

Bakersfield Community Profile

The Greater Bakersfield Chamber of Commerce is dedicated to:

Building a Strong Economy

Providing Networking & Business Education Opportunities

Promoting Our Community

Representing the Interests of Business with Government



Recreation

There is no shortage of places to go and things to do in Bakersfield and the surrounding areas of the Golden Empire. From outdoors to indoors, a vast array of recreational playgrounds are available to visitors and residents alike. Outdoor enthusiasts can choose from white water rafting, jet skiing and kayaking in the summer and downhill and cross-country skiing in the winter. Only minutes away from the city, Lake Ming, the Buena Vista Aquatic Recreation Area and the majestic Kern River offer a wide range of water sports, picnicking, fishing and camping facilities. In close proximity, you'll find access to the more rigorous challenges of mountain biking, hiking and backpacking or the thrills of skydiving and hang gliding.

Thirty miles of scenic bike path runs from Lake Ming in the northeast through the Kern River Parkway to State Route 43 in the southwest.

Over 50 neighborhood parks offer picnic, barbecue and other amenities. Public and private facilities offer golf and tennis.

Need speed? Check out the car-racing venues located in and around Bakersfield, including the Buttonwillow Raceway and Auto Club Famoso Raceway.

The multi-purpose Ice Sports Center of Bakersfield offers an assortment of cool activities. Located nearby is the McMurtrey Aquatics Center with recreation and competition pools, a double water slide and water volleyball area. Bakersfield is home to sports teams, including the Bakersfield Blaze (baseball), the Bakersfield Jam (basketball), and the Bakersfield Condors (professional ice hockey).

The following is a partial list of recreational highlights throughout the area:

Hart Memorial Park: Alfred Harrell Hwy. More than 370 acres of parkland along the Kern River. Hiking, horse trails, picnic grounds, barbecues, playgrounds, paddle boat rentals, trout fishing, lots of shade. 872-3179

Lake Ming: Lake Ming Road. 205 acres for power boating and sailing. Site of several annual drag boat competitions. 872-5149

Buena Vista Aquatic Recreation Area: Southwest of Bakersfield, west of I-5 off Hwy. 43. Offers an 86-acre fishing lake and an 873-acre boating lake with camping and picnic grounds. Camping reservations: 868-7050.

Tehachapi and Greenhorn Mountains/Alta Sierra: Snow skiing and year-round outdoor recreational resort. Alta Sierra: 760-376-4186

Kern River Canyon: Hwy. 178, featuring breath-taking scenery and dramatic vistas. Areas designated for camping, fishing, rafting and kayaking.

Pacific Crest National Trail: Hiking and equestrian trails through a variety of Mojave Desert landscapes and flora. 888-PCTRAIL.

Kern National Wildlife Refuge: Over 11,249 acres of wildlife habitat, including seasonal wetlands, uplands and riparian areas. 20 miles west of Delano at the junction of Garces Hwy. & Corcoran Rd. 725-2767.

Mourning Cloak Ranch: 22101 Old Town Road, Tehachapi. Botanical gardens. 822-1661.

Tule Elk State Park: 956-acre grassland reserve is home of California's rare Tule Elk. 20 miles west of Bakersfield at Station and Morris Roads off Stockdale Hwy. 764-6881.

U.S. Naval Museum of Armament and Technology: Blandy Street, China Lake. Exhibits of missiles, rockets, bombs, photos, models. 760-939-3530.

NASA Dryden Flight Research Facility and Museum: Edwards Air Force Base. Western landing site of the space shuttle. Film and walking tour. 277-8707.

West Kern Oil Museum: 1168 Wood Street, Taft. Features artifacts and displays of oil, working wood oil derrick, early life of area towns and people. 765-6664.



Arts & Entertainment

Offering a treasure trove of art and entertainment that reflects the community's unique cultural and creative heritage, Bakersfield stages a variety of signature events throughout the year. Music, dance, theatre and a variety of other performing and visual arts experiences can be enjoyed at the many venues located throughout the city.

Rabobank Arena Theater & Convention Center

1001 Truxtun Ave. • 852-7777
rabobankarena.com

The state-of-the-art Rabobank Arena Theater & Convention Center play host to the Condors professional ice hockey team and a roster of big-name entertainment. 2010 concert and entertainer headliners included Disney Live! Rockin' Road Show, Disney on Ice, The Harlem Globetrotters, 1-2-3 Imagine with Elmo and Friends, Korn, WWE Smackdown, Carrie Underwood, Sublime, Yo Gabba Gabba Live and many more. Touring artists and repertoire companies frequent the Convention Center stage, which also serves as home to the acclaimed Bakersfield Symphony Orchestra and Masterworks Chorale.

