



DEMOGRAPHICS

Average age is 38

51% White Collar; 25% Blue Collar; 24% Service & Farm

48% High school grads/ some college; 25% college degree +

COMMUNITY

The Cloverdale Reveille, locally owned and published, has been the hometown newspaper since 1879.

Cloverdale's hundreds of local non-profits share information and resources for the benefit of the community.

ENTERTAINMENT

The annual Cloverdale Citrus Fair began in 1892 and is the first official fair in the state of California each year.

Cloverdale's Old Time Fiddle Festival and Contest attracts music lovers everywhere.

ARTS

The Cloverdale Performing Arts Center wows audiences with first class talent and plays.

The Arts Alliance has year-round programs featuring local artisans in all media.

CLOVERDALE COMMUNITY PROFILE

Location, Location!

- ✦ Close to urban centers
- ✦ 15 minutes to Healdsburg Plaza
- ✦ 10 minutes to Lake Sonoma fishing, biking, and boating
- ✦ Surrounded by miles of vineyards and family-owned wineries



POPULATION CHARACTERISTICS

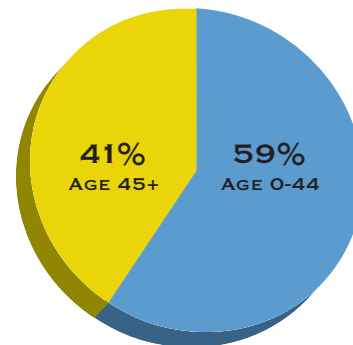
DESCRIPTION	5.0 MILE RADIUS	10.0 MILE RADIUS	20.0 MILE RADIUS
Population 2009 est	11,032	13,521	86,383
Population 2014 proj	12,082	14,512	90,903
Avg Household Income 2009 est	\$69,863	\$74,926	\$77,354
Number of Households 2009 est	3,989	4,822	31,717
Number of Households 2014 proj	4,339	5,158	33,314
Population Hispanic or Latino 2009 est	34%	35%	28%
Population Non Hispanic or Latino 2009 est	66%	65%	72%
Population Male 2009 est	51%	52%	51%
Population Female 2009 est	49%	48%	49%

CLIMATE

Cloverdale enjoys a seasonal climate with balmy summer evenings. Annual average rainfall is 44 inches.

AVERAGE TEMPERATURES:

MONTH	HIGH	LOW
January	57	38
March	65	43
June	86	54
July	91	55
October	78	49



POPULATION BY AGE

The population in Cloverdale's Trade Area is balanced between younger families at peak earning power, baby boomers, and retirees.



CLOVERDALE

Chamber of Commerce, 105 North Cloverdale Blvd., Cloverdale, CA 95425 (707) 894-0125

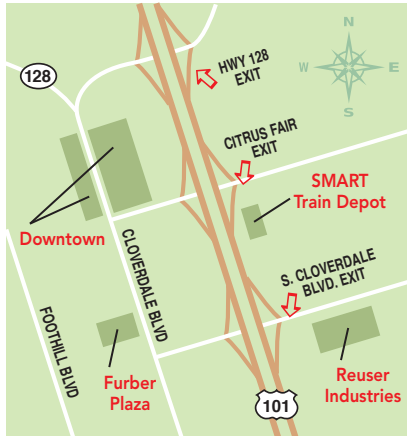
www.cloverdale.net

Area

The approved 2009 General Plan Update provides and encourages development opportunities and land sites for employers, retailers and mixed use projects in downtown and within the city's urban growth boundary and sphere of influence, a total area of approximately 7.0 square miles.

Location

With 3 freeway exits off Northern California Highway 101, Cloverdale is well-located for travel to Arcata/Eureka to the north and Sonoma/Marin/San Francisco Bay Area to the south. It also offers access to Napa, Mendocino, and Lake counties through east/west Hwy 128.



The SMART Train depot is within walking distance of downtown.

Parks, Recreation & Community Meeting Places

- ✦ Furber Park, Vintage Meadows Park, River Park on Russian River, four ballparks
- ✦ Veterans Center with public pool
- ✦ Citrus Fairgrounds
- ✦ Cloverdale Senior Center
- ✦ Center for Performing Arts
- ✦ Cloverdale History Center
- ✦ Cloverdale Library

Cultural, Entertainment & Points of Interest

- ✦ Performing Arts Center
- ✦ Citrus Fair
- ✦ Cloverdale Historical Society and History Center
- ✦ First Street Gallery
- ✦ Cloverdale Arts Alliance
- ✦ Grange and Young People's Performing Arts
- ✦ Downtown movie theater
- ✦ Hundreds of local wineries
- ✦ Lake Sonoma
- ✦ Anderson Valley/Mendocino Coast

Transportation

- ✦ Rail: Freight, Passenger and Commuter Rail through SMART Train (est. 2013 completion).
- ✦ Truck: Many common carriers provide interstate and intrastate service.
- ✦ Overnight Delivery: 1- 2 day guaranteed delivery anywhere in the U.S.
- ✦ Air – Cloverdale Municipal Airport (1 mile south) – Small, full-service municipal airport for light planes and general aviation. Charles M. Schulz / Sonoma County Airport (STS) 20 miles south serves Las Vegas, Los Angeles, Portland, and Seattle through Horizon Air with commuter connections to SFO. Drive-time to SFO, Oakland International and Sacramento International airports. Rental cars available at STS and in Cloverdale.
- ✦ Bus: One city bus; Sonoma County Transit; Greyhound Bus Stop and Amtrak connection service.
- ✦ Water: Ocean 30 miles; Barge service from Petaluma on Petaluma River to all inland ports on San Francisco Bay and the Delta.

Medical Facilities

- ✦ Alexander Valley Regional Medical Center- family practice, acute medical care, general dentistry, behavioral health and family counseling. www.avrmc.org
- ✦ Cloverdale Health Care Center Skilled Nursing Facility
- ✦ Ambulance Service
- ✦ Local offices of dentists, chiropractors, acupuncturists and massage therapists
- ✦ Healdsburg District Hospital, www.nschd.org
- ✦ Kaiser Foundation Hospital, Santa Rosa, www.kaisersantarosa.org
- ✦ Santa Rosa Memorial Hospital, www.santarosamemorial.org
- ✦ Sutter Medical Center of Santa Rosa, www.suttersantarosa.org

Schools/Education

- ✦ Cloverdale Unified School District – serves 1570 students grades K-12 at two elementary schools, one comprehensive high school (Jefferson Elementary, Washington School and Cloverdale High School), and a continuation high school.
- ✦ Approximately 36% of the students are Hispanic and 63% Caucasian.
- ✦ Cooperative preschool program, Even Start and Head Start Programs.
- ✦ There are a number of private schools in the area. For information on private schools in Sonoma County, www.privateschoolreview.com.
- ✦ Santa Rosa Junior College, Empire College, USF North Campus and Sonoma State University provide a wide range of educational opportunities close by.