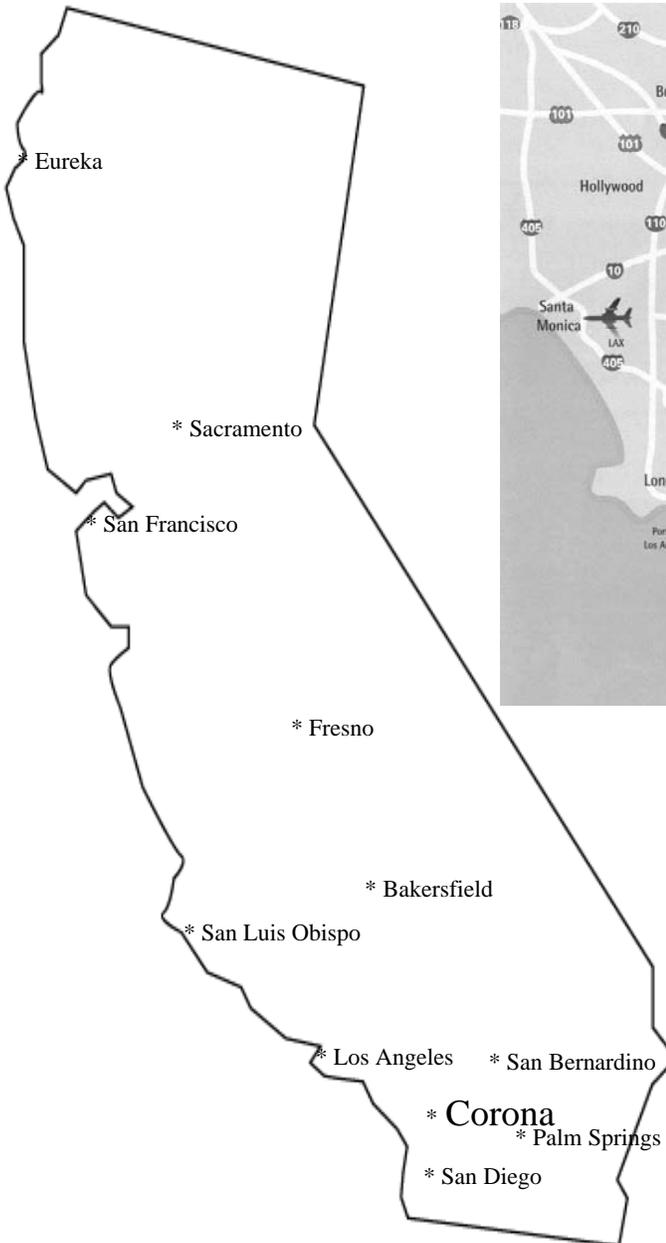
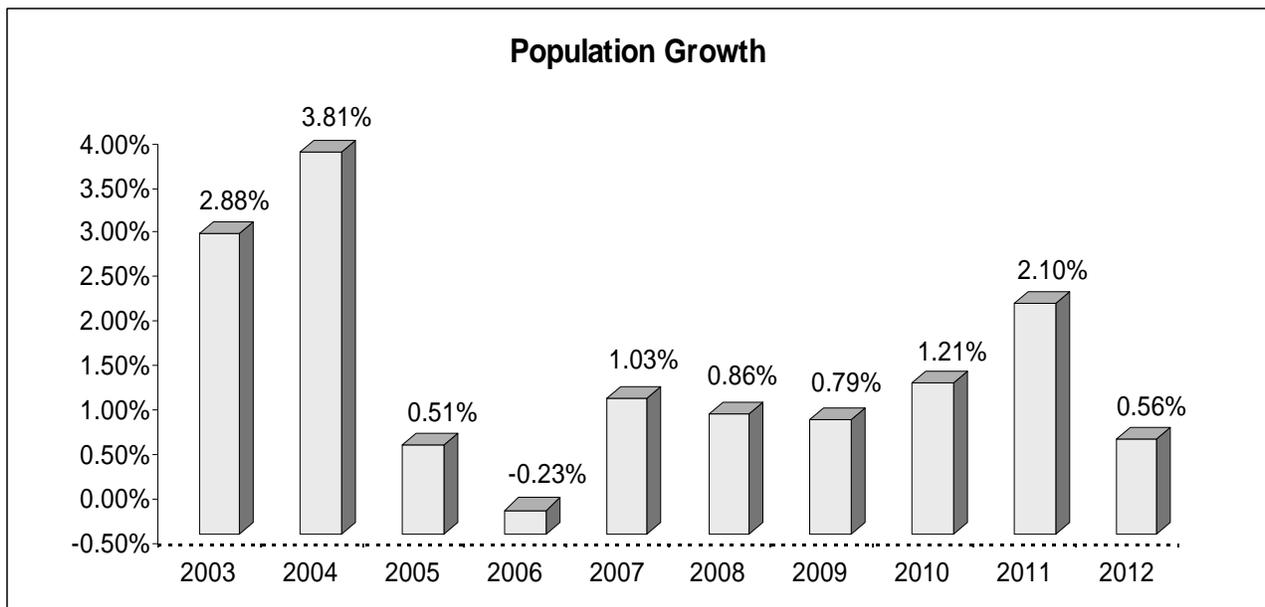
