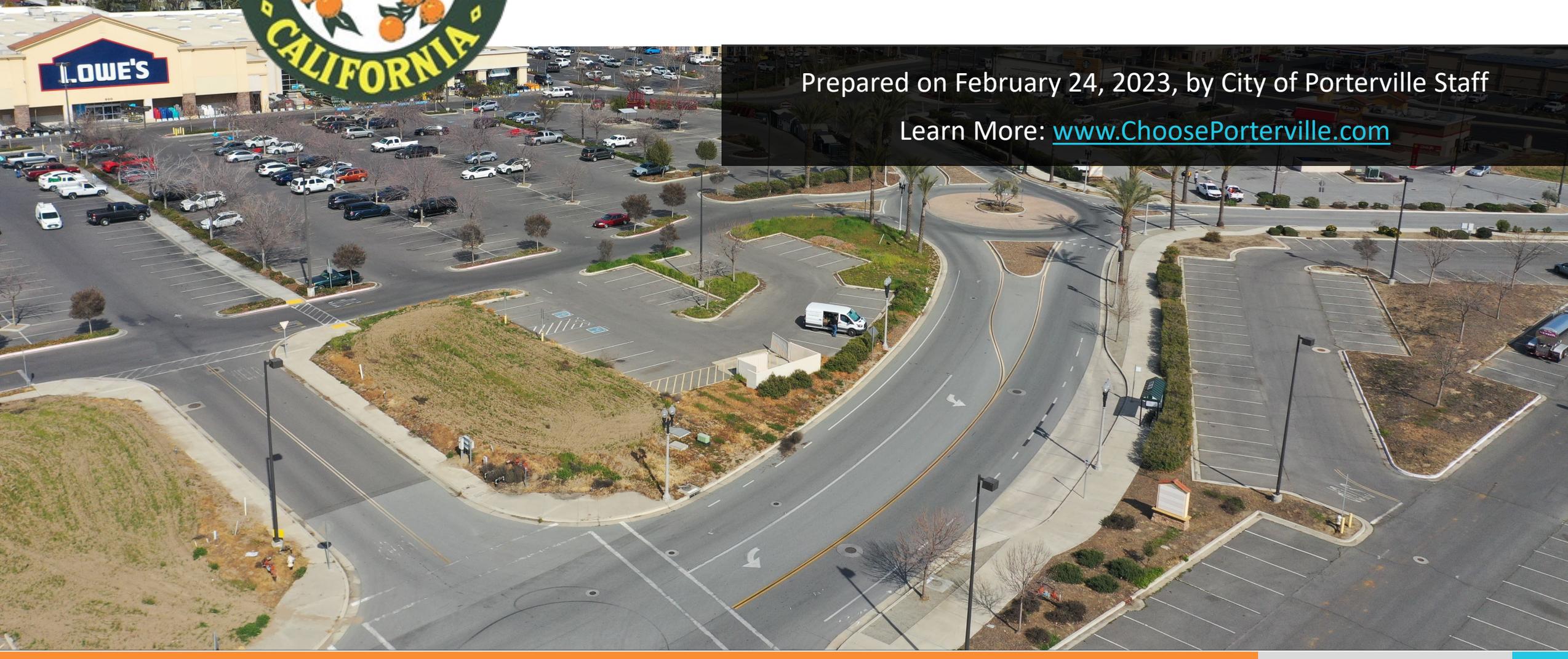




Welcome to Porterville

Prepared on February 24, 2023, by City of Porterville Staff

Learn More: www.ChoosePorterville.com





Centrally located for commerce and transportation, while featuring high quality of life for employees.

