



THE ESCONDIDO AGX FOOD HUB

Our Goals:

- ▶▶▶ To create a Southern California **agricultural technology center**.
- ▶▶▶ To lift people out of poverty into **business ownership**, creating generational wealth.
- ▶▶▶ To **help farmers**, the marginalized center of our food system, to realize more revenue through aggregation / distribution and co-packing / manufacturing.
- ▶▶▶ To create a **space for the community** to gather, meet, and eat.

WHY IN ESCONDIDO?



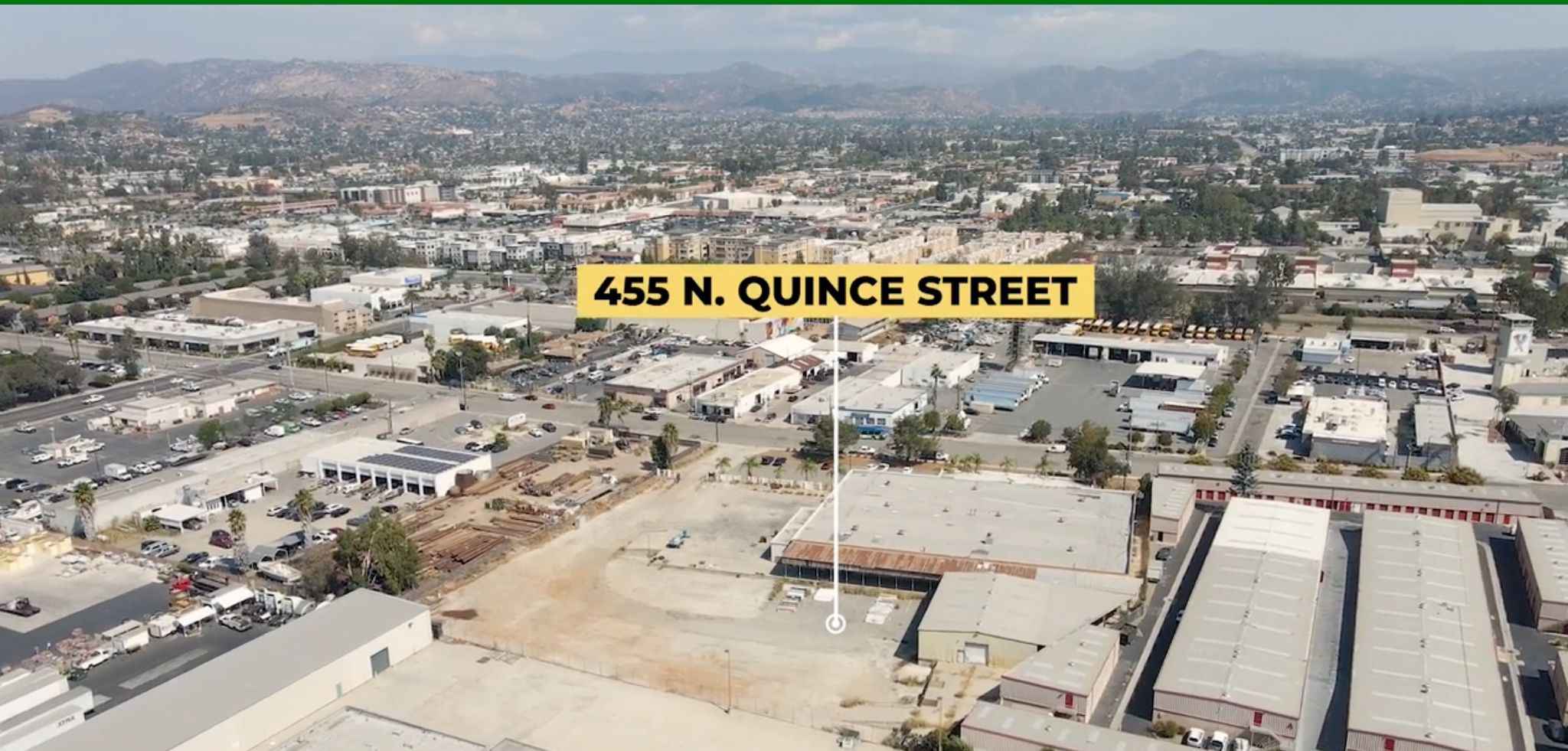
San Diego County has **more small farms** and **more organic farms** than any other County in the US - contributing **\$2.88 billion** to the local economy.