Fox Theater

2001 H Street • 324-1369
foxtheateronline.com

Opening on Christmas Day 1930, the historic Fox Theatre has undergone a renaissance through a community-wide refurbishment campaign that began in the 1990s. The revitalized theatre now plays home to a wide range of movies, plays, social events and concerts.

Buck Owens' Crystal Palace

2800 Buck Owens Blvd.
328-7560
buckowens.com

This nationally recognized dinner theater offers "the best of country" with lots of country music memorabilia and concerts. Featured artists in 2010 included Mallery Hope, Billy Currington, John Berry, Tracy Lawrence, The Desert Rose Band, Mickey & the Motorcars, David Allan Coe, Raul Malo and Leon Russell plus regular shows by Buddy Alan Owens and the Buckaroos.

California Living Museum

10500 Alfred Harrell Hwy. • 872-2256

calmzoo.org

CALM, a natural outdoor museum and zoo, displays and interprets native animals, plants, specimens and artifacts, and teaches respect for all living things through education, recreation, conservation and research.

Kern County Museum & Lori Brock Children's Discovery Center

3801 Chester Ave. • 852-5000

kcmuseum.org

This 14-acre outdoor museum features 56 buildings representing Kern County life in the late 1800s and early 1900s. A multi-million dollar interactive exhibit Black Gold: The Oil Experience pays tribute to Kern's oil history. The children's center offers interactive exhibits and displays.

Minter Field Air Museum

401 Vultee (Freeway 99 & Lerdo Highway), Shafter • 393-0291

minterfieldairmuseum.com

Local military aviation history lives at the Minter Field Airport where the annual "Warbirds in Action" air show is held.

Bakersfield Museum of Art

1930 R Street • 323-7219

bmoa.org

A permanent collection of local and California artists, rotating exhibits, classes, seminars and school tours are offered year-round in a 17,000 square foot facility.



Hospitality

Reflecting the generous spirit of its founding father, Bakersfield retains its reputation for hospitality, friendliness and service.

A popular destination for business and leisure travelers, the city is home to many fine hotels, which offer a total of more



than 4,500 rooms plus an array of amenities to visitors and tourists. Originally opened in 1928, The Padre Hotel reopened in 2010, renovated and remodeled as a casually sophisticated boutique hotel and entertainment venue.

From fine dining to fast food, Bakersfield features eateries to satisfy the most discriminating of taste buds. Cuisine choices include American, Basque, Italian, Mediterranean, Mexican and Oriental. Connoisseurs of ice cream, sweets, coffees and specialty drinks also have their choice of delectable goodies to choose from.

Catering to its residents and guests, Bakersfield offers a wide range of places where shopping enthusiasts can find virtually everything under the sun! Valley Plaza Mall is located off Hwy. 99 and Ming Avenue. The Marketplace shopping and entertainment center features numerous restaurants and retailers as does the Promenade, located off Rosedale Highway between Coffee and Calloway. The charming Stockdale Fashion Plaza is west of Highway 99. One of the newest shopping centers is the Riverwalk on Stockdale Highway.

Downtown Bakersfield, at the heart of the city's civic, government and cultural functions, is home to a diverse collection of antique and specialty shops, boutiques and emporiums as well as dining and performing arts establishments.

Economy

Consistently ranked among the top five most productive agricultural counties in the U.S. and one of the nation's leading petroleum-producing counties, Kern's economy also includes the high tech aviation, aeronautics and defense industries and is expanding in the areas of light manufacturing and value-added agriculture such as food packaging and processing. Due to its accessible transportation, low labor costs and exceptional quality of life, Kern County is a strategic distribution center for some of the world's largest companies and offers a variety of employment opportunities.

The Gross Domestic Product (GDP) increased at an annual rate of 2.0 percent, according to "advance" estimates released by the Bureau of Economic Analysis. This modest growth, which followed a slow expansion of 1.7 percent in the previous quarter, is the fifth straight quarter of positive growth. While the economy continues to recover from a deep recession, faster growth is needed to create jobs and reduce unemployment. This quarter's increase in the GDP primarily reflected positive contributions from personal consumption expenditures and business investment. These positive effects were partly offset by negative contributions from residential investment.

In Kern County, households continued to become less pessimistic about employment and financial conditions of their families and relatives as the Bakersfield Consumer Sentiment Index gained 4 points to reach 82. Likewise, businesses turned more optimistic about their employment and financial conditions as the Kern County Business Outlook Index rose 10 points to reach 120.

Labor market conditions improved in the third quarter of 2010. Total employment increased by 2,100, which consisted of 8,600 more farm jobs and 500 more informal jobs, but 7,000 fewer nonfarm jobs. While private enterprises added 200 paid positions, government agencies cut 7,200 jobs.

