



DISCOVER THE POSSIBILITIES FOR YOUR BUSINESS



Welcome to SAN MARCOS, CALIFORNIA

From the rugged beauty of its rolling hills, to its bustling commercial districts and leading educational institutions, San Marcos boasts a wealth of opportunities. With room to grow, there is still untapped potential on the horizon.

\$8B
LOCAL GDP

46K
JOBS

INNOVATIVE
INDUSTRY
CLUSTERS

4K+
BUSINESSES

GROWING
LOCAL
ECONOMY

San Marcos currently supports a \$7.9 billion economy that boasts strongholds in construction, manufacturing, wholesale trade, education, technology, healthcare and microbreweries. With San Marcos' new business inventory jumping 25 percent in the last decade alone, businesses are thriving. In addition, thanks to its central location, San Marcos is ideal for reaching a diverse audience—it's just 35 miles from downtown San Diego, 40 miles from Orange County and 24 miles from Riverside County.

Whether you're looking for retail, commercial, industrial or office space, you will find ample lease options, spec buildings and land for construction—often at a much lower price than in nearby coastal cities. San Marcos is ready to help your business shine.

What are you waiting for? Discover possibilities for your business, right here in San Marcos.

THE SAN MARCOS DIFFERENCE

San Marcos was founded on the idea that it should operate more like a business than a bureaucracy. San Marcos prides itself on doing things differently, and has invested in real estate to create revenue instead of raising taxes. This creative thinking adds to the community's entrepreneurial spirit that makes San Marcos an emerging regional leader.

Here's how San Marcos is creating a business-friendly community:



INTERNATIONAL
RECOGNITION FOR
SUPPORTING BUSINESSES



HELPING LOCAL BUSINESSES
SECURE MORE THAN \$3M IN
STATE INCOME TAX CREDITS



COLLABORATING LOCALLY
AND REGIONALLY WITH
CITIES ALONG THE 78
CORRIDOR



SUPPORT IN NAVIGATING
CITY PROCESSES



SIMPLIFIED DEVELOPMENT
APPROVAL PROCESSES



EASY TO NAVIGATE LAND
ENTITLEMENT PROCESSES

We see businesses as a part of the community

Attracting, retaining and expanding businesses is at the forefront of the City of San Marcos' economic development efforts. The City offers a variety of services to help businesses thrive.

Piercan, a worldwide leader in manufacturing niche polymer products, including specialty gloves (used by NASA, pharmaceutical companies, national laboratories, military, and beyond) experienced that concierge service first-hand. The City helped Piercan secure a \$1.5 million tax credit.



PIERCAN

A photograph showing two individuals in a cleanroom setting. One person is wearing a blue protective suit and a clear plastic headgear, while the other is wearing a white lab coat and a clear plastic headgear. They are both looking down at work. In the background, there is medical equipment, including an oxygen tank labeled 'G 50'. The background of the entire slide is a semi-transparent blue.

"The City was instrumental in obtaining this tax credit. I'm very grateful for their support and their guidance through this process, as well as defining new opportunities to help us grow as a company in a reasonable and responsible way."

– Julio Cedillo
General Manager – Americas
Piercan



“We don’t have to pick up and move miles away as we grow. San Marcos has made it clear they’re a business partner and that makes us want to stay.”

– Scotty Lombardi

Senior Manager of Global Talent
Hunter Industries



HUNTER INDUSTRIES

Connecting businesses to resources

In the past three years, the City has helped businesses secure more than \$3 million in state income tax credits. That has allowed San Marcos businesses to create nearly 150 new jobs.

“They helped guarantee a smooth application process and were always available for questions,” said Bill Cardoso, CEO of Creative Electron. “I am thankful for that assistance because this is an excellent opportunity to continue growing here in San Marcos.

“In all my interactions, staff have been very efficient, professional and helpful,” said Quick Charge CEO and Founder Tony Williams. “They’ve made it clear they are here to engage and support businesses. They get an A+ in my book.”



"When we presented the idea (of adding a patio), the City worked with us to find a way within the planning rules to allow it, which was crucial to our need to expand our tasting room."

– David Carr
Owner
Raging Cider & Mead Co.



Supporting emerging entrepreneurs

San Marcos' local economy has grown 25 percent in the past decade, and San Marcos is increasingly becoming a destination for top-notch dining, great craft beer and gourmet food vendors.