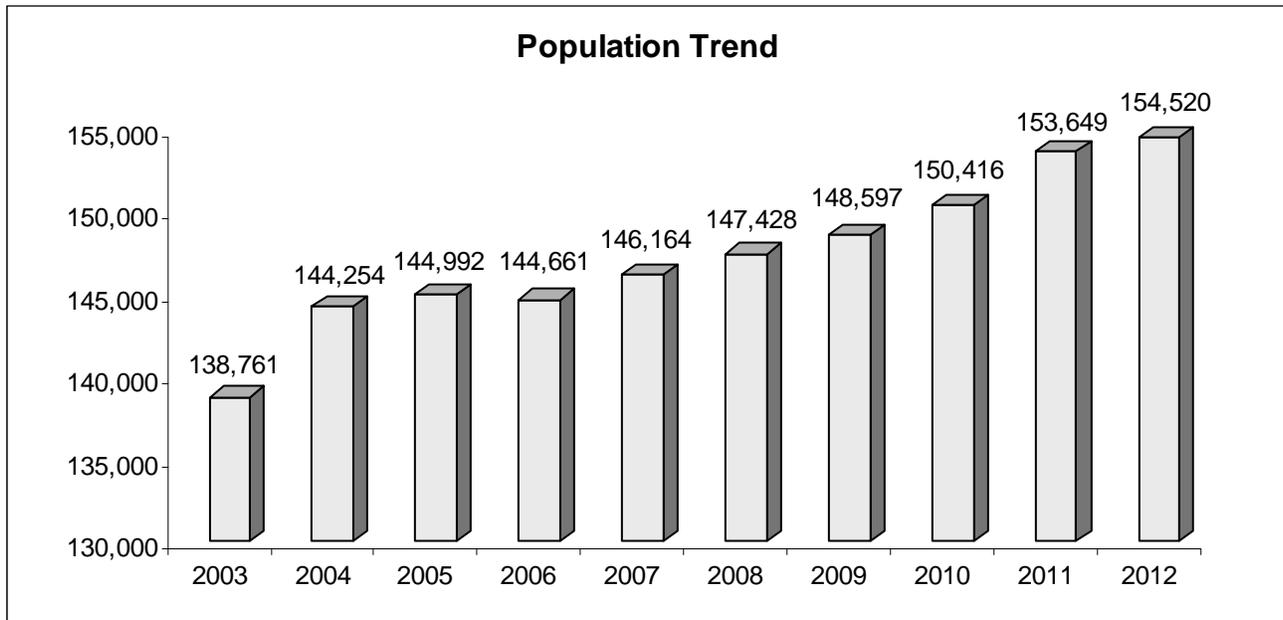


