



City of Greenfield, CA

PAUL C. MUGAN

Community Development Director

Phone: (831) 304-0333

Website: ci.greenfield.ca.us

Email: pmugan@ci.greenfield.ca.us

BY THE NUMBERS

 **19,359**
POPULATION

 **\$73,904**
HOUSEHOLD INCOME

 **\$56M**
RETAIL SALES

 **27.3**
MEDIAN AGE

 **4.54**
HOUSEHOLD SIZE

 **51.4%**
OWNER OCCUPIED

 **\$423,100**
MEDIAN HOME VALUE

Source: U.S. Census Bureau



Opportunity to Grow...

Greenfield, CA, the vibrant heart of South Monterey County, is the perfect destination for your business aspirations. Nestled in the picturesque Salinas Valley, Greenfield boasts a prime location along the iconic Highway 101, making it a hub of opportunity for regional retail, commercial ventures, and travel and tourism development. Beyond the agricultural heritage as the 'Salad Bowl of the World,' where 80 percent of the nation's lettuce thrives and over \$2 billion worth of fruits and vegetables are distributed annually, Greenfield is a diverse and growing community ready to embrace the demand for commercial tourism, regional retail, and traveler services.

Strategic Trade Area

Greenfield, CA's strategic location along Highway 101 with four major interchanges and ±60K vehicles per day, ensures a bustling trade area, drawing in visitors and customers from all across South Monterey County and beyond.



Invest in Greenfield, CA

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TOP REASONS TO INVEST IN GREENFIELD



STRATEGIC HIGHWAY ACCESS: Greenfield is strategically located along Highway 101 with four major interchanges, offering easy access to major trucking routes. This location simplifies distribution and logistics for businesses needing to transport goods efficiently.



BUSINESS-FRIENDLY ENVIRONMENT: The city is known for having business-friendly staff and elected officials who are committed to supporting business growth and development.



COST-EFFECTIVENESS: Greenfield provides a lower cost of doing business with a reasonable fee structure, which can be attractive for startups and established businesses alike looking to optimize their operational budgets.



DEVELOPMENT OPPORTUNITIES: There are large development sites available for highway commercial and industrial use, allowing businesses to build or expand their facilities with greater ease and flexibility.



RETAIL GROWTH: Increased retail demand is driven by new development projects and a growing population, indicating a promising market for retail businesses and service providers.



AFFORDABLE HOUSING: The city offers affordable housing options with entry-level and middle-market homes, which can be a draw for attracting and retaining a diverse workforce.



AGRICULTURAL HUB: Greenfield's location in the Salinas Valley, with its rich soil and ideal climate, is perfect for agricultural ventures, particularly for vineyards and wineries.



QUALITY OF LIFE: A suburban feel with a small-town atmosphere.



Retail Opportunities in Greenfield, CA

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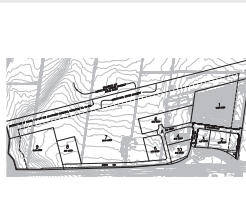
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101 ±60K vehicles per day on U.S. Route 101

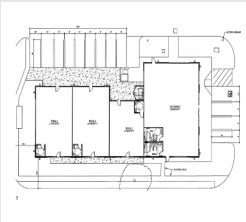
★ Four major interchanges along U.S. Route 101

1) YANKS AIR MUSEUM COMPLEX



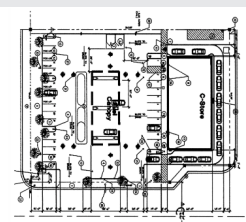
Thorne Road Exit (±440 Acres)
Phase I construction of the Yanks facility consisted of: grading approximately 30 acres, the creation of 1 service station building pad, construction of Livingston Road, construction of Yanks Way to provide access to U.S. Highway 101.

3) SANTA LUCIA RETAIL CENTER



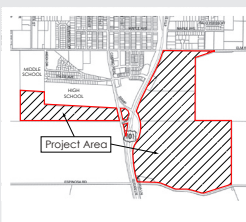
670 Walnut Ave. (±10.89 Acres)
The San Lucia Square shopping center sits on ±10.89 acres with ample parking and great visibility from freeway. Anchor tenants include Rancho San Miguel Market, Rite Aid, Wells Fargo and Burger King.

2) WALNUT AVENUE SPECIFIC PLAN



345 Walnut Avenue (±65 Acres)
Housing and commercial development with Starbucks, Carl's Jr., and ARCO are already open. There is also a new Chevron, Extra Mile Retail Market, Jamba, Pizza Hut, Jaja Fresh and Chester's Chicken directly east of the ARCO.

4) SOUTH END ANNEXATION



South Greenfield (±303 Acres)
The project involves the rezoning and annexation of seven parcels under the ownership of four separate entities. Zoning includes Low Density Residential, Highway Commercial, and Heavy Industrial.



Business Incentives in Greenfield, CA

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LOCAL INCENTIVES

- Expedited Permitting
- Low Fees and Rates
- City Fee Deferral Program
- Single Point of Contact Project Manager
- [PG&E Economic Development Rate](#)

STATE INCENTIVES

- [Industrial Development Bonds \(IDBs\)**](#)
- [California Competes Tax Credit](#)
- Manufacturing Equipment Sales & Use Tax Exemption
- Sales & Use Tax Exemption (CAEATFA)
- Recycling Market Development Zone (RMDZ)
- [Research and Development \(R&D\) Credit](#)
- [FARMER Program](#)
- [Food Production Investment Program \(FPIP\)](#)
- [Farm Loan](#)

FEDERAL INCENTIVES

- Foreign Trade Zone (FTZ)
- [HUBZone](#)
- [New Market Tax Credits \(NMTC\)](#)

HIRING INCENTIVES

NEW EMPLOYMENT OPPORTUNITIES (NEO) PROGRAM: Wage reimbursement available to qualified employers hiring qualifying Fresno County residents.

- Weeks 1-13 of employment: 100% Reimbursement
- Weeks 14-26 of employment: 75% Reimbursement
- Extensions available for up to a full year of partial reimbursement.

NEW EMPLOYMENT CREDIT (NEC): California income tax credit available to qualified employers located within a Designated Geographic Area (DGA) hiring qualifying employees. Credit is 35% of wages paid between 150% and 350% of California minimum wage.

WORK OPPORTUNITY TAX CREDIT (WOTC): Federal tax credit available for hiring qualifying individuals from certain target groups. Maximum tax credit ranges from \$1,200 to \$9,600 per qualifying hire.

EMPLOYMENT TRAINING PANEL (ETP): State reimbursement program for costs of customized training of new or existing employees. Upgrade employee skills by creating customized training programs.

*** Tax-exempt financing up to \$10 million for qualified manufacturing and processing companies for the construction or acquisition of facilities and equipment. IDBs allow private companies to borrow at low interest rates normally reserved for state and local governmental entities.*