

R e p o r t t o E c o n o m i c D e v e l o p m e n t S u b - C o m m i t t e e

TO: Economic Development Subcommittee

FROM: Mike Lee, Interim City Manager

AGENDA DATE: February 11, 2020

TITLE: MARKET UPDATES

RECOMMENDED ACTION

Staff recommends that the Economic Development Subcommittee members receive and file the attached information about Moreno Valley's Retail, Office, and Industrial markets, sales taxes, and housing resale values. Staff will provide a verbal presentation at the Subcommittee meeting.

ATTACHMENTS

EXHIBIT A: Market Report for Moreno Valley's OFFICE activity

EXHIBIT B: Market Report for Moreno Valley's INDUSTRIAL activity

EXHIBIT C: Market Report for Moreno Valley's RETAIL activity

EXHIBIT D: Moreno Valley Sales Tax Update – 3rd Quarter 2019

EXHIBIT E: Single Family Resale Home Price Average

A handwritten signature in blue ink that appears to read "Michele Patterson".

Prepared By: Michele Patterson
Economic Development Manager

A handwritten signature in blue ink that appears to read "Mike Lee".

Department Head Approval: Mike Lee
Interim City Manager

Search Analytics

MORENO VALLEY OFFICE MARKET

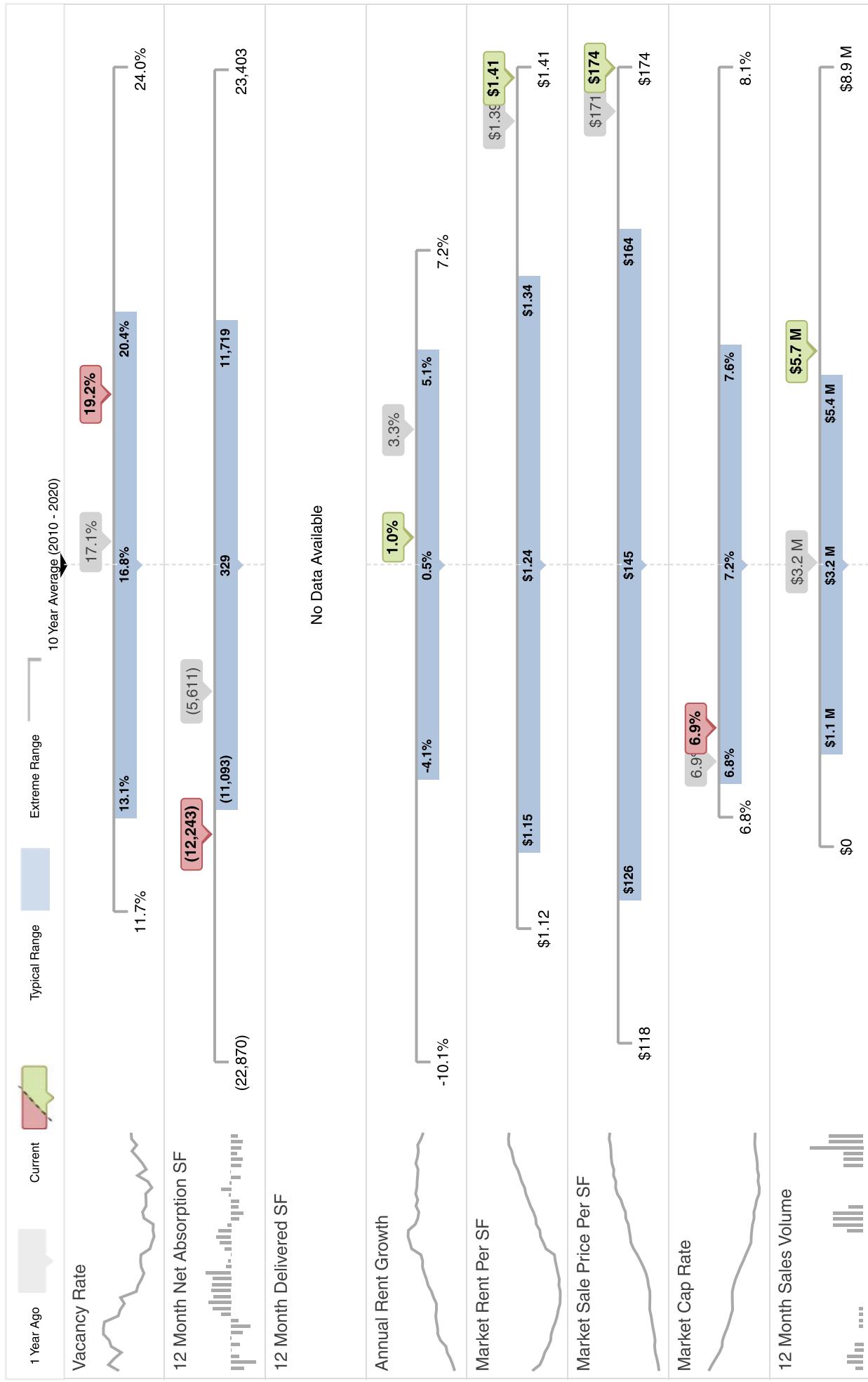
INVENTORY SF 414 K Prior Period 414 K	UNDER CONSTRUCTION SF 0 Prior Period 0	12 MO NET ABSORPTION SF (12.2 K) Prior Period (8.7 K)
0% Prior Period 414 K	- Prior Period 0	+2.9% Prior Period 16.3%

Key Metrics

Availability		Inventory		Demand	
Vacant SF Sublet SF	79.6 K ↑ 0 ↓	Existing Buildings Under Construction Avg SF	22 ↓ -	12 Mo Demolished SF 12 Mo Occupancy % at Delivery	0 ↓ -
Availability Rate Available SF	34.0% ↑ 141 K ↑	12 Mo Construction Starts SF 12 Mo Delivered SF	12 Mo Avg Delivered SF	12 Mo Net Absorp % of Inventory 12 Mo Leased SF	-3.0% ↓ 24.7 K ↓
Available Asking Rent/SF Occupancy Rate	\$1.64 ↑ 80.8% ↓	12 Mo Occupancy % at Delivery 12 Mo Demolished SF	0 ↓ -	Months on Market Months to Lease	8.4 ↑ -
Percent Leased Rate	80.8% ↓	12 Mo Avg Delivered SF	-	Months Vacant 24 Mo Lease Renewal Rate	- 9.8%
Sales Past Year		Sales Past Year		Sales Past Year	
Asking Price Per SF Sale to Asking Price Differential	\$277 -4.8%	Sales Volume Properties Sold	\$5.7 M ↑ 2 ↓	Population Growth 5 Yrs	33.7 K ↑
Sales Volume Properties Sold	\$5.7 M ↑ 2 ↓	Months to Sale For Sale Listings	5.7 ↓ 2 ↓	Total For Sale SF	6.8%

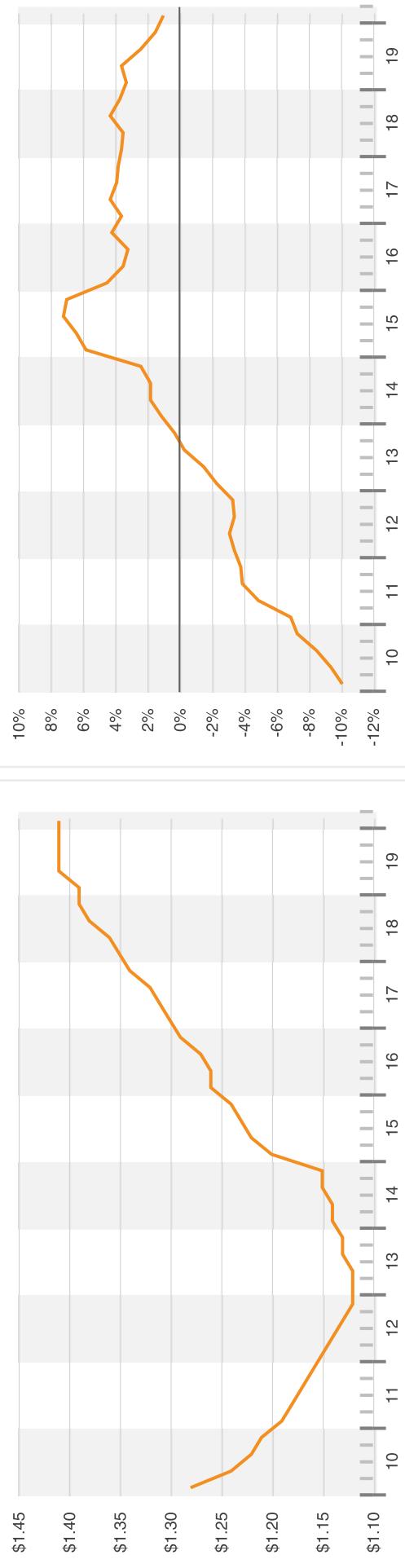
Search Analytics

Key Performance Indicators

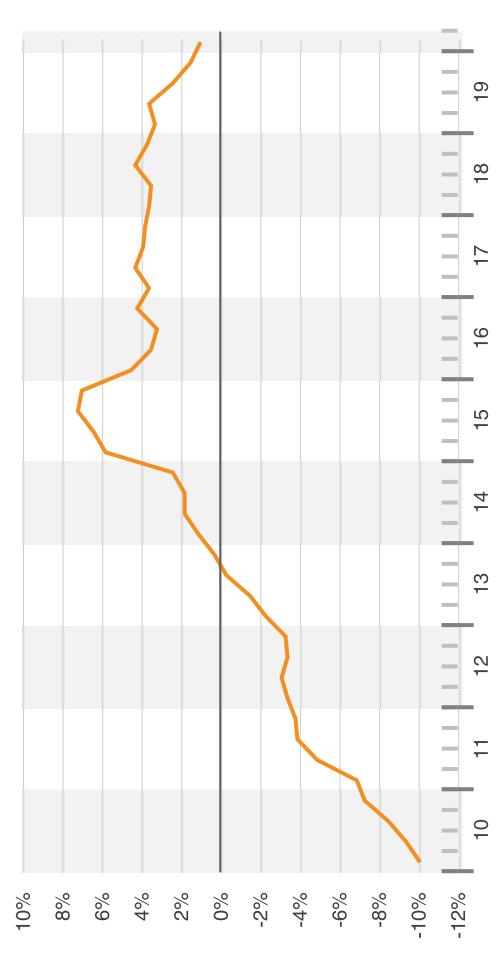


Search Analytics

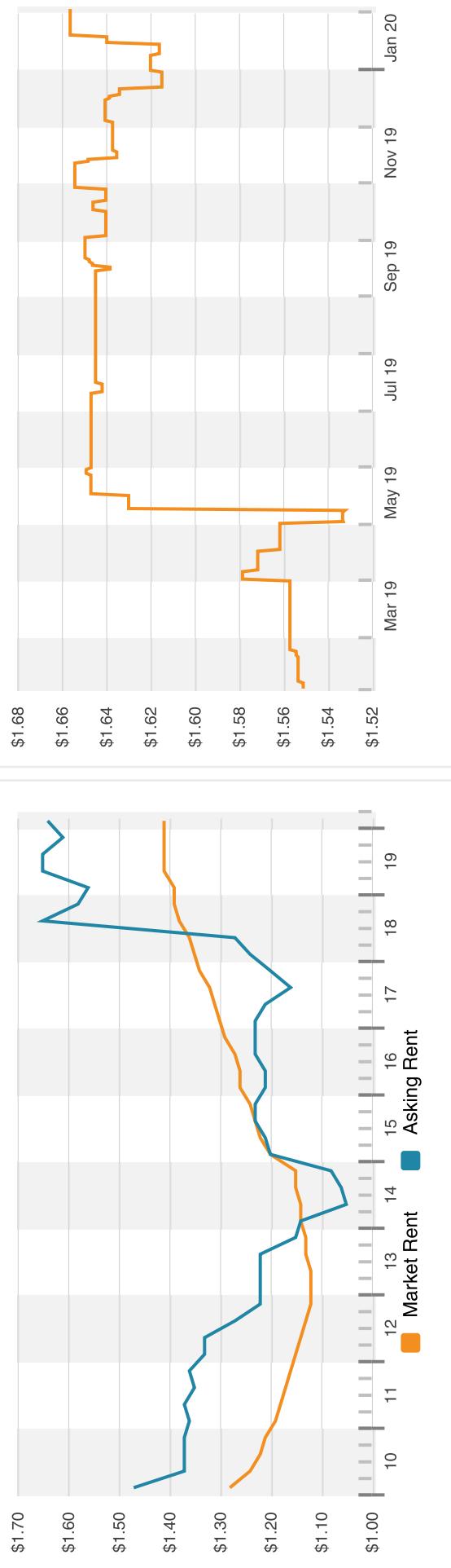
Market Rent Per SF



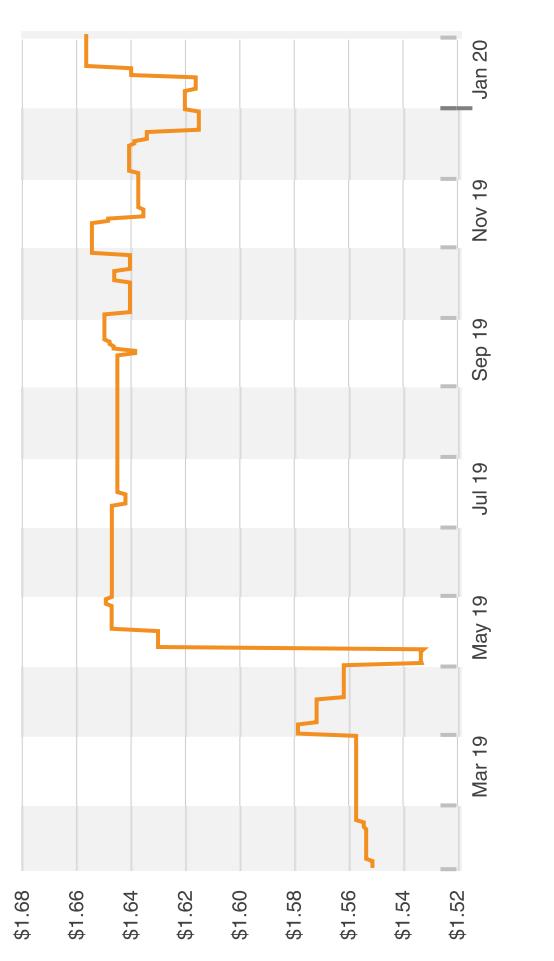
Market Rent Growth (YOY)



Market Rent & Asking Rent Per SF

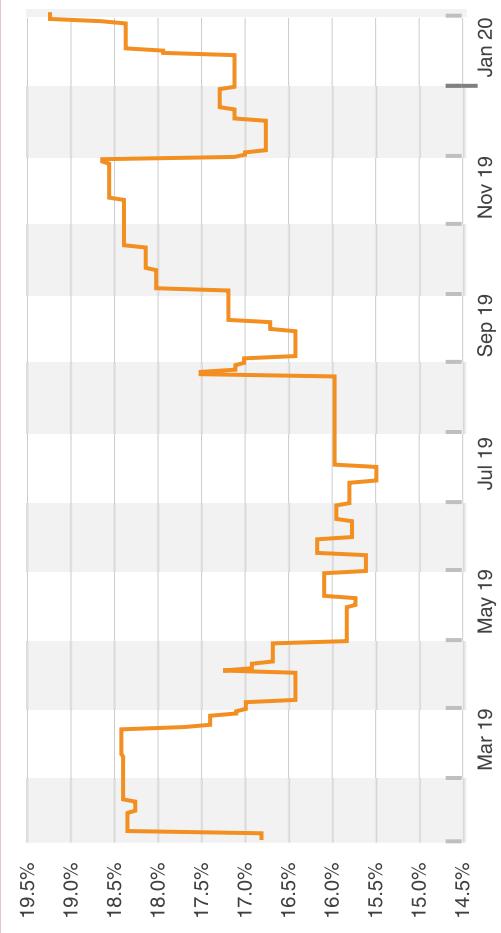


Daily Asking Rent Per SF

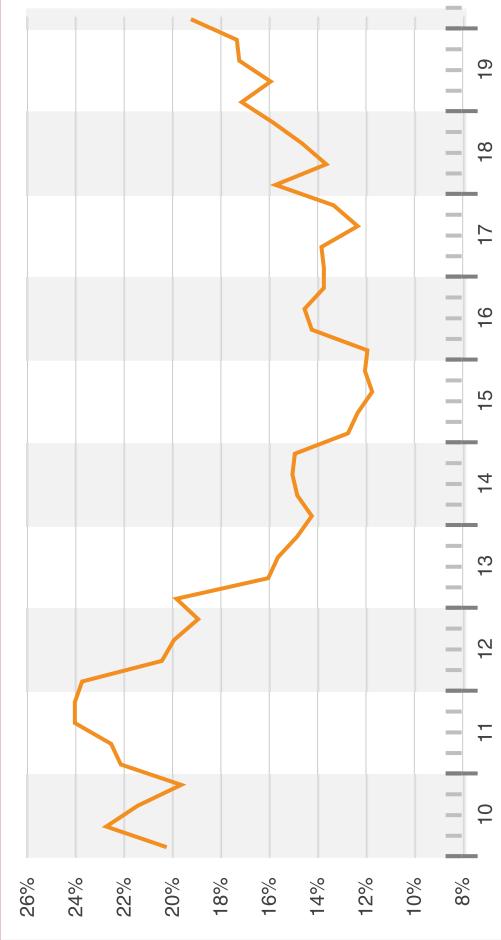


Search Analytics

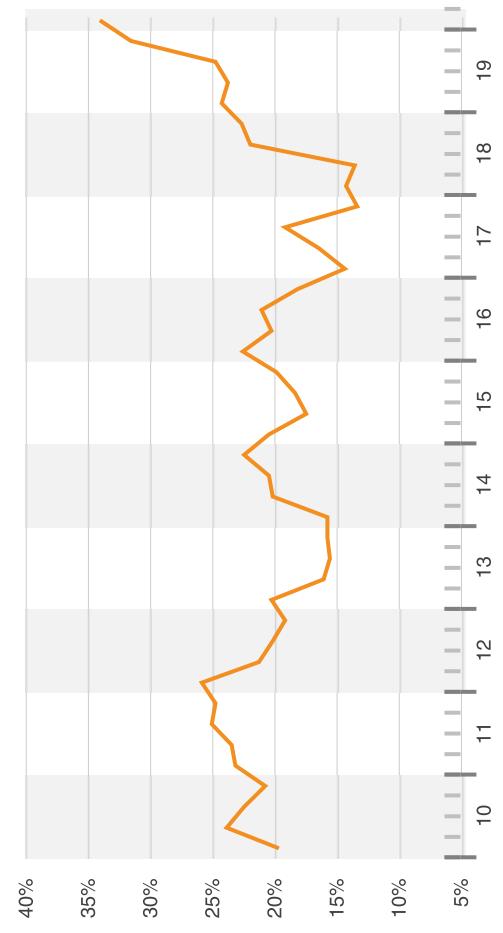
Daily Vacancy Rate



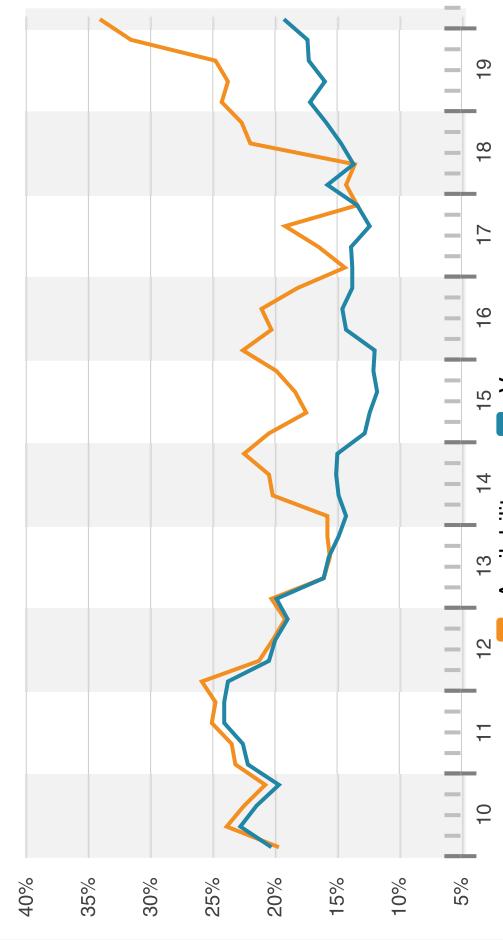
Vacancy Rate



Availability Rate

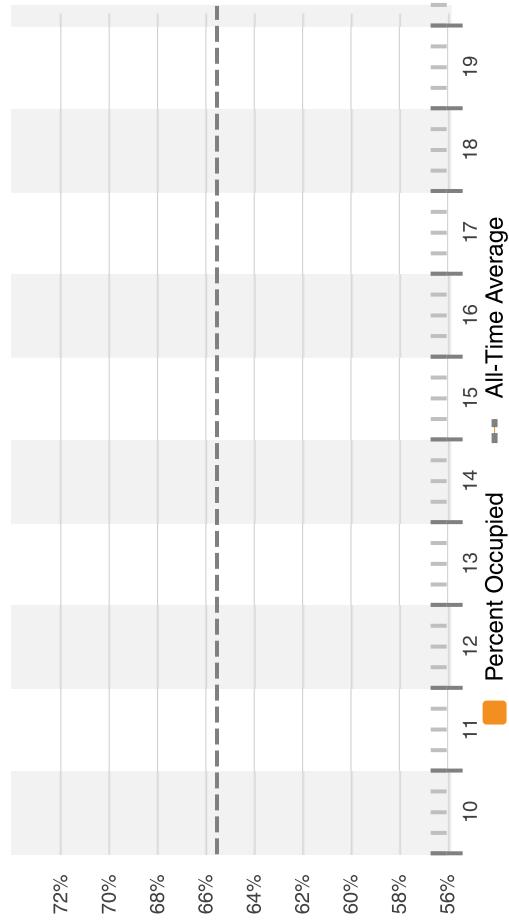


Availability & Vacancy Rate

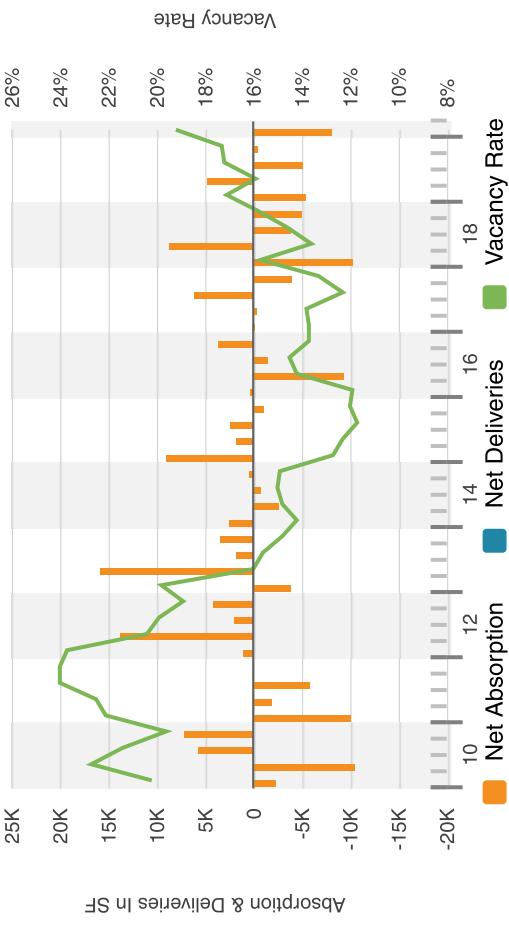


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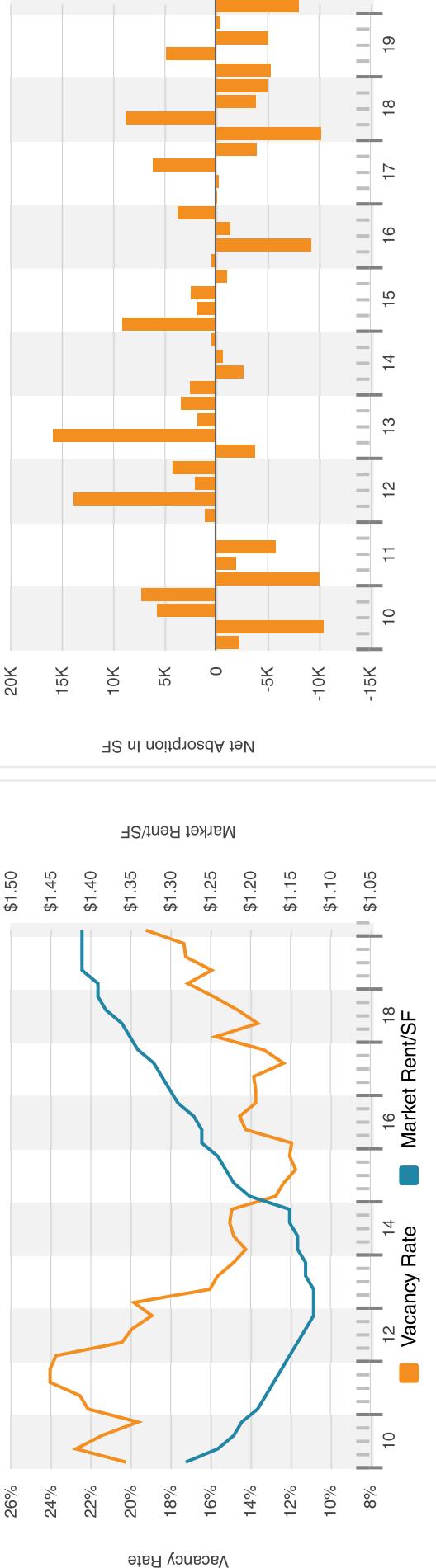
Occupancy At Delivery