Kern County business managers became more optimistic about their employment and business conditions. In the third quarter (July through September) of 2010, the Business Outlook Index gained 10 points. The index ascended to 120 from 110 in the previous quarter. Relative to one year ago, the index was up 11 points.

Source: Kern Economic Journal (2010 3rd Quarter, CSUB School of Business & Public Administration).

Education

Parents residing in or relocating to Bakersfield have many choices concerning where to educate their children. Within the metropolitan Bakersfield area, there are 12 elementary school districts and 15 comprehensive high schools operated by the Kern High School District. Charter and private school options also are available. Higher education institutions are also well represented by numerous universities and colleges including: California State University, Bakersfield; Bakersfield College; Taft College; DeVry University; Fresno Pacific University; John William University; Kaplan College; National University; Point Loma Nazarene University; San Joaquin Valley College; Santa Barbara Business College; University of California Merced; University of LaVerne and University of Phoenix.



Healthcare

Bakersfield is fortunate to have the finest of medical professionals and the latest in healthcare technologies right in the community. From trauma to surgical to occupational medicine centers, family services and counseling to specialized clinics, home care agencies to health, fitness and education facilities, plus many support organizations such as the American Cancer, Diabetes, Heart, Lung and Alzheimer's associations, Bakersfield offers a wide range of places to turn to for help and to ensure that your health and well being are in good hands.

Workforce

Kern County's economy historically has been in the oil and agriculture industries. While these sectors contribute to the fluctuations in the unemployed and underemployed, it also creates an excellent opportunity for industrial employers seeking access to an affordable, accessible and motivated labor force.

Kern County's total personal income (in constant 1996 dollars and adjusted for seasonal variations) increased \$28 million from \$15.24 billion in the second quarter to \$15.42 billion in the third quarter of 2010. Several factors contributed to this increase, including rising employment, falling unemployment, and greater business profits. These positive contributions were largely offset by declining housing sales and prices and loss of residential property to foreclosure. Compared with four quarters ago, this quarter's total personal income was \$25 million higher.

A wide range of industries added jobs in the third quarter of 2010: oil and gas extraction, logging, manufacturing, construction, transportation, warehousing and utilities, leisure and hospitality, and Department of Defense. In contrast, several industries reduced employment: wholesale trade, retail trade, professional and business services, finance and insurance, educational services, federal government (excluding Department of Defense), state government education, local government education, and city and county government agencies.

History

Settling in the lower San Joaquin Valley over 8,000 years ago, the Yokut Indians, whose ancient roots can be traced to Siberia, were the first to call Bakersfield home.

By the end of the 18th century, Spanish missionaries, including Father Francesco Garces, and explorers such as Captain John C. Fremont, entered the Bakersfield area.

In 1851, gold was discovered in the upper Kern River Valley and by 1853 the upper Kern was in the midst of a gold rush. Early settler Colonel Thomas Baker purchased a 170-acre parcel and, seeing the need for a travelers' way station, set aside ten fenced acres of alfalfa so that visitors passing through the area could feed their horses at no charge.

The town was formally laid out in 1869 and within two years, had a telegraph office, two stores, a newspaper, two boarding houses, one doctor, a wagon shop, a harness shop, one attorney, a saloon and 50 school pupils. The Rabo-bank Arena Theater and Convention Center rests on a portion of Colonel Baker's original field.

With a population of 800 by 1871, Bakersfield gained its first railroad in 1874. The Kern River oilfield was discovered in 1899 and, as the century turned, it became evident that Bakersfield and Kern County were more than just farmland. Weathering the destruction wrought by fires and floods that decimated the downtown area on numerous occasions, Bakersfield continued to flourish.

Now boasting a metropolitan population of almost 500,000, Bakersfield retains an atmosphere of hospitality, friendship, cooperation and compassion originally extended by the Colonel and the city's pioneering fathers.

Many positive changes have occurred over the years, reflecting the aspirations and visions of a community that continues to offer a high quality of life, a strong family orientation and a caring, optimistic spirit.

Quick Facts

City of Bakersfield

1501 Truxtun Avenue 93301
326-3767
city_council@ci.bakersfield.ca.us
www.bakersfieldcity.us

Mayor Harvey Hall

City Council:

Ward 1 Rudy Salas, Jr.
Ward 2 Sue Benham
Ward 3 Ken Weir
Ward 4 David Couch
Ward 5 Harold Hanson
Ward 6 Jacquie Sullivan
Ward 7 Russell Johnson

County of Kern

1115 Truxtun Avenue
5th Floor 93301
868-3601
www.co.kern.ca.us

Kern County Board of Supervisors:

District 1 John McQuiston

868-3650
district1@co.kern.ca.us

District 2 Zack Scrivner

868-3660
district2@co.kern.ca.us

District 3 Mike Maggard

868-3670
district3@co.kern.ca.us

District 4 Ray W. Watson

868-3680
district4@co.kern.ca.us

District 5 Karen Goh

868-3690
district5@co.kern.c.us

State & U.S. Elected Officials

CA Senator Jean Fuller

323-0443

CA Senator Michael Rubio

395-2620

Assembly Member Shannon Grove

395-2995

Assembly Member David Valadao

334-3745

U.S. Congressman Jim Costa

869-1620

U.S. Congressman Kevin McCarthy

327-3611

Population

Bakersfield, with 324,463 residents is the 11th most populous city in California. The population of Kern County is 807,407 with 800,458 living within the U.S. Census Bureau's Bakersfield Metropolitan Statistical Area (MSA).

Climate

A warm, sunny climate is suitable for everything from growing roses to catching bluegill. Bakersfield averages 330 sunny days per year. Rainfall average, over a 30-year period, is 5.72 inches annually.

Average Temperatures

	Average	Max	Min
January	57	37	
February	64	41	
March	69	44	
April	75	49	
May	84	55	
June	92	62	
July	99	67	
August	97	65	
September	91	60	
October	81	52	
November	68	42	
December	58	37	

San Joaquin Valley Weather Forecast Office
900 Foggy Bottom Road
Hanford, CA 93230-5236
Tel: (559) 584-3752 • wrh.noaa.gov

Utility Companies

PG&E	800-743-5000
The Gas Company	393-1501
AT&T	800-310-2355
California Water Service	396-2400
City of Bakersfield Refuse	326-3114
Price Disposal	831-2321
Varner Brothers Sanitation	399-2944

Police & Fire

Emergency	911
Bakersfield Police Dept.	327-7111
Bakersfield Fire Department	326-3911
Kern County Fire Department	324-6551
Kern County Sheriff's Dept.	861-3110

Major Employers

Aera Energy LLC
Bakersfield ARC
Bakersfield Memorial Hospital
Bear Creek Production Company
Bolthouse Farms, Inc.
California State University Bakersfield
Chevron
China Lake Naval Weapons Center
City of Bakersfield
Community Action Partnership of Kern
Comprehensive Blood & Cancer Center
County of Kern
Dryden Flight Research Center
Edwards Air Force Base
Frito Lay
Giumarra Vineyards
Grimmway Enterprises
Halliburton
IKEA Distribution Services
Jaguar Contracting
Kaiser Permanente
Kern County Human Services Dept. Kern
County Superintendent of Schools
Kern Medical Center
Mercy Hospital
Marko Zaninovich, Inc.
Nabors Well Service Co.
Nestle Ice Cream
Occidental of Elk Hills, Inc.
Paramount Citrus
Paramount Farms
San Joaquin Community Hospital
Sears Logistics
State Farm Insurance Companies
Sun Pacific
Target Distribution Center
Tejon Ranch Company
U.S. Borax

Business Resources

Greater Bakersfield Chamber of Commerce

1725 Eye Street • PO Box 1947 93303
327-4421 • bakersfieldchamber.org
Your partner in business for advocacy, access, education and training.

City of Bakersfield Economic Development Department

900 Truxtun Avenue 93301
326-3765 • bakersfieldcity.us
Team Bakersfield: A one-stop shop for assistance to new and expanding businesses.

CSUB - Small Business Development Center

2000 K Street 93301
861-7951 • <http://www.csub.edu/sbdc/>
Assisting entrepreneurs and small business owners through providing one-on-one consulting, small business training and research.

Kern County Board of Trade

2101 Oak Street 93301
868-5376 • 800-500-KERN
filmkern.com • visitkern.com
Works with the film industry and countywide tourism.

County of Kern Community & Economic Development Department

2700 M Street #250 93301
862-5029 • co.kern.ca.us
Kern Microenterprise Opportunity program, public works grants plus a variety of incentives and assistance.

Bakersfield Convention and Visitors Bureau

515 Truxtun Avenue 93301
852-7282 • bakersfieldcvb.org
Convention and visitor services.

Business and Entrepreneurship Center of KCCD

2100 Chester Avenue 1st Floor 93301
336-5010 • weill-bac.com
Business training and consultant services.

Downtown Business Association

2000 K Street #120 93301
325-5892 • bakersfielddba.net
Advocate and promoter of business and economic interests in the downtown area.

Kern Economic Development Corp.

2700 M Street Suite 200 93301
862-5150 • kedc.com
Recruitment of business to Kern County. Information on available sites, business incentive programs and connections.

SCORE

PO Box 2426 93301
861-9249 • scorebakersfield.com
Providing business consultations, marketing and business planning assistance and related services.