The Kings River/99 Corridor is a collaborative marketing entity comprised of the seven cities that make up the eastern region of Fresno County. These diverse cities located along major commercial and tourism corridors share a large trade area and minimal travel time between each town, making the area the ideal location for new retail developments. Fresno County’s population is predicted to increase by 22% over 15 years by 2030.

- Regional Population 121,168
- Regional Median Income $43,772
- Regional Retail Sales per Capita $16,400
- Regional Retail and F&B Sales (2017) $915.8m
- Traffic Counts Averages: CA-99 - 85,000/day
  CA-180 - 37,000/day
  Manning Ave. - 24,000/day
City Snapshots

City of Fowler
Population: 6,241
Median Income: $47,572

City of Orange Cove
Population: 9,396
Median Income: $28,028

City of Kingsburg
Population: 12,338
Median Income: $59,467

City of Parlier
Population: 15,500
Median Income: $37,354

City of Selma
Population: 25,156
Median Income: $44,121

City of Reedley
Population: 26,152
Median Income: $45,699

City of Sanger
Population: 26,412
Median Income: $43,030

Retail Development Opportunities

<table>
<thead>
<tr>
<th>CITY</th>
<th>ADDRESS</th>
<th>AVAILABLE SPACE</th>
<th>PROPERTY TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fowler</td>
<td>W. Tuolumne Ave. &amp; N. 8th St.</td>
<td>±17.28 AC</td>
<td>Land</td>
</tr>
<tr>
<td>Orange Cove</td>
<td>Anchor Ave. &amp; Sumner Ave.</td>
<td>±0.80 AC</td>
<td>Shopping Center</td>
</tr>
<tr>
<td>Kingsburg</td>
<td>Highway 99 &amp; Sierra St.</td>
<td>±40 AC</td>
<td>Land</td>
</tr>
<tr>
<td>Parlier</td>
<td>NEQ Mendocino Ave &amp; Manning Ave.</td>
<td>±12.02 AC</td>
<td>Land</td>
</tr>
<tr>
<td>Selma</td>
<td>Highway 99 &amp; Mountain View Ave.</td>
<td>±20.24 AC</td>
<td>Land</td>
</tr>
<tr>
<td>Reedley</td>
<td>Buttonwillow Ave. &amp; Manning Ave.</td>
<td>±60 AC</td>
<td>Land</td>
</tr>
<tr>
<td>Sanger</td>
<td>Jensen Ave. &amp; Indionola Ave.</td>
<td>±17 AC</td>
<td>Land</td>
</tr>
</tbody>
</table>

Contact:
Karnig Kazarian
Fresno County Five Cities JPA
559.834.3113 x101
kkazarian@ci.fowler.ca.us

www.fresnoedc.com