

CITY OF  
**Kingsburg**

CENTRAL CALIFORNIA'S SWEDISH VILLAGE



PHOTO BY: MIKE MILLER, GUARANTEE REAL ESTATE

*Economic Overview*

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KINGSBURG ECONOMIC DEVELOPMENT



## *Economic Overview*



# TABLE OF *Contents*

KINGSBURG HISTORY	3
LOCATION	4
DEMOGRAPHICS	5
BUSINESS FRIENDLY	6
INCENTIVES	7
SMALL BUSINESS	8
BUSINESS PARK	9
SUCSESSES	10
LOCAL EVENTS	11
CONTACT INFORMATION	12



*Welcome to our community!  
Take a look around and find out  
what we have to offer.*



## “OUR GOAL

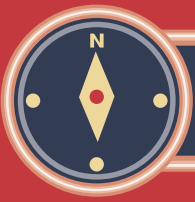
HAS ALWAYS BEEN TO MAKE SURE THAT KINGSBURG REMAINS A VIBRANT, SAFE, ENJOYABLE PLACE TO BE. THE CITY COUNCIL HAS INVESTED GREATLY IN MAKING SURE THAT IT STAYS VIABLE. ”

*Alex Henderson*  
**KINGSBURG CITY MANAGER**



In 1873 the City of Kingsburg, a small railroad town on the Valley Line of the Central Pacific Railroad, was established. During this time, Swedish natives settled in this new town called “Kings River Switch” a flag stop on the Central Pacific Railroad. In 1894, the spelling of the City changed to Kingsburg, and in 1908 Kingsburg was officially recognized as a town. By the year 1921 the Swedish-American population was up to ninety-four percent within a three mile radius, because of this the community became known as “Little Sweden”. In order to keep with its Swedish heritage the City continues to design many of the buildings with a Swedish architecture. For much of Kingsburg’s history the vineyards, that mainly supplied raisins and table grapes, have been an essential part of the City’s economy. This is especially apparent in that Kingsburg is the headquarters of Sun-Maid Growers of California, the largest employer in the City. With a rich cultural history, skilled and educated workforce, essential central location, and committed development leaders, Kingsburg is the place for your next business venture.





# LOCATION & COMMUNITY

*Kingsburg*  
IS ONLY  
**30 MILES**  
SOUTH OF FRESNO



*Kingsburg*  
IS LOCATED  
**MIDWAY**  
BETWEEN  
LOS ANGELES &  
SAN FRANCISCO

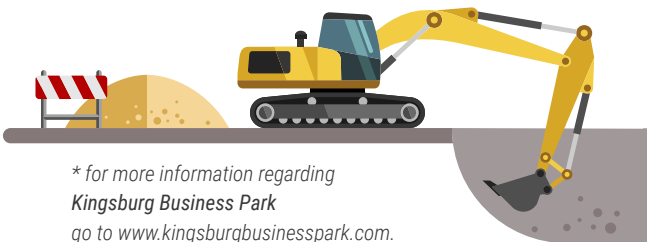


**57**  
CUMULATIVE,  
**SHOVEL-READY**  
**ACRES**  
WITHIN THE CITY LIMITS  
WITH ACCESS  
AND VISIBILITY  
TO HIGHWAY 99 \*

*Kingsburg* HAS A  
**"SWEDISH  
VILLAGE"**  
THEME IN ITS  
UPSCALE,  
CLEAN,  
LOW CRIME,   
LOW COST OF LIVING,  
MIDWESTERN VALUES,  
FAMILY ORIENTATED  
**COMMUNITY**



**HIGHWAY 99**  
RUNS THROUGH  
THE CITY AND  
ALLOWS FOR  
**EASY  
ACCESS**  
BY MOTORISTS



\* for more information regarding  
*Kingsburg Business Park*  
go to [www.kingsburgbusinesspark.com](http://www.kingsburgbusinesspark.com).  
There are several other sites throughout Kingsburg  
that may suit your business's needs.

Contact our Economic Development Coordinator to find the site that's right for you.  
Or check out the Economic Development section at [cityofkingsburg-ca.gov](http://cityofkingsburg-ca.gov).





