

Community Profile

City of Hercules



City of Hercules -City Hall

111 Civic Drive, Hercules, CA 94547

Contact: Timothy Rood

Community Development Director

(510) 799-8251

Email: trood@ci.hercules.ca.us



COMMUNITY PROFILE

THE COMMUNITY

The City of Hercules is ideally situated on the shores of San Pablo Bay in the northern San Francisco East Bay area. The city is named for the Hercules Powder Company, a major manufacturer of dynamite and other explosives from the late 1800’s until 1974. Hercules has evolved from a “company town” to a diverse economy of technology, biomedical, and retail services in a suburban setting. The City of Hercules enhances its small-town ambience with several annual community events, like a Fourth of July parade, Halloween Carnival, and a Holiday Tree Lighting ceremony. Hercules has taken advantage of its location on San Pablo Bay by offering residents and visitors an extensive network of bayside biking and walking trails.

Major employers include Bio-Rad Laboratories, Home Depot, Lucky Supermarkets, Pacific Bio Labs and Benda Tool & Model Works. The Bayfront Chamber of Commerce which serves the city of Pinole as well as Hercules, actively supports local businesses by sponsoring local business promotion events, including supporting the city’s the Yiftee Community Digital Gift Card Program. Interstate 80 runs from San Francisco through the middle of the City of Hercules and is the principal transportation link between Sacramento and the Bay Area. With a community of over 26,000 residents, the City of Hercules offers excellent business opportunities, as well as a vibrant lifestyle that combines outdoor activities with urban amenities. With an average household income of \$138,310, Hercules offers significant consumer spending opportunities.

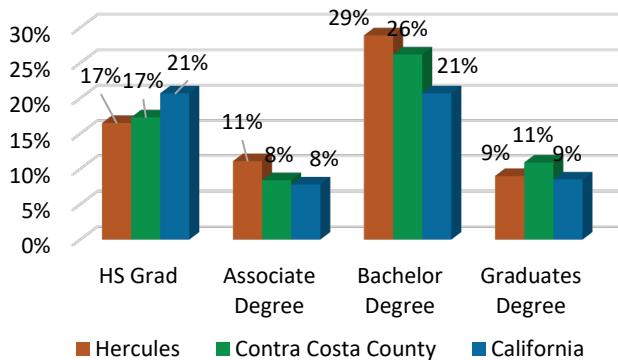
Awards & Recognitions

- Ranked #9 Most Diverse Places to Live in Contra Costa County – Niche.com
- Award-Winning Hercules Library
- Ranked one of the Best Places to Live in Contra Costa County – Niche.com

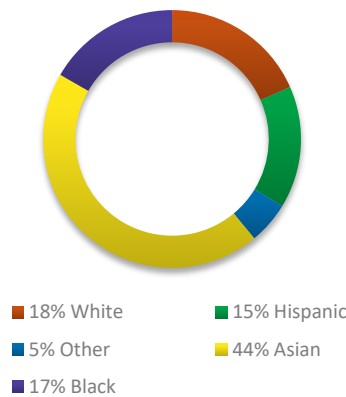


DEMOGRAPHICS

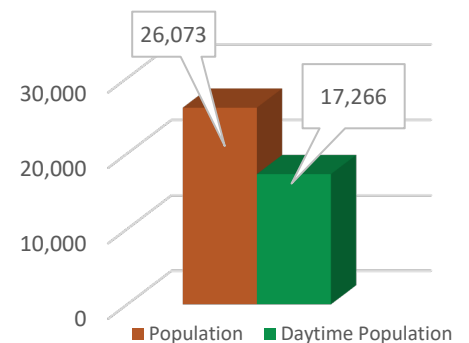
Education



Ethnic Breakdown



Population Statistics





Population	26,073	Occupancy size per household	3
Daytime Population	17,266	Average age	41.6
Land area (Square miles)	6.41	Mean travel time to work (Minutes)	41.7
Households	8,847	% of residents that possess a college degree & above	49%
% of housing units that are owner-occupied	78.5%	% of residents that possess a high school diploma & above	87%
% of housing units that are renter-occupied	21.5%	<i>Sources: HdL Companies (June. 2022), United States Census Bureau (July 2021)</i>	

MARKET AREA

MARKET STATISTICS (Residents)