GENERAL INFORMATION & CORONA PROFILE

| | | |
|-------------------------------|--|---|
| County: | Riverside | |
| Form of Government: | General Law, City Council - City Manager | |
| Date of Incorporation: | July 26, 1896 | |
| Incorporated Area: | 39.2 square miles | Source: Community Development Department |
| Registered Voters: | 58,161 | Source: Riverside County Registrar of Voters Count is as of April 13, 2012 |
| Population: | 154,520 | Source: California Department of Finance January 1, 2012 Estimate |



GENERAL INFORMATION & CORONA PROFILE



GENERAL INFORMATION & CORONA PROFILE

Median Family Income \$79,180

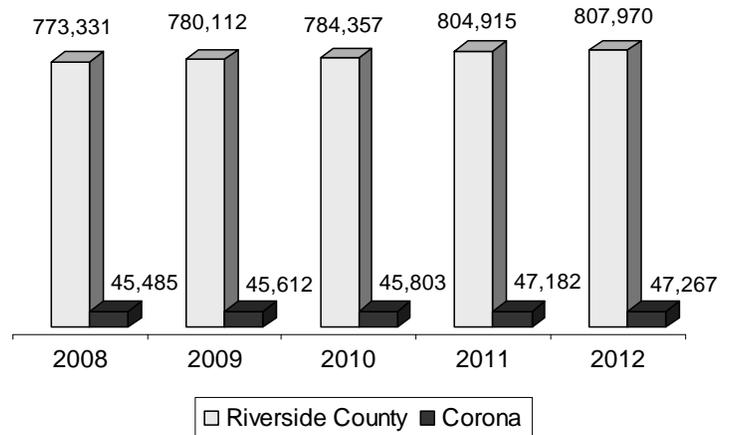
Source: U.S. Census Bureau, 2006-2010 American Community Survey

Number of Housing Units 47,267

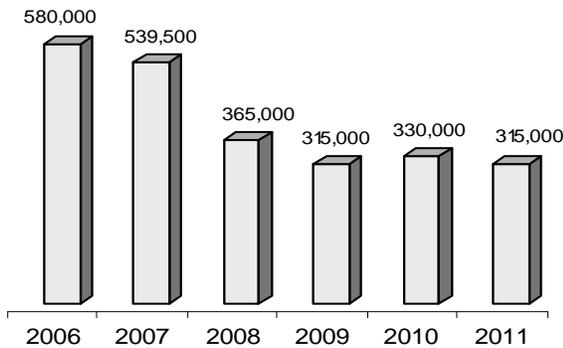
Source: California Department of Finance
January 1, 2012 Estimate



Housing Growth Trend



Median Home Price Trend



2011 Median Home Price

\$315,000

Source: Data Quick

GENERAL INFORMATION & CORONA PROFILE

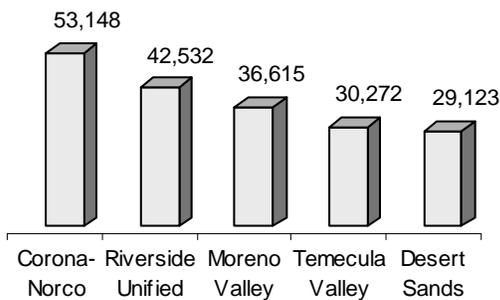


Corona Norco Unified School District

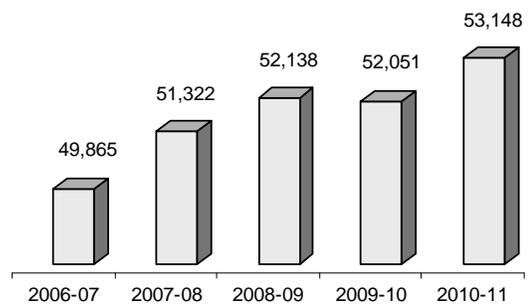
| | |
|--|-----------|
| Elementary Schools (K-5) | 31 |
| Intermediate Schools (6-8) | 7 |
| High Schools (9-12) | 5 |
| Other (Alternative, Special Ed., Etc.) | <u>6</u> |
| Total Number of Schools | 49 |

Source: California Department of Education

2010-11 Enrollment in the Five Largest Riverside County School Districts



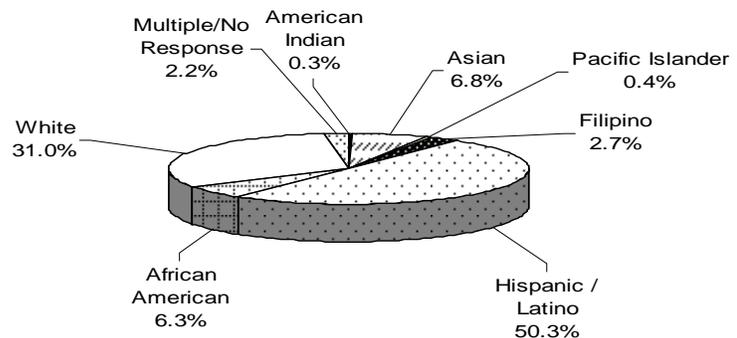
2010-11 Corona-Norco Unified School District Enrollment