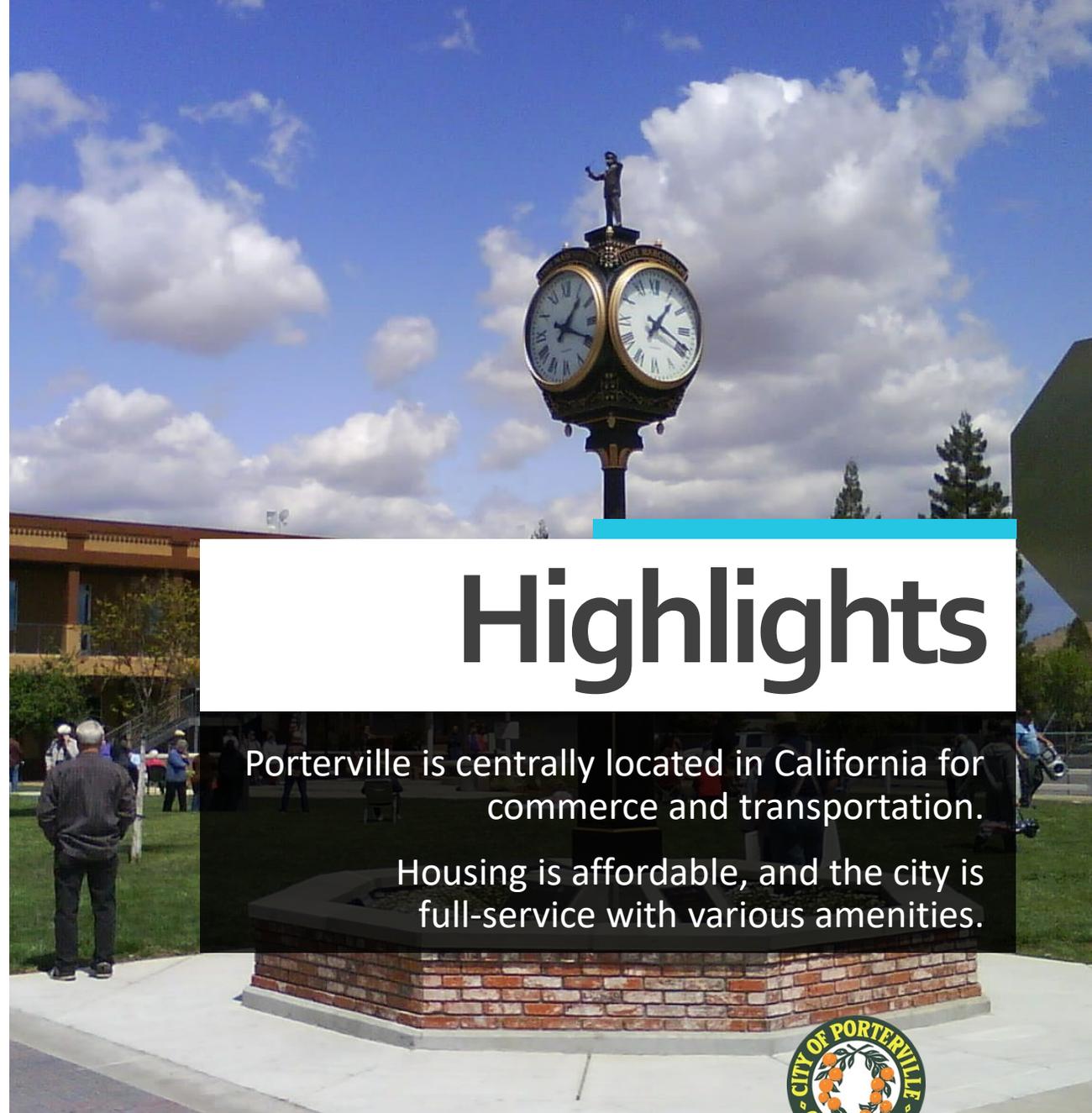


Affordability and open land make Porterville a competitive location for new and expanding businesses.



Quality of Life: Residents enjoy the small-city feel Porterville's known for coupled with big-city amenities.