- Employed Population 13,677
- Per Capita Income \$46,928
- Average Household Income \$138,310
- Median HH Income \$118,881
- Workplace Establishments 249
- White Collar/Blue Collar Jobs within the City of Hercules 64%/36%

Sources: STI: PopStats, STI: WorkPlace (June. 2022)

TOP 10 SALES TAX PRODUCERS

(listed in alphabetical order)

- Apro
 - Big Lots
 - Bio - Rad Laboratories
 - Hercules Shell
 - Home Depot
 - Kinder's Meats Deli & Bbq
 - Lucky
 - McDonalds
 - Rite Aid
 - Safeway Inc
- Source: HdL Companies (Sept. 2022)*

TOP BUSINESS TYPES

(listed in alphabetical order; based on HdL sales tax payments)

- Art/Gift/Novelty Stores
 - Building Materials
 - Business Services
 - Casual Dining
 - Cigarette/Cigar Stores
 - Contractors
 - Convenience Stores/Liquor
 - Drugs/Chemicals
 - Fine Dining
 - Food Delivery/Catering
 - Grocery Stores
 - Heavy Industrial
 - Leisure/Entertainment
 - Light industrial/Printers
 - Medical/Biotech
 - Office Supplies/Furniture
 - Personal Service – No Liquor
 - Quick-Service Restaurants
 - Repair Shop/ Equip. Rentals
 - Service Stations
 - Specialty Stores
 - Trailers/Auto Parts
 - Transportation/Rentals
 - Variety Stores
- Source: HdL Companies (Sept. 2022)*

NATIONAL / REGIONAL BRANDS

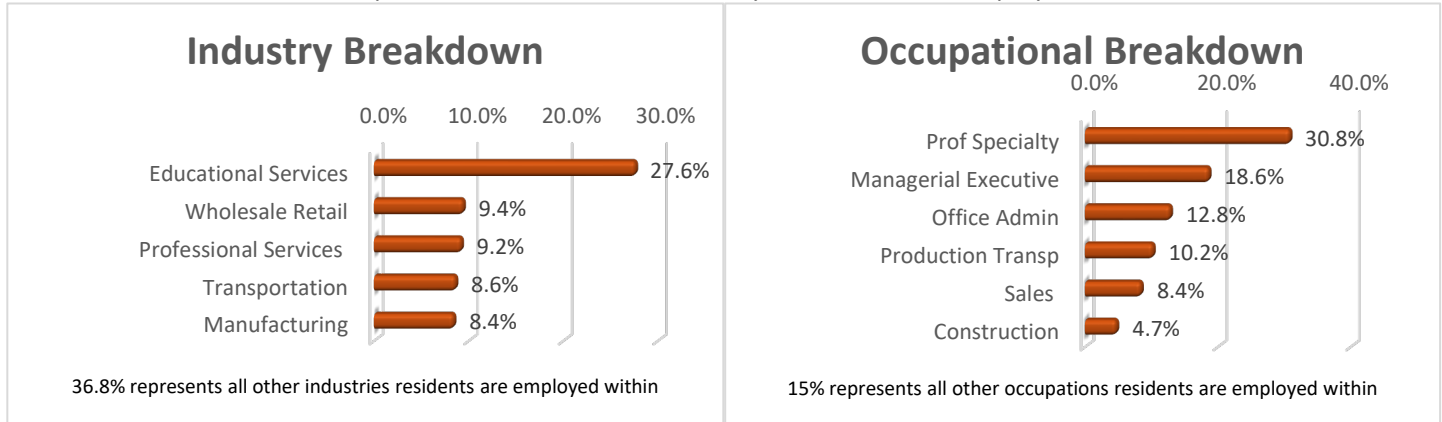
- | | | |
|-------------------|-----------------|------------------|
| Home Depot | Safeway | Shell |
| Lucky | Big Lots | McDonalds |
| Rite Aid | Jack in the Box | Taco Bell |
| Round Table Pizza | Burger King | Circle K |
| Domino's Pizza | Starbucks | L&L Hawaiian BBQ |
| Peets Coffee | Subway | Penske Truck |
| UPS Store | | |