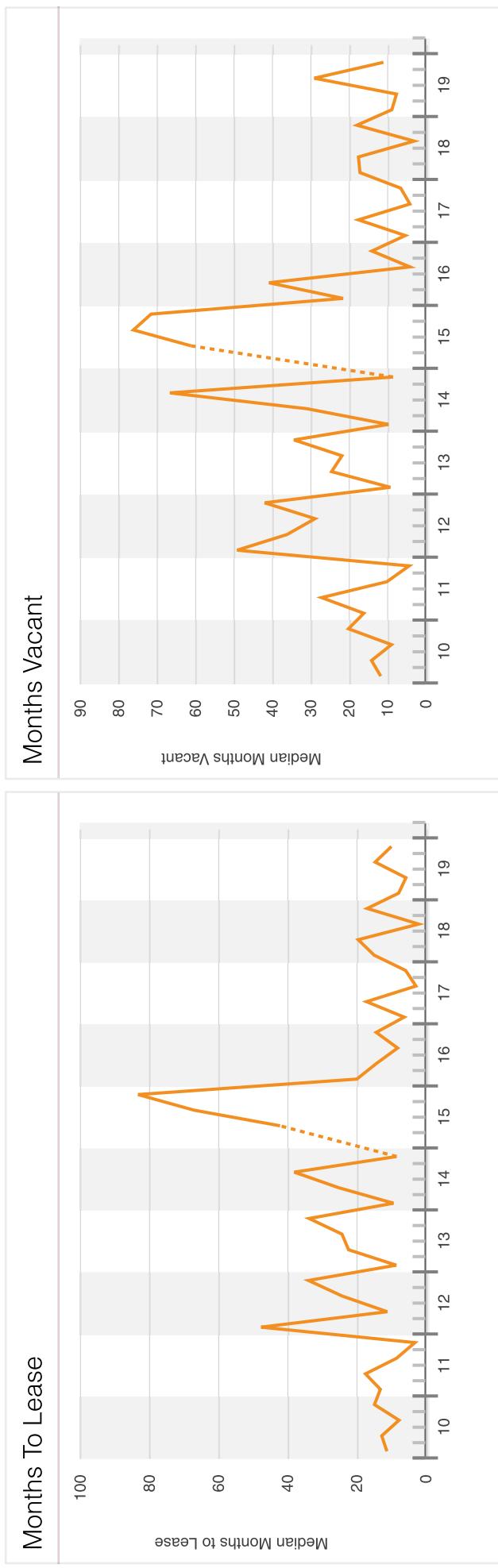
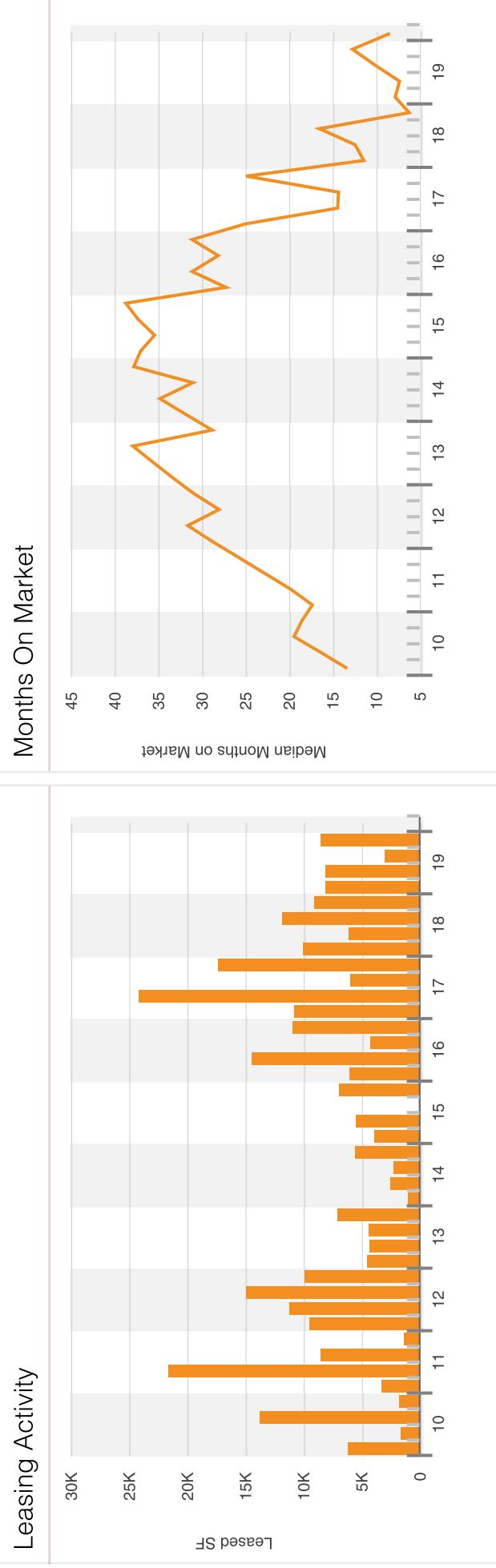
Net Absorption, Net Deliveries & Vacancy



Vacancy & Market Rent Per SF

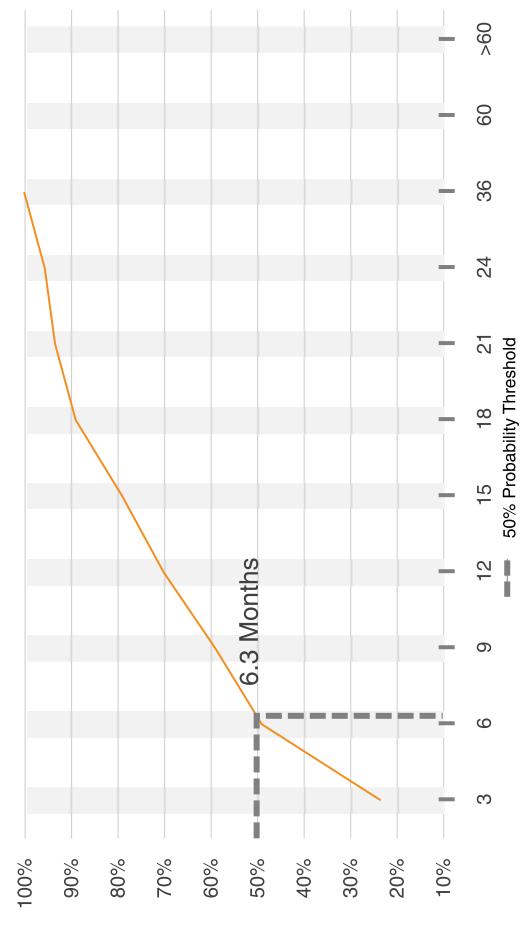


Search Analytics



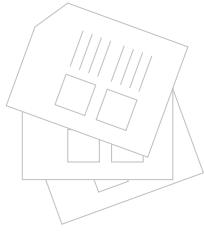
Search Analytics

Probability Of Leasing In Months



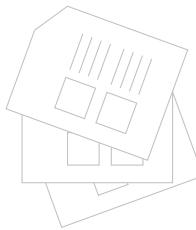
Construction Starts

No Data Available



No data available for the past 10 years

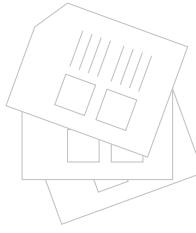
No Data Available



No data available for the past 10 years

Under Construction

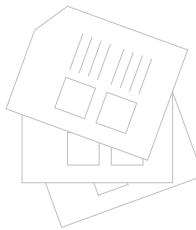
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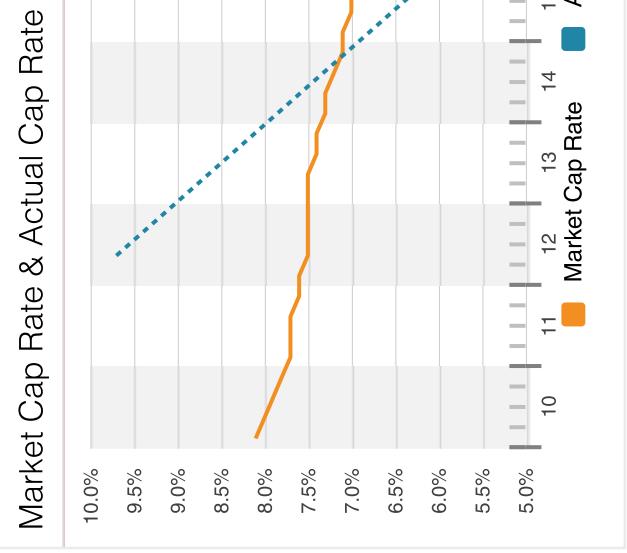
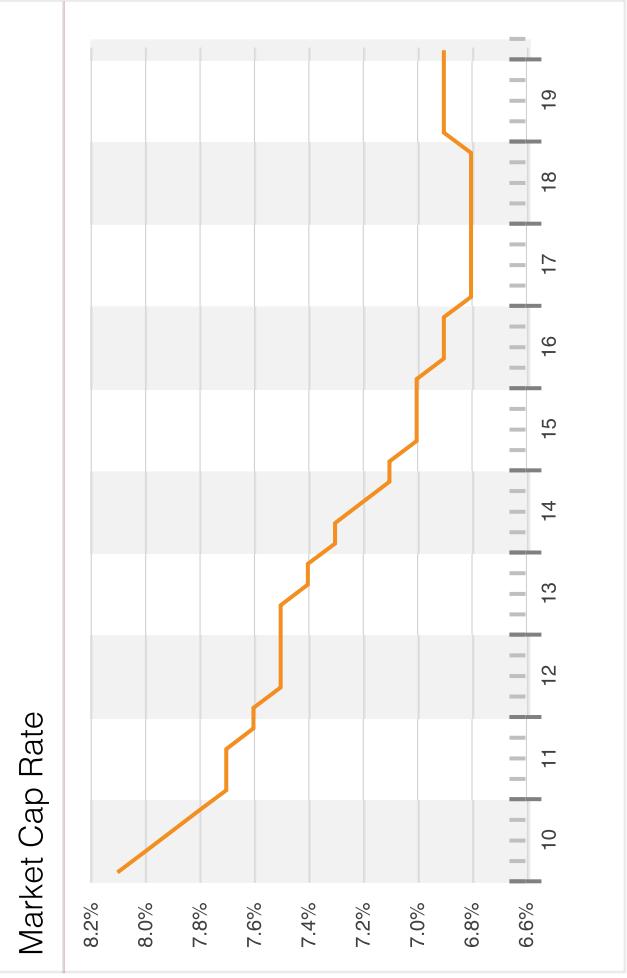
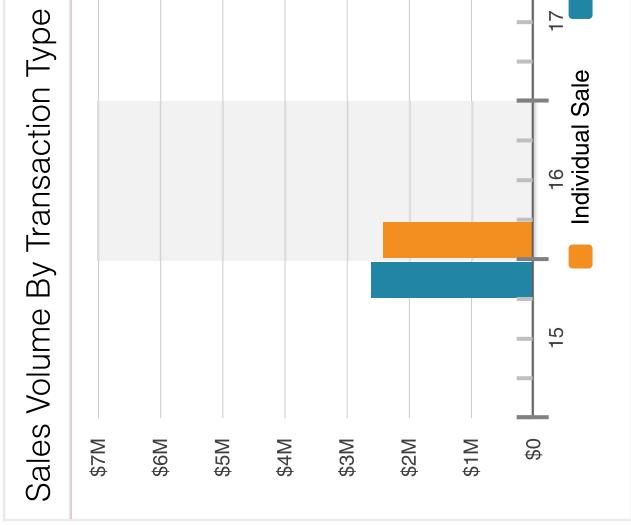
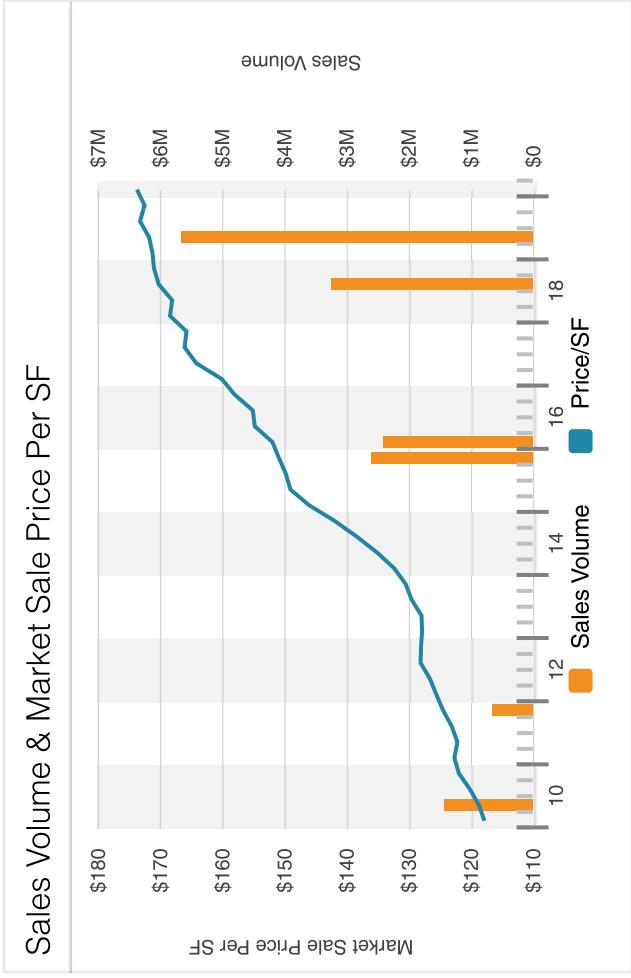
Deliveries & Demolitions

No Data Available



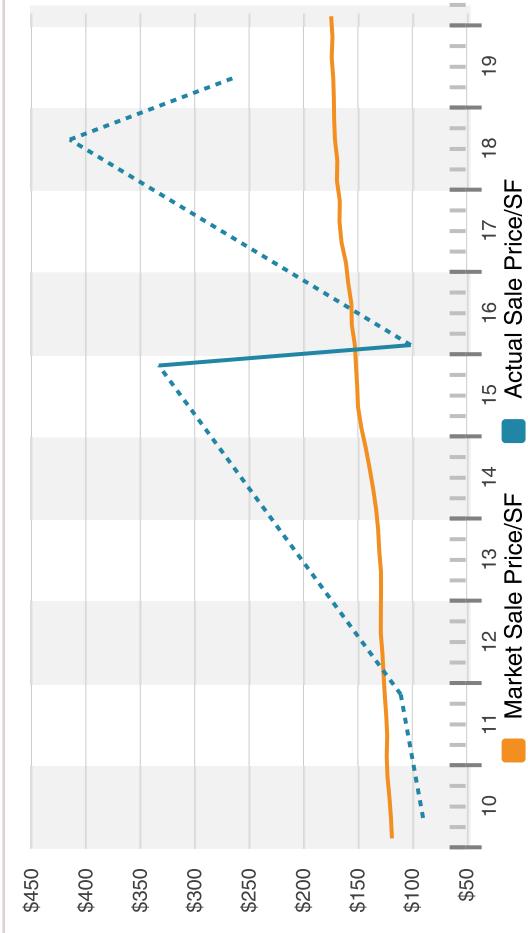
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Search Analytics

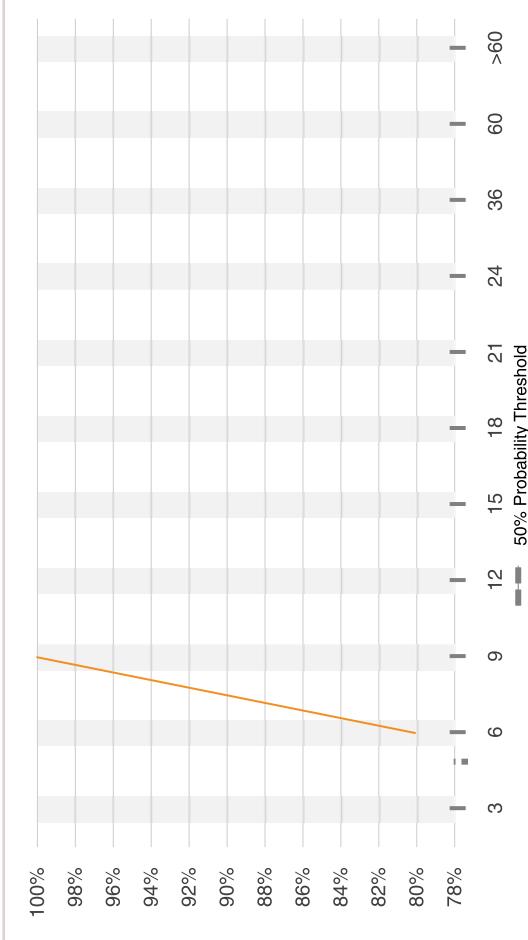


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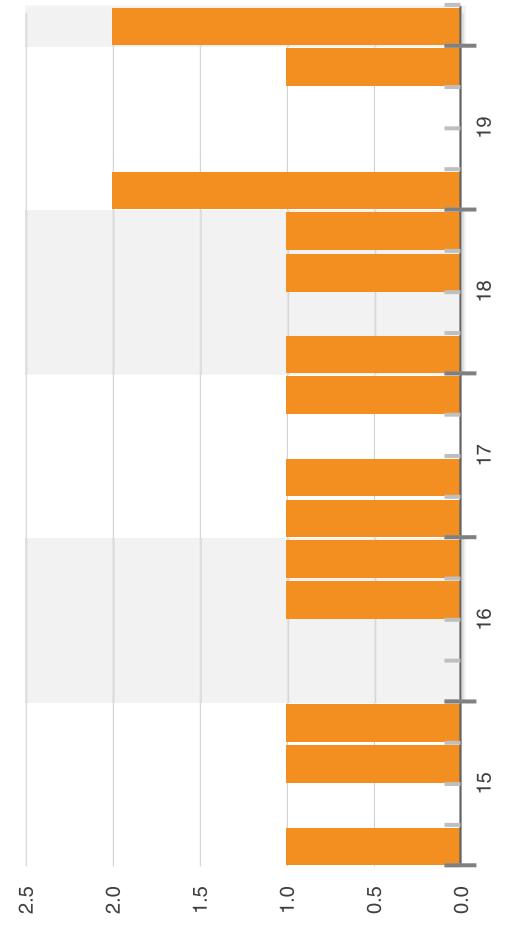
Market Sale Price & Actual Sale Price Per SF



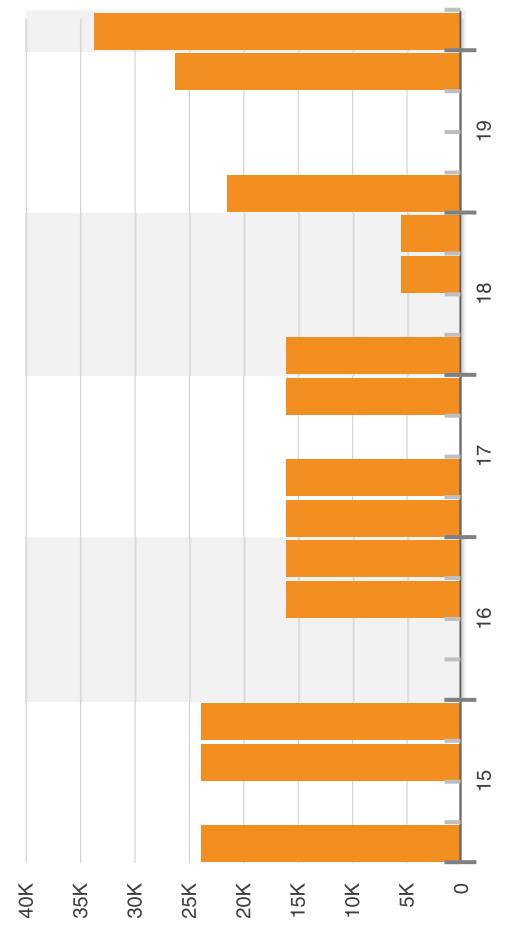
Probability Of Selling In Months



For Sale Total Listings

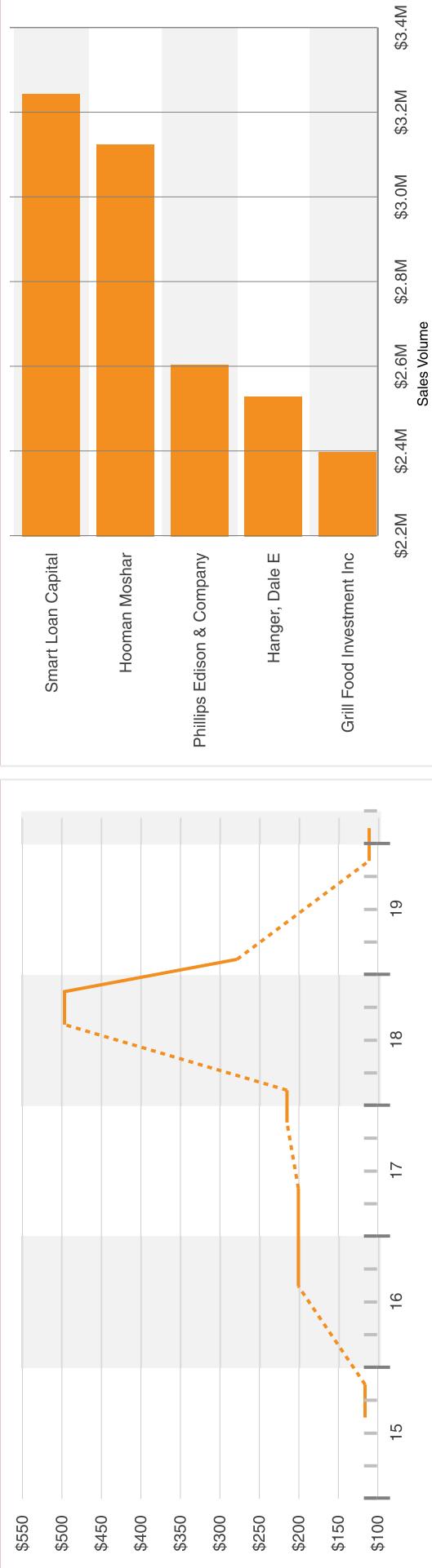


For Sale Total SF

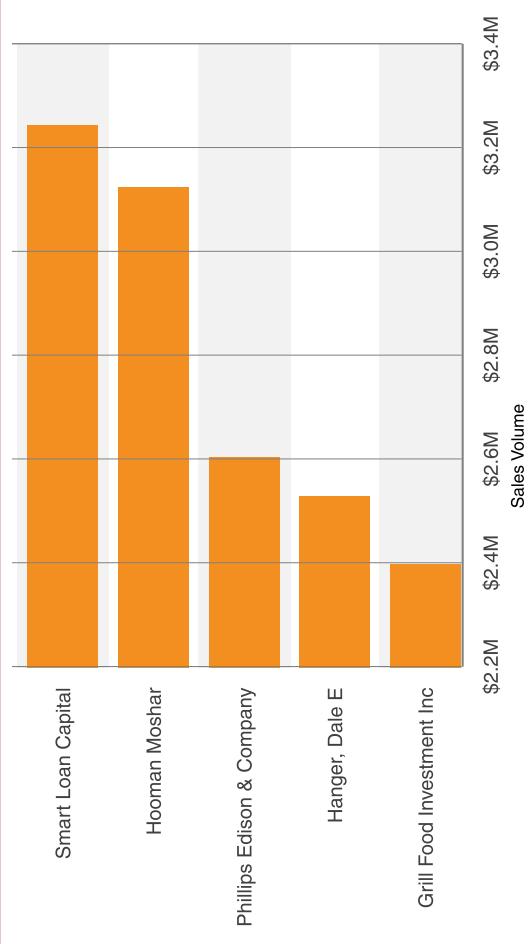


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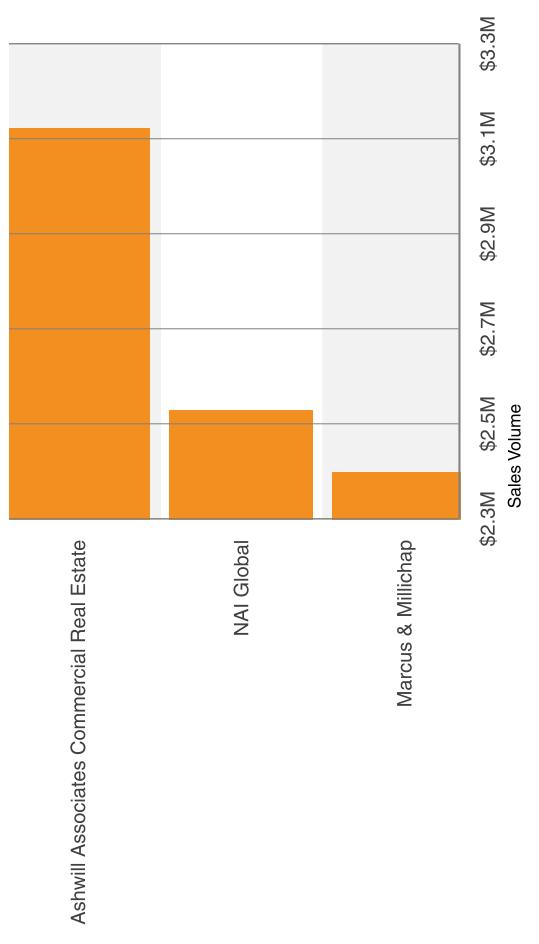
For Sale Asking Price Per SF



