

# Merced

## Positioned for Growth



*Inventing California's Future*



### HOUSING

Average Price:

- 3/2 1,600-1,800 sf: \$285,000
- 4/3 2,500 sf: \$400-\$500,000

Rental Market:

- 3/2 1,800 sf: \$1,400-\$1,500

Permits – Single Family Residential  
(more than Stockton & Modesto  
combined):

- 2018: 667
- 2019: 253



### UC MERCED

2018-19 Enrollment:

- 8,544 students
- 92.2% undergrad, 7.8% grad

2018-19 Undergraduates by School:

- Engineering: 2,192
- Natural Sciences: 2,131
- Soc. Sci, Humanities, Arts: 3,180

2018-19 Ethnic Diversity:

- 54.7% Hispanic
- 20% Asian/Pacific Islander



### LABORSHED

Primary Laborshed:

- 1,174,900

Secondary Laborshed

(reverse commute shed):

- 2,637,100



### AIRPORT

Commercial flights via Boutique Air at  
Merced Regional Airport (MCE):

- MCE-SMF
- MCE-LAX



### ACE

Commuter rail service via Altamont  
Corridor Express (ACE):

- Shared platform with high speed  
rail by 2026-27
- Merced-Silicon Valley



### HIGH SPEED RAIL (HSR)

Downtown station completion:

- 2026-27
- Merced-Bakersfield



UC Merced enrollment  
increases by 1,100 to 1,500  
students each year, with plans  
for 25,000 students at full  
build-out.

## Merced Opportunity Zones

### CENSUS TRACT 13.01

Downtown, residential, commercial, office, government, transportation hub, university

### CENSUS TRACT 13.02

Downtown, residential, commercial, office, government

### CENSUS TRACT 14.01

Residential, office commercial, hospitality

### CENSUS TRACT 15.01

Industrial, airport, residential, sports complex, government, future, industrial

### CENSUS TRACT 16.01

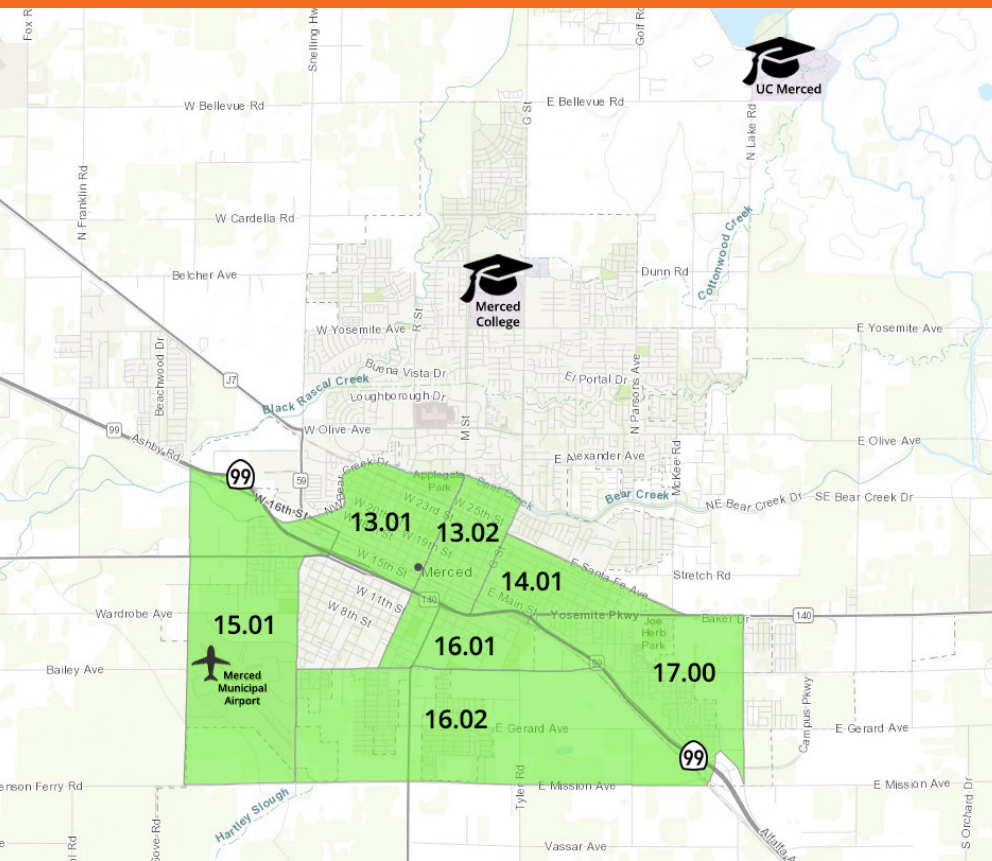
Medical, office, residential, heavy commercial

### CENSUS TRACT 16.02

Residential, ag, future industrial

### CENSUS TRACT 17.00

Hospitality, mixed use, commercial, office, residential, neighbor commercial



## Seven Opportunity Zones in Merced

Merced's Opportunity Zones comprise 6,680 acres of well served industrial, commercial, and residential areas.

- Tax incentives to individual investors who reinvest capital gains in new developments or businesses
- Deferral of existing capital gains tax and stepped forgiveness of additional gains at 5, 7 and 10 years, through basis increases

Start Investment Here:

**CITY OF MERCED**

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