



Perris Press Release

Contact: Joe Vargo, Perris Public Information Officer
Phone: 951-956-2120
jvargo@cityofperris.org

Rio Ranch Market Opens in Perris



Perris Mayor Daryl Busch (center) prepares to cut the ribbon at the grand opening of Rio Ranch Market Wednesday.

Hundreds of Perris residents, shopping carts at the ready, lined up Wednesday to take part in the grand opening of the new Rio Ranch Market on Fourth Street.

Residents began lining up at 6 a.m. – four hours before Mayor Daryl Busch led a contingent of dignitaries in cutting the ribbon announcing the opening — to get a primo place in line.

Busch and Rio Ranch President and CEO Jay McCormack emphasized that the City's Redevelopment Agency provided money and support to turn what had been an unused shopping center on a street leading to the heart of Downtown into a gem that provides jobs, tax revenues and choices to Perris shoppers.

The public-private partnership worked together to spruce up the exterior façade of the market and rehabilitate the exteriors of several other stores in the center.

Rio Ranch is estimated to generate \$10.4 million in annual sales. About 80 new jobs, ranging from \$8 an hour to \$110,000 a year, will be created. The bulk of the new employees are expected to come from the Perris Valley.

"This is a great day for the City of Perris," Mayor Busch said. "I was here when the original supermarket opened on this site 30 years ago and I don't think the population of Perris was as big then as the number of people who are out here today. I am delighted. This is great for business, it's great for our citizens and it's great for our City."

Rio Ranch is located just west of the I-215 freeway, which is getting a new intersection at Fourth Street. The new shopping center, plus the new freeway and bridge construction, means Perris will soon have a brand new gateway into its historic Downtown.

The Mayor went on to say that without Redevelopment, the shopping center would not have been renovated as quickly or extensively. The City of Perris has about \$25 million in Redevelopment Projects underway, projects which are expected to generate about \$170 million in economic activity.

"This is another example of what RDA money can do in a city," Busch said. "We took an unused location and turned it into a very used location. We are very proud to be able to do this for our City."

The air was definitely festive as shoppers made their way through Rio Ranch, stopping to look at the tortilla-making machine, sample the free snacks and watch chicken grilling. Busch stopped and chatted with store shoppers, employees and visitors.

Randy Delgado came from Commerce to witness the opening for Unified Grocers, a coalition of independent markets. Delgado had plenty of good things to say about the Rio Ranch opening.

"It will improve this whole corner of Perris," he said. "It will help bring a lot of commerce back to this town."

Perris Mayor Pro-Tem Joanne Evans said she could not wait to pick up a basket and purchase some groceries.

"This is going to revitalize the whole gateway to Perris," Evans said. "I could not be more pleased."

McCormack donned several hats at Wednesday's grand opening, including packing grocery bags, taping advertisements to store windows and posing for photos with dignitaries.

"We like to think that our store will be a welcome addition to Perris," McCormack said.

Early-bird shoppers said they liked that they saw Wednesday.

Blanca Carlitos, 43, of Perris, shares a car with the rest of her family. She used to have to walk for 15 minutes to another store for groceries, but now she can just walk across the street to Rio Ranch.

"This is easier," she said. "I have everything so close to my house now. It's so good to have this here."

Juan Moises, 51, of Perris, said he likes the large selection of prepared food in the store. He often works late and doesn't have time to cook.

"Now I just come in here and get my meals," he said. "There are many choices."

Other dignitaries who attended Wednesday's opening included Perris City Manager Richard Belmudez, Assistant City Manager Ron Carr, Deputy City Manager Darren Madkin, Redevelopment and Economic Development Manager Michael McDemott and Riverside County Supervisor Marion Ashley.



Perris Redevelopment and Economic Development Manager, Rio Ranch CEO Jay McCormack and Riverside County Supervisor Marion Ashley took part in the opening ceremonies.



Perris Mayor Daryl Busch chats with Mark Arizmendi and Randy Delgado of Unified Grocers.



Some of the hundreds of shoppers who lined up early to take part in the opening day shopping at Rio Ranch Market on Fourth Street.