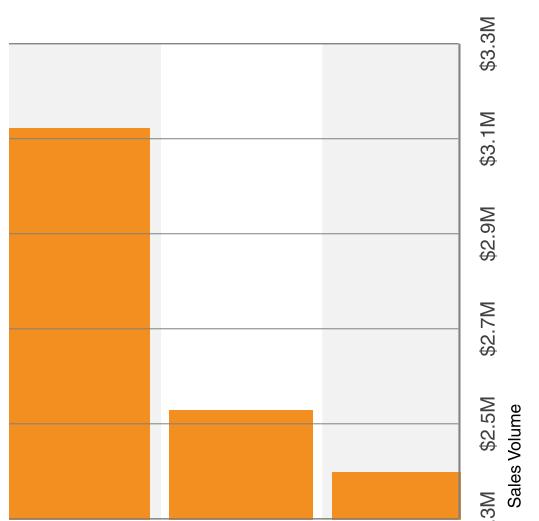
Top Buyers



Top Sellers

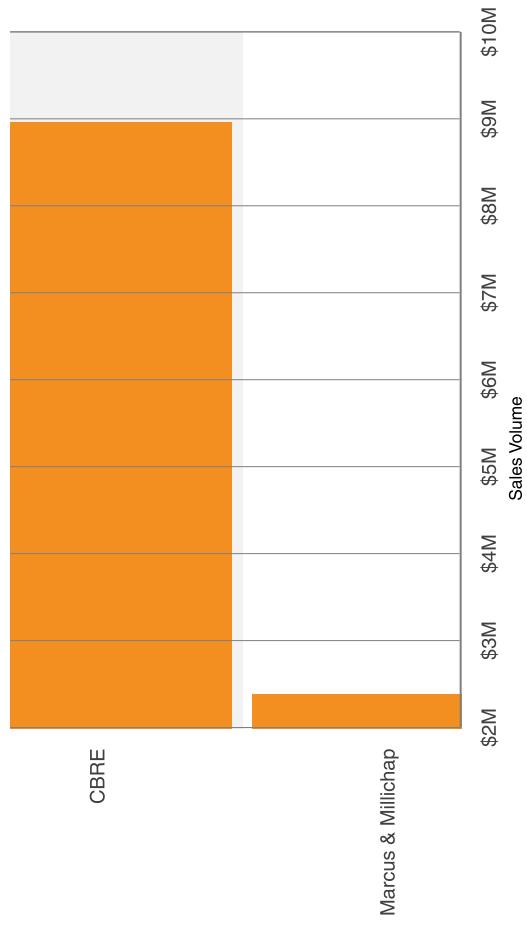


Top Buyer Brokers

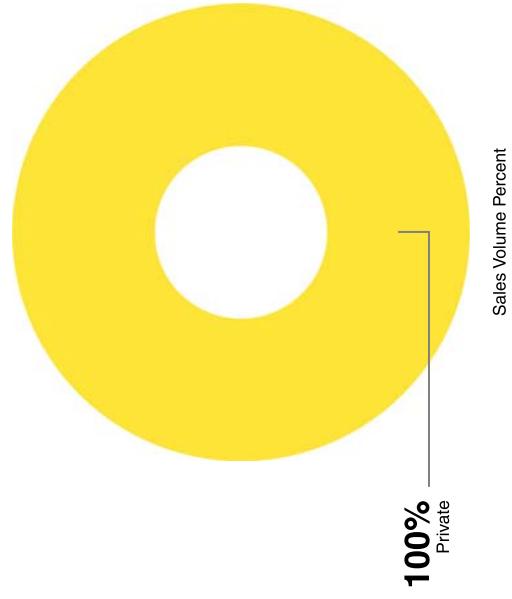


Search Analytics

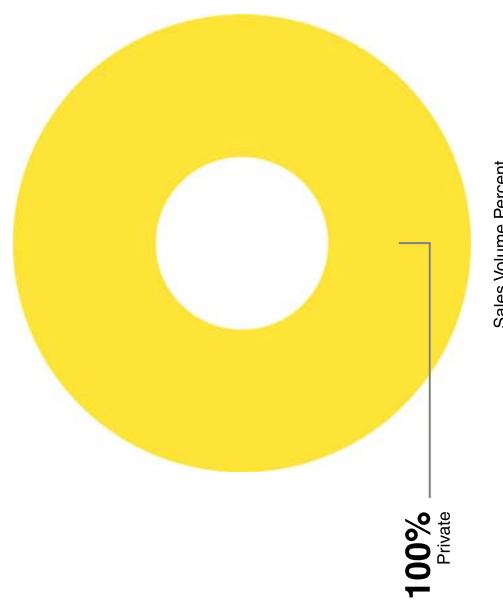
Top Seller Brokers



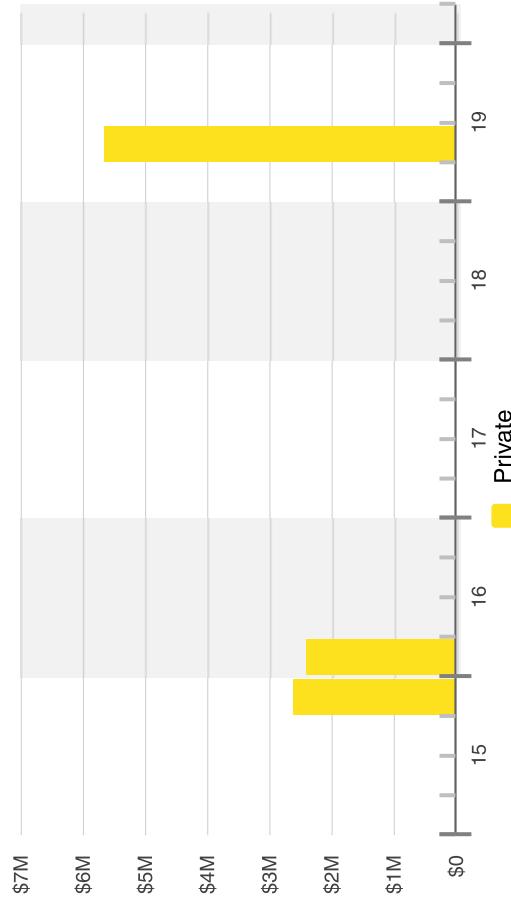
Sale By Buyer Type



Sale By Seller Type



Sales Volume By Buyer Type



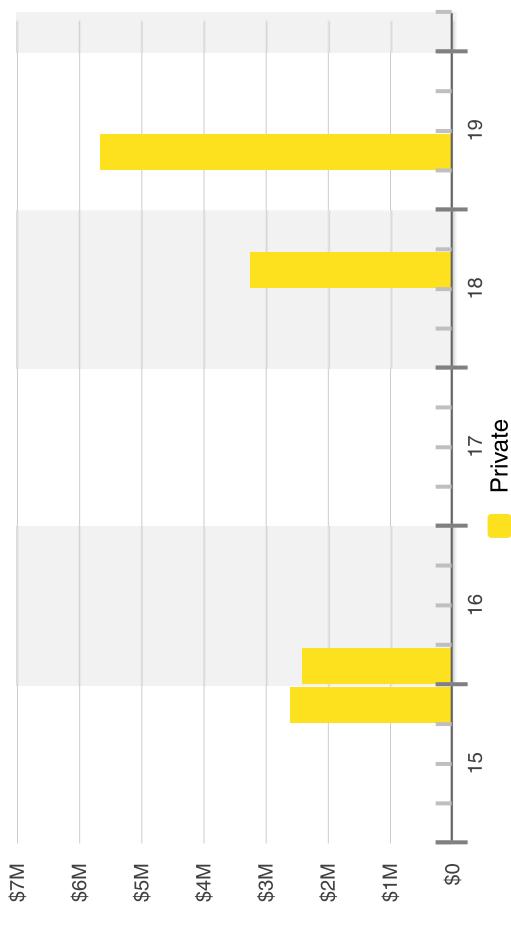
Sales Volume Percent

100%

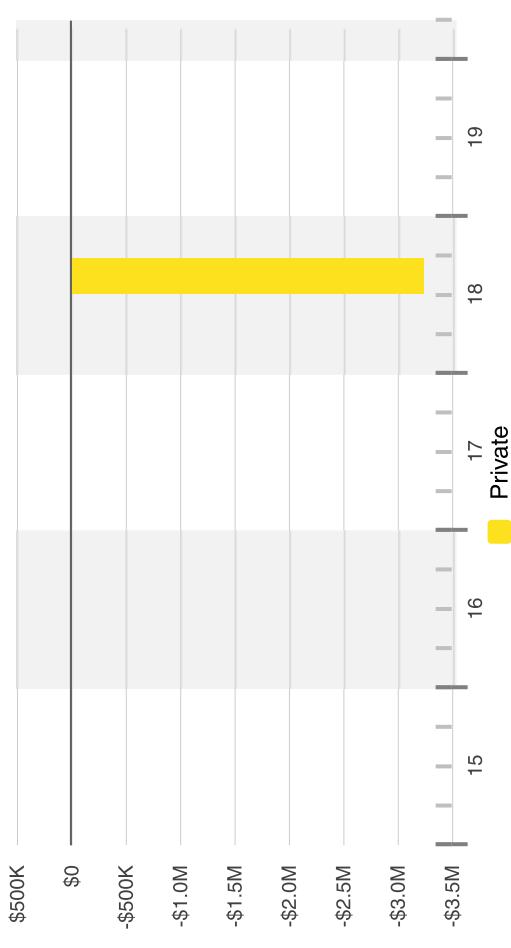
Private

Search Analytics

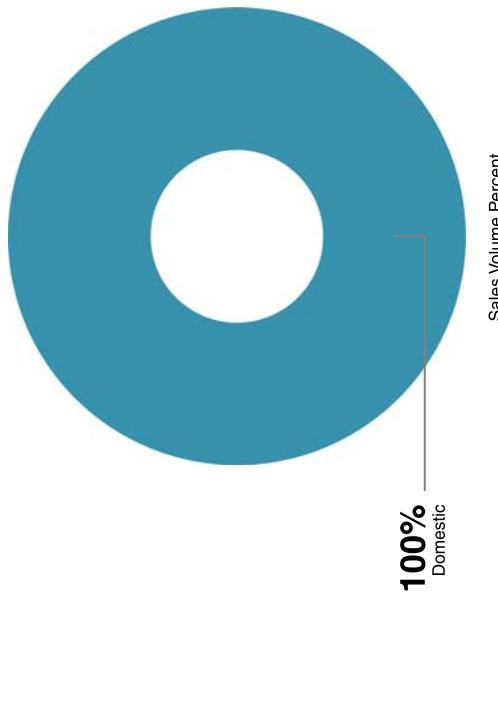
Sales Volume By Seller Type



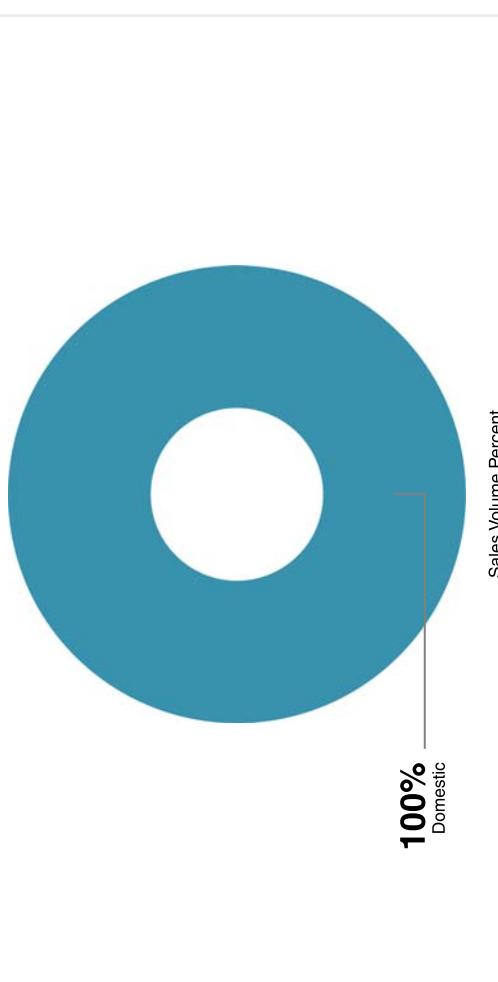
Net Buying & Selling By Investor Type



Sales Volume By Buyer Origin

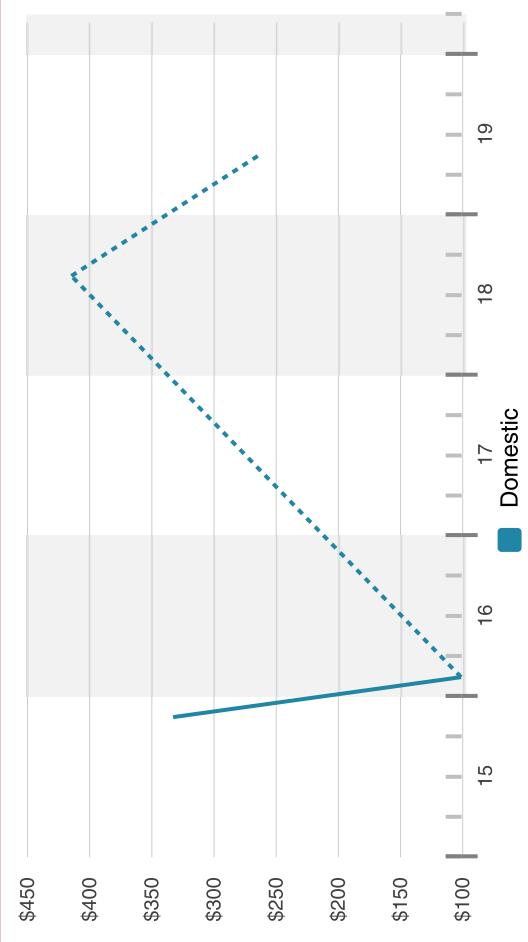


Sales Volume By Seller Origin

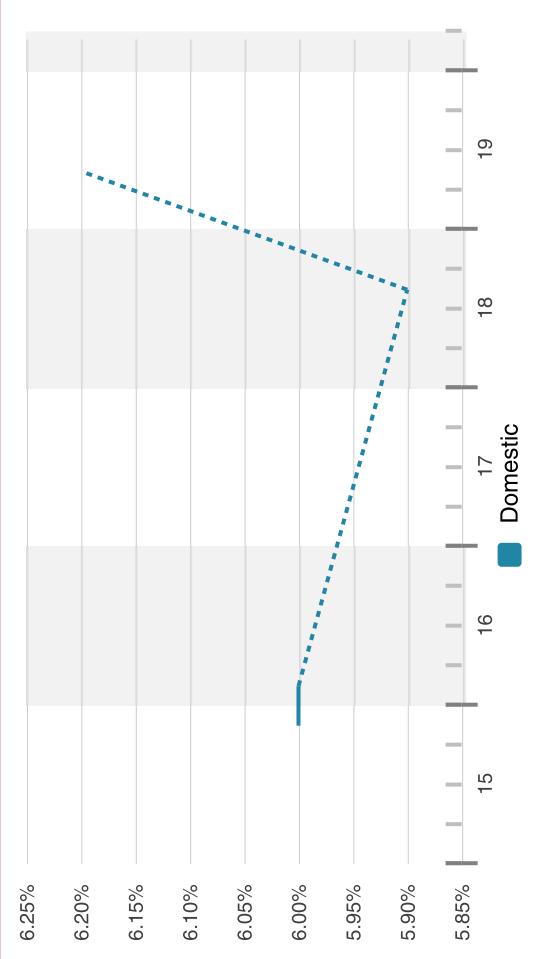


Search Analytics

Average Price Per SF By Buyer Origin



Average Cap Rate By Buyer Origin



Search Analytics

MORENO VALLEY INDUSTRIAL MARKET

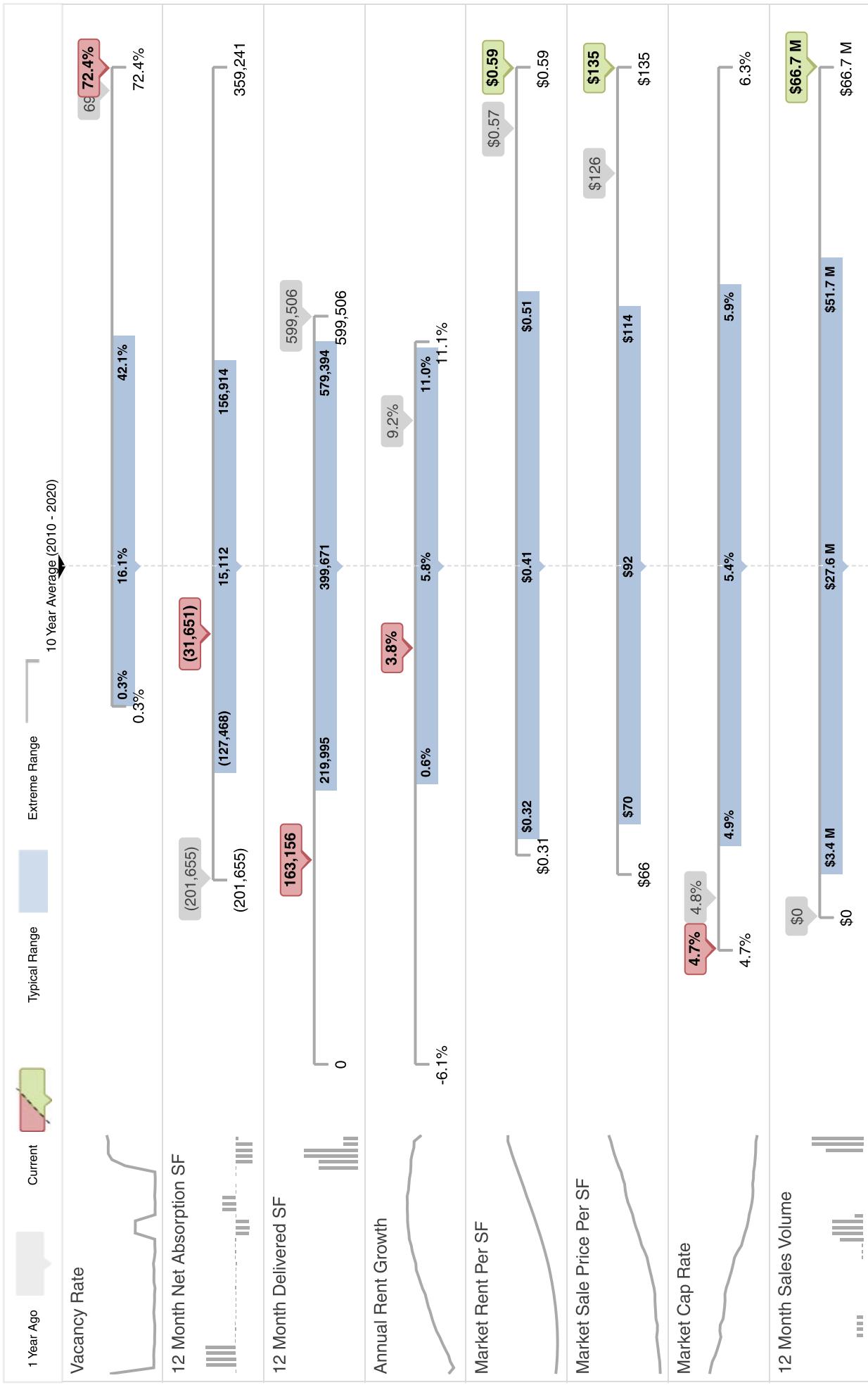
INVENTORY SF 1.2 M Prior Period 1 M	+9.9% 1 M Prior Period 104 K	UNDER CONSTRUCTION SF (31.7 K) Prior Period (199 K)	+80.1% (31.7 K) Prior Period 66.4%
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Key Metrics

Availability		Inventory		Demand	
Vacant SF	833 K ↑	Existing Buildings	8 ↓		
Sublet SF	98 K ↓	Under Construction Avg SF	127 K		
Availability Rate	85.5% ↑	12 Mo Demolished SF	0 ↓		
Available SF	1.9 M ↑	12 Mo Occupancy % at Delivery	0% ↓		
Available Asking Rent/SF	\$0.68 ↓	12 Mo Construction Starts SF	1 M ↑		
Occupancy Rate	27.6% ↓	12 Mo Delivered SF	102 K ↓		
Percent Leased Rate	36.1% ↓	12 Mo Avg Delivered SF	163 K ↓		
Sales Past Year					
Asking Price Per SF	-	12 Mo Net Absorp % of Inventory	-2.8% ↑		
Sale to Asking Price Differential	-	12 Mo Leased SF	110 K ↑		
Sales Volume	\$66.7 M ↑	Months on Market	3.4 ↓		
Properties Sold	2 ↑	Months to Lease	-		
Months to Sale	-	Months Vacant	-		
For Sale Listings	10	24 Mo Lease Renewal Rate	13.5%		
Total For Sale SF	1.3 M	Population Growth 5 Yrs	7.0%		

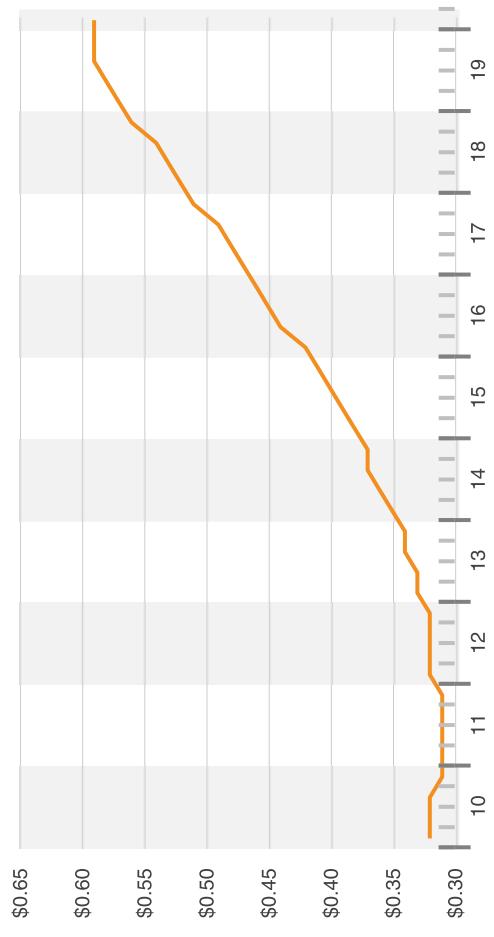
Search Analytics

Key Performance Indicators

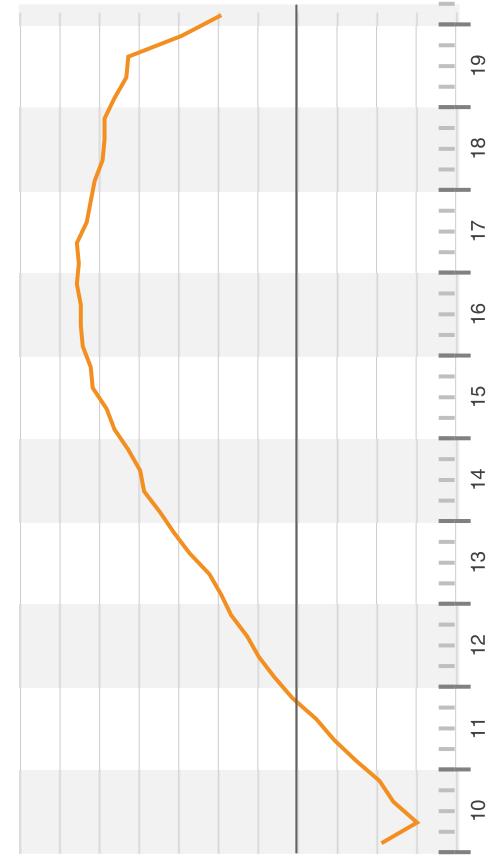


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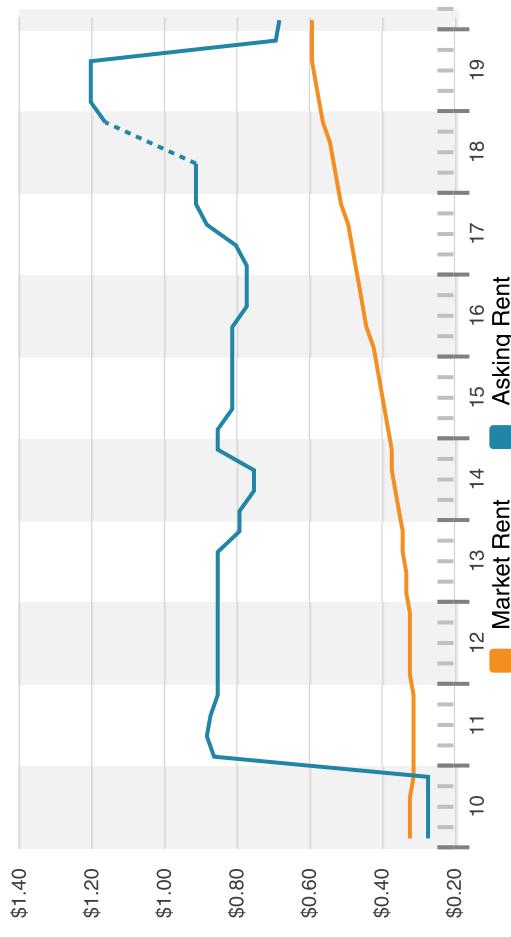
Market Rent Per SF



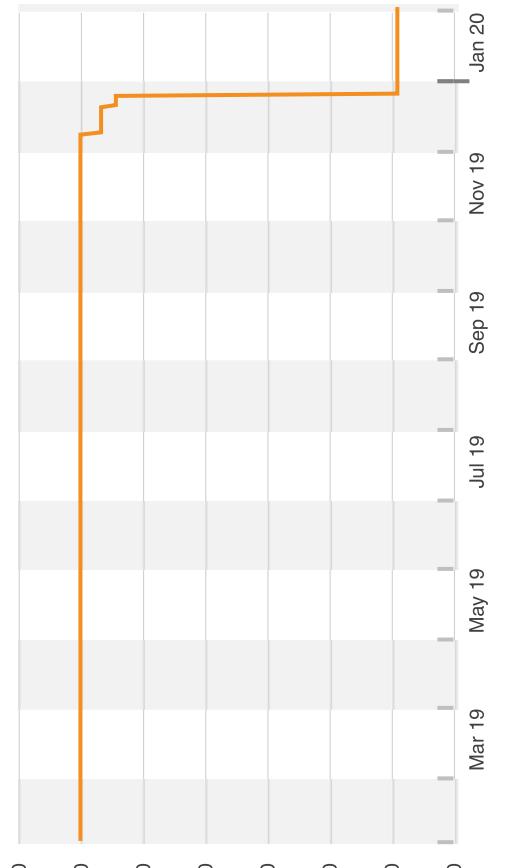
Market Rent Growth (YOY)