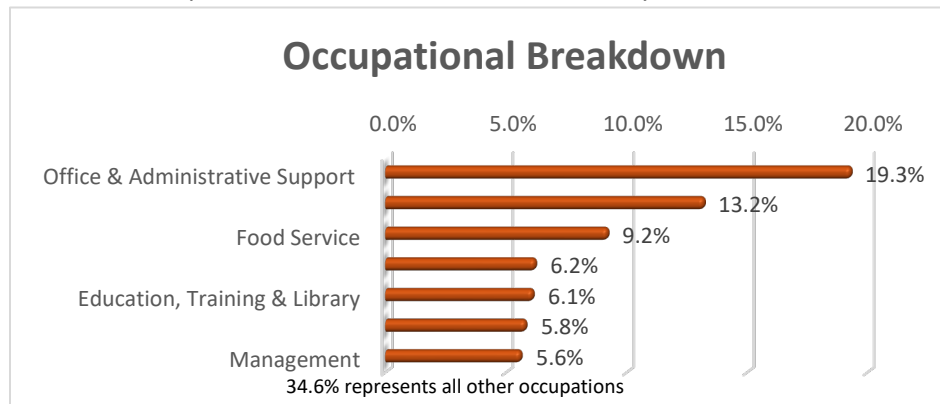


LABOR MARKET BREAKDOWN

The industries and occupations that residents of the City of Hercules are employed within:



The occupations that are located within the City of Hercules:



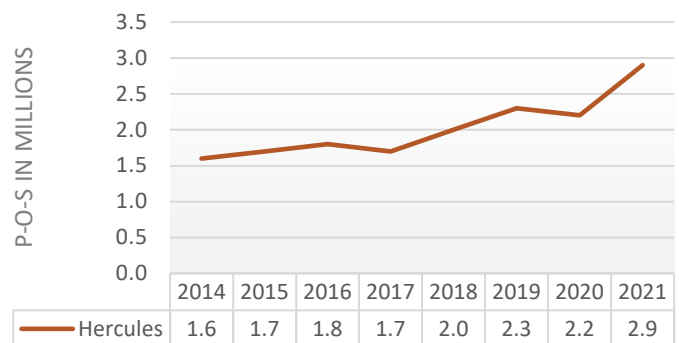
Source: STI: PopStats, STI: Workplace (June, 2022)

ECONOMIC INDICATORS

SALES TAX SUMMARY

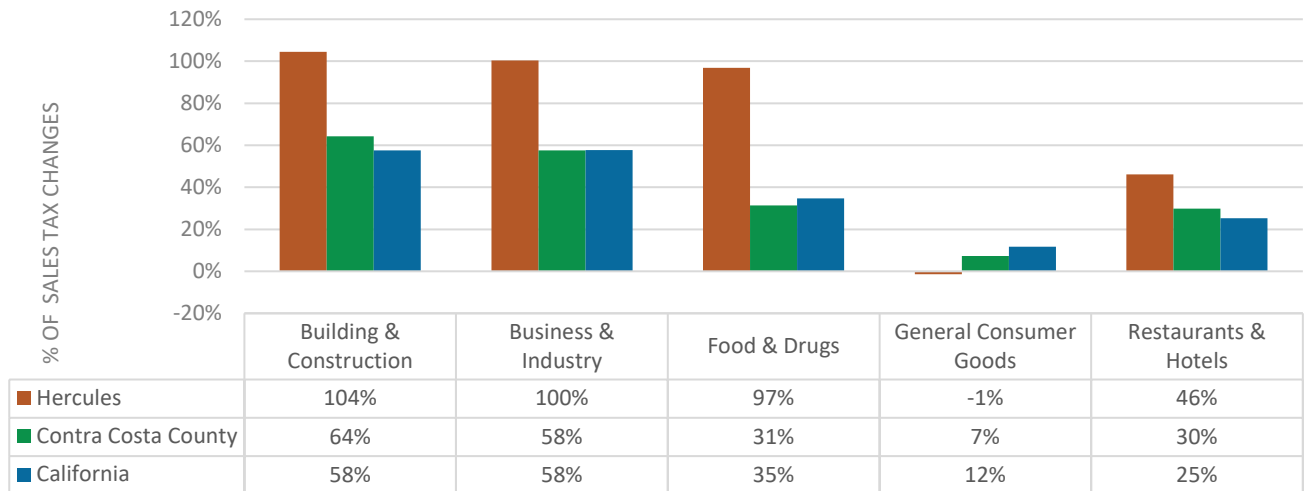
Hercules’s total sales tax revenues grew 87% over the period between 2014 to 2021, especially in the Building & Construction segment as the sales tax revenue of the economic sector doubled in 2021 when compared to 2014. The growth is attributed to the Bayfront mix-use project in The Village area along with several new retail projects. Other than the Building & Construction segment, sales tax revenues for both Business & Industry as well as Food & Drugs segments have also experienced significant growth at 100% and 97% respectively.