Source: California Department of Education



District Enrollment by Ethnicity



Source: California Department of Education

GENERAL INFORMATION & CORONA PROFILE



Colleges/Universities

There are 28 public and private colleges within 45 minutes of The City of Corona including:

- California Baptist College*
- California State University San Bernardino*
- La Sierra University*
- Riverside Community College*
- University California Riverside*

Protection Services

City of Corona Fire Department

| | |
|--------------------------------|-------|
| Number of Stations | 7 |
| Number of Sworn Fire Personnel | 111.5 |
| Total Number of Fire Personnel | 116.5 |



City of Corona Police Department

| | |
|----------------------------------|-------|
| Number of Stations | 1 |
| Number of "Zone Offices" | 5 |
| Number of Sworn Police Personnel | 152.5 |
| Total Number of Police Personnel | 212.5 |

Crime Ranking

Corona has one of the lowest crime rates among Inland Empire cities with populations of 100,000 people or more.

Crimes Reported For Calendar Year 2011

| | <u>Violent Crimes</u> | <u>Property Crimes</u> | <u>Larceny-theft</u> | <u>Arson</u> |
|------------------|-----------------------|------------------------|----------------------|--------------|
| Corona | 98 | 1615 | 1142 | 13 |
| Rancho Cucamonga | 147 | 1801 | 1119 | 2 |
| Ontario | 244 | 2371 | 1536 | 10 |
| Fontana | 314 | 1919 | 1142 | 5 |
| Moreno Valley | 390 | 2747 | 1323 | 2 |
| Riverside | 625 | 4853 | 3134 | 17 |

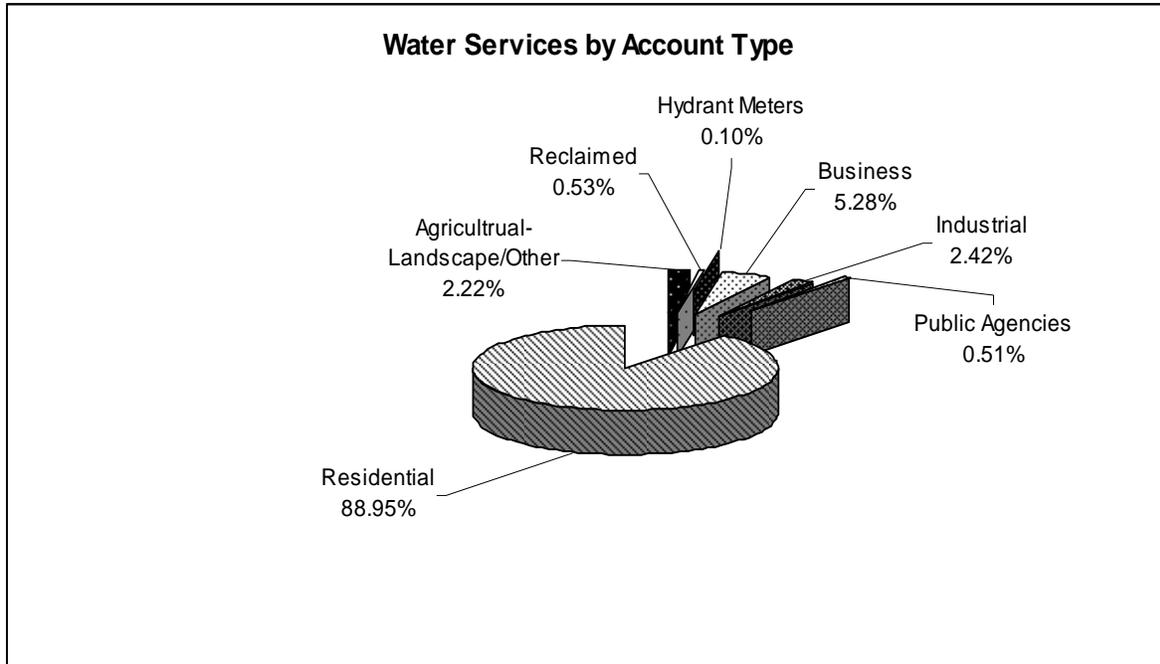
Source: California Department of Justice, Criminal Justice Statistics Center Report