David Carr runs a sheet metal business out of a manufacturing space that is also zoned for a tasting room. Seeing an opportunity, he launched Raging Cider & Mead Co. "San Marcos has been friendly towards tasting rooms," he said, adding that city staff helped add a patio.

Making it easier to navigate city processes

An innovative approach to streamlining processes for businesses and offering ‘concierge’ service has earned San Marcos a business-friendly reputation focused on helping businesses grow.



CLINIQA

A photograph of a scientist in a white lab coat and blue gloves, focused on pouring a red liquid from a beaker into a test tube. The background shows a typical laboratory setting with various pieces of equipment and supplies. A teal overlay with white text is positioned in the upper right quadrant.

“What can be a lengthy permit process was made easier by the wonderful employees in the Planning, Fire and Building departments (at San Marcos).”

– Lisa Profeta
Facilities Manager
Cliniqa

AN EMERGING URBAN CORE

Unlike its neighboring cities, San Marcos's emerging urban core is transforming the City from a "drive-through" community to a "drive-to" destination.

The City is focused on strategically bringing vibrant, mixed-use concepts to areas located near transit to offer spaces where residents and visitors have an opportunity to embrace local artisans and promote local culture.

The California State University Extended Learning Building opened in Fall of 2019. The new North City pedestrian bridge takes the connection between the university and the City to the next level, further integrating students and faculty with the community.



An urban, mixed-use development in the heart of North County, San Diego

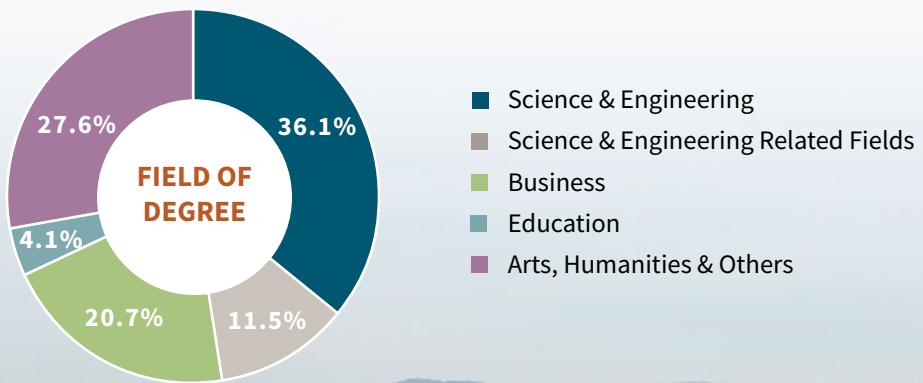
North City — San Marcos' new downtown core — has captivated local residents and businesses alike with its energy, creative mixed-use concepts and modern vibe.

The City's University District Specific Plan is coming to life through North City — 195 acres where you can walk to work, bike or hike the local trails, and meet friends for a bite to eat down the block.

Draft rendering of the future vision for North City (Source: Safdie Rabines Architects)

NORTH COUNTY'S EDUCATION HUB

As North County's education hub, San Marcos plays a major role in supplying the region with a workforce that is ready to adapt to the changing talent needs of businesses. Partnerships between the City, businesses and San Marcos' educational hubs are a key to building desirable spaces for residents to live, work, play and learn.



36%
BACHELOR'S
DEGREE OR HIGHER

9.6%
MASTER'S
DEGREES

1.7%
DOCTORATE
DEGREES

Source: ACS 1-Year Estimate, 2017

LIVING IN SAN MARCOS

San Marcos offers an exceptional quality of life in one of the most beautiful areas of Southern California. Come explore our extensive trails, beautiful parks and innovative restaurants and businesses. Discover life's possibilities right here in San Marcos.

99,000+
RESIDENTS



72
MILES OF TRAILS



300+
ACRES OF PARKS
38 Community Parks



220+
RESTAURANTS



10
BREWERIES
With 600+ beers on tap



8
HIGHER EDUCATION
INSTITUTIONS



**TOP SCHOOL
DISTRICT**
San Marcos Unified ranks
5th in the county



SAN MARCOS ECONOMIC DEVELOPMENT

We're here to help!

- Starting a business
- Demographic statistics
- Connecting to other business resources
- Permitting and development assistance
- Site selection assistance
- Business liaison services
- Pre-development meetings
- Internship placement
- Business expansion
- Workforce needs



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SAN MARCOS
Discover Life's Possibilities

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