Porterville is strategically located in California's San Joaquin Valley, at the foothills of the California Sierra Nevada mountains. Major transportation routes nearby include State Route 65 and State Route 190. The city is only minutes from State Route 99.



Highlights

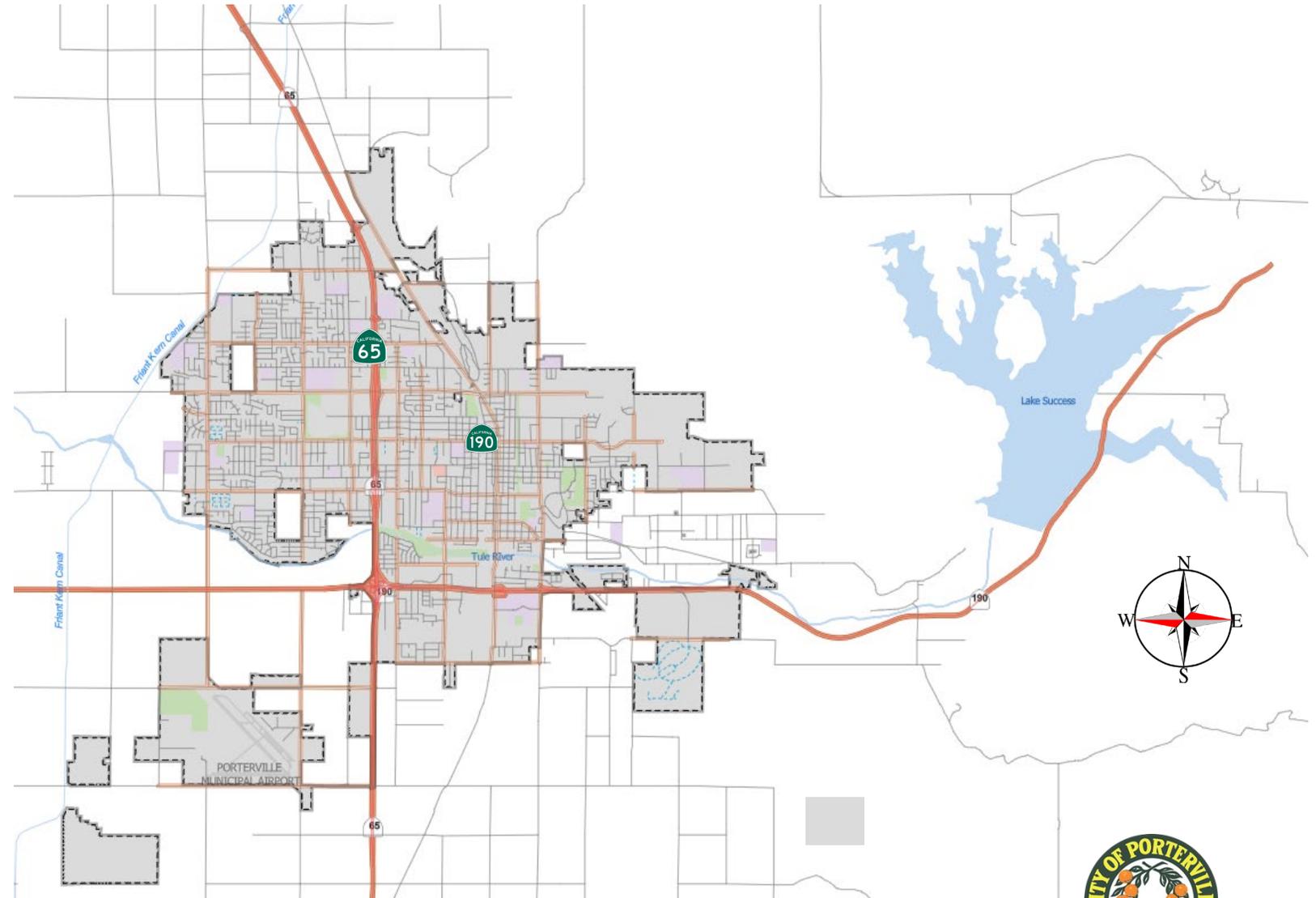
Porterville is centrally located in California for commerce and transportation.