Market Rent & Asking Rent Per SF

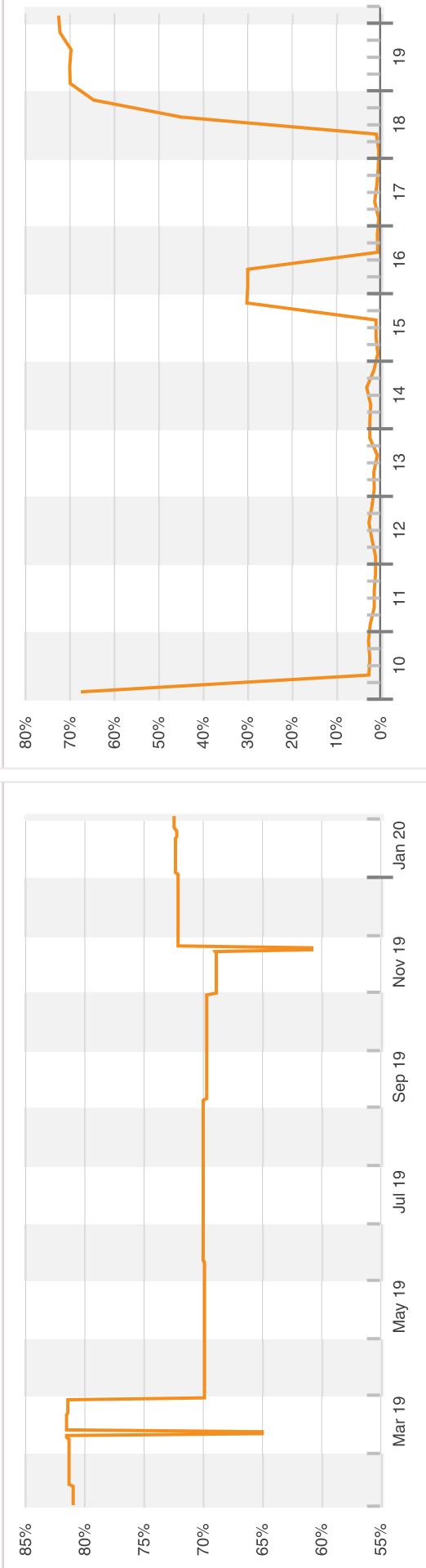


Daily Asking Rent Per SF

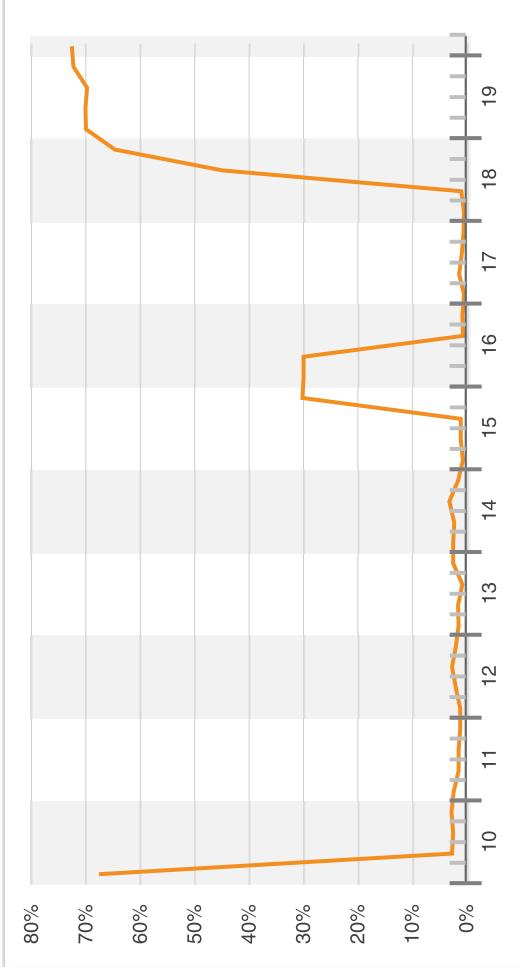


Search Analytics

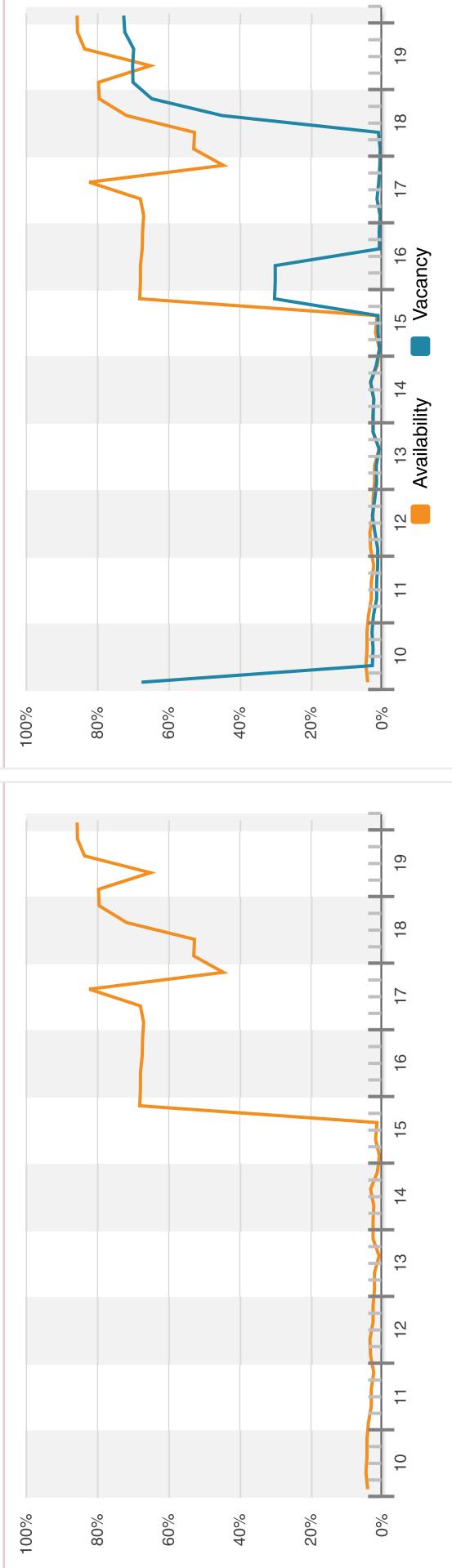
Daily Vacancy Rate



Vacancy Rate



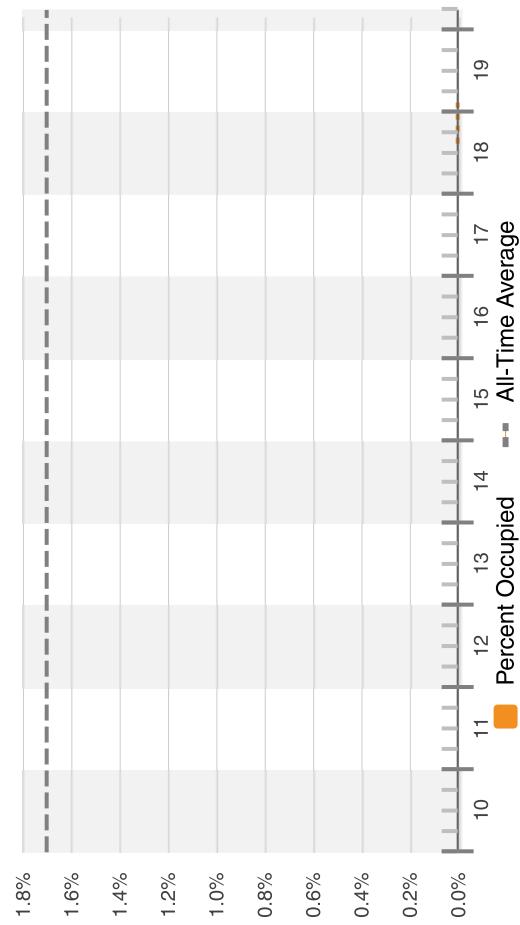
Availability Rate



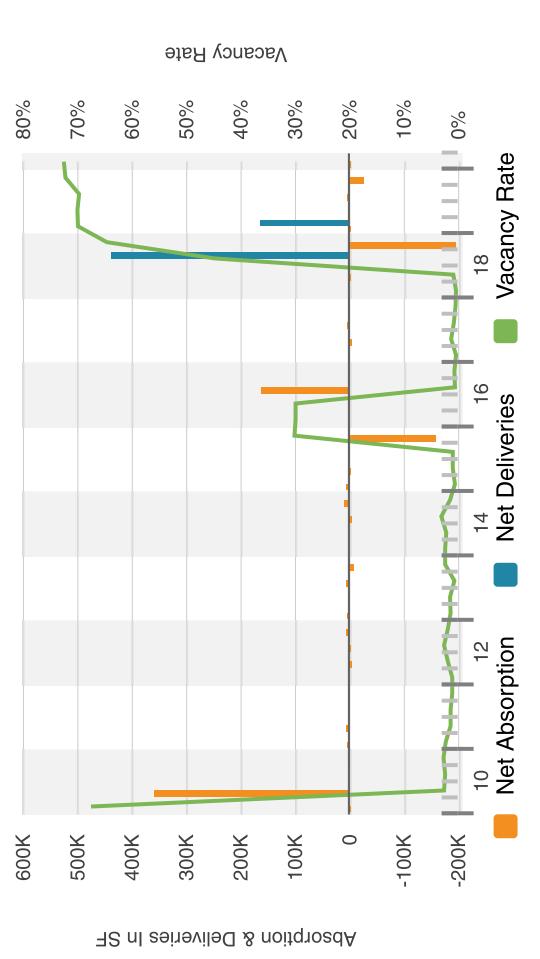
Availability & Vacancy Rate

Search Analytics

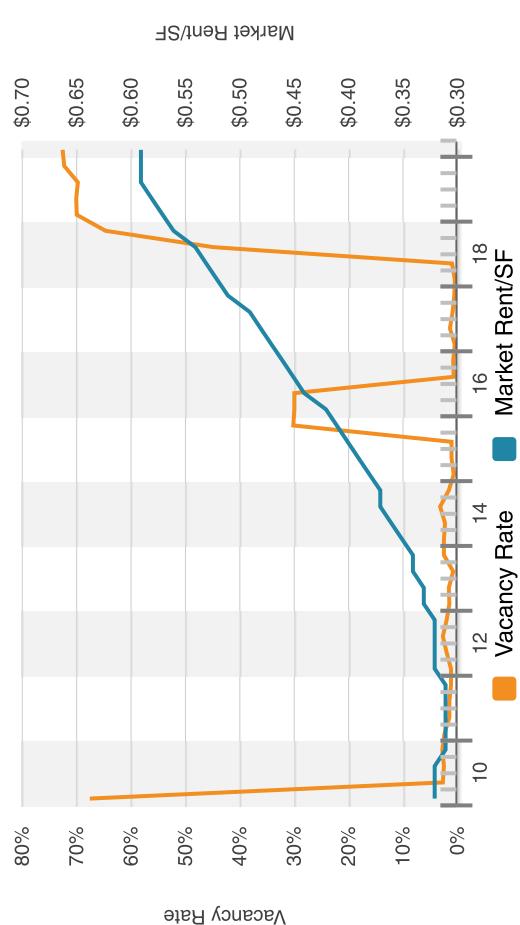
Occupancy At Delivery



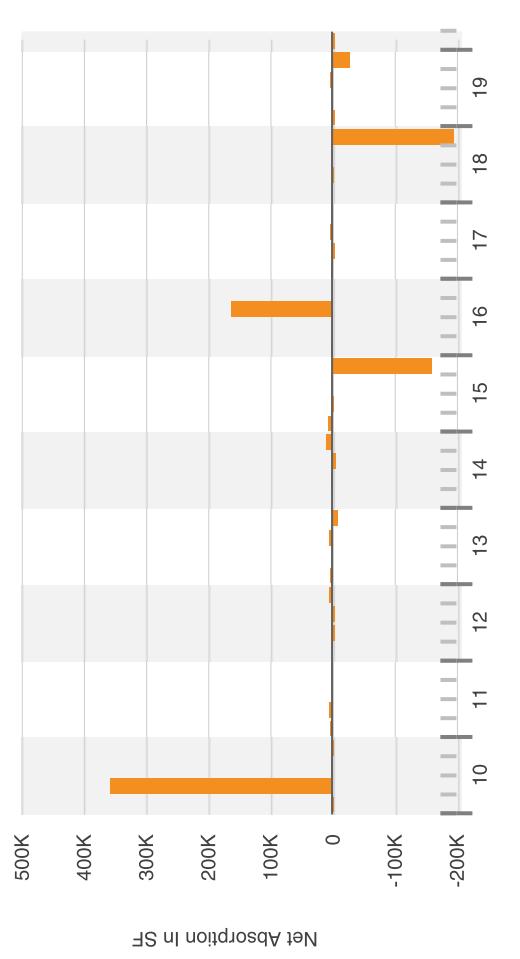
Net Absorption, Net Deliveries & Vacancy



