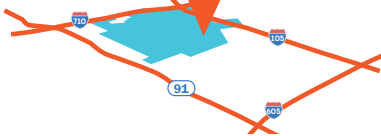


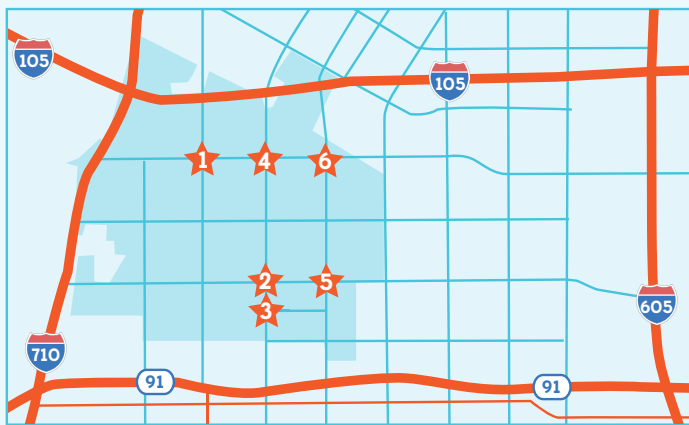


BRING YOUR BUSINESS TO PARAMOUNT



Last year, Paramount authorized a study to look at opportunities for economic growth within the City. The result revealed the size of the consumer population, certain retail segments with room for expansion, and more statistics that reinforce the fact that Paramount is a profitable place to locate a business. Here are some of those findings.

KEY RETAIL INTERSECTIONS & TRAFFIC COUNTS



- | | |
|---|---|
| 1. Rosecrans & Garfield:
~53,303 AADT* | 4. Paramount & Rosecrans:
~49,027 AADT |
| 2. Paramount & Alondra
~51,182 AADT | 5. Alondra & Downey:
~41,101 AADT |
| 3. Paramount & Jackson
(Downtown):
~51,182 AADT | 6. Rosecrans & Downey:
~40,425 AADT |

*Annual Average Daily Traffic 2008

A STRONG CUSTOMER BASE ...

Besides our residents, Paramount has a large day-time workforce population, plus hundreds of thousands of people living within a 3-mile radius of the City.

In fact, 21% of Paramount's retail sales come from non-residents.

Demographic Highlights (2012)



15,940

Number of Workers
Commuting to Paramount



17,326

Total Daytime Workers
in Paramount

City Population

Population:
54,000

Median age:
29

Households:
14,000

Avg. Household
Size:
3.9

Avg. Household
Income:
\$53,000

(Estimated annual
population growth
of 3% over next 5
years.)

3-Mile Radius from Downtown

Population:
328,000

Median age:
30

Households:
89,500

Avg. Household
Size:
3.6

Avg. Household
Income:
\$57,000

Sources: Kosmont Retail NOW® Plan Summary, May 2013 Local Profiles Report 2013 – SCAG

RETAIL OPPORTUNITIES

Residents spend the following amounts outside the city:



**Auto Dealers
& Supplies**
(\$19.1M Leakage)



**Home Furnishings
& Appliances**
(\$15.4M Leakage)



Restaurants
(\$11.4M Leakage)



Apparel
(\$8M Leakage)

Upcoming Meetings

07/8/14 - 6:00 PM
**Planning
Commission**

07/15/14 - 5:00 PM
**City Council
Meeting**

07/16/14 - 6:00 PM
**Parks & Recreation
Commission**

07/22/14 - 6:00 PM
**Public Safety
Commission**

For more information
about Council &
Commission meetings,
please call (562) 220-2225.

2014 Paramount Pride WINNERS

Congratulations to this year's recipients of the annual Paramount Pride beautification award. These property owners add to the quality of life in town by maintaining their homes with an attention to detail and attractive, pleasing visuals. This year's winners were recognized by the City Council at its June 3rd meeting.

7100 Madison St. 15336 Wiemer Ave.

8609 Madison St. 15523 Orizaba Ave.

15545 Gundry Ave.