Housing is affordable, and the city is full-service with various amenities.



City Background Info

- **Area:** 18.65 sq. miles
- **Population (City Limits):** 63,072
- **15-Mile Service Area Population:** 117,924
- **Distance to SR-99:** Less than 20 mins.
- **Average Household Income:** \$60,655
- **Median Household Expenditure:** \$52,918
- **Median Age:** 29.6 years
- **Married:** 38.3%

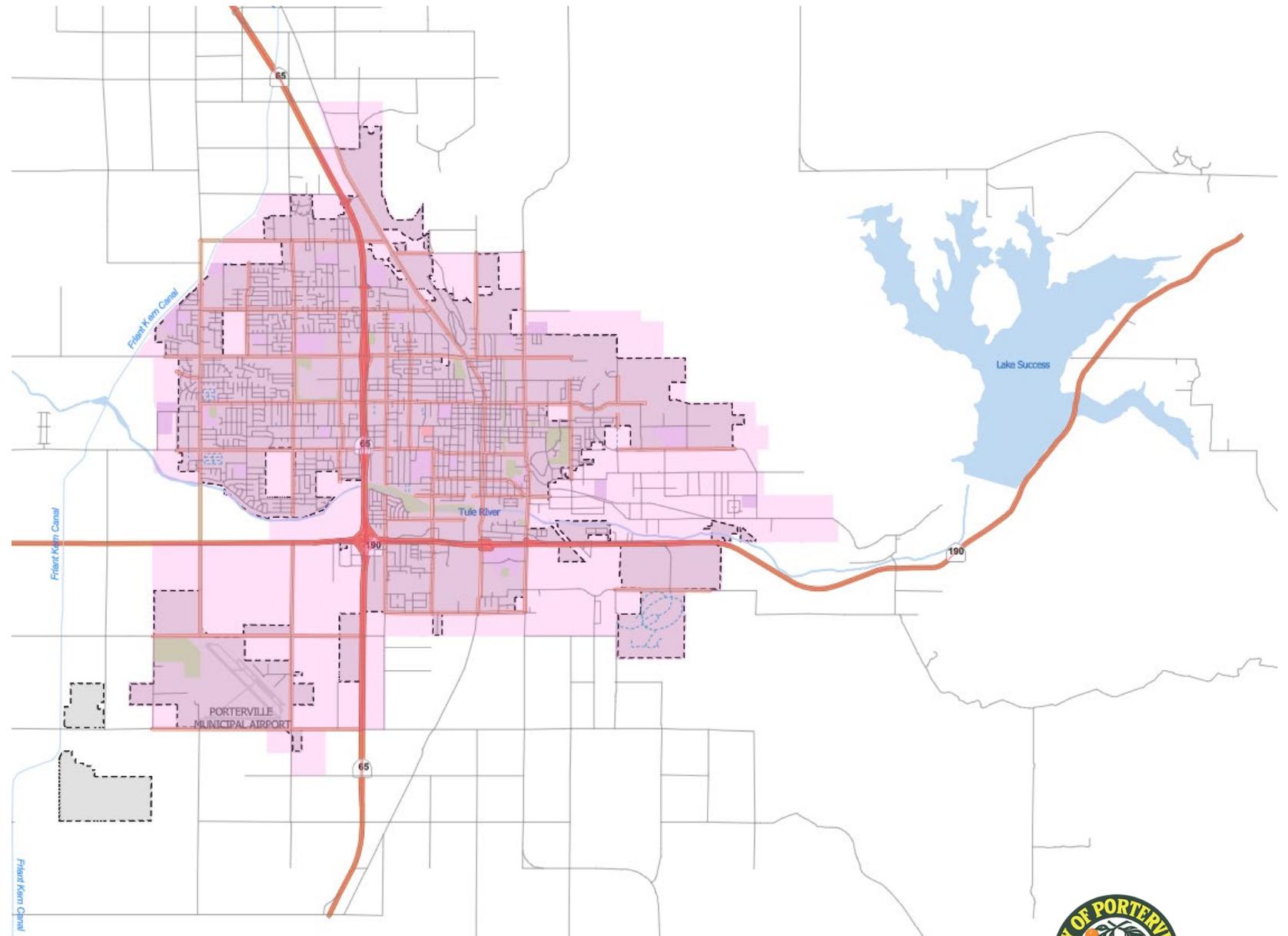


Sphere of Influence

Porterville, lying along the foothills of the picturesque Sierra Nevada mountain range, is located on State Route 65, 165 miles north of Los Angeles.

The city has a strategic central location to major markets and ready access to major transportation routes. Centrally located midway between San Francisco and Los Angeles, Porterville is situated on the eastern edge of California's San Joaquin Valley, just 17 miles off State Route 99, a primary north-south transportation route. **The city is approximately an hour from Fresno and Bakersfield and is a bustling city of over 62,000, serving as a trade center to over 117,000 people.**

Porterville serves as the gateway to the Sequoia National Forest and Giant Sequoia National Monument, and is home to The Mighty 190, a local tourism collaboration that promotes countless outdoor adventures and natural amenities located along State Route 190 in southeastern Tulare County between Porterville and the Trail of 100 Giants.



Demographics

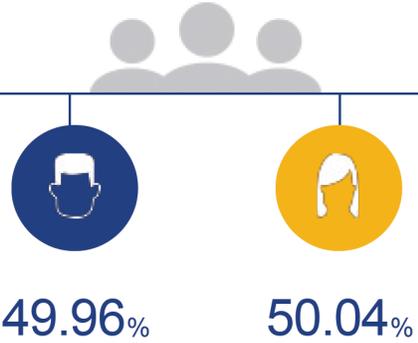
The City of Porterville has a diverse population.