San Diego County's first avocado tree was planted in Escondido in 1892... you don't have to be acquainted with our local farmers to see the impact of the industry all around you.

- Escondido farms make up **19%** of the County's agricultural production
- About **5,000 acres** of Escondido are avocado groves, citrus trees and nurseries
- Avocado revenues alone impact the economy by more than **\$100 million per year**, and most of these dollars are spent by farm employees and by farms purchasing equipment and services
- Agriculture, along with food and beverage production related to agriculture, are two of the largest employment clusters in the City of Escondido, employing over **2,446 people**.

WHY ON QUINCE ST?

- It is **unused space** already owned by the city
- 20+ acres of **potential for expansion**
- Prime opportunity for **economic development**
- On the **Sprinter Light Rail Line**



OVERVIEW

1. ACCELERATOR
2. FOOD HUB
3. KITCHEN INCUBATOR
4. FOOD HALL
5. EVENT SPACE



**PLOT PLAN FOR
COMMERCIAL BUILDING
WAREHOUSE-LOADING DOCK
ADDITION**

OWNER-DEVELOPER:
M AND N INVESTORS
455 N. QUINCE ST.
ESCONDIDO, CA 92025

LEGAL DESCRIPTION:
APN 292-051-01
PORTION OF LOT 2, BLOCK 312, IN MAP 527
PARCEL 2 OF PARCEL MAP NO. 12141

SITE INFORMATION

AREA	DESCRIPTION	% OF LOT
50.00	PROPOSED ADDITION	10.0%
48.978	EXISTING STRUCTURES (INCL. DRIVE & PARKING LOT)	97.0%
43.044	OPEN AREA	86.1%
181.589	TOTAL LOT SIZE	100%

EXISTING ZONING: M-1

NOTES:
1. ALL PROPERTY LINES, EASEMENTS AND BUILDINGS,
BOTH EXISTING AND PROPOSED, ARE SHOWN ON
THIS SITE PLAN.
2. EXISTING BUILDINGS SHOWN ON THIS PLAN
ARE TO REMAIN.



Approved by (PLANNING) (COMMISSIONER)
PLANNING COMMISSION AREA

ENGINEER OF WORK
H.L. LAND DEVELOPMENT
ENGINEERING AND SURVEYING
1535 S. ESCONDIDO BLVD.
ESCONDIDO, CA 92025
(619) 741-0533

PRIVATE CONTRACT		
SHEET 1	CITY OF ESCONDIDO	1 SHEETS
PLOT PLAN FOR COMMERCIAL BUILDING & LOADING DOCK 455 NORTH QUINCE STREET		
CALIFORNIA COORDINATE INDEX 386-1737		
By	Checked by	Date
Title	Station	Permit No.

SEE GRADING PLAN-PERMIT
NO. 1076

ENGINEER'S NAME: H.L. LAND DEVELOPMENT

1. ACCELERATOR



*Escondido AgX, the site's anchor tenant, is an **agricultural technology incubator / accelerator** for emerging and scaling AgTech companies.*