Vacancy & Market Rent Per SF

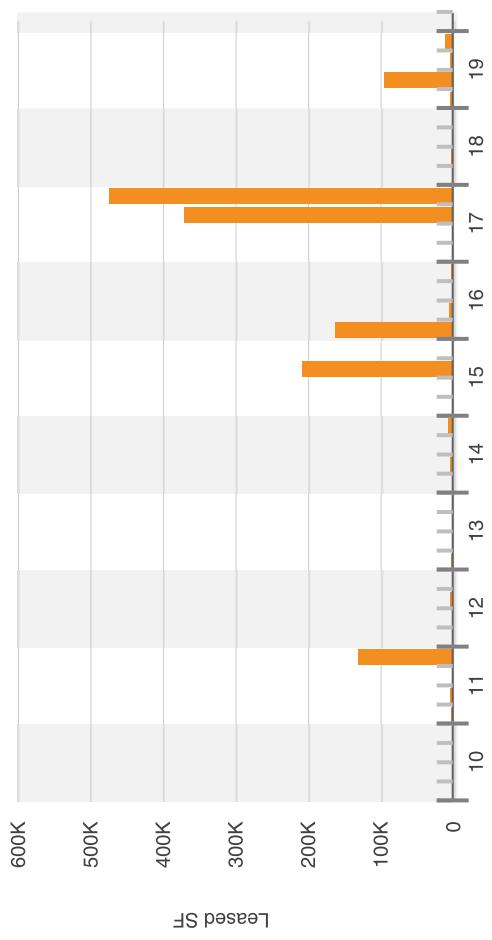


Net Absorption

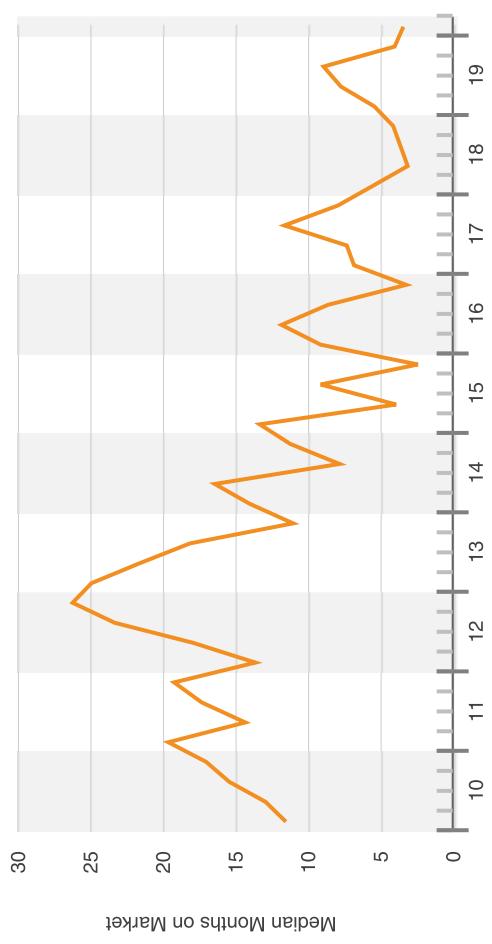


Search Analytics

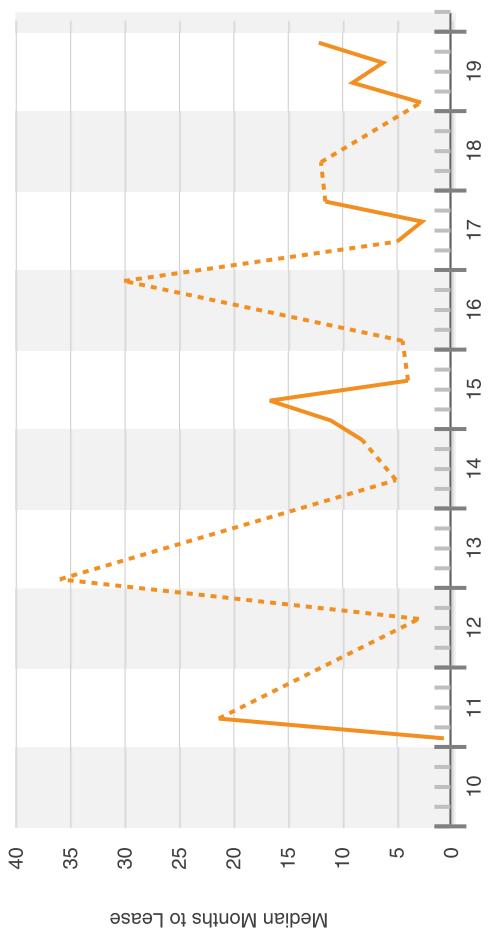
Leasing Activity



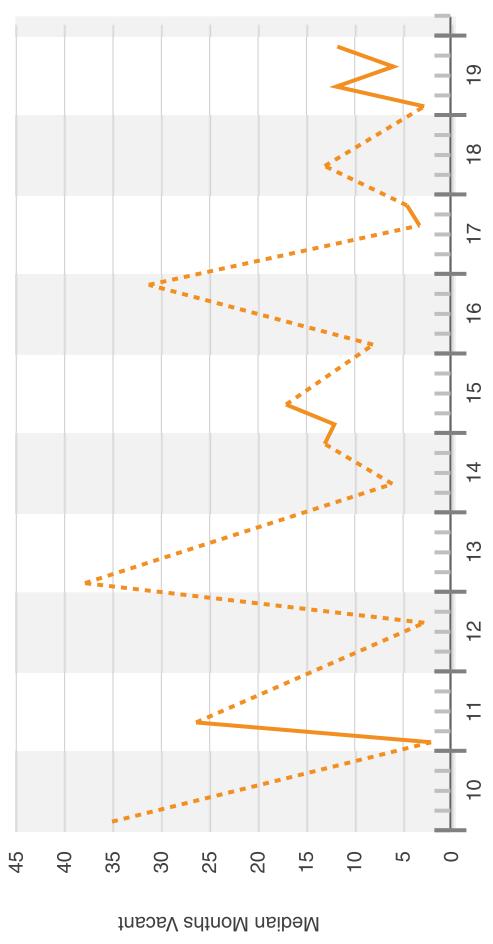
Months On Market



Months To Lease

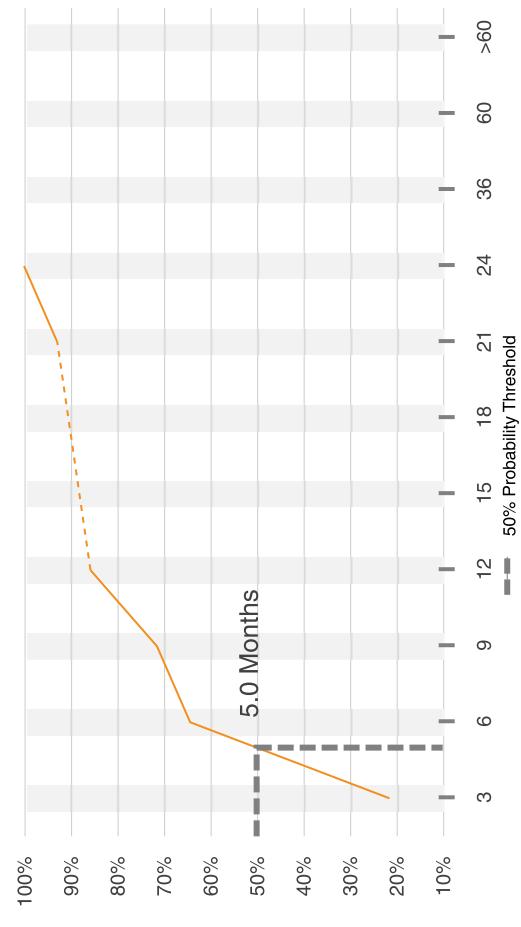


Months Vacant

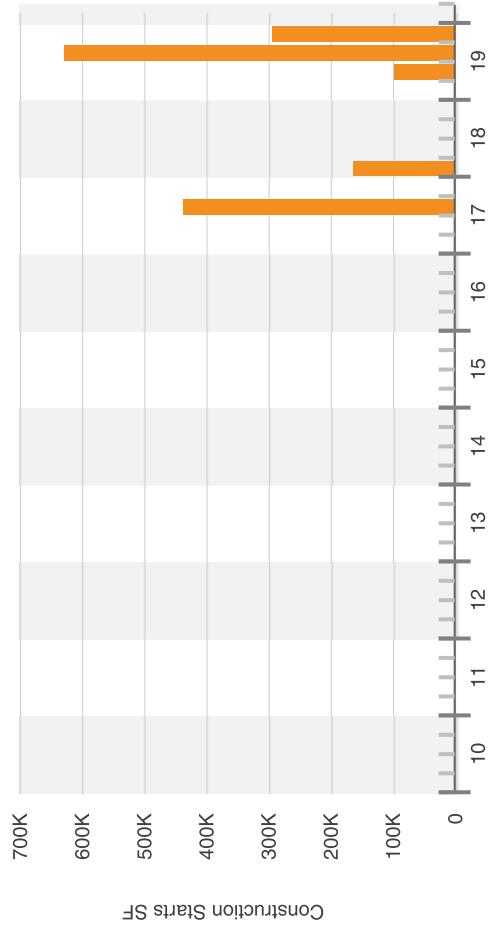


Search Analytics

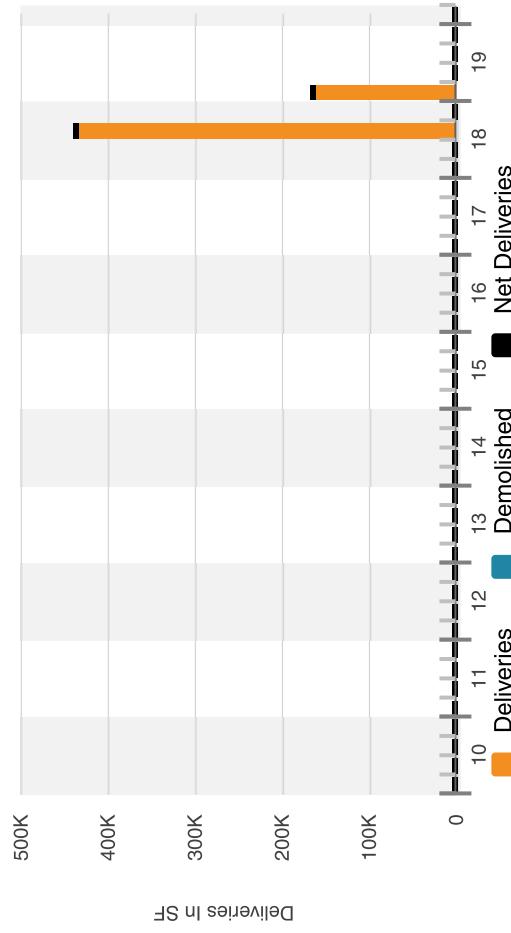
Probability Of Leasing In Months



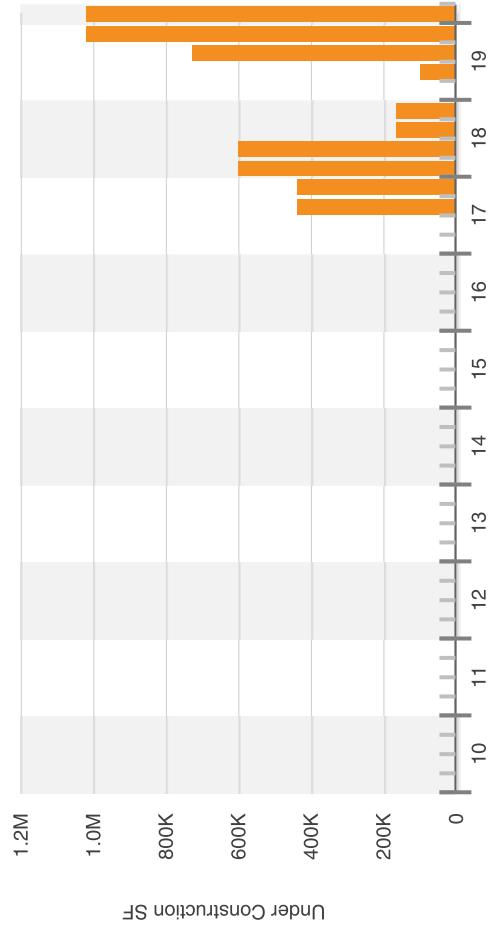
Construction Starts



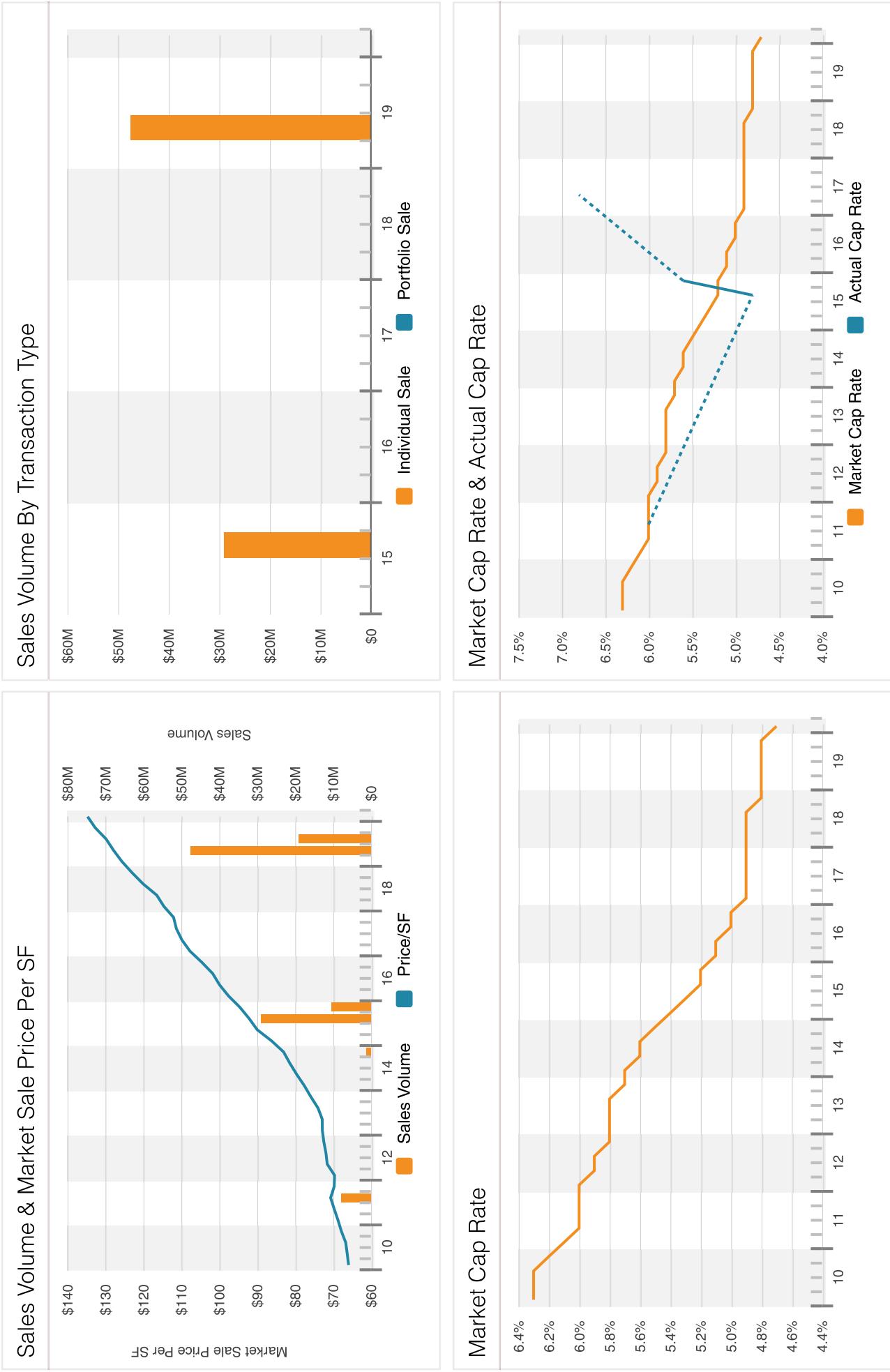
Deliveries & Demolitions



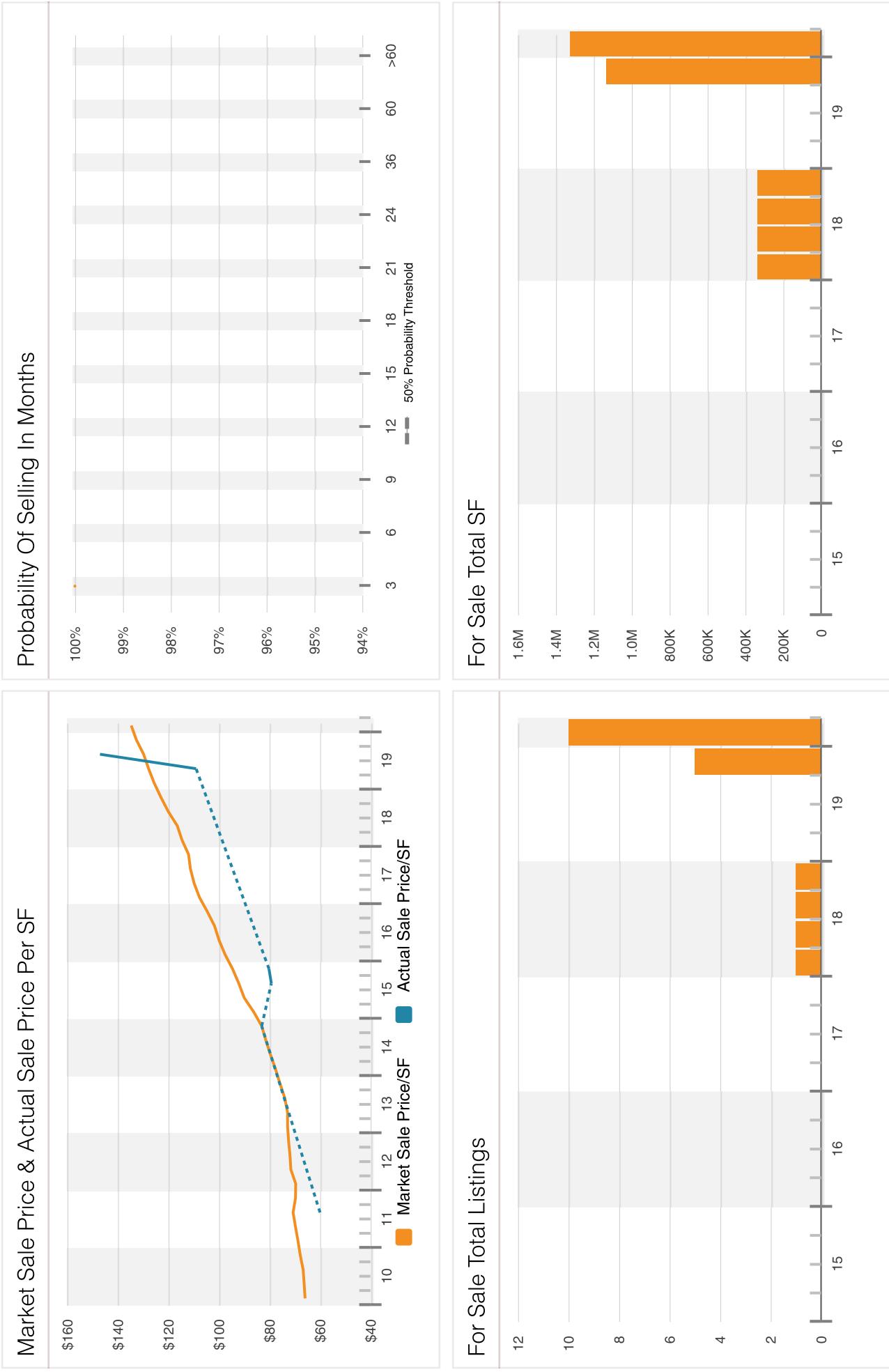
Under Construction



Search Analytics



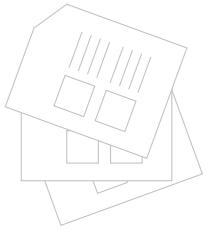
Search Analytics



Search Analytics

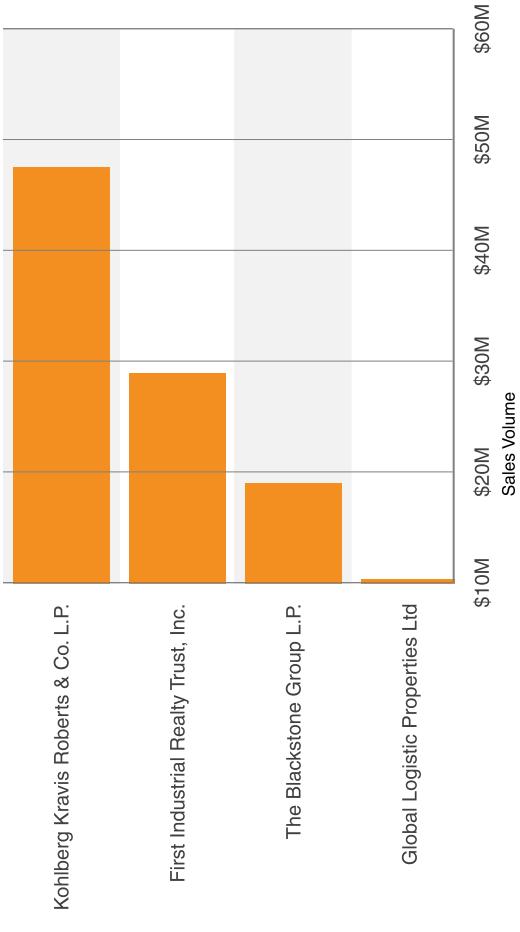
For Sale Asking Price Per SF

No Data Available

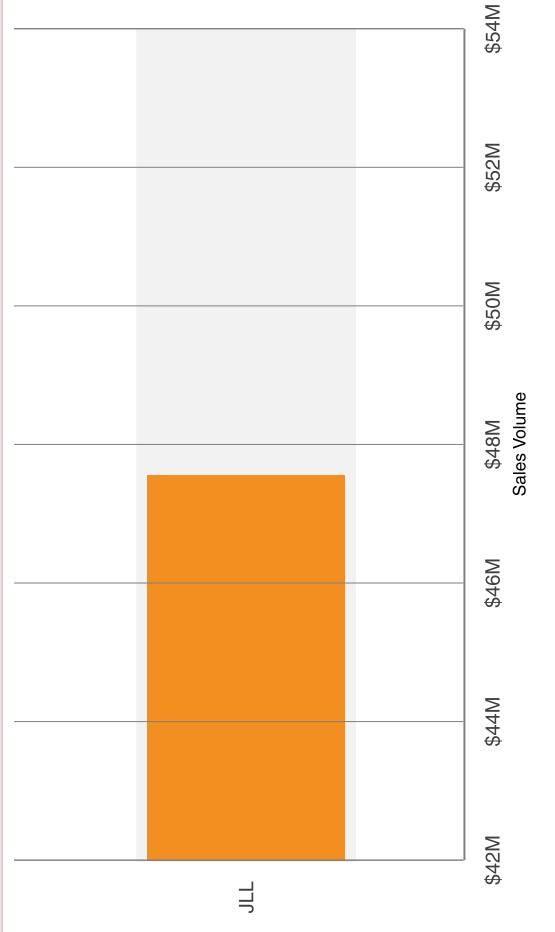


No data available for the past 5 years

Top Buyers



Top Sellers



Sares-Regis Group

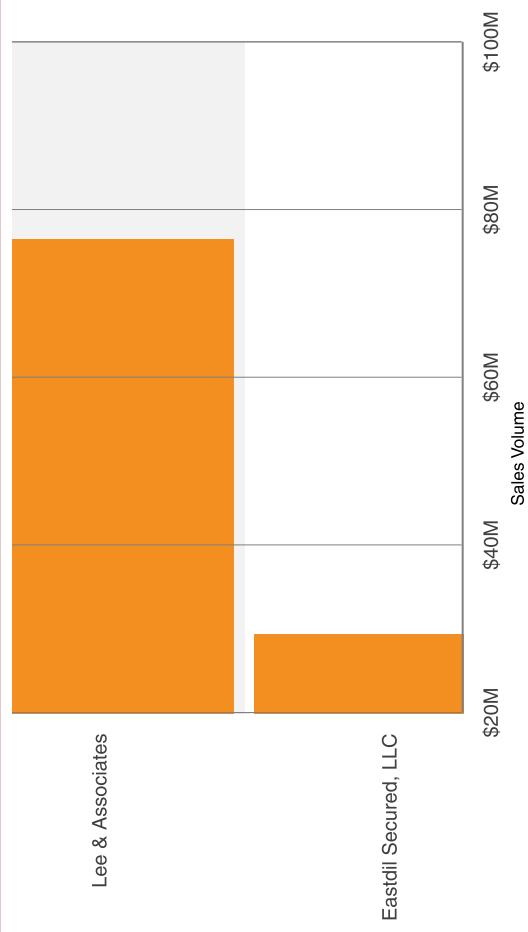
Global Logistic Properties Ltd

Vogel Properties, Inc.

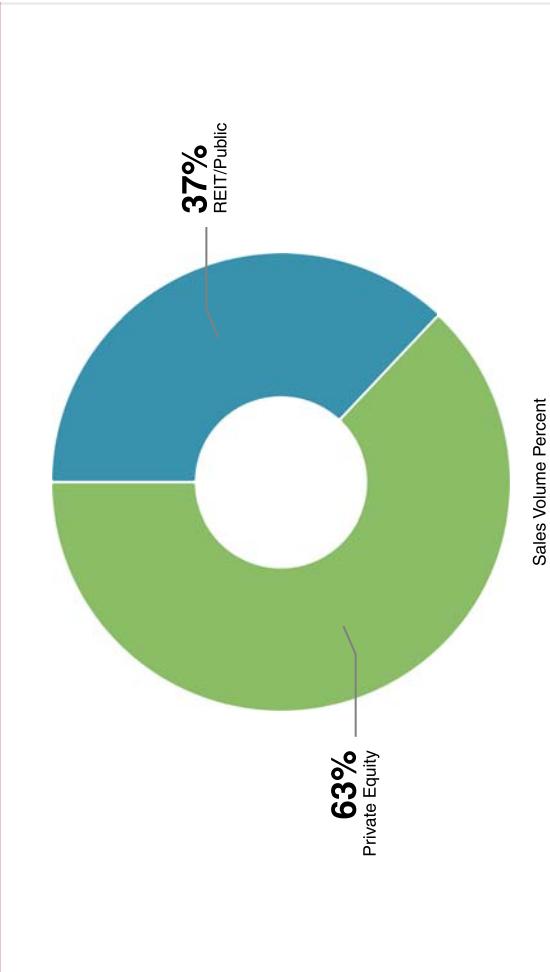
	\$28M	\$32M	\$36M	\$40M	\$44M	\$48M	\$52M	\$42M	\$44M	\$46M	\$48M	\$50M	\$52M	\$54M		
	Sales Volume								Sales Volume							

Search Analytics

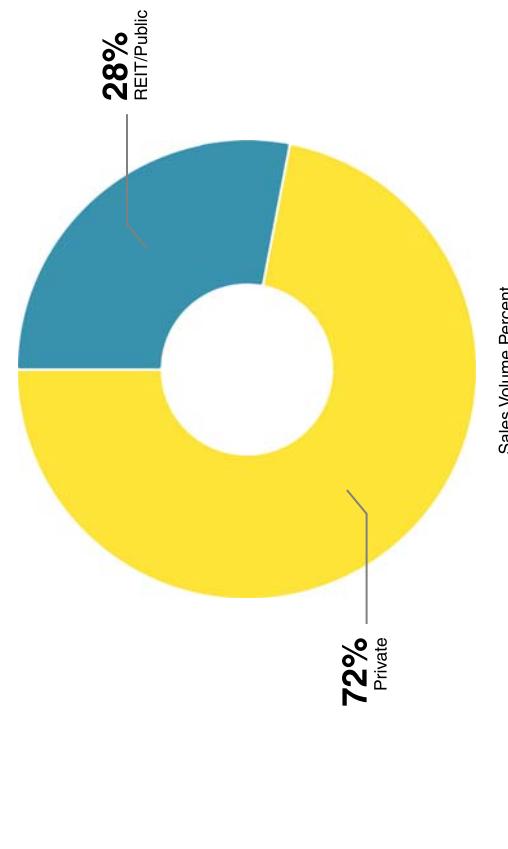
Top Seller Brokers



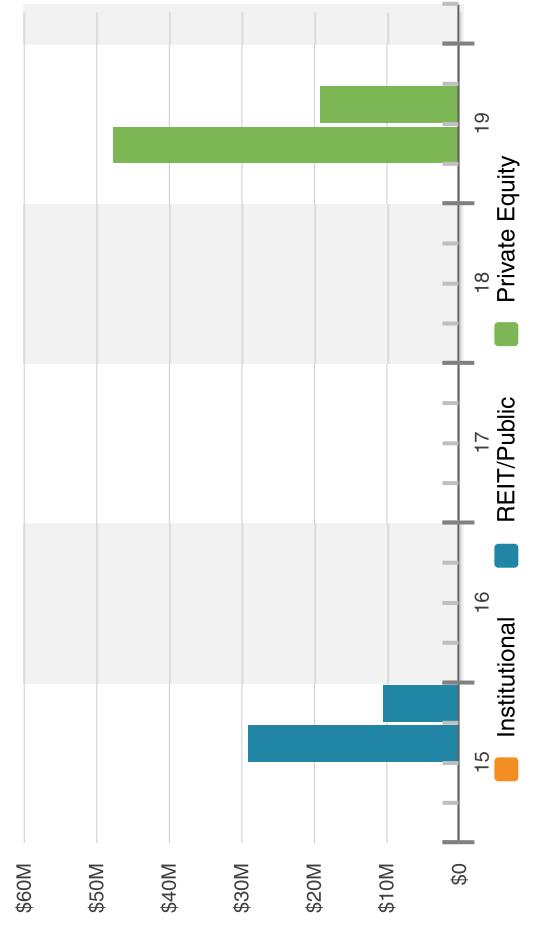
Sale By Buyer Type



Sale By Seller Type

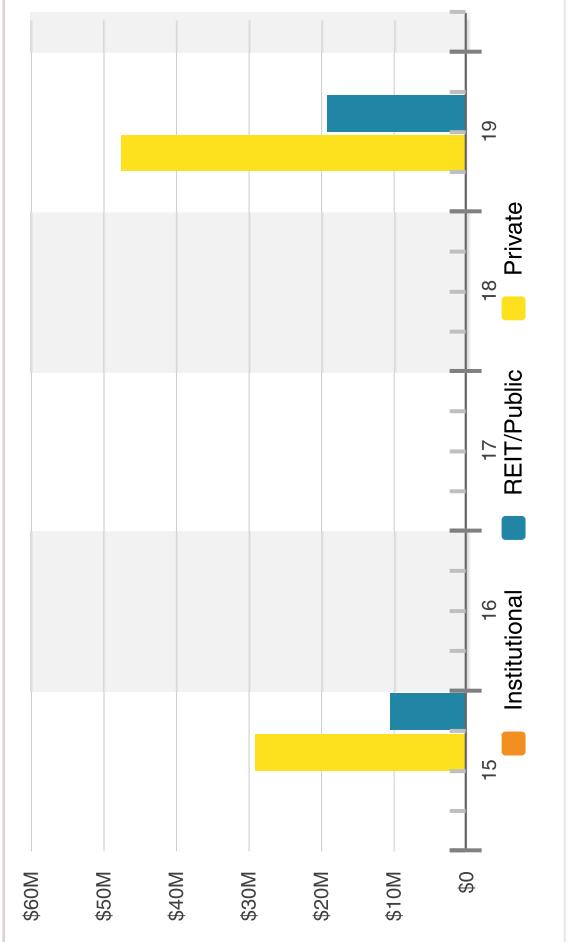


Sales Volume By Buyer Type

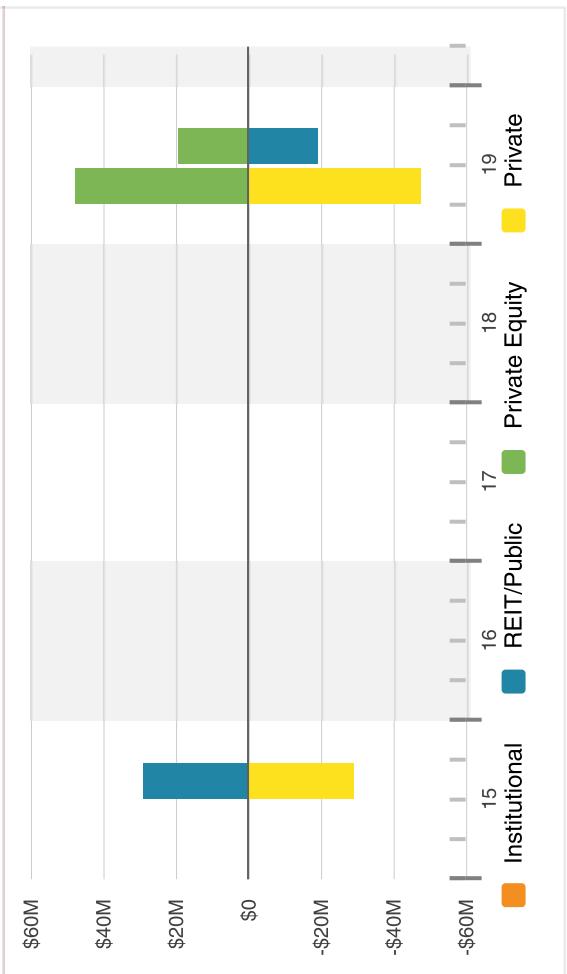


Search Analytics

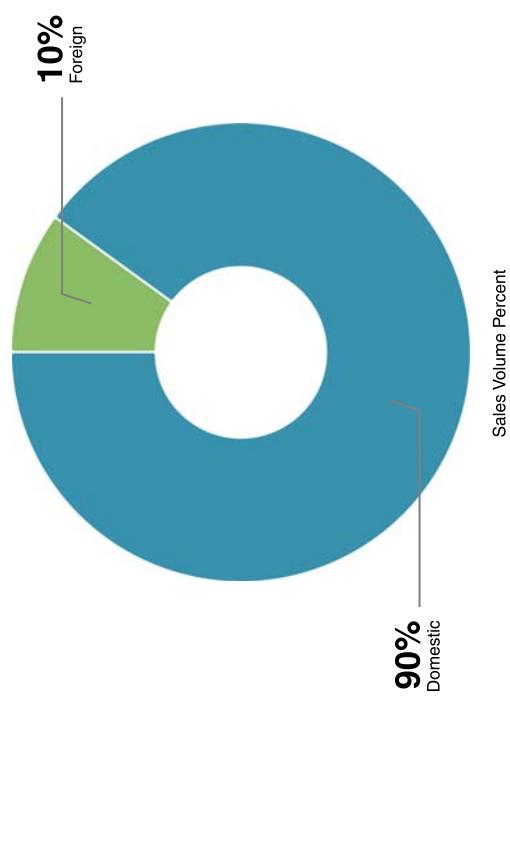
Sales Volume By Seller Type



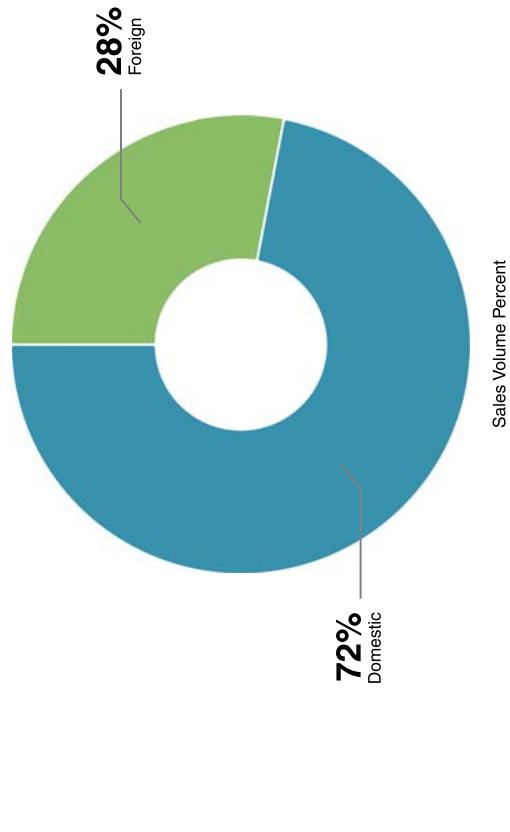
Net Buying & Selling By Investor Type



Sales Volume By Buyer Origin

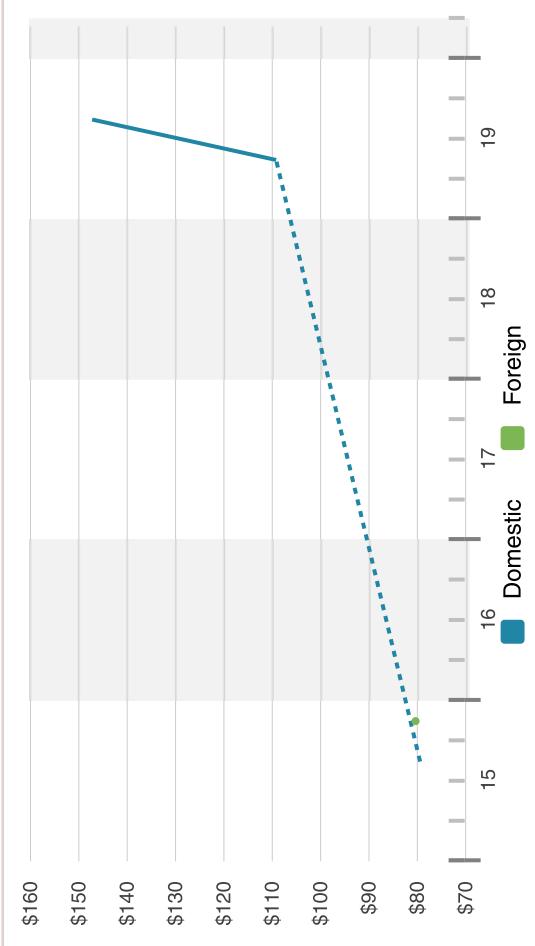


Sales Volume By Seller Origin

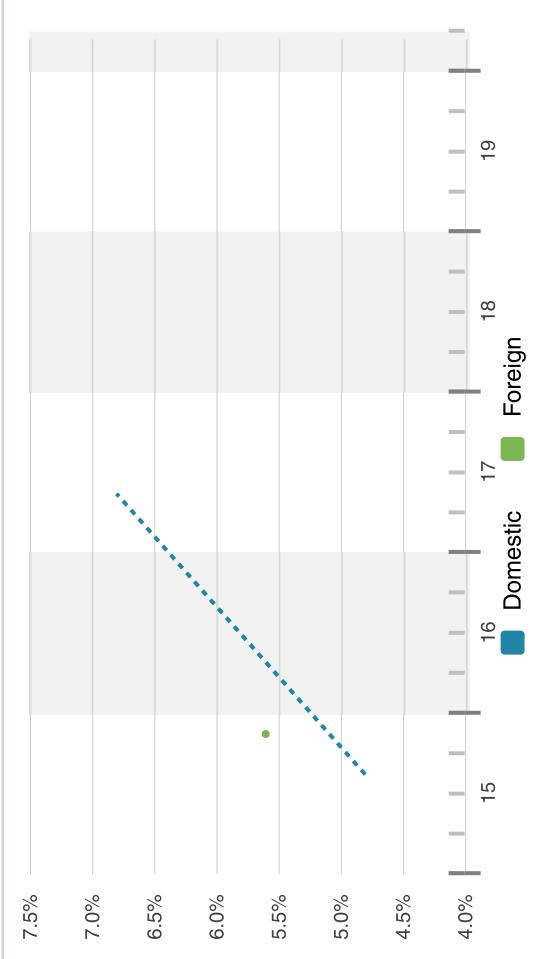


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Average Price Per SF By Buyer Origin



