



ABOUT FCA

The Foothill Communities Association (FCA) is a nonprofit corporation located in the unincorporated area known as North Tustin, California. Since the 1960s, FCA has strived to preserve and enhance our highly valued living environment. Over 10,000 homes are within the charter area.

The census named the area Tustin Foothills until 2005 and is now known as North Tustin. The population was 24,044 at the 2000 census. It is Orange County's largest Census Designated Place as well as the largest unincorporated area.

The FCA currently has over 1,400 members, a database of over 2,000 email addresses, and sends a bulletin to over 10,000 homes. In personal surveys conducted throughout the community, residents of North Tustin overwhelmingly support the local businesses that surround them.

MISSION OF FCA

The Foothill Communities Association (FCA) is a nonprofit mutual benefit corporation located in the unincorporated area known as North Tustin, California. This group has strived, since the 1960s, to preserve our highly valued living environment, to enhance North Tustin through beautification projects, and support educational institutions located within our boundaries.

GENESIS OF FCA

The Foothills Community Association (FCA) was originally organized as the Foothill Home Owners Association in 1964 to protect the interests of the residents. The HOA converted to a non-profit corporation in 1973.

Jackie Gimeno initiated the discussion about forming an association to prevent the development of a shopping center behind the model homes on the east side of Newport Avenue at Hyde Park Road. She felt that commercial development would not be compatible with the surrounding neighborhoods of single family homes. One person from each region of the unincorporated area was invited and the FCA was incorporated. The shopping center development was prevented. This was the first in the succession of many successful initiatives to preserve the character of the community.



BUSINESS MEMBERSHIPS NOW AVAILABLE!

DIAMOND Membership **\$2,500**

- Featured Banner on FCA Website
- Website Advertisement w/ Company Link & Profile
- Quarterly Newsletter Advertisement
- Targeted Marketing Campaigns
- Prominent Recognition/FCA Annual Meeting
- FCA Support Plaque & Window Decal

PLATINUM Membership **\$1,000**

- Website Advertisement
- Quarterly Newsletter Advertisement
- Recognition/FCA Annual Meeting
- FCA Support Plaque & Window Decal

GOLD Membership **\$250**

- Quarterly Newsletter Recognition
- FCA Window Decal

“Support Your Community”

“Leverage Your Business Advertising through the FCA Website & Newsletter”

“Reach Thousands of Residents in the Unincorporated Areas of Orange County”



BUSINESS MEMBERSHIPS APPLICATION

Diamond Sponsorship - \$2,500.00/yr

Platinum Sponsorship - \$1,000.00/yr

Gold Sponsorship - \$ 250.00/yr

Business Name: _____

Contact Name: _____

Address 1: _____

Address 2: _____

City: _____ St.: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

Signature: _____ Date: _____

Please make payment payable to Foothill Communities Association

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Demographics

THE SETTING	Urban (based on population density)
TYPE OF HOMES / DWELLINGS	Mostly single-family homes, some rowhouses & attached homes, some small apartment buildings, a few complexes/high rise apartments
SIZE OF HOMES / DWELLINGS	Mostly medium-sized dwellings (3 or 4 bedrooms), some large dwellings (4, 5 or more bedrooms)
AGE OF HOMES / DWELLINGS	Mostly well established older homes (built 1940 - 1969), some established but not old (built 1970 - 1994), some newer homes (built 1995 or later), a few historic homes (built 1939 or earlier)
HOME OWNERSHIP	Mostly owner occupied
SPECIAL CHARACTER	Mostly urban sophisticates, walkable
AGE & LIFESTYLE	Families with children (family households with school-aged children), retirees and seniors (65+)
EDUCATION LEVEL	Rating: 10 (5 is average for the U.S., 10 is most educated)
INCOME	Wealthy (among the 15% most wealthy communities in America) Total annual household income in the North Tustin area is over \$1.2 Billion
OCCUPATIONS	Mostly executive, managerial & professional, some sales & service workers, some clerical, assistants & technical support, some manufacturing & laborers
ETHNICITY/ANCESTRY	Mostly White (non-Hispanic), some Irish ancestry, some East Asian, some Hispanic, some Mexican, some Italian ancestry, some Arabian
LANGUAGES	Mostly English speaking, some Spanish speaking



Demographics

Population in July 2007: 24,898.

Males: 12,234 (49.1%)
Females: 12,664 (50.9%)

Median resident age: 42.1 years
California median age: 33.3 years

Estimated median household income in 2008: \$122,828 (it was \$96,230 in 2000)

North Tustin: \$122,828
California: \$61,021

Estimated median house or condo value in 2008: \$979,905

North Tustin: \$979,905
California: \$467,000

For population 25 years and over in North Tustin

- High school or higher: 95.9%
- Bachelor's degree or higher: 53.8%
- Graduate or professional degree: 22.1%
- Unemployed: 3.0%

Mean travel time to work: 24.5 minutes

For population 15 years and over in North Tustin

- Never married: 19.9%
- Now married: 66.2%
- Separated: 1.0%
- Widowed: 5.9%
- Divorced: 7.0%