Sales Tax Growth Trend 2014-2021- City of Hercules





Sales Tax Growth by Major Business Group Comparison 2014- 2021



Source: HdL Companies (Sept. 2022)

The population in the city of Hercules has been growing steadily, industrial/commercial/ residential developments having influenced and created an increased demand for all business segments except General Consumer Goods. The Building & Construction, Business & Industry, Food & Drugs and Restaurants & Hotels segments all reflected higher-than-state-level growth during the comparison period between 2014-2021.

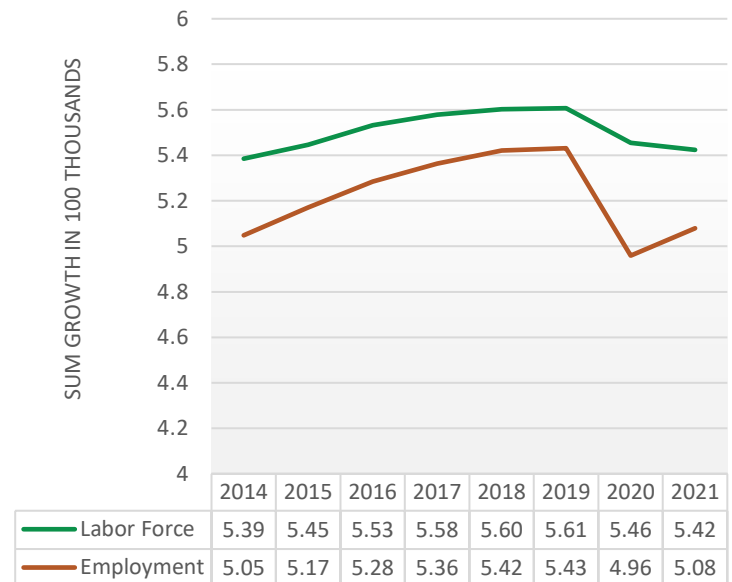
EMPLOYMENT SUMMARY

During the period between 2014 and 2021, the total labor force (including unemployment) expanded 1%, increasing the labor force with 3,900 positions. However, it is worth mentioning that the total labor force expanded 4%, adding 22,200 positions to Contra Costa County when comparing the labor force prior to the COVID -19 Pandemic between 2014-2019. Between 2014-2021, Service Providing industries added 9,400 positions while Good Producing industries added 2,500 positions.

The largest volume increase was Educational & Health Services, where 11,700 jobs were added representing a 19% increase. Other top growth categories were Mining, Logging & Construction (18%), and Professional & Business Services (6%) where each performed well above or in-line with statewide growth levels.

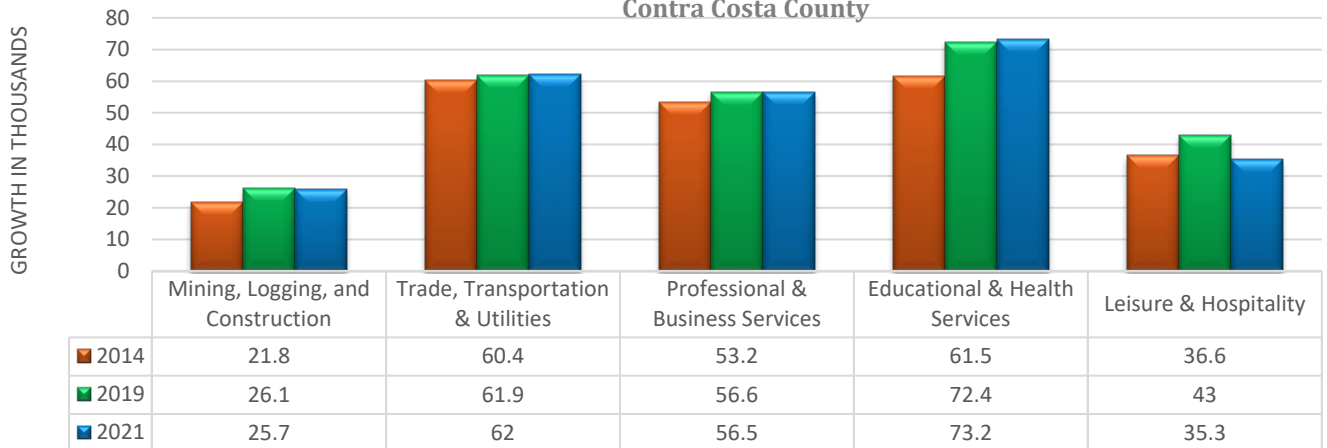
Furthermore, the unemployment rate for the City of Hercules was lower than the statewide level (7.3%) at 6.3% in 2021.