Average Cap Rate By Buyer Origin



Search Analytics

MORENO VALLEY RETAIL MARKET

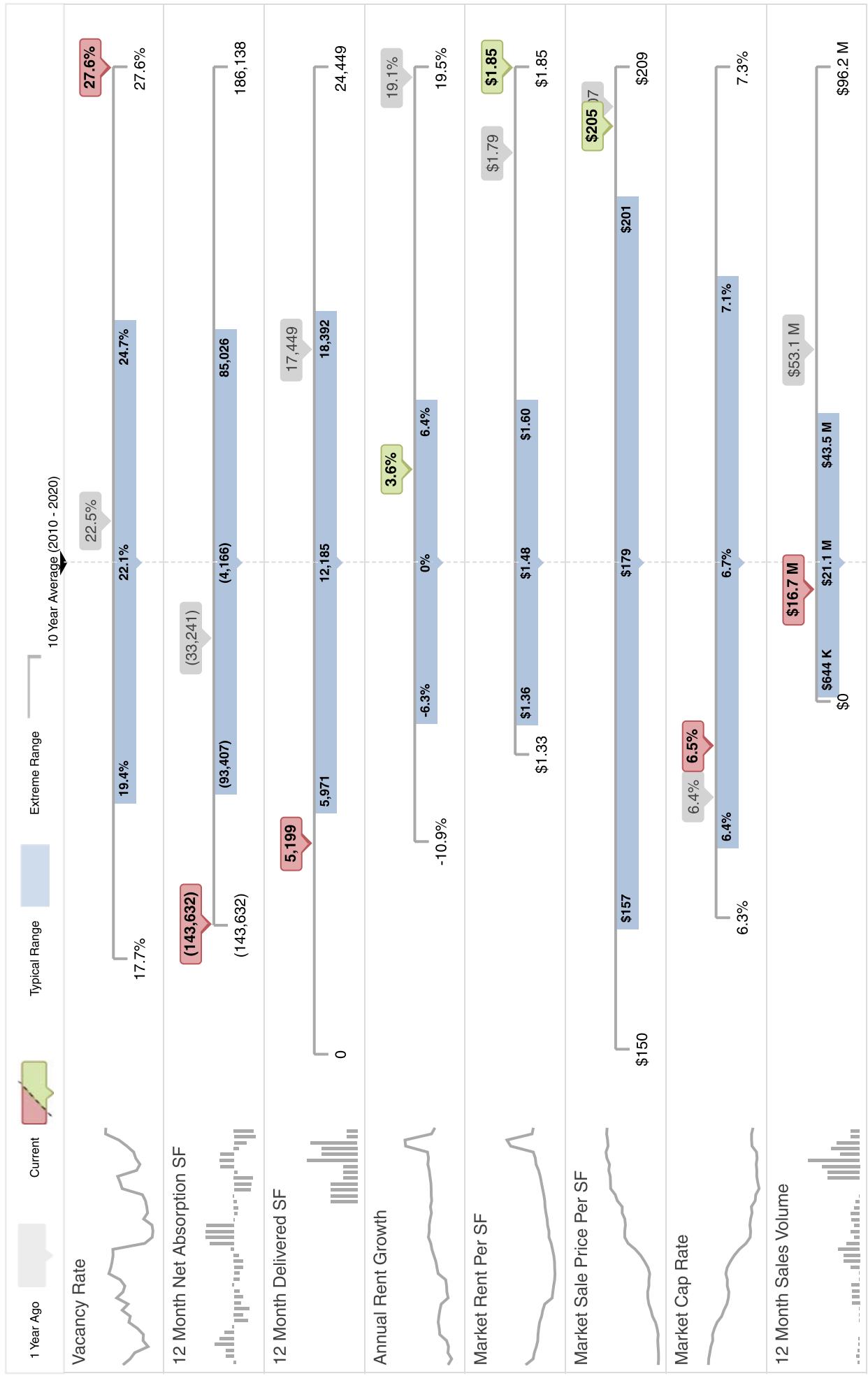
INVENTORY SF 2.5 M +0.2%	UNDER CONSTRUCTION SF (144 K) -100%	12 MO NET ABSORPTION SF 27.6% -422.5% Prior Period 44.5 K	VACANCY RATE \$1.85 +5.9% Prior Period 21.7%	MARKET RENT/SF \$205 +13.0% Prior Period \$1.64	MARKET SALE PRICE/SF -1.3% Prior Period \$208	MARKET CAP RATE 6.5% +0.1% Prior Period 6.4%
---------------------------------------	--	---	--	---	--	--

Key Metrics

Availability		Inventory		Demand	
Sales Past Year		Sales Past Year		Sales Past Year	
Vacant SF 0 Prior Period 5.2 K	Sublet SF 0 Prior Period 2.5 M	Existing Buildings 700 K ↑	Under Construction Avg SF 72 K ↓	12 Mo Demolished SF - 0 ↓	12 Mo Occupancy % at Delivery 90.4% ↑
Availability Rate 27.6% Prior Period 21.7%	Available SF 37.9% ↑	963 K ↑	12 Mo Construction Starts SF \$1.60 ↑	12 Mo Delivered SF 72.4% ↓	12 Mo Avg Delivered SF 76.4% ↓
Available Asking Rent/SF \$1.85 +13.0% Prior Period \$1.64	Occupancy Rate 6.5% +0.1% Prior Period 6.4%	Percent Leased Rate 6.5% +0.1% Prior Period 6.4%	Asking Price Per SF - -	Sale to Asking Price Differential \$16.7 M ↓	12 Mo Net Absorp % of Inventory -5.7% ↓
Properties Sold 3 ↑	Months to Sale 3.9 ↓	For Sale Listings 3 ↑	Sales Volume 89.1 K ↓	Months on Market 13.8 ↓	Months to Lease 19.9 ↑
Months to Vacant 81.2 K ↑	Total For Sale SF 24 Mo Lease Renewal Rate 13.2% 6.7% Page 1	Total For Sale SF 24 Mo Lease Renewal Rate 13.2% 6.7% Page 1	Total For Sale SF 24 Mo Lease Renewal Rate 13.2% 6.7% Page 1	Total For Sale SF 24 Mo Lease Renewal Rate 13.2% 6.7% Page 1	Total For Sale SF 24 Mo Lease Renewal Rate 13.2% 6.7% Page 1

Search Analytics

Key Performance Indicators



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02/03/2020

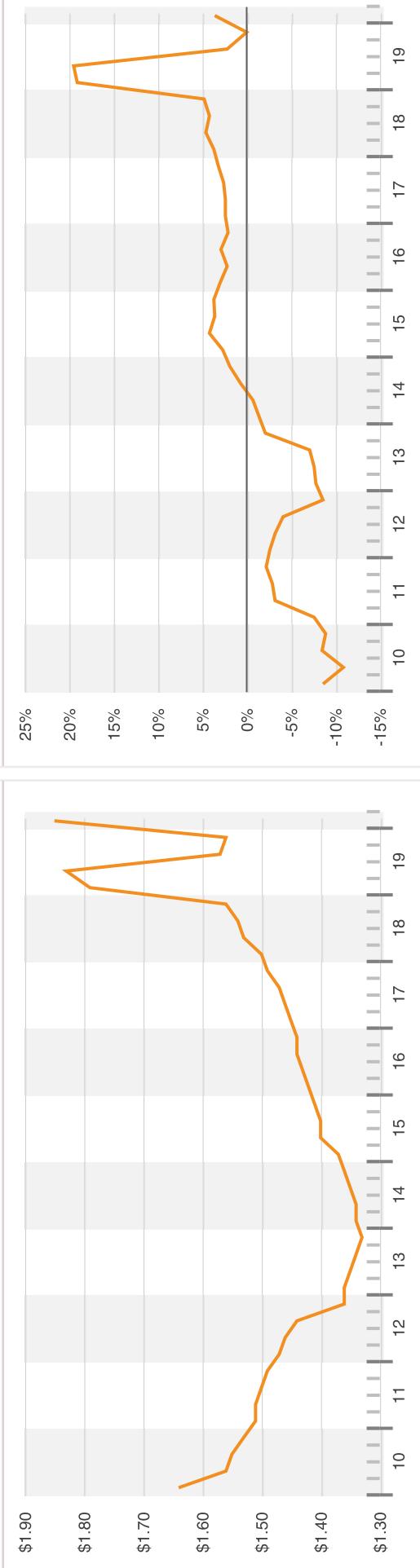
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Page 2

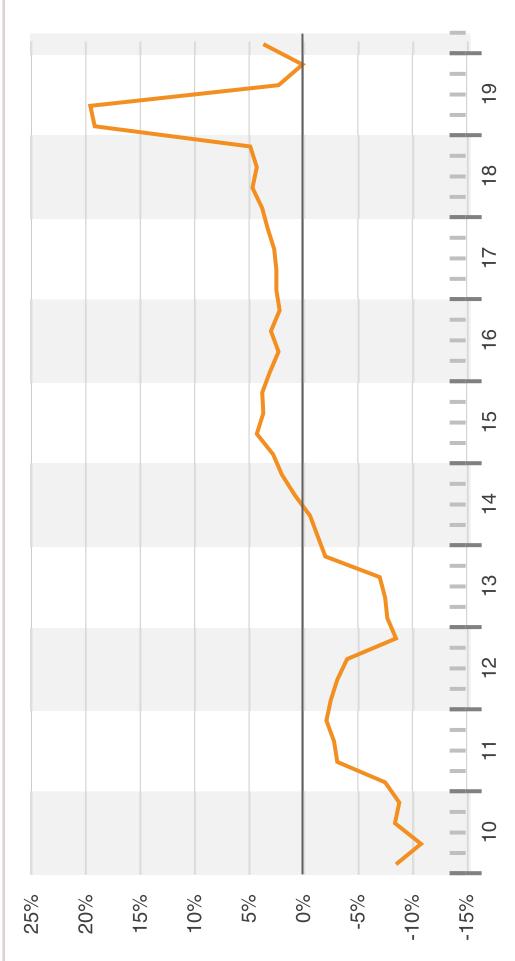


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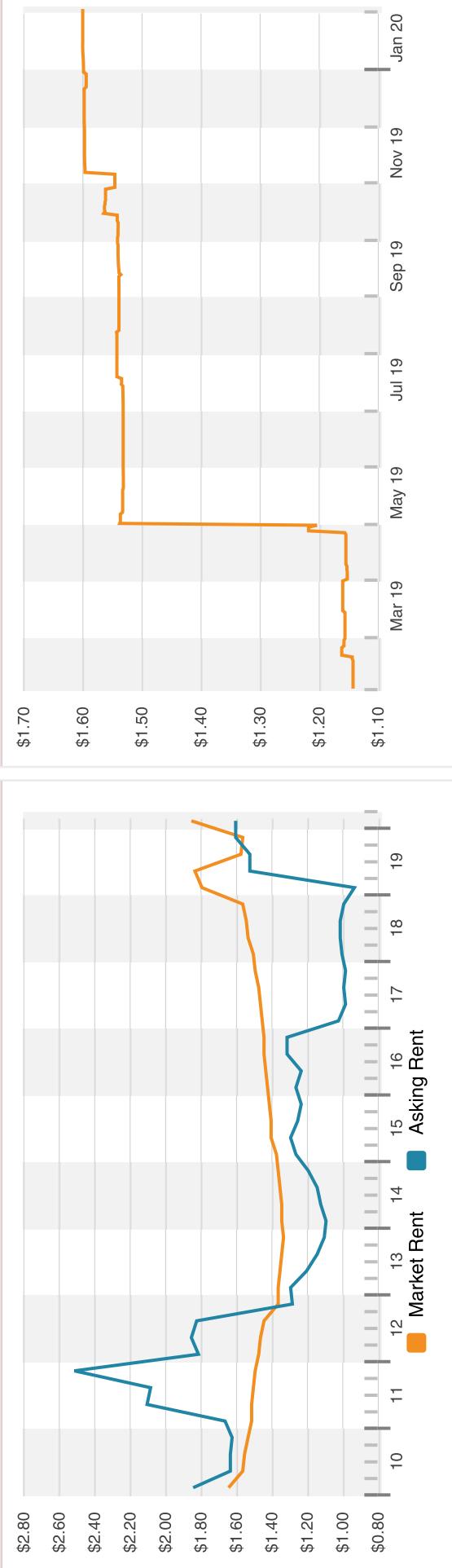
Market Rent Per SF



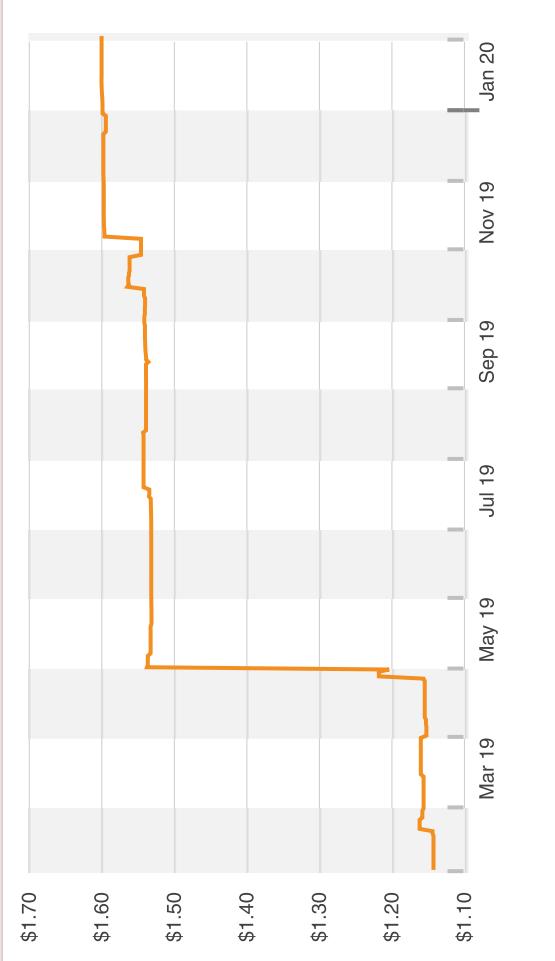
Market Rent Growth (YOY)



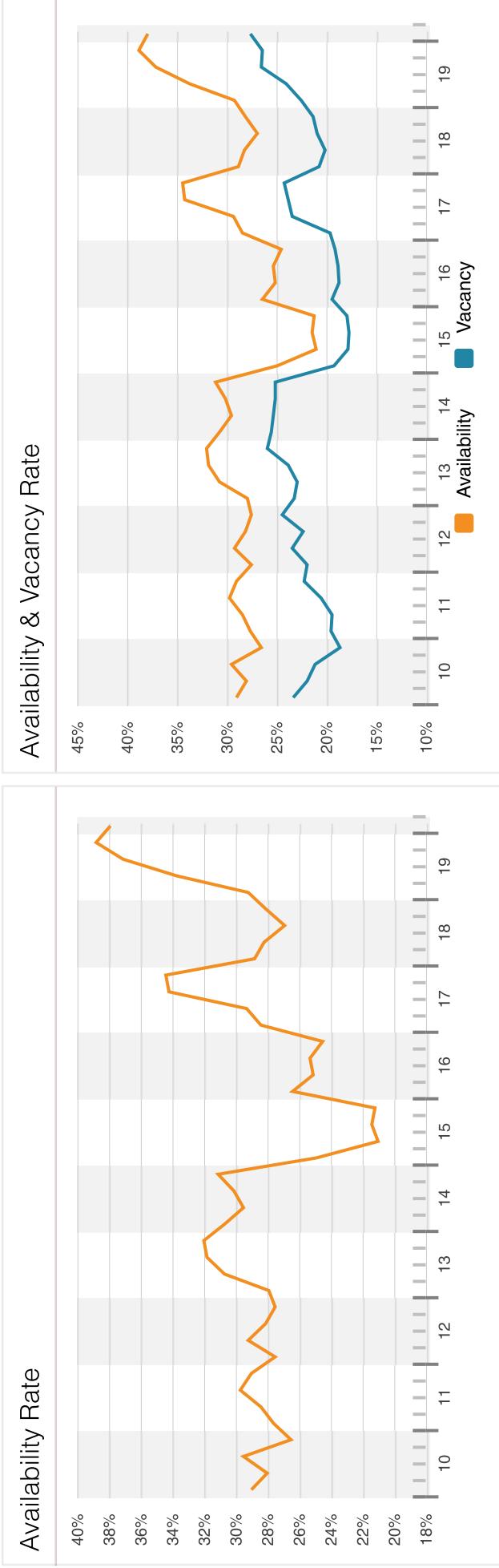
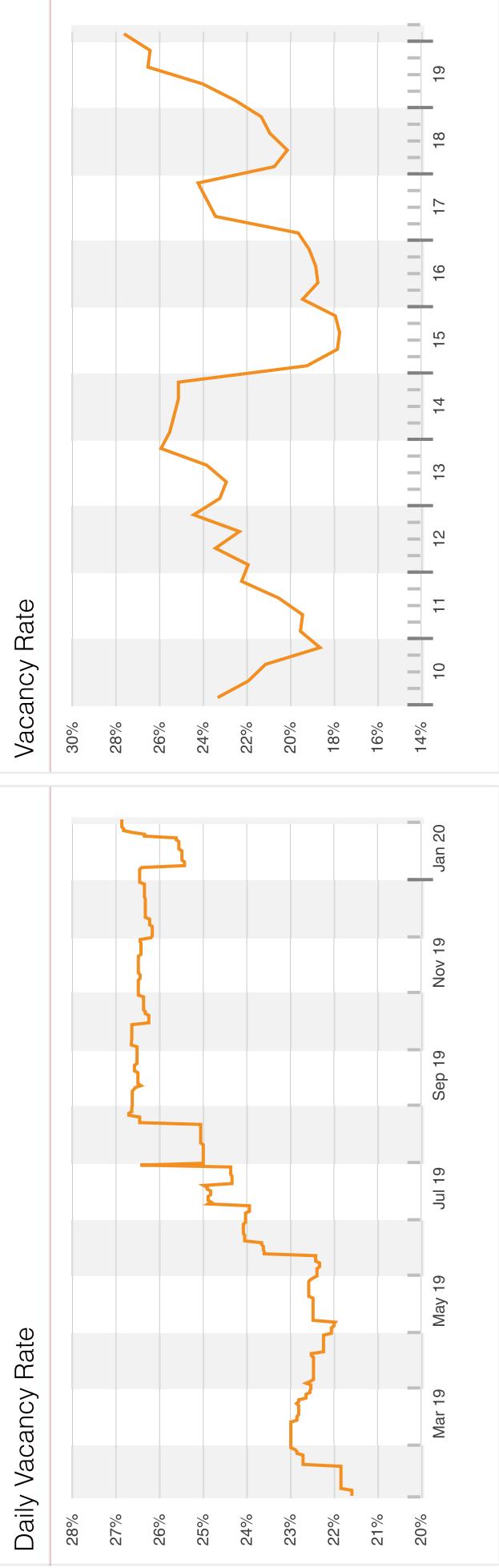
Market Rent & Asking Rent Per SF



Daily Asking Rent Per SF

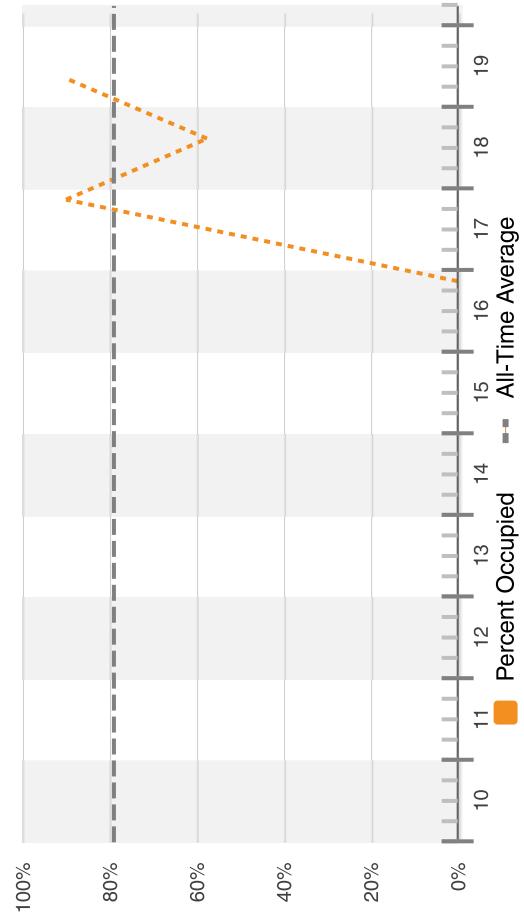


Search Analytics

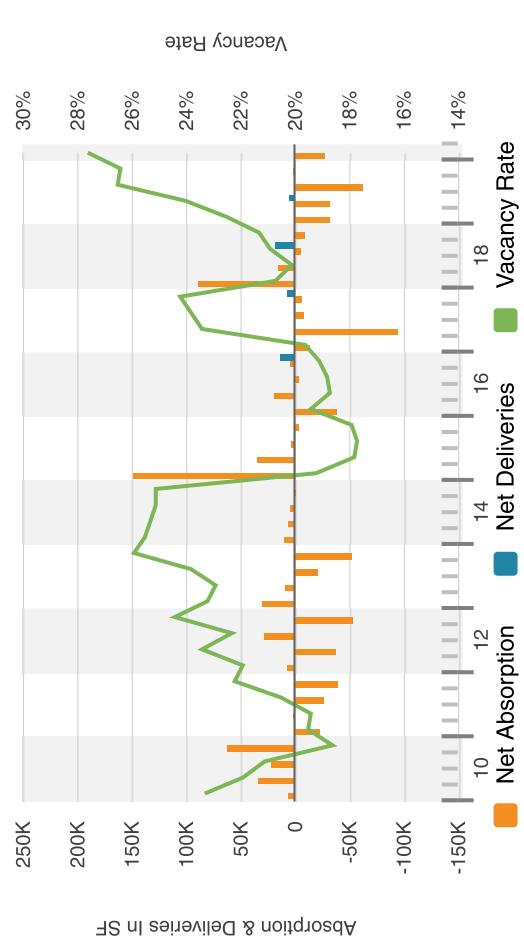


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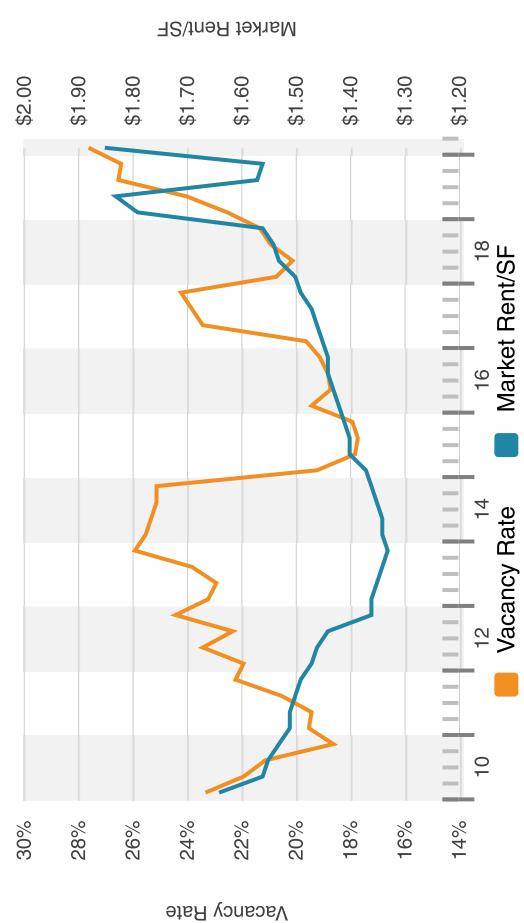
Occupancy At Delivery



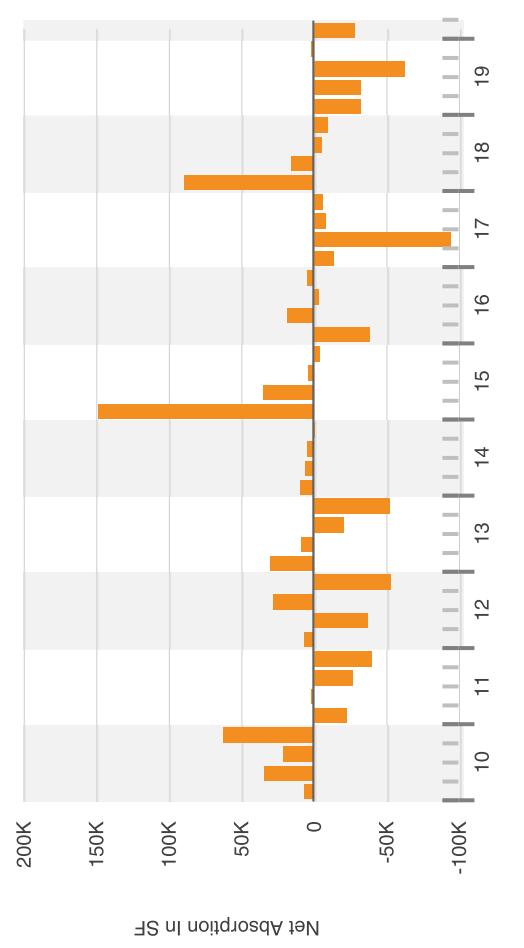
Net Absorption, Net Deliveries & Vacancy



