The Brea Chamber of Commerce is pleased to present our 2019 Annual Report to the Community.

Our report is a compilation of research and data providing insight on the role the Brea Chamber of Commerce has played in encouraging economic growth, employment opportunities, and prosperity.

We are the Catalyst for business resources, information, and training to support the growth and professional development of business management and employees. We provide connections to business prospects, networking opportunities, and relationships in a friendly, referral-based environment.

We are the Convenor of leaders and influencers to identify and solve challenges. We have advocacy representation with elected officials, policy makers, and business leaders on local, regional, state, and federal platforms. The Brea Chamber has influence over issues that directly impact your business.

We are the Champion for a thriving community. We inspire smart planning decisions for long-term community sustainability and identify strategic partnerships to benefit business retention and growth, workforce development, charitable giving, and leadership development.

Since 1913 at O’hen’s Café, the Brea Chamber of Commerce has been operating as a service to our business members to help them innovate, ignite, and inspire. Products and services may be different from 1913, but the principles of doing business have not changed. The Brea Chamber remains as the organization whose sole purpose is to support business.

Your trust and confidence in the Brea Chamber of Commerce have helped us continue to be a Catalyst for local economic growth, a Convenor for the business community at all levels of government, and a Champion for Brea. We want to thank our members who help grow.

The Board of Directors of the Brea Chamber of Commerce are at the top of our organizational chart. They are collectively dedicated to serving our members in order to sustain a strong business community. The 2020 Board of Directors consists of 23 committed individuals who work to establish the vision, set policies, and oversee the fiscal health of the Brea Chamber.

2020 EXECUTIVE COMMITTEE

Jay Badillo
Chairman of the Board
Embassy Suites Brea

Kevin Caulson
Chair Elect
Brea Mall/Simon Property Group

Michelle Cummings
Membership
Credit Union of Southern California

Bill Murray
Finance & Operations
Edward Jones Investments

Eric Padilla
Marketing and Communications
Palatable Promotions

Ashley Cole
Housing
New York Life

Steve Grushen
Economic Development
Nationwide Mutual Insurance

2020 BOARD OF DIRECTORS

Connie Allred
Premier Designs Jewelry

Michael Becher
Miller Giancricci LLP

Jonathan Ekno
Ekno Insurance Services

Susan Embree
Silverado

Glenn Green
White Rhino Marketing

Satya Gupta
Kesco Logistics

Nancee Hoertz
Cedar Creek Inn

Cindy Kao
Accounting Principals, Inc.

Dan Kleinberg
Brea Improv/Copper Blues

Mark McGee
Republic Services

James McGrade
Healthcare Property Advisors

Vern Meurer
Con-Tech Plastics

Renita Mollman
Burns and McDonnell

Joe Patterson
Albertsons Distribution Center

Charlie Pittman
Beckman Coulter, Inc

Mary Ann Railey
PHI Health

Heidi L. Gallegos
Corporate Secretary to the Board
Brea Chamber of Commerce
The Brea Chamber of Commerce is a 501(c)6 corporation in existence since 1913. The Chamber serves as the voice of the greater Brea business community. We exist to be...

The CATALYST for business growth:
We ensure common sense decisions are made for growth and expansion in Brea.

The CONVENER of leaders and influencers to get things done:
We bring in local business and policymakers to discuss issues in order to make better decisions for all of Brea.

The CHAMPION for a thriving community:
We ensure our residents and business are educated and well-informed for a sustainable Brea.

The Brea Chamber Ambassadors serve as peer contacts and support for members, providing information and assistance on how to best utilize the Chamber’s services and abundant resources.

Cindy Kao
Accounting Principals, Inc. (2019 Ambassador Chair)

Connie Allred
Premier Designs Jewelry

Marvin Byrne
The Byrne Team

Lisa Bryant
TNG Real Estate

Ken Clements
KC Communications, Inc.

Terri Daxon
Daxon Marketing Communications

Krista Ellis
Geoff and Krista Real Estate

Ross Gile
DigiCal

Pauline Hampton
Senior Solutions

Geoff Hartman
Geoff and Krista Real Estate

Scott Hupp
S & S Home Loans

John Kim
Motto Mortgage Experience

David Oliva
Transamerica Financial Advisors

Chris Pham
Frazer LLP

Thomas Ramirez
Pay 825

Gisselle Regalado
Smile Design Advanced Dentistry

Lauren Sweeney
Mary Kay

FACEBOOK:
Likes (followers) are up 9.3%
Reach is up 20.6%
Reactions are up 20.4%
Source: Palatable Promotions

INSTAGRAM:
Followers are up 16.4% IG followers, 1,443 during last report vs 1,681 as of today.
CITY OF BREA

Incorporated in 1917, the City of Brea operates as a "full-service city," providing a wide range of services including police and fire protection, water and sanitation services, construction and maintenance of streets and infrastructure, recreational, human services, and the cultural arts, as well as a proactive communication and community outreach program.

