



ECONOMIC OPPORTUNITIES

Oceanside businesses can improve their bottom line through available and value-priced real estate, a large, quality labor force, affordable coastal housing, and an excellent location offering easy access to major markets.

BUSINESS AND INDUSTRY

8,012 **Businesses** (City of Oceanside - Business License Division)
 2,706 **Brick & Mortar businesses** (City of Oceanside - Business License Division)
 1,938 **Homebased Businesses** (City of Oceanside - Business License Division)
 78,100 **Employees** (CA Dept. of Finance 2024)

DEMOGRAPHICS

Area: 42.2 sq. mi.
 Population: 174,340 Median Age: 40.2 Average Household Income: \$126,453
 (CA Dept. of Finance 2021) & (Claritas Spotlight 2025)

TOP BUSINESS CLUSTERS

Health Care
 Biotech/Medtech
 Action Sports
 Food Processing
 Agriculture



QUALITY LABOR POOL

Cal State University San Marcos
MiraCosta College
Palomar College
Career & Technical Education
Machinist Technology Program at MCC

Camp Pendleton - Marines & Vets
San Diego State University
University of California, San Diego
University of San Diego
University of California, Irvine

LARGEST PUBLIC EMPLOYERS

Camp Pendleton
Oceanside Unified School District
City of Oceanside
MiraCosta Community College
North County Transit District
Tri-City Medical Center

LARGEST PRIVATE EMPLOYERS

Genentech, Inc.
Gilead Sciences
Nitto Denko
Hydraunatics
Hobie Cat

TRANSPORTATION

45 minutes north of San Diego International Airport
45 minutes south of John Wayne Airport in Orange County
10 minutes north of Palomar Airport which offers commuter service to LAX

Amtrak, Metrolink and Coaster rail line to San Diego, Orange County, Los Angeles, San Bernardino and Riverside counties. The Sprinter, an east-west 22 mile rail line connects I-5 to I-15, with seven transit stations in Oceanside.

Oceanside Municipal Airport - 3,051 foot runway can hold a maximum of 25,000 pounds.

OCEANSIDE TAX FEATURES

Property tax rate: 1.06861% of taxable value
Sales tax rate: 8.25%
Business license fee: .50 cents per \$1,000 based Gross receipts

FINANCE & BUSINESS ASSISTANCE

San Diego CDC Small Business Finance Corp- SBA 504 Loans - www.cdcloans.com

Small Business Development Center - www.sandiegosmallbiz.com

Go Biz - Tax Credits and Sales Tax Exemption - www.business.ca.gov

California Manufacturing Technology Consulting (CMTc) - www.cmtc.com