GENERAL INFORMATION & CORONA PROFILE

Water Services

Number of Active Accounts

41,490



Source: Department of Water & Power June 30, 2011

Parks and Landscape Areas

Developed Parks:

| | |
|--------------------|--------------|
| Neighborhood Parks | 156.53 acres |
| Community Parks | 200.00 acres |
| Specialty Facility | 36.50 acres |

People per park acre 390.93 acres

Based on California Department of Finance Population Estimate

Parks in development:

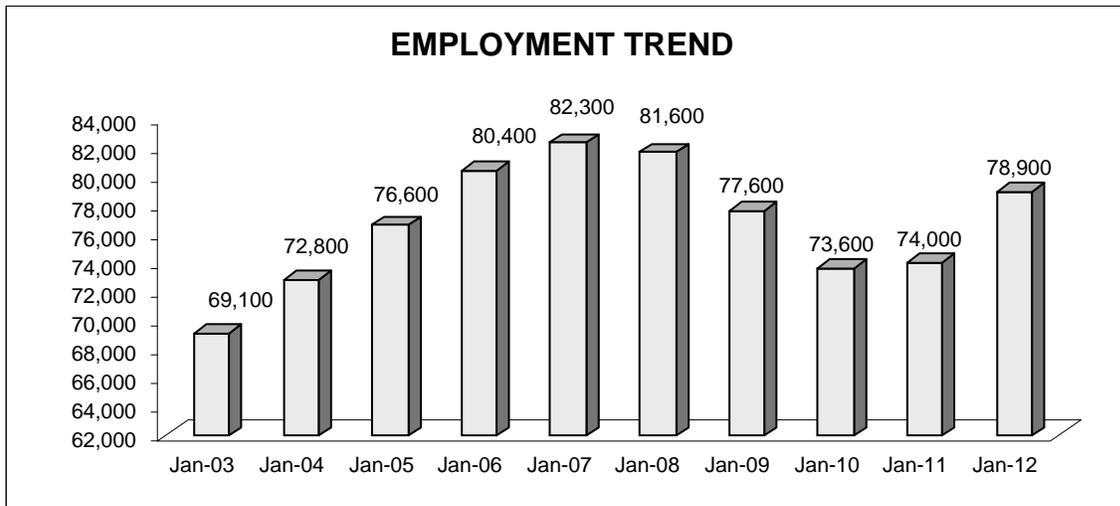
| | |
|--------------------------|-------------|
| Neighborhood Parks | 10.50 acres |
| Community / Sports Parks | 42.00 acres |

Community Airport 96.00 acres

Total maintained acreage 541.53 acres



GENERAL INFORMATION & CORONA PROFILE



Source: California Labor Market Info



Recreation and Entertainment

Corona Public Library
 Four golf courses
 Fender Museum of Music and Arts
 Fishing
 Movie theaters
 Pole Position Raceway
 Skate Park
 Tom's Farm
 Various restaurants and shopping



Top Employers

Corona-Norco Unified School District
 Kaiser Permanente
 Corona Regional Medical Center
 Watson Laboratories, Inc.
 City of Corona
 All American Asphalt
 Fender USA

GENERAL INFORMATION & CORONA PROFILE

COMPARATIVE CITY INFORMATION SURROUNDING CITIES WITHIN RIVERSIDE COUNTY

| | NUMBER OF EMPLOYEES | POPULATION | ESTIMATED GENERAL FUND REVENUE * | BUDGETED GENERAL FUND EXPENDITURES * | EXPENDITURES PER CAPITA |
|---------------|---------------------|------------|----------------------------------|--------------------------------------|-------------------------|
| Lake Elsinore | 59 | 52,503 | 22,910,822 | 2,270,001 | \$462 |
| Corona | 714 | 153,649 | 106,342,543 | 111,845,348 | \$728 |
| Riverside | 2,450 | 306,779 | 171,304,729 | 211,240,829 | \$689 |
| Temecula | 159 | 101,657 | 50,235,598 | 52,243,782 | \$514 |
| Norco | 69 | 27,060 | 11,735,448 | 13,005,930 | \$481 |
| Moreno Valley | 376 | 195,216 | 71,197,814 | 76,346,149 | \$391 |
| Murrieta | 326 | 104,459 | 32,866,610 | 37,503,191 | \$359 |

* Does not include transfers.

