

Merced

Positioned for Growth



Inventing California's Future



HOUSING

Average Price:

- ➡ 3/2 1,600-1,800 sf: \$285,000
- ➡ 4/3 2,500 sf: \$400-\$500,000

Rental Market:

- ➡ 3/2 1,800 sf: \$1,400-\$1,500

Permits – Single Family Residential (more than Stockton & Modesto combined):

- ➡ 2018: 667
- ➡ 2019: 253



UC MERCED

2018-19 Enrollment:

- ➡ 8,544 students
- ➡ 92.2% undergrad, 7.8% grad

2018-19 Undergraduates by School:

- ➡ Engineering: 2,192
- ➡ Natural Sciences: 2,131
- ➡ Soc. Sci, Humanities, Arts: 3,180

2018-19 Ethnic Diversity:

- ➡ 54.7% Hispanic
- ➡ 20% Asian/Pacific Islander



LABORSHED

Primary Laborshed:

- ➡ 1,174,900

Secondary Laborshed

(reverse commute shed):

- ➡ 2,637,100



AIRPORT

Commercial flights via Boutique Air at Merced Regional Airport (MCE):

- ➡ MCE-SMF
- ➡ MCE-LAX



ACE

Commuter rail service via Altamont Corridor Express (ACE):

- ➡ Shared platform with high speed rail by 2026-27
- ➡ Merced-Silicon Valley



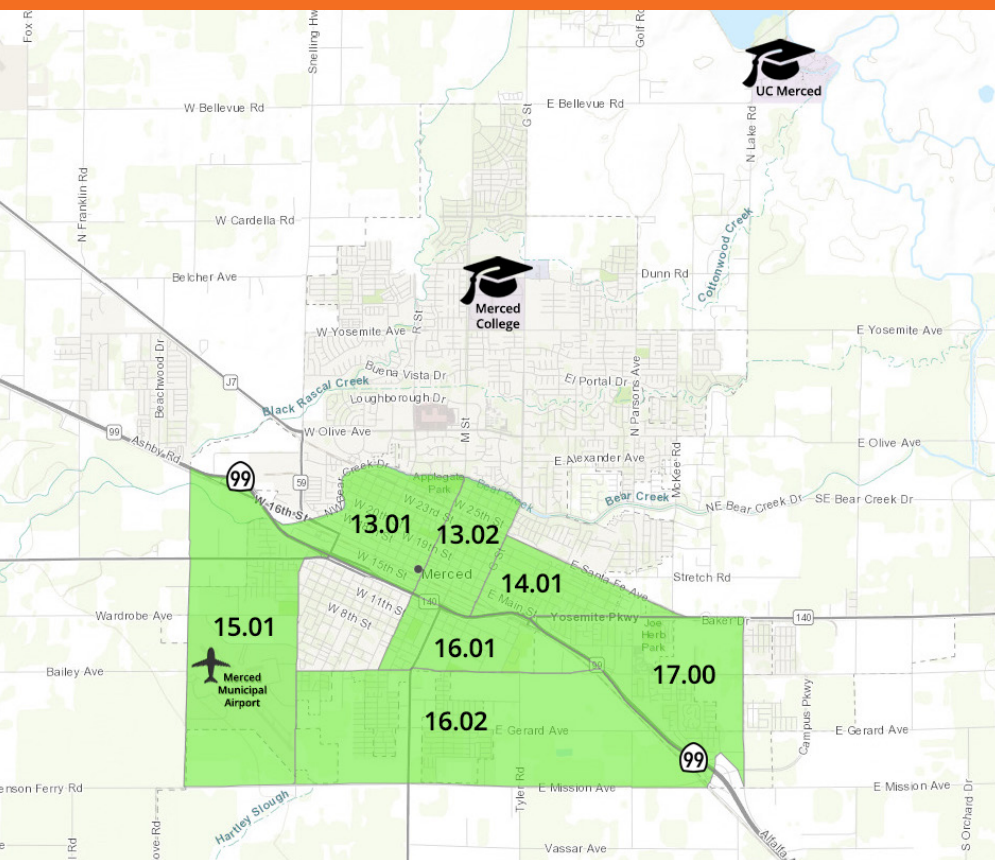
HIGH SPEED RAIL (HSR)

Downtown station completion:

- ➡ 2026-27
- ➡ Merced-Bakersfield



UC Merced enrollment increases by 1,100 to 1,500 students each year, with plans for 25,000 students at full build-out.



Merced Opportunity Zones

CENSUS TRACT 13.01

Downtown, residential, commercial, office, government, transportation hub, university

CENSUS TRACT 13.02

Downtown, residential, commercial, office, government

CENSUS TRACT 14.01

Residential, office commercial, hospitality

CENSUS TRACT 15.01

Industrial, airport, residential, sports complex, government, future, industrial

CENSUS TRACT 16.01

Medical, office, residential, heavy commercial

CENSUS TRACT 16.02

Residential, ag, future industrial

CENSUS TRACT 17.00

Hospitality, mixed use, commercial, office, residential, neighbor commercial

Seven Opportunity Zones in Merced

Merced's Opportunity Zones comprise 6,680 acres of well served industrial, commercial, and residential areas.

- Tax incentives to individual investors who reinvest capital gains in new developments or businesses
- Deferral of existing capital gains tax and stepped forgiveness of additional gains at 5, 7 and 10 years, through basis increases

Start Investment Here:

CITY OF MERCED

678 W. 18th St.

Merced, CA 95340

209-385-6826

Frank Quintero

quinterof@cityofmerced.org



Inventing California's Future