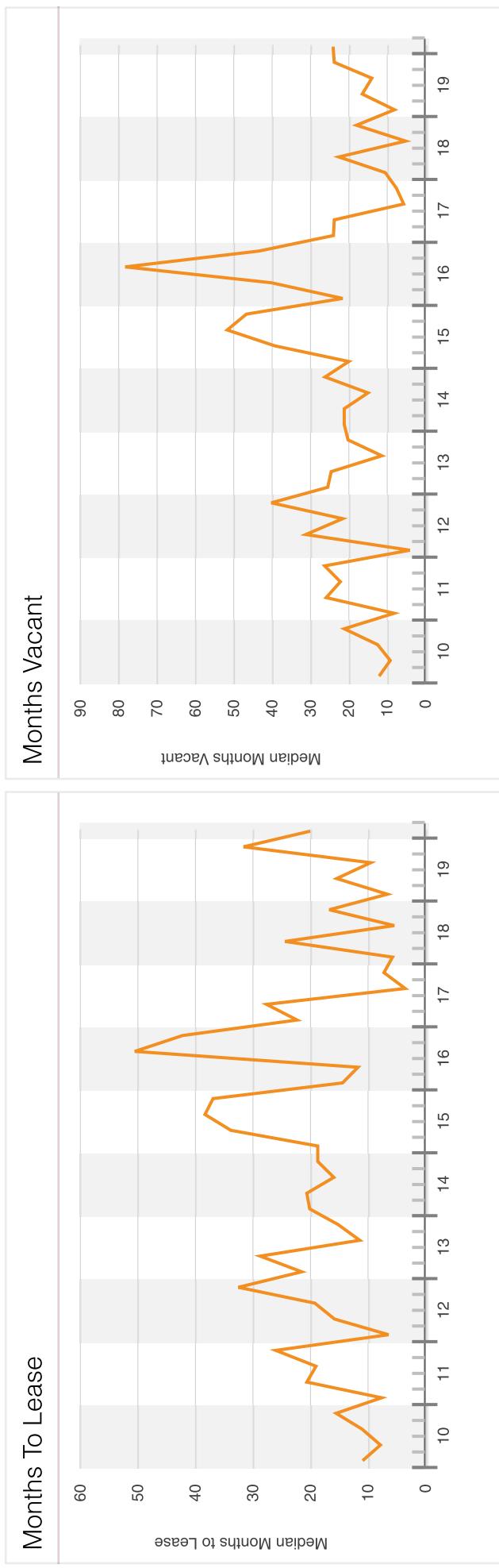
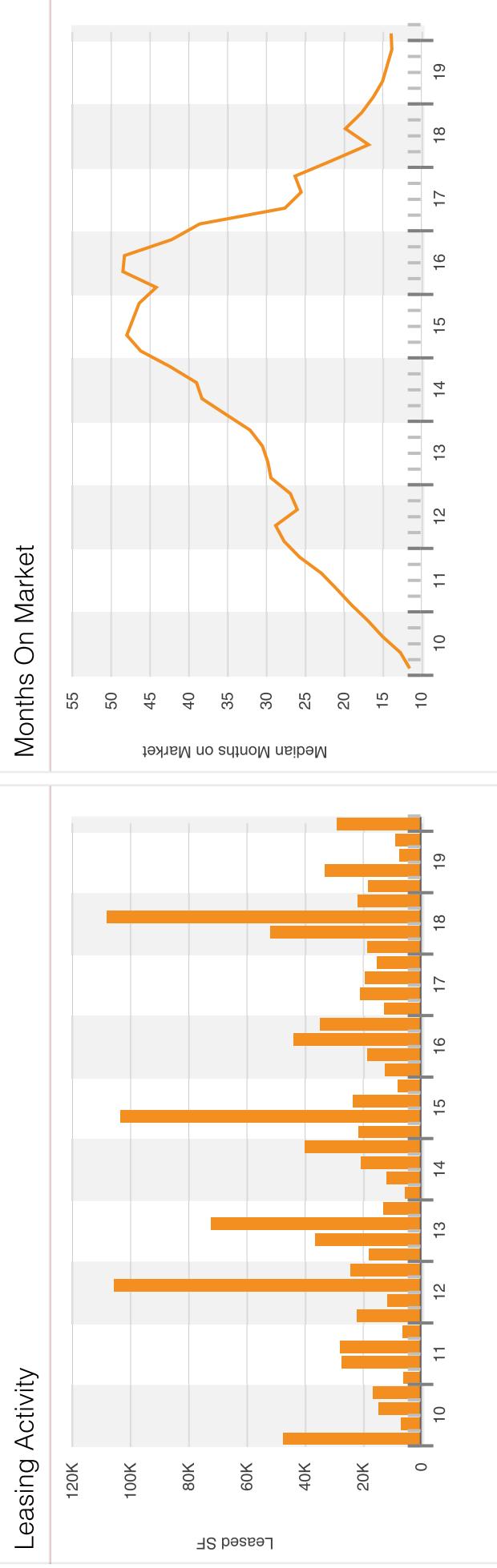
Vacancy & Market Rent Per SF



Net Absorption

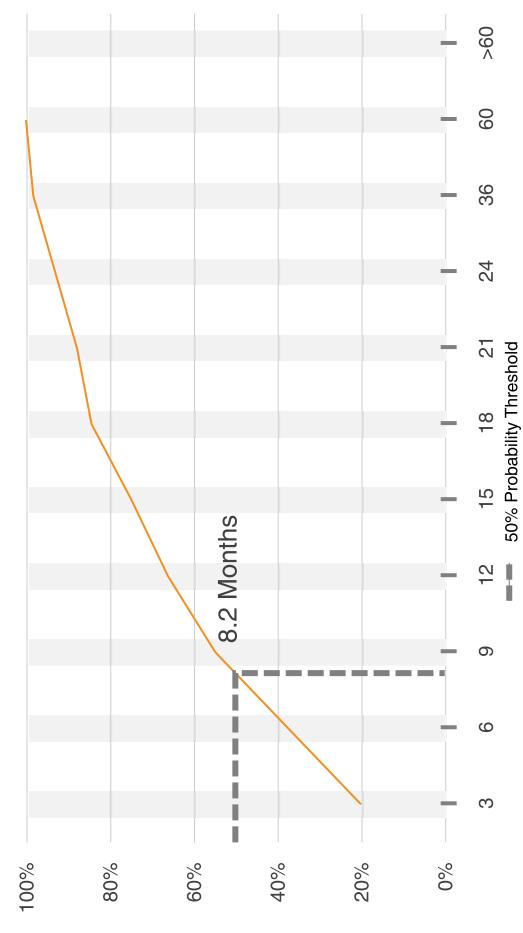


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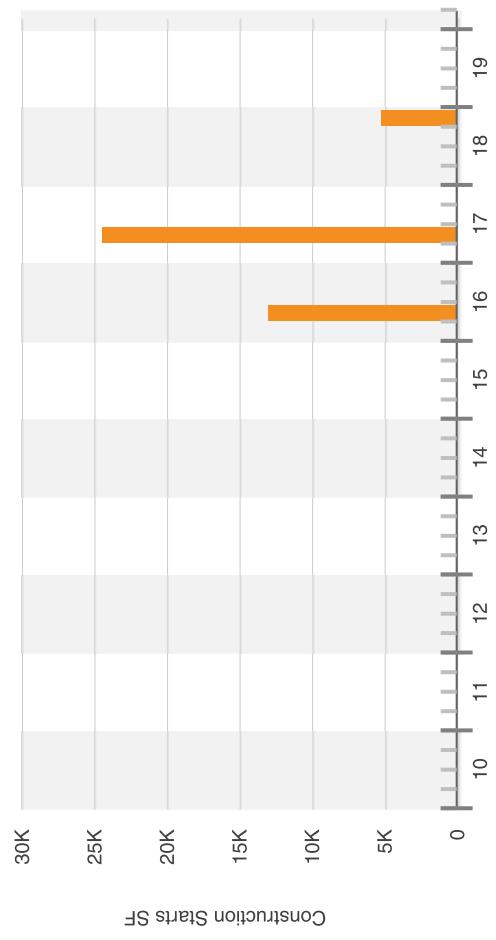


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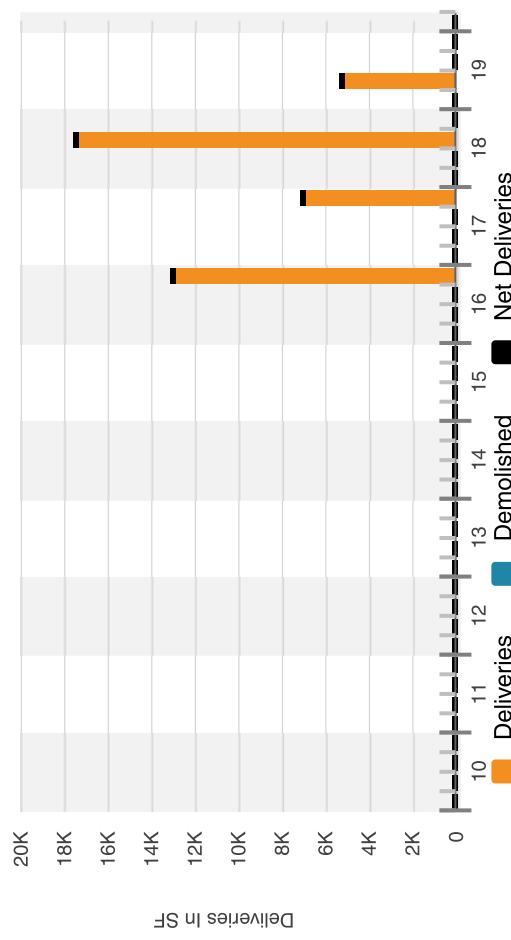
Probability Of Leasing In Months



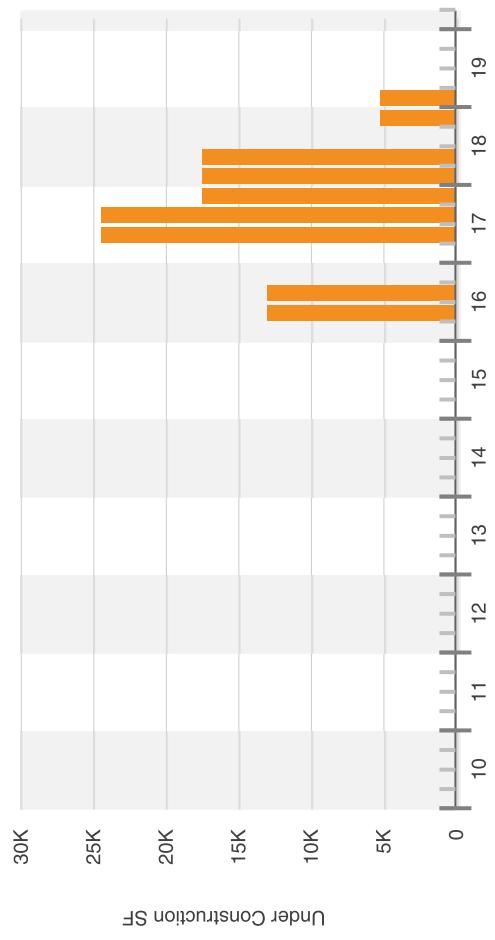
Construction Starts



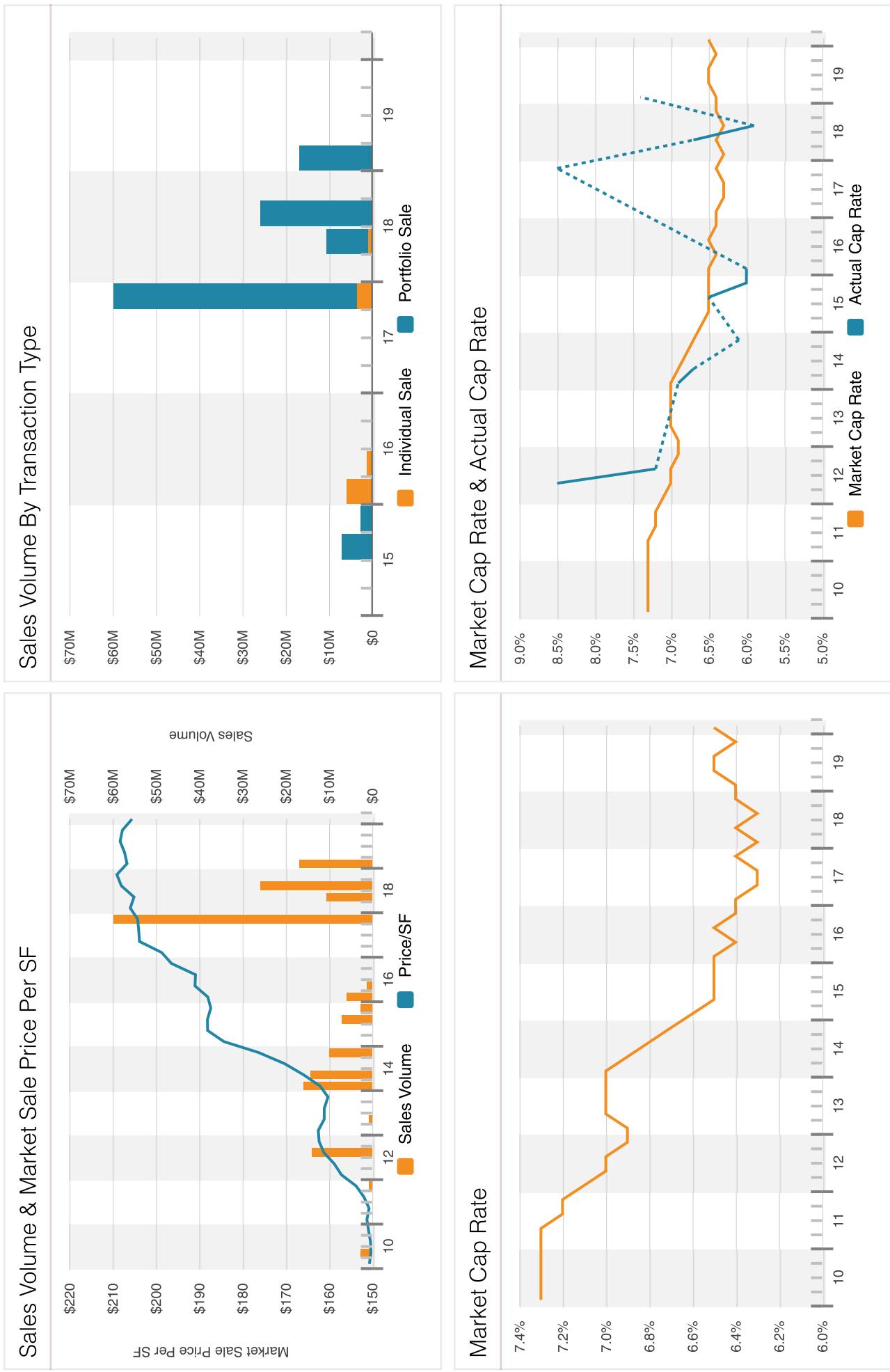
Deliveries & Demolitions



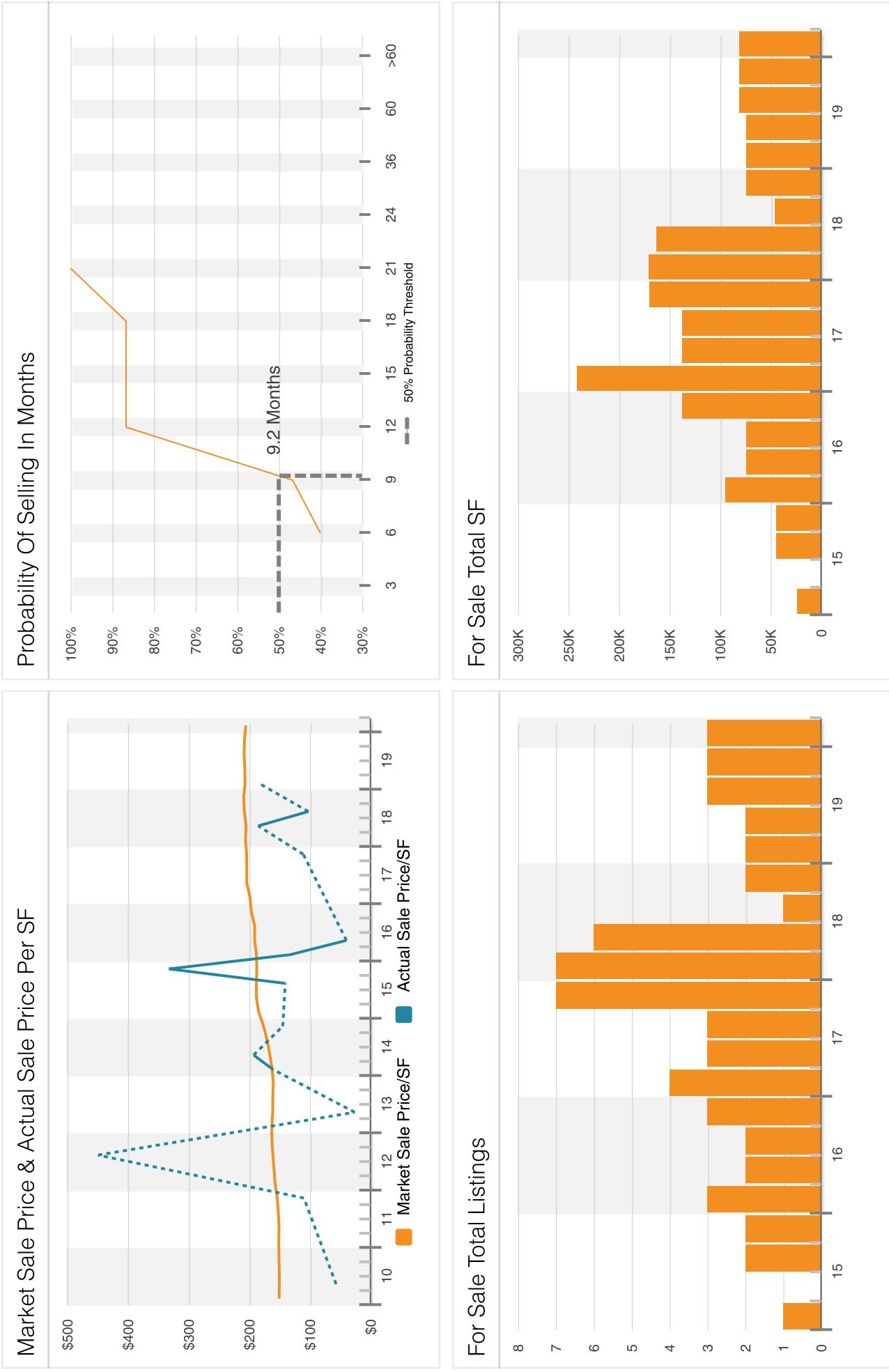
Under Construction



Search Analytics

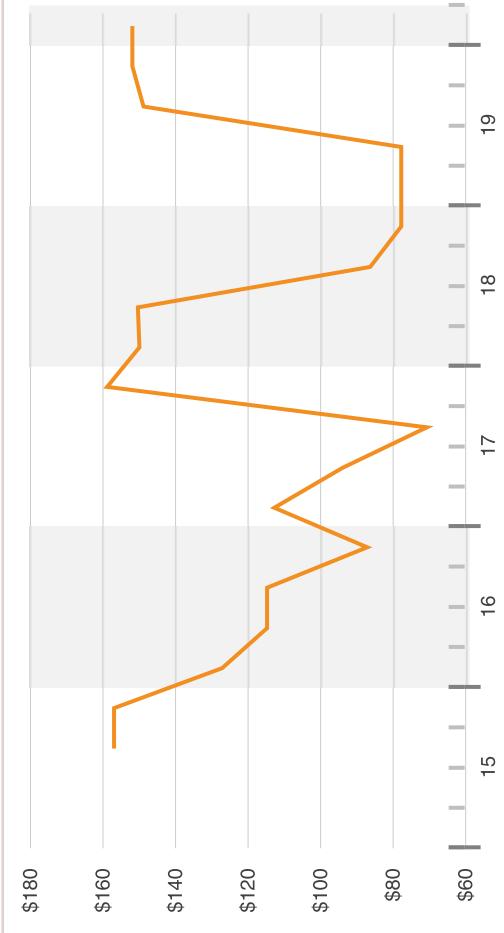


Search Analytics

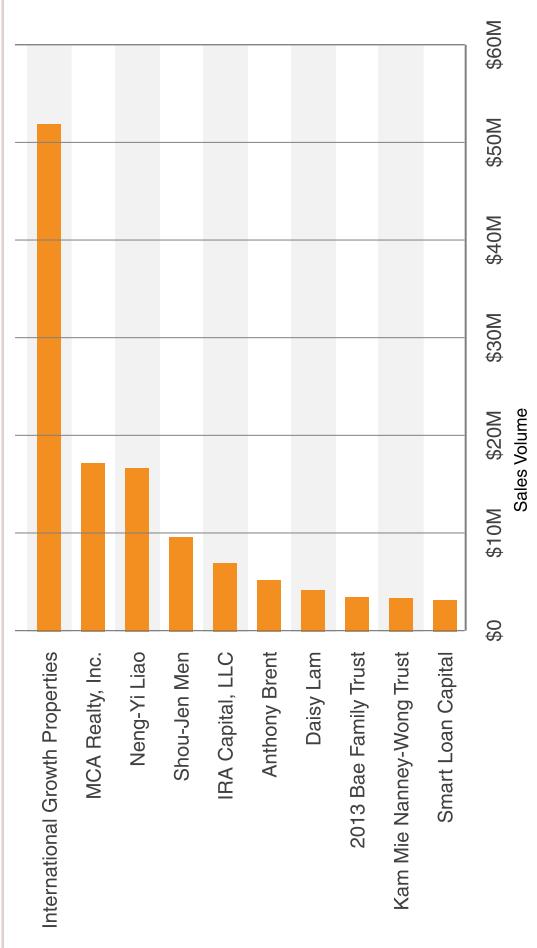


Search Analytics

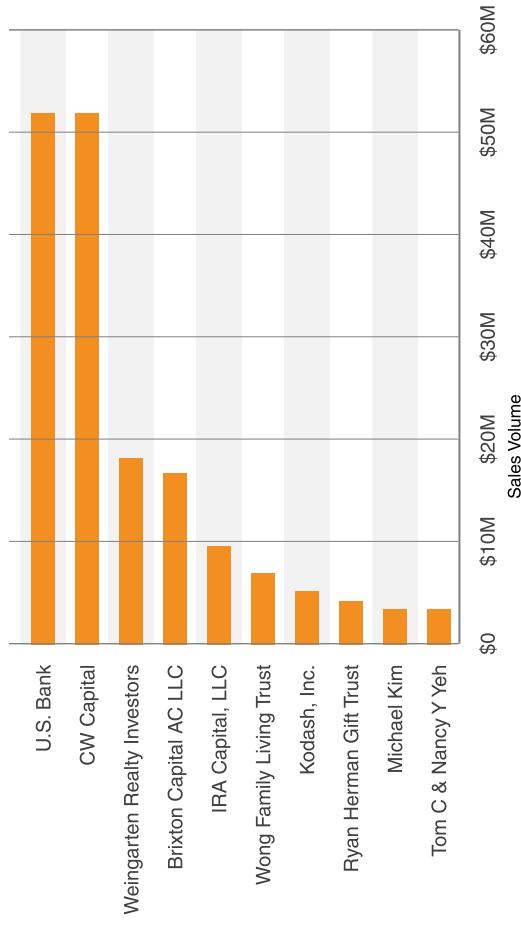
For Sale Asking Price Per SF



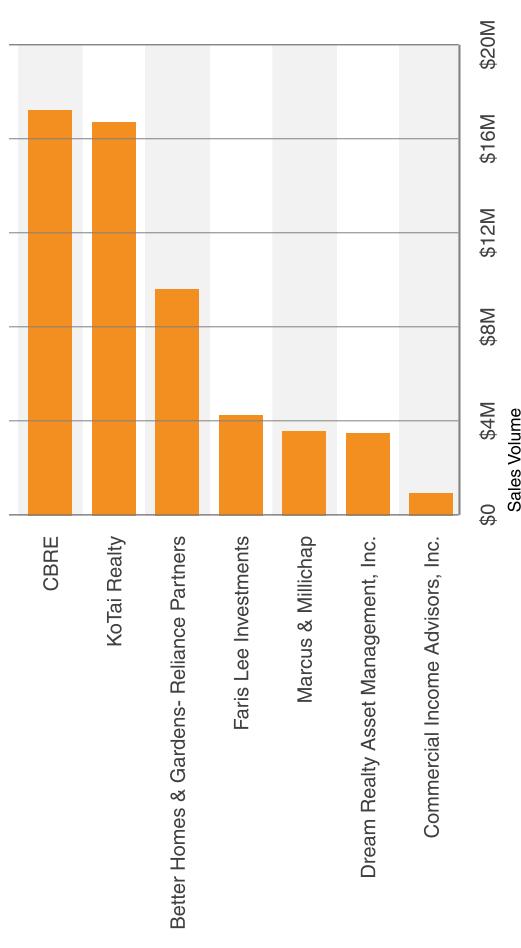
Top Buyers



Top Sellers

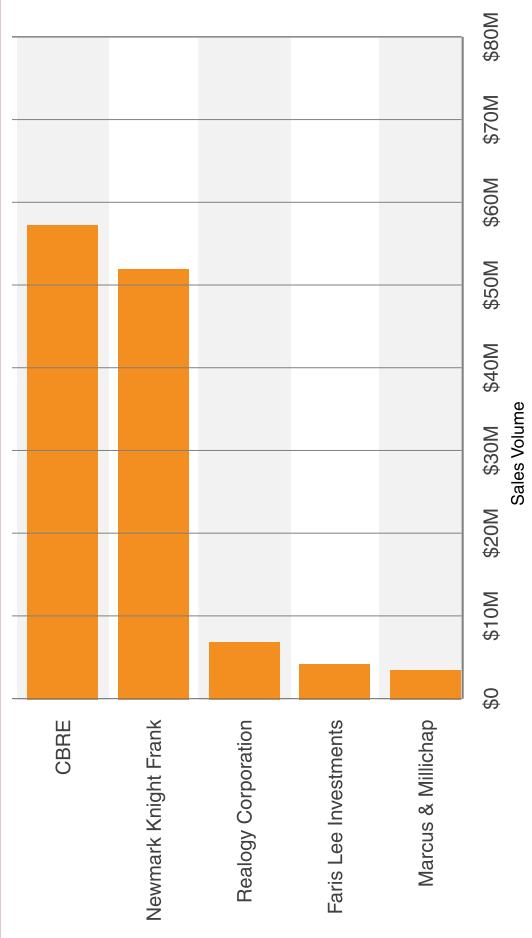


Top Buyer Brokers

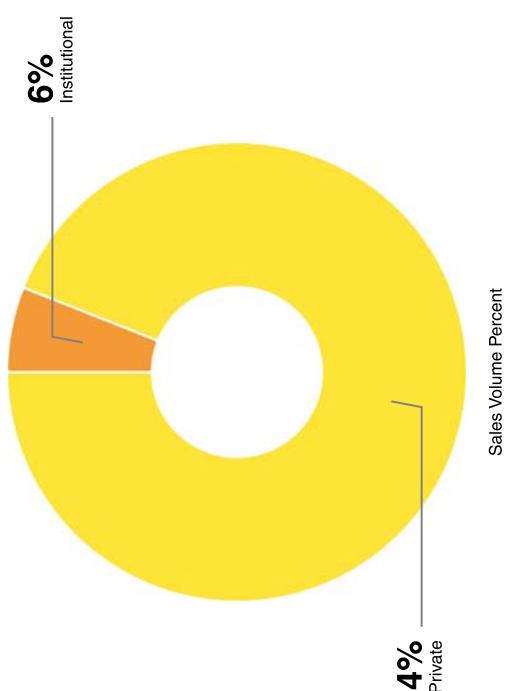


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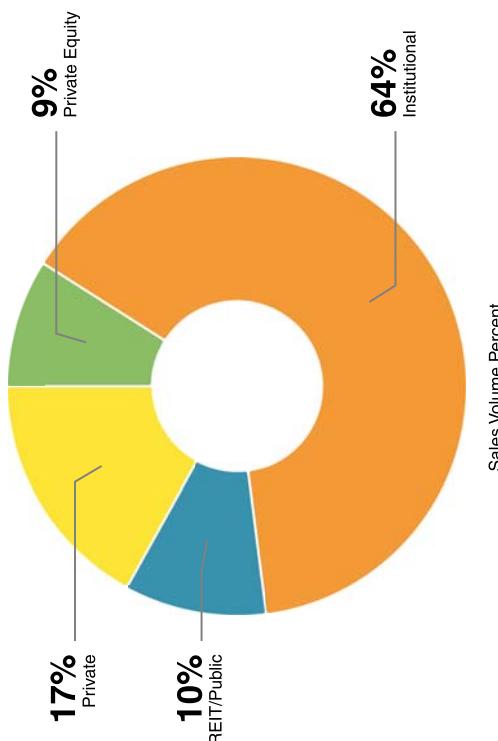
Top Seller Brokers