* FY 2011-12 Data

CORONA – PAST AND PRESENT

THE HISTORY OF CORONA: THE “CIRCLE CITY”

By Gloria Scott Freel, Corona Public Library, Former Senior Librarian, Heritage Room

The City of Corona is located approximately 45 miles southeast of Los Angeles in western Riverside County. The community is ideally situated at the base of the mountainous Cleveland National Forest on an alluvial plain leading down or north to the Santa Ana River. The mean temperature in January has averaged 51.6 degrees, and in July 74.8 degrees. Rainfall averages 2.71 inches in January and .01 inches in July. Corona is a General Law City. Five Corona citizens make up the Corona City Council and each is elected to a four-year term of office.

Historically, the area has many significant features: The Luiseno Indians, the site of the first Spanish family to settle in Riverside County, the Temescal Tin Mines, and some of the best clay and mineral deposits in the United States. The City is also renowned for its circular Grand Boulevard where international road racing events once took place. Other business firsts include: the first United States lemon processing plant built in 1915; and the world's largest cheese plant, which opened on Lincoln Avenue in 1985 on land where the *Desi Arnaz horse ranch* once stood. The local Luiseno Indians were known as hunters and gatherers. They hunted for such animals as bear, snakes, rodents, coyote, rabbits, birds and fish. They made straw baskets from wild grasses, constructed clay containers and gathered acorns, seeds, wild berries, and roots for food. These Native Americans were very clean and used the hot waters and natural springs in the Temescal Canyon to bathe on a daily basis and as part of their religious ceremonies. Current residents and visitors still enjoy the rejuvenating mud baths and hot springs at the Glen Ivy resort. Luiseno religious ceremonies were strictly followed and remnants of some of their artistic pictographs and petroglyphs can still be found on some of the rocks in the undeveloped areas.

These Shoshonean Indian tribes came under the influence of the Spanish settlers at the Mission San Luis Rey, and they were given the name Luiseno. As Spanish settlement progressed inland, the land soon was taken over by the Spanish ranchos. Sheep and cattle dotted the hills from the ranchos run by the Serrano, Cota, Sepulveda and Botiller families. Remnants of the Serrano tanning vat are still found on Old Temescal Canyon Road. This is also the route that was taken by the Butterfield State Route that brought many Americans to California along the southern route between 1858 and 1861. Plaques marking the sites of Indian petroglyphs, the Butterfield Stage stops and the Serrano adobe and tanning vats are still found along this road.

In 1886, developer Robert Taylor persuaded his partners: Rimpau, Joy, Garretson and Merrill to form the South Riverside Land and Water Company. Together they raised approximately \$110,000 to purchase approximately 12,000 acres of good agricultural land. Taylor realized the importance of water for the soon to be developed community, and additional funds were used to ensure that sufficient water rights were obtained. Taylor hired Anaheim engineer H. C. Kellogg to design a circular Grand Boulevard three miles round. Early residents used to parade their fancy buggies on this circular street that enclosed the main functions of the community: schools, churches, residences and stores. To the north along the railroad tracks were the manufacturing plants and packing houses.

CORONA – PAST AND PRESENT

The southern end of town was left to the citrus industry, and the mining companies were established just outside the city's southeastern and eastern city limits.

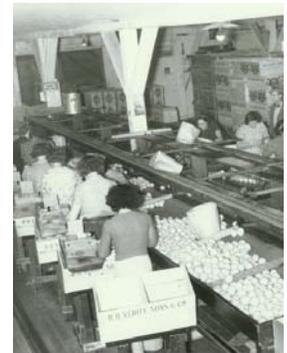
The town's founders initially named their development South Riverside after the successful citrus community of Riverside, just a few miles away. In 1896 there was a movement to incorporate and change the town name. The citizens were anxious to establish their own identity and did not want to be considered an extension of the City of Riverside. On July 26, 1896 an incorporation vote was successful and the City of Corona's date of incorporation was July 13, 1896. The name "Corona" was suggested, standing for the circle within the City and the connotative crown.