## HIGHER EDUCATION

(FRESNO COUNTY CONTINUED EDUCATION)

- |                                    |   |
|------------------------------------|---|
| FRESNO PACIFIC UNIVERSITY          | SAN JOAQUIN COLLEGE OF LAW                      |
| CALIFORNIA CHRISTIAN COLLEGE       | REEDLEY COLLEGE                                 |
| FRESNO CITY COLLEGE                | WEST HILLS COLLEGE-COALINGA                     |
| CALIFORNIA STATE UNIVERSITY-FRESNO | CLOVIS COMMUNITY COLLEGE                        |
| INSTITUTE OF TECHNOLOGY INC        | CALIFORNIA HEALTH SCIENCES UNIVERSITY           |
| ITT TECHNICAL INSTITUTE-CLOVIS     | UNIVERSITY OF CALIFORNIA SAN FRANCISCO - FRESNO |
| KAPLAN COLLEGE-FRESNO              |   |

## DISTANCE TO MAJOR CITIES



**POPULATION:**  
**12,002**



**CARS PER DAY:**  
*Averages Highway 99*  
**70,000**



**EMPLOYMENT:**  
*Unemployment Rate*  
**6%**



**INCOME:**  
*Median Household*  
**\$65,633**



**HOUSING:**  
*Owner Occupied*  
**65%**







## Kingsburg

### WORKS WITH YOU TO MEET THE DEMANDS OF BUSINESSES LARGE AND SMALL

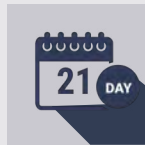
KINGSBURG IS PROMOTING NEW ECONOMIC INCENTIVE PROGRAMS TO ENCOURAGE BUSINESSES TO LOCATE OR EXPAND INTO OUR TOWN.



PHOTO BY: MIKE MILLER, GUARANTEE REAL ESTATE

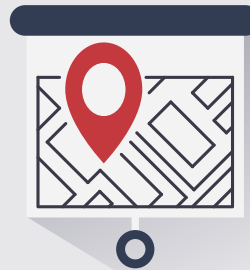
**25% REDUCTION**

IN THE CITY'S DEVELOPMENT IMPACT FEES



**21 DAY ADMINISTRATIVE APPROVAL FOR PERMITTING**

**BUSINESS IMPROVEMENT ZONES**



ADDITIONAL IMPACT FEE REDUCTION FOR **NEW QUALIFYING DEVELOPMENT** IN DESIGNATED

**B.I.Z.**

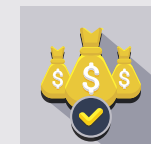
EXPANDED TO INCLUDE: **BUSINESS PARK, LIGHT INDUSTRIAL AREA AND CENTRAL COMMERCIAL (WHICH INCLUDES DOWNTOWN)**

**50% REBATE**

OF THE CITY'S PORTION OF REAL ESTATE **PROPERTY TAXES** FOR THREE YEARS



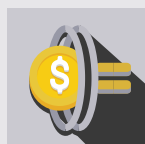
DOWNTOWN FAÇADE AND ALLEY **IMPROVEMENT PROGRAM**



UPPER FLOOR REHABILITATION **LOAN PROGRAM**

**50% REBATE**

OF THE CITY'S PORTION OF **SALES TAXES** FOR THREE YEARS



MICRO-GRANT PUBLIC/PRIVATE PARTNERSHIP **MATCHING GRANT PROGRAM**



DEVELOPMENT **INCENTIVE FUND** TO ASSIST WITH FINANCIAL BARRIERS TO OPENING OR EXPANDING YOUR BUSINESS.





## SMALL BUSINESS FOCUS

Kingsburg differentiates itself from other communities by embracing small businesses. We have many that sell items shoppers can't find anywhere else. In addition to unique items for sale, we offer over 35 locally owned and operated restaurants. Kingsburg is a destination shopping and dining location along Highway 99 in Central California.

## SMALL BUSINESS PROGRAMS

### Downtown Façade and Alley Improvement Program

Kingsburg offers matching funds for small businesses looking to enhance their storefronts. See the city's web site for more information and to download an application.

### Dedicated Economic Development

The City of Kingsburg has infrastructure set up to specifically shepherd businesses through the tasks needed to prepare business plans and locate suitable locations.

### Micro-Grant Public/Private Partnership Matching Grant Program

For businesses, organizations or individuals to improve Kingsburg's community ambiance.

### Development Incentive Fund

Adaptive fund that allows the City to partner financially with new business owners on eligible projects to help eliminate obstacles to operating in Kingsburg.

