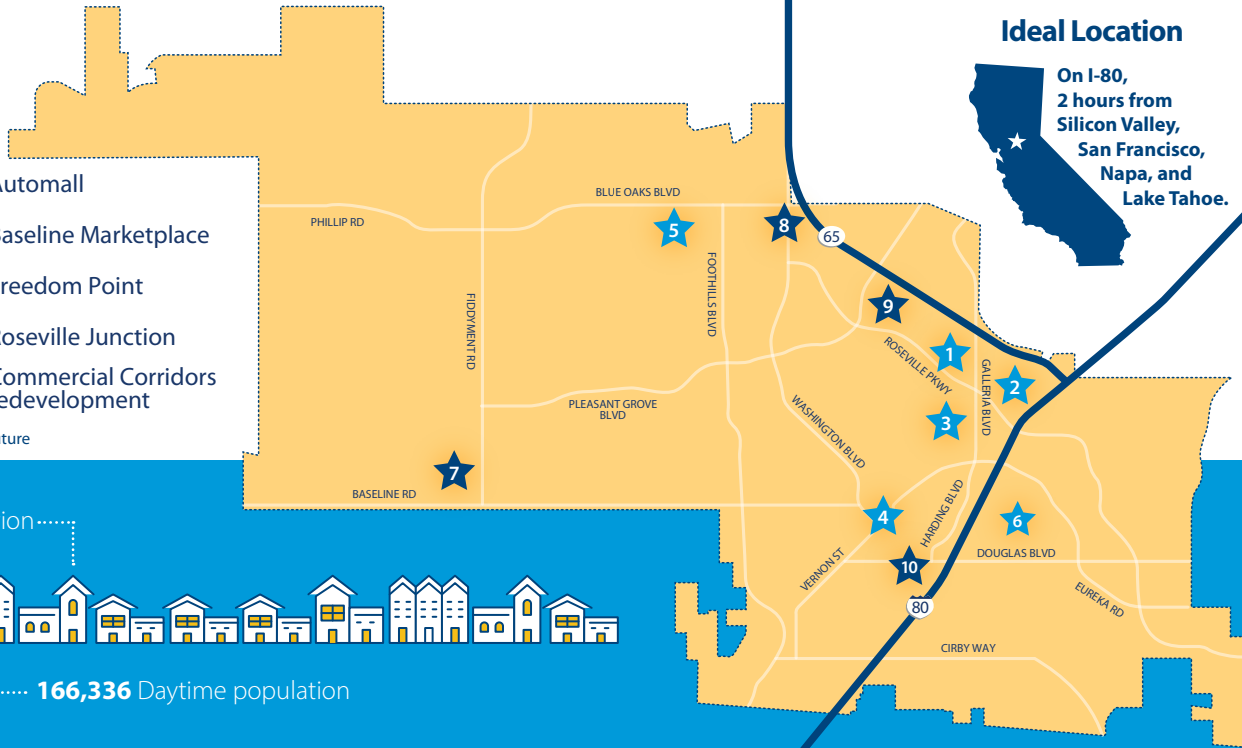
Median household income of \$111,466 is higher than state median. Median disposable income of \$91,377.



## Retail hubs

- ★ 1 Galleria
- ★ 2 Creekside
- ★ 3 Fountains
- ★ 4 Downtown
- ★ 5 Campus Oaks
- ★ 6 Automall
- ★ 7 Baseline Marketplace
- ★ 8 Freedom Point
- ★ 9 Roseville Junction
- ★ 10 Commercial Corridors redevelopment

★ Current ★ Future



154,392 Resident population



166,336 Daytime population



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## Key facts

- Over 6.4 million square feet of retail space with 4.2% vacancy.
- 74% average occupancy rate for 24 area hotels.
- By 2025, Roseville will have two Costco and two Trader Joe's stores.
- Destination for sports tourism and outdoor recreation.