Since Corona's 1900 population of 1,434, there have been numerous changes. On September 9, 1913, in observance of California's Admission's Day, Corona residents celebrated with an international automobile race on the Boulevard. The event attracted such auto racing greats as: Ralph DePalma, Barney Oldfield,

Terrible Teddy Tetzlaff and Earl Cooper. More than 100,000 people came to the town of 4,000 to watch Cooper win the race and a prize of \$8,250. It was so successful that races were held again in 1914 and 1916. The demise of the Corona road races was due not only to the tragic deaths which occurred in 1916, but because of the cost and local effort needed to continually stage such an extravagant event.

During the teens and twenties, Corona citizens built numerous churches, a library and a new city hall. By 1915 the production of lemons was exceeding national demand, and local businessmen worked together to form the first Lemon Exchange By-Products Company in the United States. Located on Joy and the railroad tracks, this cooperative was eventually bought out by Sunkist. In 1954 they employed more than 700 people and marketed a variety of lemon products for worldwide disbursement. The plant produced citric acid, lemon oil, lemon juice and pectin which helped Corona to gain the nickname "Lemon Capital of the World." As housing developments began to overtake the Southern California citrus orchards, Sunkist found that the lack of a local supply was forcing them to move. They closed the Corona plant in 1982.



Mining has always played a secondary but vital role to the more prominent citrus industry. Now that citrus has declined and the mines remain, they have again become a focal point in Corona industry. Historically this area is known for having the only productive tin mine in the country, and it produced tin until 1893. Other more successful mining ventures included the Minnesota Mining and Manufacturing Company (previously Blue Diamond Mine), the Pacific Clay Company (organized in 1886), Redlands Clay Tile, Maruhachi Ceramics, Monier Roof Tile and US Tile. By 1954, the City had more than 11,000 inhabitants and was home to such industries as the Corona Clipper Company, Liston Brick Company, Borden Food Products, and Tillotsen Refractories. The only oil wells in Riverside County were located in the hills just northwest of the town.

CORONA – PAST AND PRESENT

During the 1980s, both Southern California and Corona began to grow. The Riverside Freeway (Highway 91) was constructed through Corona in 1962. Downtown Corona went through urban renewal in the late 60s and 70s, razing the old and putting in a new downtown. By 1989, the I-15 was constructed on the east of town, and the development of Sierra del Oro, Corona Hills, and South Corona were put into full gear. New commercial developments began opening on Lincoln Avenue, McKinley Avenue, and in Sierra del Oro. Price Club, Walmart, and the new auto mall became important parts of the City's revitalization plan. In June 1993, the City opened the newly redone Corona Public Library at 650 South Main Street with 62,300 square feet of space. The new library had not only devoted the usual space to adult and children's services, but added a Friends of the Corona Public Library bookshop, exhibit gallery, Heritage Room, community meeting rooms, study rooms and an adult literacy program, along with expanded automated technology. Additional plans for revitalizing downtown were addressed at an October 1995 community charette. By 1996, Corona's population had topped 100,000 people. There were 32 Corona parks, a Senior Center, gymnasium, and 30 schools in the Corona/Norco Unified School District.

CORONA TODAY

Corona has been a high growth city in the last two decades and has doubled in size from 1987 to the January 1, 2012 estimated population of 154,520 (*Source: California Department of Finance*). The incorporated boundaries of Corona currently encompass approximately 39.2 square miles. The attractiveness of the City as a residential and business community is attributable to several factors. Corona is centrally situated in the heart of Southern California at the gateway to Orange County and the "Inland Empire" counties of Riverside and San Bernardino. The community is strategically located at the intersection of two major freeway systems, the east/west 91 Riverside Freeway that connects Riverside with Orange and Los Angeles County communities, and the north/south I-15 Interstate Freeway that connects San Diego and Las Vegas.

During this time period, vacant parcels of affordable land ready for development attracted many housing and industrial developers away from Los Angeles and Orange Counties. Likewise, the development of a variety of master planned housing opportunities from custom lot estates to luxury apartments with parks, green belts and bicycle trails allowed new development to be priced considerably below the Los Angeles and Orange County markets and has resulted in significant increases in population.