Do big business in this small town! Brea provides excellent and professional municipal services and highly responsive public safety. The city also maintains a dynamic economic development strategy, which is designed to ensure a well-balanced community for commerce as well as residents. Open your business where you can support every employees' work style with many diverse lifestyle resources nearby.

The Regional Housing Needs Assessment (RHNA) is mandated by State Housing Law as part of the periodic process of updating local housing elements of the General Plan. The RHNA quantifies the need for housing within each jurisdiction during specified planning periods. SCAG is in the process of developing the 6th cycle RHNA allocation plan which will cover the planning period October 2021 through October 2029. Under the currently advancing proposal from SCAG, Brea will be responsible for 2,302 units.

There are 96% more households who own their homes than there are renters.

<table>
<thead>
<tr>
<th>Owners</th>
<th>Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>66.2%</td>
<td>33.8%</td>
</tr>
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</table>

The total population of Brea is 43,208. The median age is 40.

<table>
<thead>
<tr>
<th>Age Distribution</th>
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<tbody>
<tr>
<td>0-9</td>
</tr>
<tr>
<td>10-19</td>
</tr>
<tr>
<td>20-29</td>
</tr>
<tr>
<td>30-39</td>
</tr>
<tr>
<td>40-49</td>
</tr>
<tr>
<td>50-59</td>
</tr>
<tr>
<td>60-64</td>
</tr>
<tr>
<td>65+</td>
</tr>
</tbody>
</table>

Households in Brea earn a median yearly income of $95,768 | 63.18% of the households earn more than the national average each year. Household expenditures average $80,708 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

- Shelter: $16,943
- Transportation: $14,712
- Food and Beverages: $11,775
- Health Care: $6,668
- Utilities: $5,714

Number of Calls for Service 2019

- Incoming telephone calls: 61,380
- Incidents: 29,746
- Response times average just 3 minutes and 25 minutes

Brea Fire Department

- 86 Fires in Brea
- 380 Service Calls
- 3,145 Rescue & Emergency Medical Service Incidents
- 1,215 other calls
- 4,826 TOTAL CALLS

Source: ci.brea.ca.us
Source: zoomProspector
Brea has a total of 4,015 businesses in 2019. The leading industries in Brea were Retail, Manufacturing, Accommodation and Food Services, and Wholesalers.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Jobs</th>
<th>Establishments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>7,917</td>
<td>587</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>5,830</td>
<td>217</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>4,145</td>
<td>195</td>
</tr>
<tr>
<td>Wholesalers</td>
<td>4,048</td>
<td>223</td>
</tr>
</tbody>
</table>

### TOP 10 MAJOR EMPLOYERS
- Albertsons Distribution Warehouse
- Bank of America
- Beckman Coulter
- Brea Olinda Unified School District
- Bristol Industries
- City of Brea*
- Kirkhill - TA Company
- Mercury Insurance Group
- Nordstrom
- Walter's Wholesale Electric

*includes all part-time and seasonal employees

Source: City's Business License Software or Provided by Employer

### TOP 10 SALES PRODUCERS
- Apple Store
- Beckman Coulter
- Home Depot
- Macy’s
- Nordstrom
- Sigler Wholesale
- Target
- Tesla
- Walmart
- Walter’s Wholesale Electric

“Brea’s business community is an integral part of the city’s dynamic culture. With a variety of fine restaurants, various shopping centers, and numerous entertainment options, Brea continues to be a well-known destination in Orange County. My hope is to continue the long-standing partnership between the City of Brea and the Brea Chamber of Commerce, so together we can continue to put Brea on the map.”

- Bill Gallardo, City Manager

### New DUAL LANGUAGE IMMERSION program at Arovista Elementary

### California Model Continuation High School - Brea Canyon High School

- California Positive Behavior and Intervention Systems (PBIS)
- Platinum Recognition for Brea Junior High and Laurel Magnet School of Innovation & Career Exploration
- Gold Recognition for Arovista Elementary
- Silver Recognition for Country Hills and Fanning Academy of Science & Technology

- Robust TK-12 Career Technical Education (CTE) Pathways and community internship opportunities

- Community Partnerships - In partnership with the Brea Chamber of Commerce 16 businesses adopting classrooms at Laurel Magnet School, job shadowing opportunities at Brea Canyon High School