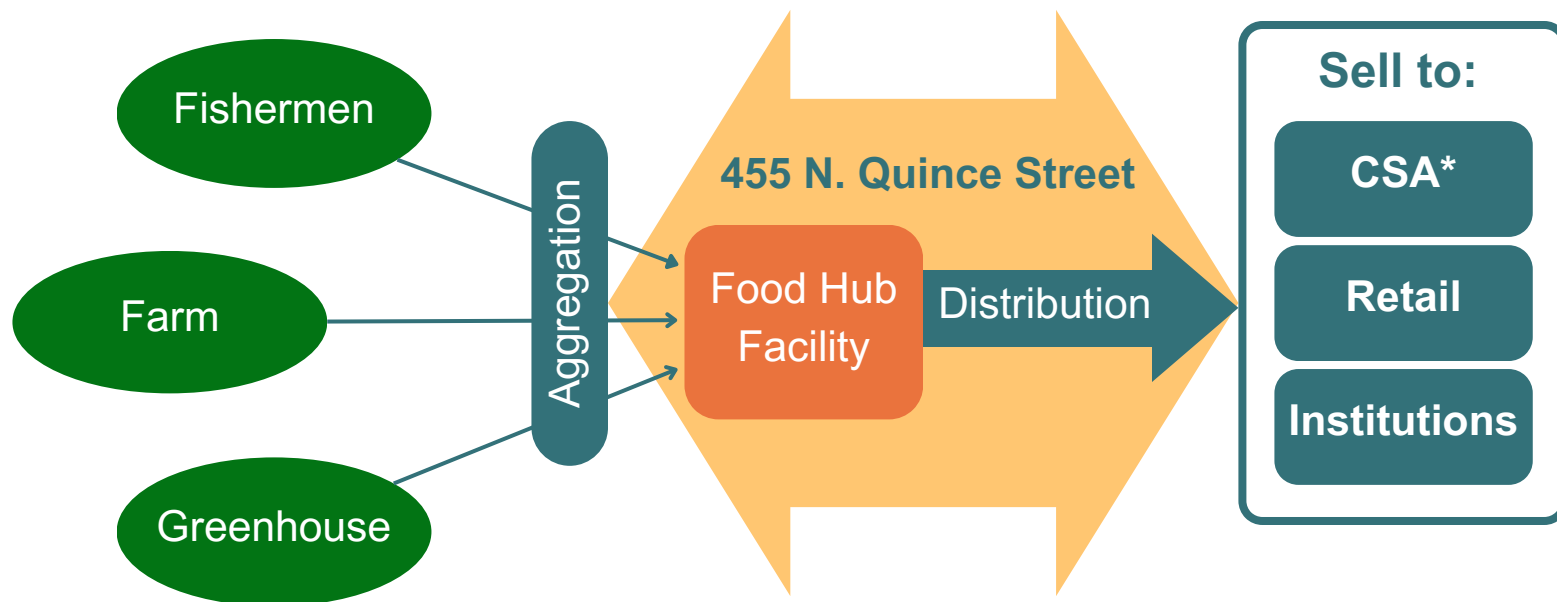
- **Showroom Space** for AgTech companies
- 20,000 square feet of **co-working**, private **offices**, and **lab** space for AgTech
- End-to-end **business support** and **community engagement**



2. FOOD HUB



*The Food Hub Facility **aggregates** food and allows for **co-packing & manufacturing** before **distribution**.*



*CSA stands for Community Supported Agriculture: a model where consumers buy shares of a farm's harvest in advance.

3. INCUBATOR KITCHEN



To lift BIPOC and LGBTQ families out of poverty into business ownership, creating generational wealth.

60%

vs

20%

of white families have equity
(stocks, bonds, business ownership)

of families of color have equity
(stocks, bonds, business ownership)

The Incubator Kitchen seeks to flip this script by providing accessible training on how to run a food business.

Being on the Sprinter Light Rail Line is key to being accessible to these communities



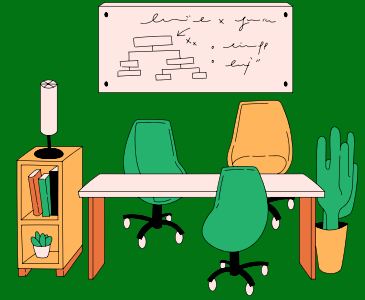
4. FOOD HALL



*This a space for graduates of the Incubator Kitchen and other Food businesses to **make and sell their products.***



5. EVENT SPACE



A variety of flexible event spaces for community use

Various Event spaces could be available to rent out to the community providing a variety of benefits, including:

- **A Community hub**
- **Easy event dining** options through the food hall
- **A space for the City** of Escondido to hold events




ANNUAL IMPACT

170 jobs created

5-10 Ag Tech businesses launched

15-20 businesses launched from the kitchen incubator

POUNDS OF FOOD DISTRIBUTED:

0.5M in year 1  **2.5M** in year 5

REVENUE GENERATED:

\$2.4M
IN YEAR 1

\$12.5M
IN YEAR 5

PARTNERS



... more to come

JOIN US

We need you on our side to help this vision come true

PHASE 1: BUILDING REMEDIATION



\$500K



2024

PHASE 2: BUILD OUT



TBD



2025