**" I ENJOY WORKING WITH THE CITY STAFF. THEY ARE ALWAYS AVAILABLE AND WILLING TO WORK WITH ME AND MY CLIENTS. THERE REALLY ISN'T THE TYPICAL BUREAUCRATIC HOOPS TO JUMP THROUGH, THEY'VE REWORKED THE PROCESS TO MAKE PERMITTING MUCH EASIER AND FASTER."**

*Rick Amerine*  
**CUSHMAN & WAKEFIELD**

*Kingsburg* WAS SELECTED AS A FINALIST TO BE FEATURED IN THE NATIONAL TELEVISION SHOW **"SMALL BUSINESS REVOLUTION."**

**BECAUSE OF KINGSBURG'S UNIQUE CHARACTERISTICS**



**TOP 5 FINALIST**  
OUT OF  
**14,000**  
APPLICATIONS

**24 NEW SMALL BUSINESSES OPENED**  
IN LAST  
12 MONTHS

**350 JOBS CREATED**  
IN LAST  
24 MONTHS





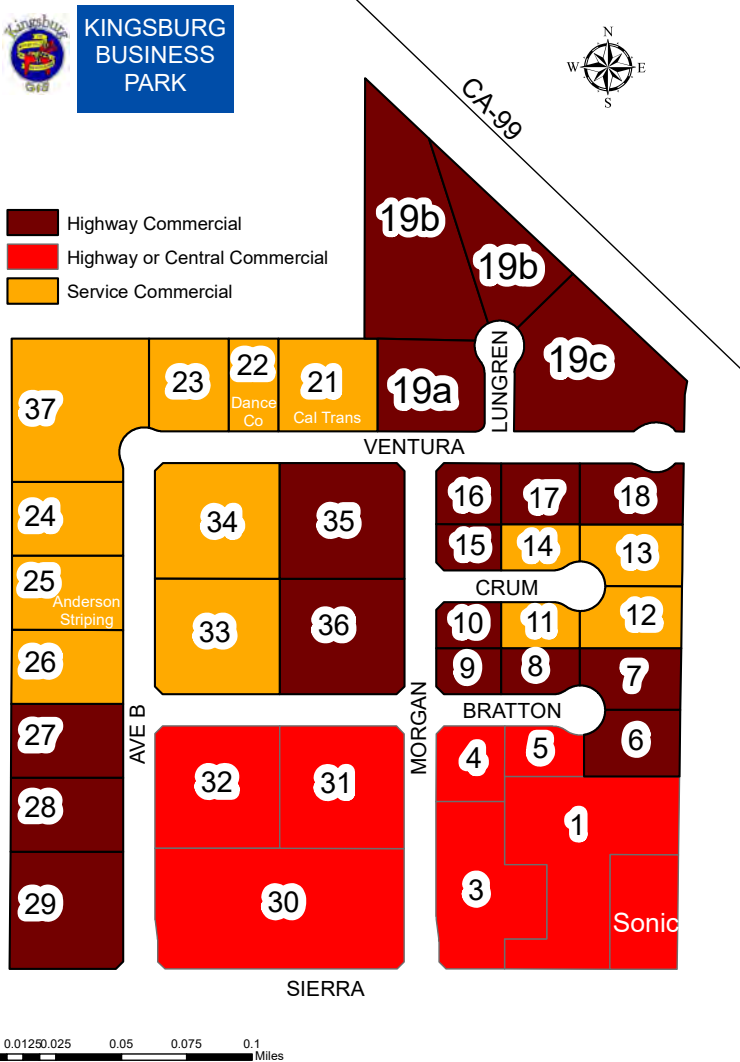
# BUSINESS PARK



**CALTRANS ESTIMATES THAT THERE ARE NEARLY 70,000 VEHICLES ON HIGHWAY 99 THROUGH KINGSBURG EACH DAY.**

With over forty acres of shovel-ready lots right on Highway 99 in the center of California the Kingsburg Business Park is poised for growth. Zoning ranges from light industrial to highway commercial, depending on the location of the parcel. Our low crime and low unemployment rates coupled with our business-friendly City Council make this location perfect for many businesses looking to start, expand or relocate.

