

# HESPERIA, CALIFORNIA LIGHTS THE WAY FOR RETAIL SUCCESS

## A High Desert Tale

Hesperia, California, is living up to the name given to it more than 150 years ago by early settlers. In Greek, “Hesperia” means “Star of the West,” and this growing Southern California city has become a “star” retail and restaurant destination in the High Desert region.



However, this has not always been the case. In 2004, city leaders were frustrated with the lack of retail development happening in Hesperia. The city had seen a lot of sales tax leakage to neighboring communities, but still struggled to attract retailers because the rooftop and household income levels were considered to be too low. Hesperia needed a positive message to give retailers – one that proved the city could light the way for retail development.

### LOCATION:

- 30 miles northeast of Ontario, CA

### TRADE AREA POPULATION:

- More than 102,000

### CHALLENGE:

- Retail recruitment

### BUXTON CLIENT SINCE:

- 2004

## Retail Star

Hesperia turned to Buxton’s public sector division for help in understanding the shopping and dining preferences of residents, as well as the retailers and restaurants that were likely to succeed in the city. The company provided detailed household-level analytics, along with a list of more than 100 retailers and restaurants that matched the lifestyle profiles of residents.

Just over one year after Buxton completed its assessment for Hesperia, several major retailers – including Wal-Mart and Target – announced plans to locate to the city. These big box retailers anchored privately developed new shopping centers and were part of the Buxton retail match list. In fact, from 2005-2014, Hesperia recruited 27 retailers and restaurants recommended by Buxton, resulting in the addition of 1,250 jobs and \$2.6 million in combined annual sales tax and property tax revenue.

## Buxton's Retail Matches Generate



Retailers/Restaurants:  
**27**



Jobs:  
**1,250**



Annual Tax Revenue:  
**\$2.6 Million**

## A Winning Approach

Hesperia city leaders are delighted that national and regional retailers have finally seen the potential in Hesperia. “We believe that our success in attracting these retailers validates the results of the Buxton analysis,” said Steven Lantsberger, Hesperia’s Economic Development Director.

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**Steven Lantsberger**  
**Economic Development Director**

The city also credits the success of retail development to the commitment of staff, the city council, and the community, even when the economy was tough. Hesperia recognizes that recruiting quality retail that improves quality of life for residents is not an overnight process, and developed a multi-prong approach for marketing the city.

Hesperia’s success proves that with the right strategy, even the most difficult development opportunities are within reach.

## Take Your Retail Development To The Next Level.

Since 1994, Buxton has provided big answers for retailers and communities. Our insights go beyond broad regional demographics by drilling down to the household-level in order to give you the clearest picture of your community. We’ve helped 650 communities recruit over 35 million square feet of retail space.