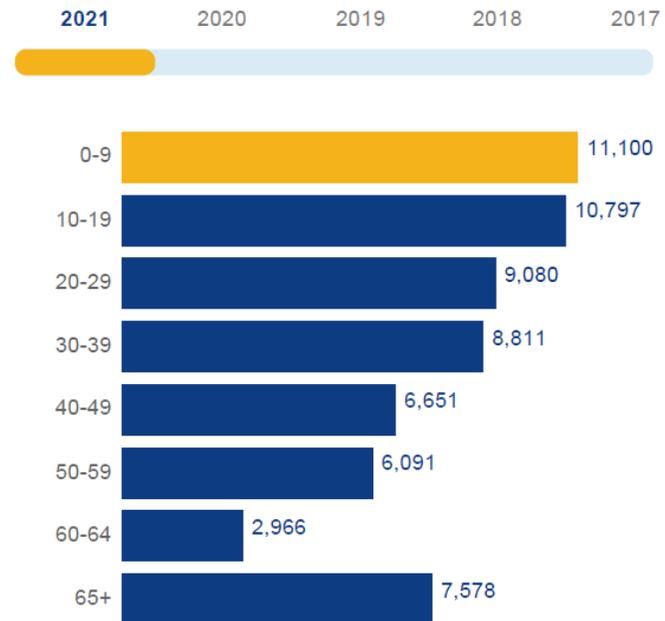
Demographics: Age and Gender

63,072

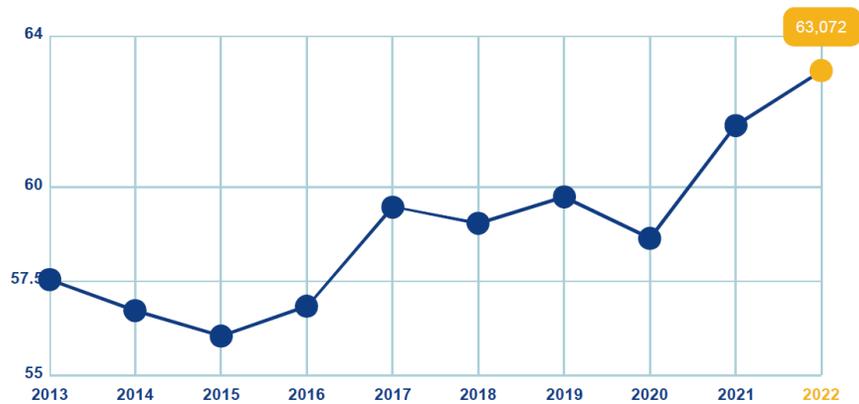
Total Population



Age Distribution



Population Growth (in thousands)



Median Age

30



Demographics: Education

Educational Attainment

22.69% of the population in Porterville have an associate's degree or higher. 71.91% have a high school degree or higher.



Demographics: Labor Force

Porterville has a labor force of 27,711 people, with an unemployment rate of 11.8%.

27,711

Labor Force

11.8%

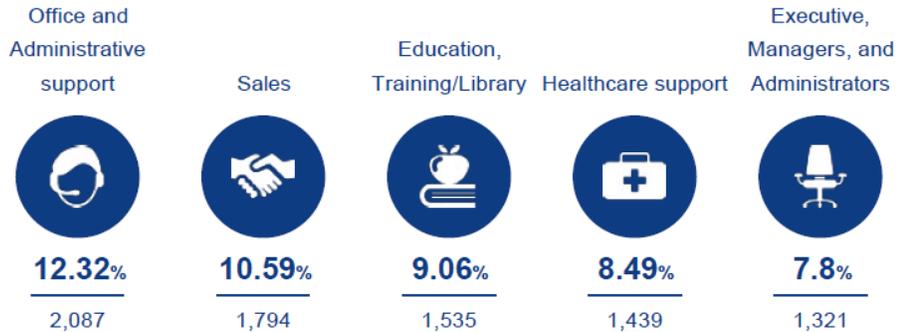
Unemployment Rate

▼ -2.1%

Unemployment Rate
Change (1 year)

Talent

What are the largest job counts by occupation?



The work distribution of total employees in Porterville is:



32%

Blue Collar



67%

White Collar



Demographics: Income

Income and Spending

Households in Porterville earn a median yearly income of \$48,843. 30.78% of the households earn more than the national average each year. Household expenditures average \$53,218 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.



Average Household Income: \$60,655
Median Household Expenditure: \$52,918
Median Age: 29.6 years
Married: 38.3%

How do people spend most of their money?
PER HOUSEHOLD



Lifestyle

Small-city charm, full-service city.

- Enjoy the slower pace, a casual lifestyle, and the friendliness of a small town without sacrificing quality.
- Porterville has several parks in the community, each with its own unique setting.
- There is a hospital with an operating emergency department.
- City of Porterville services include public works (water, sewage, roads, and infrastructure), police department, fire department, and a public library.
- Porterville is located at the foothills of the world-renown Giant Sequoias (Sierra Nevadas), which boast the world's largest trees.
- A local tourism initiative, [Mighty 190](#), and a modern entertainment destination, [Eagle Mountain Casino](#), draws large crowds yearly.





[ZeroNox](#) is a global green power company based in Porterville.

As a future business in Porterville, we welcome you and are here to help you succeed.

Doing Business

Companies big and small get their start in Porterville.

[Stafford's Chocolates](#) brings big-city coffee and a delicate coffee experience to Porterville's downtown area.





We're eager to welcome you into Porterville and have plenty of perks for existing and new businesses who choose Porterville.