Check out our dedicated website for information on availability and zoning at [www.kingsburgbusinesspark.com](http://www.kingsburgbusinesspark.com)



**“ THERE WERE SEVERAL REASONS WE CHOOSE KINGSBURG FOR OUR COMPANY’S RELOCATION. THE CLOSE PROXIMITY TO HIGHWAY 99, LOW CRIME, AND THE WARM AND WELCOMING ATTITUDE OF THE COMMUNITY TO NAME A FEW. BEING CENTRALLY LOCATED HAS ALSO INCREASED OUR ACCESS TO A BIGGER LABOR POOL.”**

*Tom Jones*  
**SAFE FOOD ALLIANCE**





## COMMERCIAL

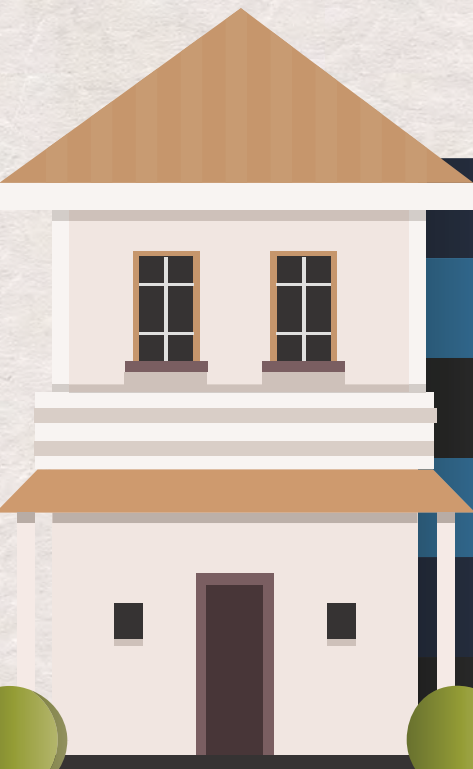
During the past two years **over 350 jobs have been created** within the Kingsburg city limits. There are plenty more to come as additional new businesses make their way through the planning process.

“FOR OVER 25 YEARS WE’VE BUILT BOTH COMMERCIALLY AND RESIDENTIALLY IN KINGSBURG. WE CONTINUE TO HAVE SUCCESS WITH BOTH TYPES OF PROJECTS. WE ALSO CHOSE KINGSBURG FOR OUR GLOBAL UNMANNED SPRAY SYSTEM (GUSS) MANUFACTURING FACILITY BECAUSE OF THE HIGHWAY VISIBILITY, ACCESS TO AN EXPANDED LABOR FORCE AND **THE EASE OF WORKING WITH THE CITY AND COMMUNITY.**”

*Dave Crinklaw*  
WEST STAR CONSTRUCTION, GUSS, CFS LP

Existing new businesses include:

- APOTEK LOFTS
- BELLA BAKERY
- BELLA CREAMERY
- THE HERITAGE COMPANY
- HONEYCOMB
- BAKER’S CLOSET
- FUGAZZIS
- FOOLS CRAFT CIDER
- STACKED BAR & GRILL
- JIMINEZ TACO SHOP
- UPTOWN SPROUTS
- JDS ELECTRIC
- BLUEBIRD HOME & LIFESTYLE MARKET
- THE MERCANTILE
- ROBERTITOS
- BLD FRESH
- SAFE FOOD ALLIANCE
- CALIFORNIA CONTROLLED ATMOSPHERE
- ALLSTATE INSURANCE
- GUSS (GLOBAL UNMANNED SPRAY SYSTEM)
- REPUBLIC STATE MORTGAGE
- AMPARAN FLOORING
- KINGS RIVER REAL ESTATE
- KUPPA JOY COFFEE HOUSE



ANDERSEN VILLAGE PROJECT 158 UNITS

TRACT 6167 121 UNITS

KINGS ESTATES 119 UNITS

TRACT 6151 64 UNITS

FRESNO HOUSING AUTHORITY 46 SENIOR LIVING UNITS

TRACT 5073 39 UNITS

## RESIDENTIAL

THERE ARE

# 547 HOUSING STARTS

NEWLY COMPLETED OR PROPOSED WITHIN KINGSBURG

plus

# 16 DOWN TOWN APARTMENTS





# LOCAL EVENTS

**Annual Car Show**

**Swedish Festival**

**Concerts Under the Stars**

**Harvest Moon Music Festival**

**Julgranfest**

**Santa Lucia Celebration**



## SWEDISH VILLAGE

THERE IS SO MUCH TO DO IN THE SWEDISH VILLAGE! ENJOY LOCAL RESTAURANTS, A WINERY AND BREWERY. SEE BEAUTIFUL MURALS, TOUR OUR HISTORIC DEPOT, JAIL AND HISTORIC PARK, AND ENJOY SHOPPING AT UNIQUE ONE-OF-A-KIND SHOPS. THERE'S SOMETHING FOR EVERYONE.





PHOTO BY: MIKE MILLER, GUARANTEE REAL ESTATE

# CITY OF Kingsburg

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## Contact

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