Industry Employment
Contra Costa County

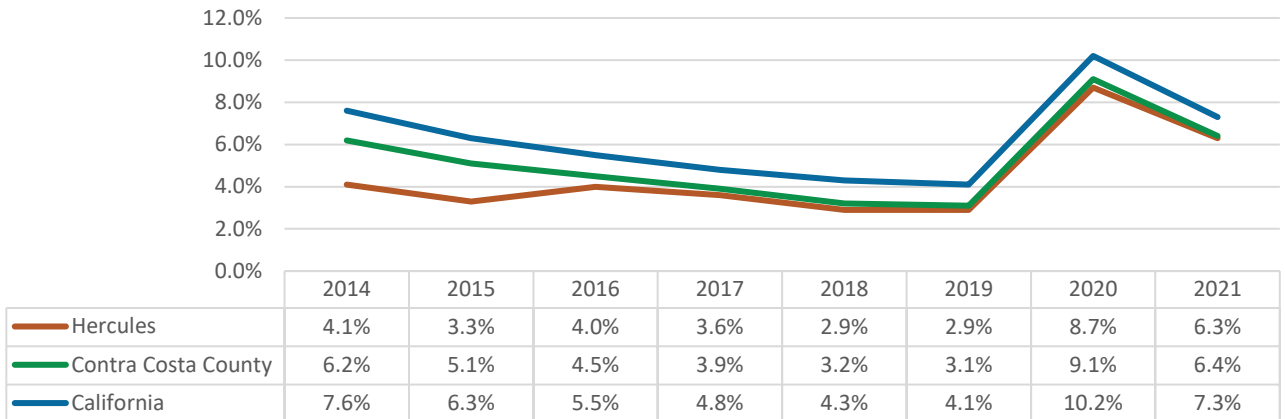




**Industry Employment Growth Comparing 2014 -2019/2021
Contra Costa County**



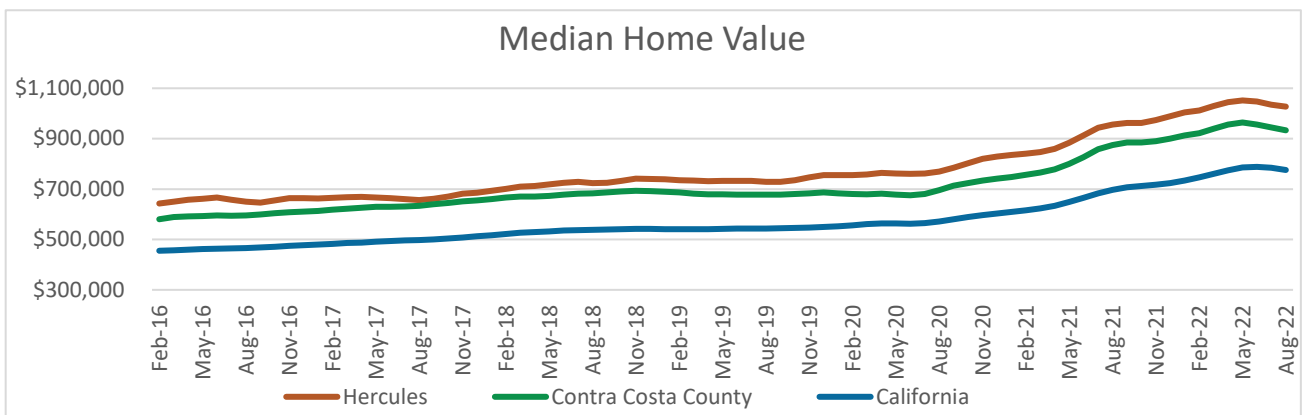
Year-over-Year Unemployment Rate

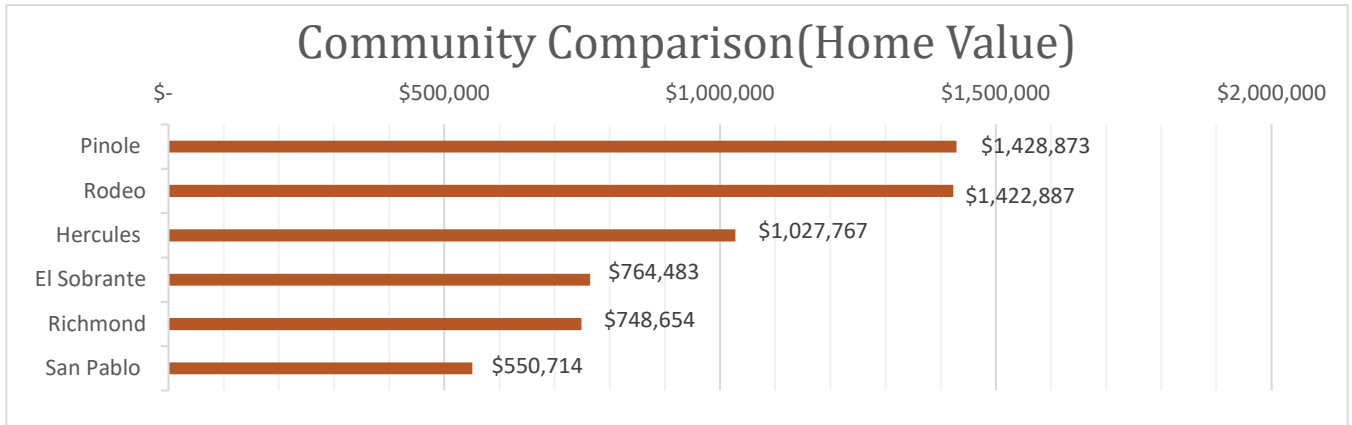


Sources: Employment Development Department (Sept 2022), U.S. Bureau of Labor Statistic (Sept. 2022)

HOUSING MARKET STATISTICS

- Typical home value of homes in Hercules is \$1,027,767, an increase of 7.5% over the prior year
- High vs. Low home values during the past 5 years.
 - ✓ High: May 2022 \$1.05M
 - ✓ Low: February 2016 \$642,000





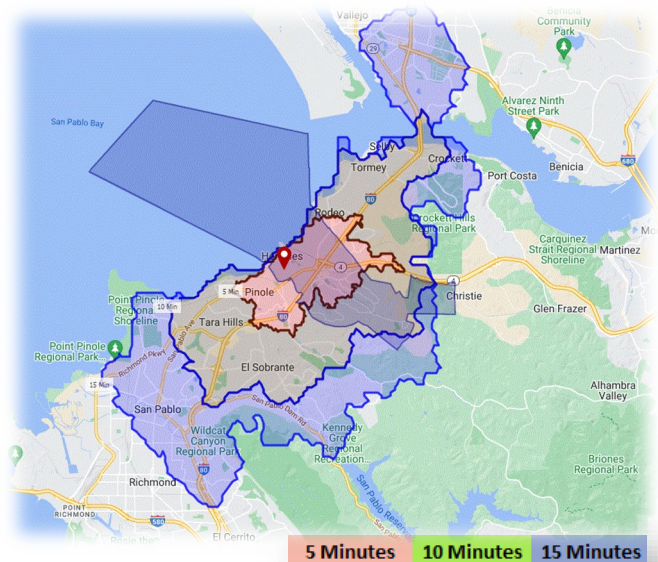
Source: Zillow (September, 2022)

TRADE AREA

CONSUMER DEMAND

Per a Consumer Demand & Market Supply Assessment, combined with a sales tax leakage report, Hercules offers opportunities in the following retail categories.

- Bar/Drinking Places (Alcoholic Beverages)
- Clothing Stores
- Full- Service Restaurants
- Home Furnishing Stores
- Grocery Stores
- General Merchandise Stores
- Sporting Goods/Hobby/Musical Instrument



CONTACT

For more information, contact Timothy Rood, Community Development Director at (510) 799-8251.

Sources: Demographic Data and Market-Business Information was formulated from several sources including, herculeslibrary.com, Niche.com, Wallet Hub, City of Hercules, Contra Costa County, Employment Development Department, U.S. Bureau of Labor Statistic, HdL, Panorama AGS Data, PopStats, United States Census Bureau, X-Span Results Inc., and Zillow.