Business Incentives

Our competitive incentives make business life easier.

- 4 Census Tracts Designated Opportunity Zones
- Located in the California Recycling Market Development Zone
- Fast-track, One-stop Permitting
- Development Fee Payment Plan at 0% Interest Over 10 Years
- Business Assistance Program





Riverwalk Marketplace

Parcels available off of SR-190 and Hwy. 65

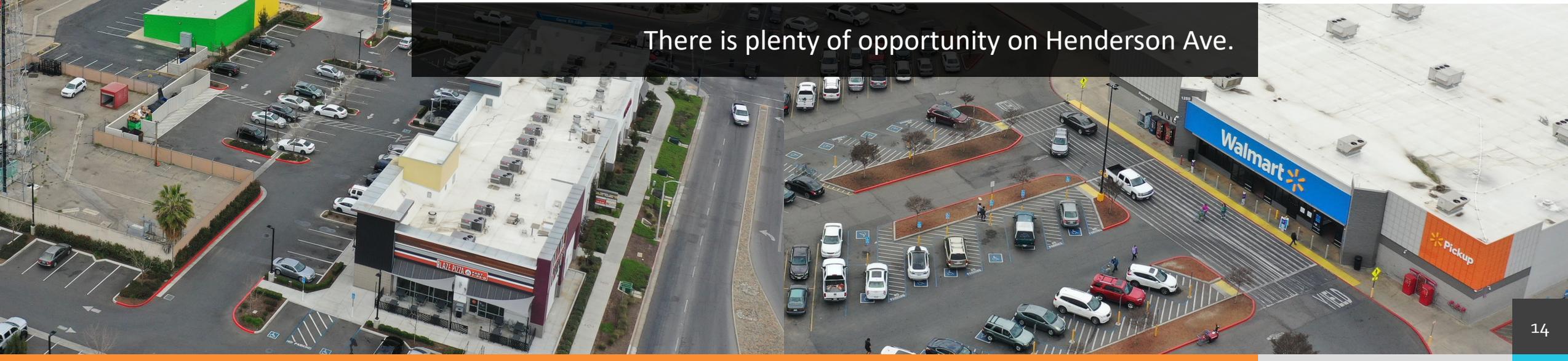
Learn more about the many opportunities for growth at [Riverwalk Marketplace](#).





Henderson Ave. & Hwy. 65

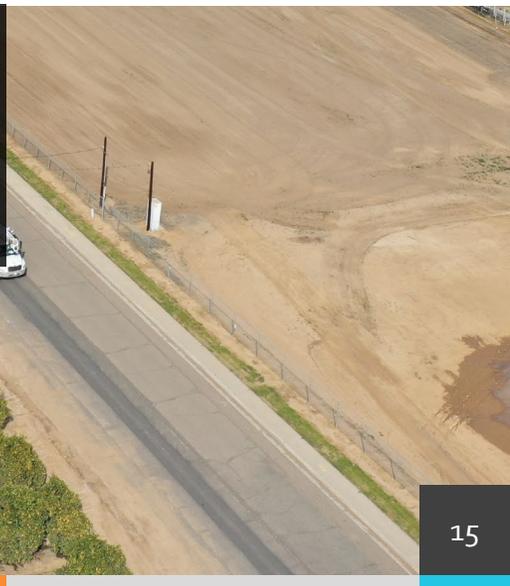
There is plenty of opportunity on Henderson Ave.





Porterville Airport Area

Open land is available near the newly relocated Eagle Mountain Casino, very close to the Porterville Airport and the Porterville Fairgrounds. With build to suit options, sky's the limit to what you can build in Porterville.





Get Started

Thank you for your time. The resources you need to start doing business in Porterville are at your fingertips.

Please visit www.ChoosePorterville.com.

Questions? Contact the City of Porterville's Economic Development Division

EcDev@ci.Porterville.ca.us • (559) 782-7460