### EDUCATION ATTAINMENT

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School or GED</td>
<td>5.3%</td>
</tr>
<tr>
<td>High School or GED</td>
<td>14.6%</td>
</tr>
<tr>
<td>Some College or Associate</td>
<td>32.8%</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>46.5%</td>
</tr>
<tr>
<td>Professional School Degree</td>
<td>4.7%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>15.7%</td>
</tr>
<tr>
<td>Master’s Degrees</td>
<td>24.7%</td>
</tr>
<tr>
<td>Doctorate Degree</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

“Here is no better place to develop your business than the Brea Chamber of Commerce. I have been a member for 17 years and have found the Chamber to be a great resource to meet and conduct business with the nicest and most professional people. Chamber members will find value in membership by being engaged in the various programs offered by the Chamber and by participating in the many networking opportunities. Membership in the Brea Chamber of Commerce has been a great decision for me and I am confident it would be for you too.”

- Michelle Cummings, Credit Union of Southern California

Source: Zoom Prospector
Simon Property Group, owner of Brea Mall, has proposed a redevelopment of the building and land formerly occupied by Sears. This redevelopment would include demolition of the building and adjoined parking field. The project will include construction of the property with a mix of uses in a village setting, including new retail, a resort style fitness center, multi-family residential, a large central green area and a civic plaza area for public gatherings. These new additions will also include two new parking structures, one dedicated for the residential building and one for retail and fitness center shoppers.

Source: Simon Property Group
The Brea Chamber of Commerce hosts a variety of programs and events to promote an economic climate that strengthens the competitiveness of local services, programs, and information. The Chamber provides valuable business training, professional development, and networking opportunities to the local business community.

Some of the Brea Chamber’s signature events showcase the annual OC Economic Forecast, Taste of Brea® and Mayor’s Cup Classic Golf Tournament. Others include our weekly Leads Lunch, monthly Brea Young Professionals, and quarterly Chamber Business Alliance Mixers.

Ribbon Cuttings are a great way to announce to the community that you are in town, newly expanded or a fresh face to the Brea Chamber. It offers you the opportunity to meet key leaders in the community and get acquainted with your neighbors and Chamber members.

The Chamber Business Alliance (CBA) is a group of Chambers that have agreed to welcome members from other CBA Chambers to attend selected events. We believe all will benefit by cooperating with one another and welcoming business-minded people.

Brea Young Professionals is a unique networking group of young professionals 21 and over who meet the third Wednesday of every month to mix, mingle, and learn about the many local Brea businesses and their practices.

Whether it be speed networking, educational discussions, or business tours, this program assists young professionals on learning how to navigate the business world one step at a time.

“Brea Young Professionals is one of my favorite programs offered by the Brea Chamber. It was the first chamber event I attended when I started building my professional network a year and a half ago, and I’m so glad this became a regular networking event that I incorporated into my business. It’s a great way to make valuable connections and strengthen relationships after work hours, all while supporting local Brea businesses at the same time. I highly encourage everyone to take advantage of the program’s opportunities to network, develop new skills, and meet new friendly faces!”

– Margarita Gochioco, Edward Jones
2019 Brea Young Professional of the Year
FROM HERE TO THERE

The ability to move goods efficiently across Orange County and beyond is crucial to the economic vitality and mobility of Southern California and the nation. The health of the city’s economy is dependent on its ability to accommodate the movement and delivery of goods. From moving goods to transporting passengers, Brea is centrally located to meet all business needs.

DISTANCE IN MILES | AIRPORT DESTINATION | GATE | FLIGHT
---|---|---|---
19.2 | JOHN WAYNE | A2 | 1369
23.6 | ONTARIO | B1 | 1457
27.2 | LONG BEACH | C3 | 5823
39.7 | LAX | D2 | 7253

Source: mapquest.com

The Orange County Transportation Authority (OCTA) operates a comprehensive system with several key routes intersecting at the Brea Mall. There are also two express routes, which make stops there in utilizing the 57 Freeway to connect Inland Empire riders all the way to either Santa Ana or the Irvine Spectrum. There was also Brea Mall and Ring Road Bus Stop Improvements.

Source: Orange County Transportation Authority

ORANGE COUNTY TRANSPORTATION AUTHORITY

The Orange County Transportation Authority (OCTA) operates a comprehensive system with several key routes intersecting at the Brea Mall. There are also two express routes, which make stops there in utilizing the 57 Freeway to connect Inland Empire riders all the way to either Santa Ana or the Irvine Spectrum. There was also Brea Mall and Ring Road Bus Stop Improvements.

Source: Orange County Transportation Authority

Dining Experiences
~ from complex to casual

Exclusive retail experiences
~ a fashionista heaven!

Explore the outdoors in Brea
~ bike • hike • run

Your guide to Brea’s Best