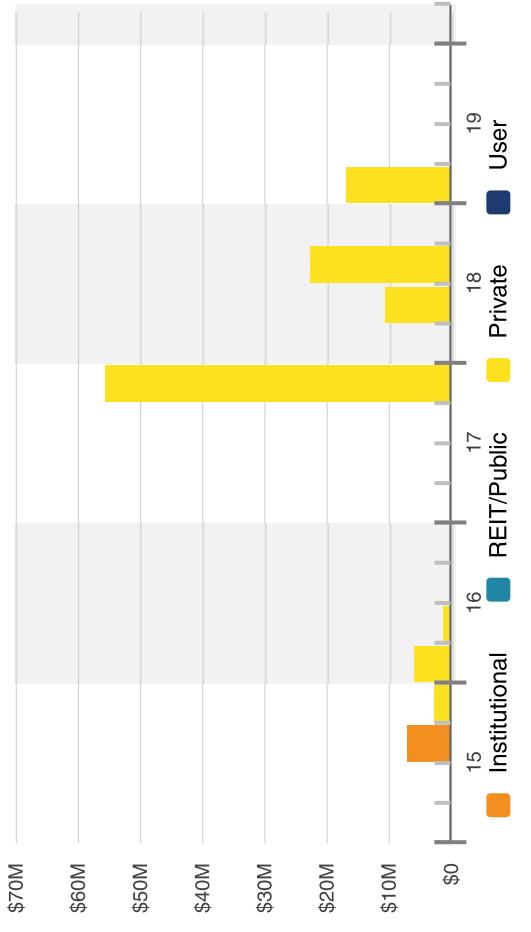
Sale By Buyer Type



Sale By Seller Type

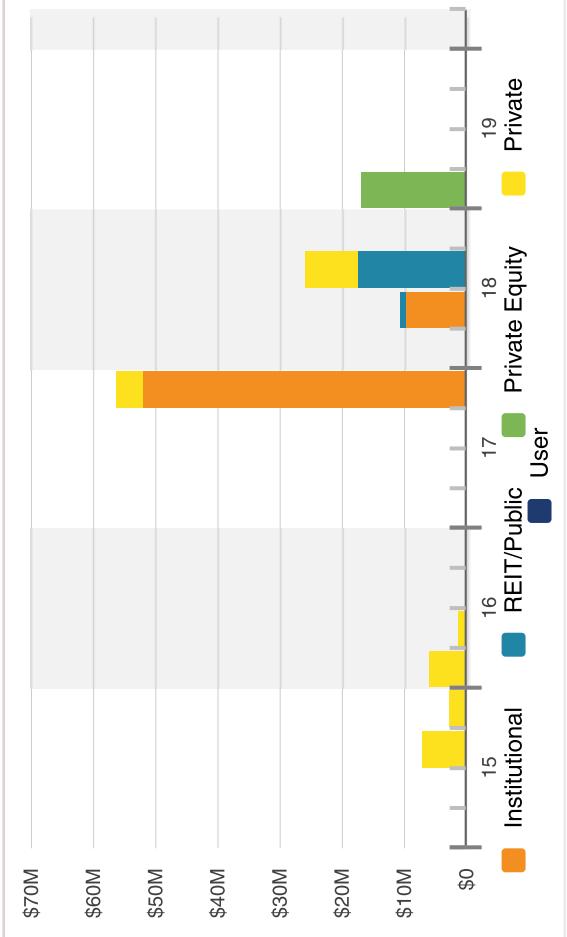


Sales Volume By Buyer Type

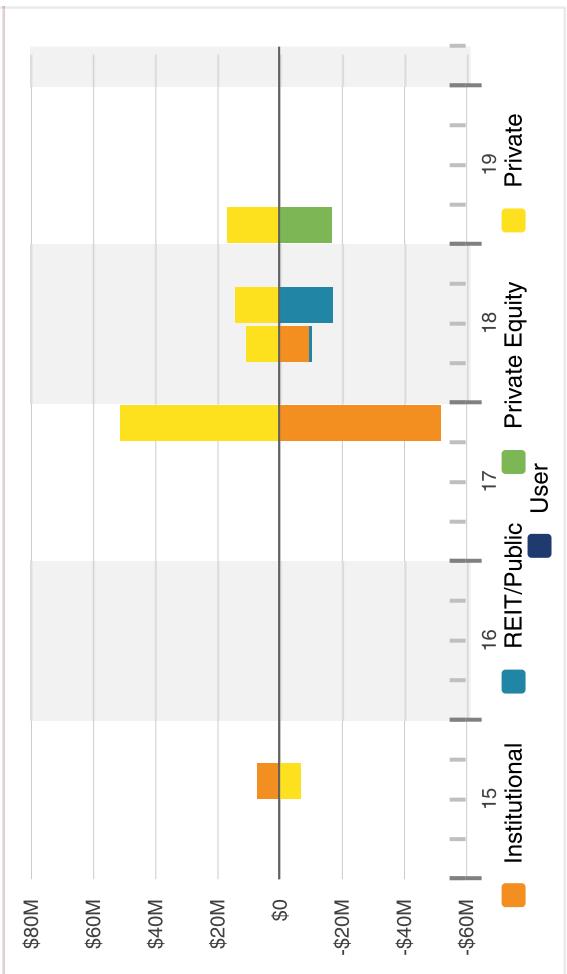


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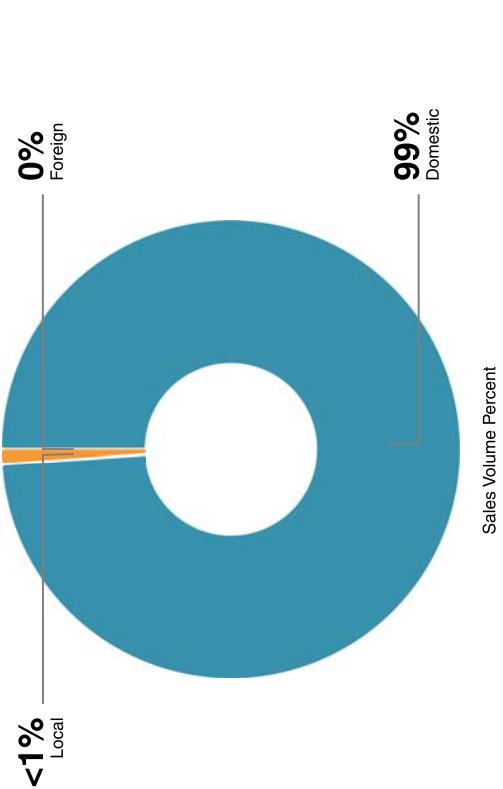
Sales Volume By Seller Type



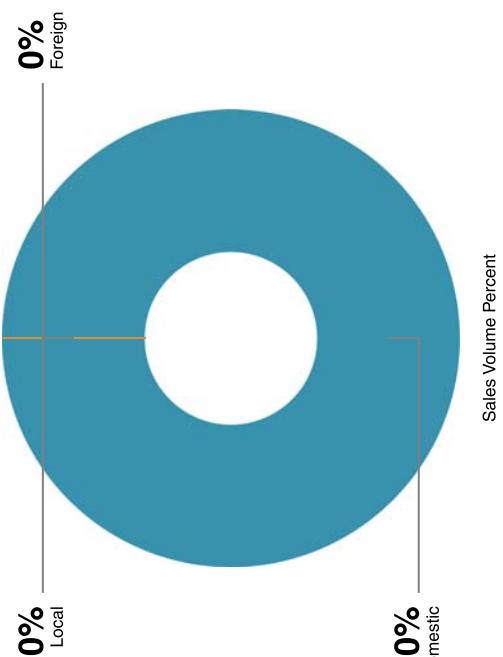
Net Buying & Selling By Investor Type



Sales Volume By Buyer Origin



Sales Volume By Seller Origin



Sales Volume Percent

Sales Volume Percent

Sales Volume Percent

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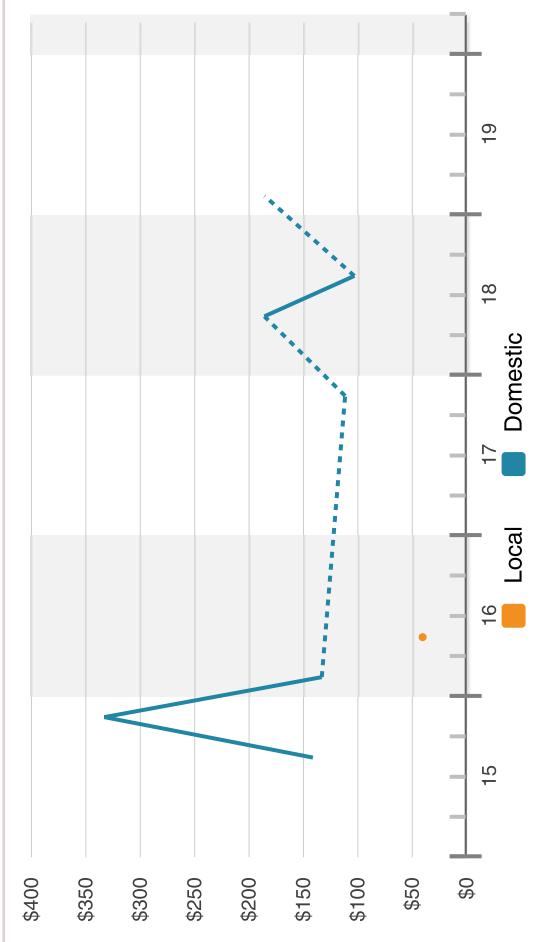
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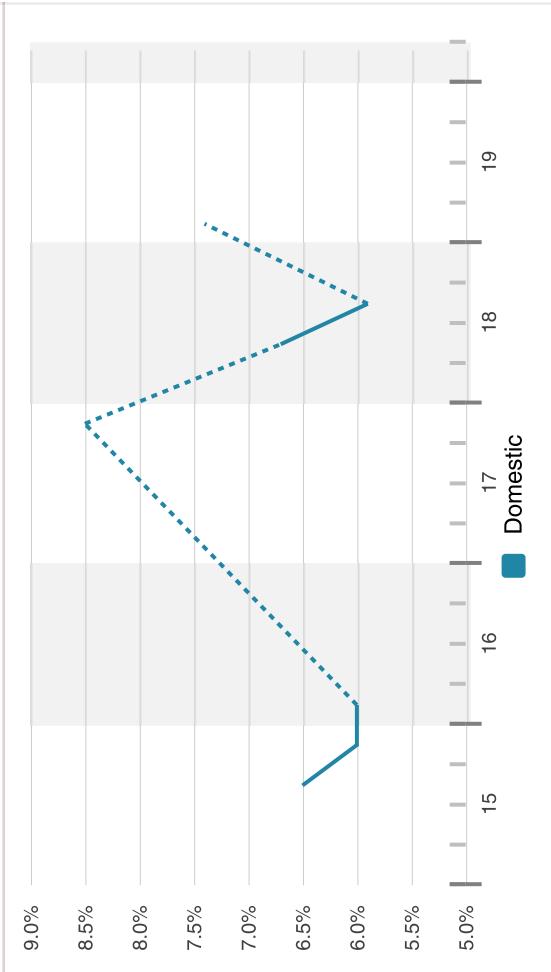
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Search Analytics

Average Price Per SF By Buyer Origin



Average Cap Rate By Buyer Origin



Q3
2019



Moreno Valley Sales Tax Update

Fourth Quarter Receipts for Third Quarter Sales (July - September 2019)

Moreno Valley In Brief

Moreno Valley's receipts from July through September were 8.6% below the third sales period in 2018. However, this comparison is skewed due to the CDTFA's transition to a new reporting system in the prior year when additional payments were received by the City. Excluding aberrations, actual sales were up 2.9%.

Multiple new home furnishing outlets were largely offset by lower sales in other retail categories and family apparel store closures as general consumer goods posted a 1.1% gain in actual sales. Strong building material sales aided by an operational change for one outlet helped lift building and construction.

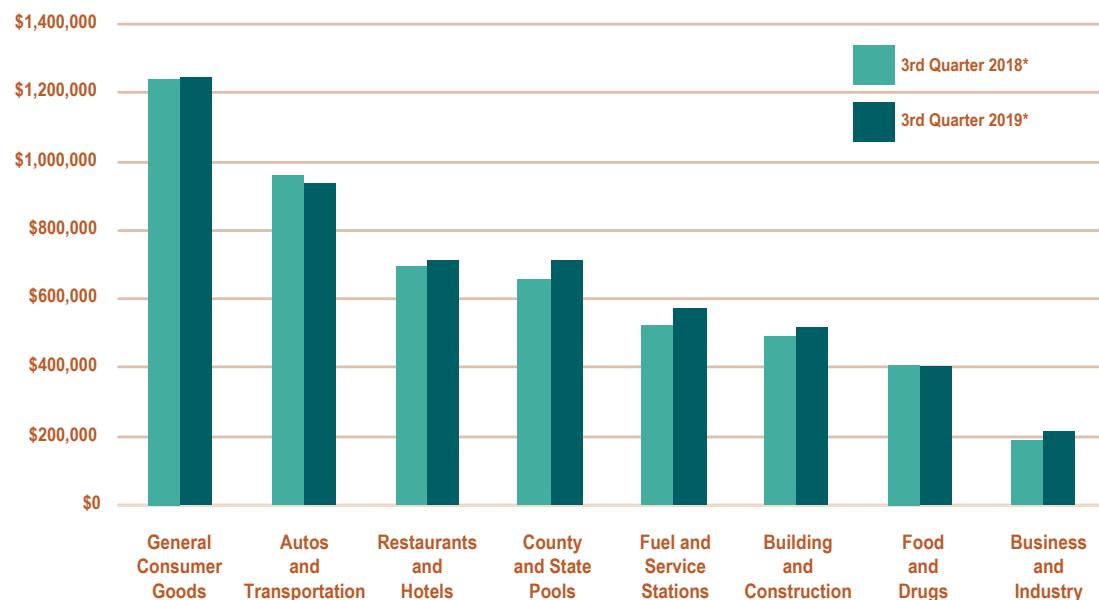
Fulfillment centers posted a 62.1% gain in actual sales, while service station results were 8.9% higher. Restaurants were up 2.4%, consistent with statewide trends.

The gains were partially offset by a 2.5% decline in new auto sales.

The City's allocation from the countywide use tax pool decreased 14.4% during the quarter. Adjusting for anomalies, pool receipts were 8.1% higher.

Net of aberrations, taxable sales for all of Riverside County grew 4.5% over the comparable time period; the Southern California region was up 2.8%.

SALES TAX BY MAJOR BUSINESS GROUP



*Allocation aberrations have been adjusted to reflect sales activity

TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

Arco AM PM	Moss Bros Chrysler
Chevron	Jeep Dodge Ram
Circle K	Fiat
Costco	Moss Bros Honda
Deckers Outdoor	Moss Bros Toyota
Food 4 Less	Robertsons Ready Mix
Harbor Freight Tools	Ross
Home Depot	Shell
Hyundai of Moreno Valley	Stater Bros
Lowes	Target
Macy's	TJ Maxx/Home Goods
Moss Bros Buick GMC	USA Gasoline
Moss Bros Chevrolet	VW of Moreno Valley
	Walmart Supercenter

REVENUE COMPARISON

One Quarter – Fiscal Year To Date (Q3)

	2018-19	2019-20
Point-of-Sale	\$5,059,421	\$4,672,801
County Pool	808,366	692,353
State Pool	2,652	1,836
Gross Receipts	\$5,870,438	\$5,366,990

NOTES

Statewide Results

The local one-cent share of statewide sales and use tax from sales occurring July through September was 2.2% higher than the summer quarter of 2018 after adjusting for accounting anomalies.

The bulk of the increase came from the countywide use tax allocation pools and is due to the acceleration in online shopping where a large volume of the orders are shipped from out-of-state.

Online shopping also produced gains in the business-industrial group with in-state industrial zoned logistics centers filling orders previously taken by brick and mortar retailers. Purchases to support healthcare, food processing, logistics/warehouse operations and information/data technology also helped offset declines in other business-related categories.

With the exception of some discount and value-oriented retail, most categories of general consumer goods were down. New cannabis related start-ups offset declines in the food and drug group while a softening in building-construction receipts was consistent with recent declines in the volume and value of new building permit issuances.

Overall growth in restaurant receipts continued to soften with a shift toward lower cost dining establishments and takeout meal options. Reports of labor shortages and the impact of homelessness on customer traffic in metropolitan areas were reportedly factors in the decline in tax revenues from higher price, fine dining establishments.

Despite a slight uptick in used auto and auto lease receipts, the auto related group was significantly down due to a drop in new car and RV sales. Previously propped up by a 23% subprime rated customer base and six- and seven-year financing, loan delinquencies have recently surged back to levels last seen in 2009.

Additional Tax Districts Approved

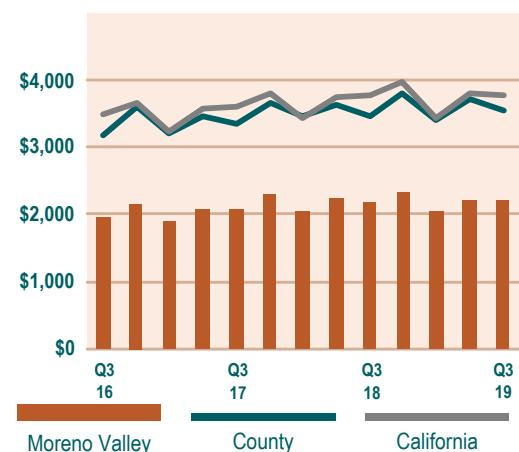
Voters approved eight of the nine sales

tax measures on the November 2019 ballot adding six new districts and extending two others.

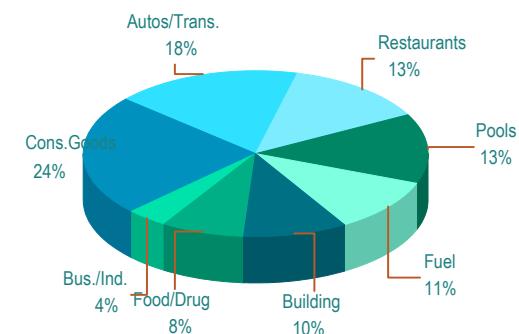
This brings the total number of local transactions and use tax districts (TUT's) to 325 with 62 that are levied countywide and 263 imposed by individual cities. The number of local districts have close to tripled over the last decade as agencies deal with rising costs and service needs. TUT's have been a favorable option as visitors contribute to the tax and a collection system is already in place that minimizes administrative and monitoring costs.

California's basic rule is that the rate for all local TUT's combined, shall not exceed 2.0% or a total of 9.25% including the state levy. However, the state legislature has authorized higher caps in some jurisdictions with the highest voter-approved, combined state/local rate now at 10.5%.

Thirty-five or more additional local TUT measures are currently being considered for the March 2020 ballot.

SALES PER CAPITA*

*Allocation aberrations have been adjusted to reflect sales activity

REVENUE BY BUSINESS GROUP
Moreno Valley This Quarter*

*Allocation aberrations have been adjusted to reflect sales activity

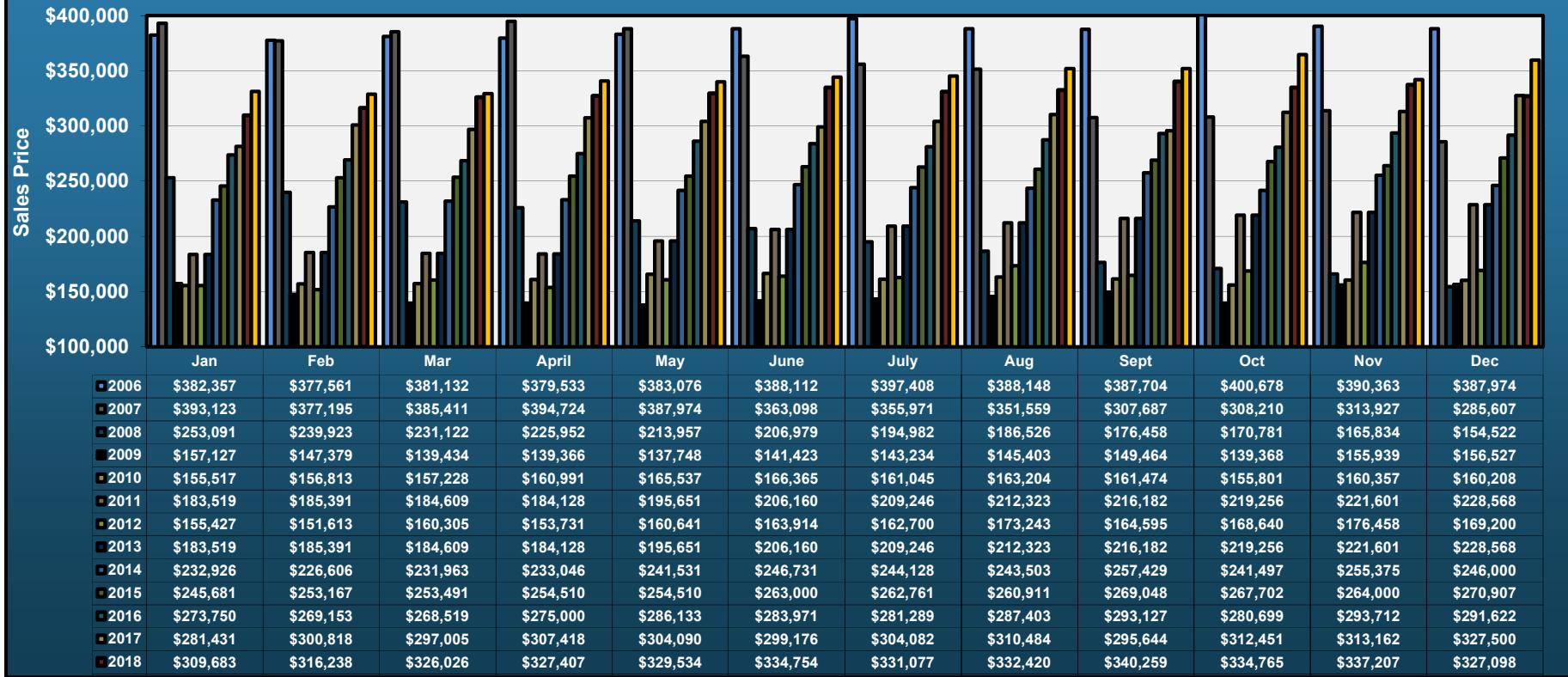
MORENO VALLEY TOP 15 BUSINESS TYPES**

Business Type	Moreno Valley		County	HdL State
	Q3 '19*	Change	Change	Change
Automotive Supply Stores	92.5	1.1%	5.8%	3.7%
Building Materials	359.7	15.0%	12.3%	0.2%
Casual Dining	230.3	1.8%	2.5%	2.3%
Contractors	— CONFIDENTIAL —		1.7%	2.5%
Convenience Stores/Liquor	73.2	-5.9%	-4.2%	1.0%
Department Stores	119.3	-10.5%	-3.1%	-9.5%
Discount Dept Stores	— CONFIDENTIAL —		5.2%	2.8%
Electronics/Appliance Stores	79.5	-5.2%	-1.4%	-3.1%
Family Apparel	170.7	-1.1%	3.9%	1.5%
Fulfillment Centers	97.1	62.1%	14.7%	8.1%
Grocery Stores	287.8	-0.6%	1.2%	1.7%
Home Furnishings	74.7	35.0%	0.8%	-1.0%
New Motor Vehicle Dealers	696.1	-2.5%	1.5%	-7.2%
Quick-Service Restaurants	393.2	3.4%	4.9%	2.6%
Service Stations	570.8	8.9%	1.7%	-1.5%
Total All Accounts	4,599.5	2.2%	4.0%	0.3%
County & State Pool Allocation	708.4	8.0%	7.5%	14.9%
Gross Receipts	5,307.9	2.9%	4.5%	2.3%

** Accounting aberrations such as late payments, fund transfers, and audit adjustments have been adjusted to reflect the quarter in which the sales occurred.

Moreno Valley Residential Sales Appreciation

Single Family Home Price Average (Resale Only) 2006 thru 2019



MV 2018 Home Sales Activity - Resale Only				
Period	Total Volume	No. of Units	Average Sales Price	Monthly Percentage Change
January-18	\$ 43,975,000	142	\$ 309,683	-5.4%
February-18	\$ 45,222,000	143	\$ 316,238	2.1%
March-18	\$ 63,055,000	194	\$ 326,026	3.1%
April-18	\$ 57,951,000	177	\$ 327,407	0.4%
May-18	\$ 67,884,000	206	\$ 329,534	0.6%
June-18	\$ 69,294,000	207	\$ 334,754	1.6%
July-18	\$ 64,891,000	196	\$ 331,077	-1.1%
August-18	\$ 68,146,000	205	\$ 332,420	0.4%
September-18	\$ 56,483,000	166	\$ 340,259	2.4%
October-18	\$ 54,232,000	162	\$ 334,765	-1.6%
November-18	\$ 54,646,000	164	\$ 337,207	0.7%
December-18	\$ 43,504,000	133	\$ 327,098	-3.0%
Average & Total	\$ 689,283,000	2095	\$ 328,872	0.3%

source: DataQuick/CoreLogic - LA Times

MV 2019 Home Sales Activity - Resale Only				
Period	Total Volume	No. of Units	Average Sales Price	Monthly Percentage Change
January-19	\$ 44,070,000	133	\$ 331,353	7.0%
February-19	\$ 35,182,000	107	\$ 328,804	-0.8%
March-19	\$ 50,697,000	154	\$ 329,201	0.1%
April-19	\$ 65,408,000	192	\$ 340,667	3.5%
May-19	\$ 69,691,000	205	\$ 339,956	-0.2%
June-19	\$ 56,794,000	165	\$ 344,206	1.3%
July-19	\$ 68,700,000	199	\$ 345,226	0.3%
August-19	\$ 81,312,000	231	\$ 352,000	2.0%
September-19	\$ 57,380,000	163	\$ 352,025	0.0%
October-19	\$ 70,756,000	194	\$ 364,722	3.6%
November-19	\$ 52,678,000	154	\$ 342,065	-6.2%
December-19	\$ 57,186,000	159	\$ 359,660	5.1%
Average & Total	\$ 709,854,000	2056	\$ 344,157	15.7%