ECONOMIC DEVELOPMENT OVERVIEW

BEST-PERFORMING CITIES
WHERE AMERICA'S JOBS ARE CREATED AND SUSTAINED 2017

MODesto
#33 of Top 150 Large Cities, up from #73!

MODesto CALIFORNIA
Why Modesto?

“Modesto is a great place to live, visit and have a business. Our shared focus on and commitment to great, safe neighborhoods and a healthy economy makes me very optimistic about our future.”

— Ted Brandvold
Mayor, City of Modesto

“Modesto is family friendly and giving with a strong nonprofit and faith-based sector. Local businesses invest in the region to create economic growth. Secondary education, health care and entertainment options are robust. Modesto has something for everyone.”

— Cecil Russell
CEO, Modesto Chamber of Commerce

“Modesto blends great history, dining, entertainment and a supportive business climate; it’s a wonderful place for friendship, community and family. Modesto is a ‘Classic American City’ for the future.”

— Chris Murphy
Sierra Pacific Warehouse Group

“We love Modesto because we’ve seen the community become more inclusive and accepting of the LGBTQ+ community. We love the vibrant downtown feel, the arts and entertainment, local talent and farmers market.”

— Jo Sisemore
MoPride

“Modesto has been a wonderful place to raise a family. We have great neighbors and the local public school that our children attend is outstanding.”

— Muratore Family

“The whole community has helped us succeed. Our business neighbors have generously contributed skills and know-how. We’re proud to locally source almost everything, from our valley rye to our plant systems.”

— Jim Harrelson
Do Good Distillery

“Taco wagons, poetry, and love. Not necessarily in that order.”

— Stella Beratlis
Modesto Poet Laureate
Modesto’s Magic
90 Minutes

The perfect central location for business, visitors and residents. Modesto is within 90 minutes of Sacramento, the Bay Area, Fresno and Yosemite.

Business-Friendly

- Low total cost structure
- Ideal location access to markets and partners
- Great infrastructure for all types of business
- Workforce development
- Responsive government

Visitor-Friendly

- Big city amenities, dining and shopping with a hometown feel
- Easy access to the best of California

Family-Friendly

- Affordable, quality housing
- Great education resources, parks and recreation
- Diverse activities
- Great healthcare, retail and services

Quick Facts

Population
211,257

Immediate Region, Census County Division (CCD)
299,178

Modesto Metropolitan Statistical Area (MSA)
538,388

Population Growth since 2000
10.8%

Total number of firms
13,728

Incorporated City Size
37 Square Miles

24% Lower Cost of Living than the CA Average
Bestplaces.net March 2017
Sustaining Success

Headquarters
Food and beverages come naturally to Modesto’s central location in one of the world’s top agricultural regions. Modesto is corporate home to a growing, diverse community of companies.

Major Employers
Modesto’s growing, diverse population provides a reliable workforce for many businesses and, with a regional population over 500,000, an excellent opportunity for regional service providers such as health care. Specialty and tech businesses are also on the rise.

Businesses Love Modesto
- Cost of operation – Modesto is “California Competitive”
- Ideal central location
- Stable, improving workforce
- Hometown attitude - business community ethos is good neighbors
- Excellent municipal services, including state-of-the-art water and waste water management

“Many critical factors have to align to support a successful, growing business. I knew I was taking a risk from working in the Bay Area and starting DataPath in Modesto in 2005. Our success can be attributed to the excellent hard work by our team, an extremely supportive community and business network, and a very good quality of life at reasonable cost. I am optimistic for Modesto’s future in the innovation economy. I believe we have the honesty, integrity and heart as a community to succeed as we address the factors that will make Modesto an even better place to have a business.”
— James Bates
Co-Founder, DataPath
# Opportunities-Ready

## City of Modesto

<table>
<thead>
<tr>
<th>#</th>
<th>Project</th>
<th>Acres</th>
<th>Target Uses</th>
<th>Key Advantages</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Kiernan Business Park</td>
<td>232</td>
<td>Business park (BP), mixed use (MU) and medium-high density residential (MHDR)</td>
<td>HWY 99 access with new Pelandale interchange; Kaiser and Valley Children’s’ health care anchors; CEQA fast-tracking</td>
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<tr>
<td>2</td>
<td>Tivoli</td>
<td>424</td>
<td>Village residential, commercial, open space and school</td>
<td>4 miles to downtown Modesto, 6 miles to HWY 99, walkability design; CEQA fast-tracking</td>
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<tr>
<td>3</td>
<td>Village One Triangle</td>
<td>233</td>
<td>Business park, light industrial</td>
<td>Served by Claus Road expressway; near future North County Expressway</td>
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<tr>
<td>4</td>
<td>Kansas - Woodland</td>
<td>47</td>
<td>Technology hub</td>
<td>Redundant fiber, MID 49 MW on-site power generation, easy HWY 99 access</td>
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<tr>
<td>5</td>
<td>Beard Industrial Park</td>
<td>466</td>
<td>Food and beverage, light industrial</td>
<td>World-class water and waste water services, rail service</td>
</tr>
<tr>
<td>6</td>
<td>Crows Landing</td>
<td>45</td>
<td>Commercial, light industrial</td>
<td>HWY 99 access; views of Tuolumne River; close proximity to downtown Modesto</td>
</tr>
<tr>
<td>7</td>
<td>Enterprise Industrial Park</td>
<td>211</td>
<td>Industrial, warehouse / distribution</td>
<td>HWY 99 access or I-5 access</td>
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Focus on Youth

The North San Joaquin Valley region has focused on raising high school graduation rates with a variety of initiatives ranging from county-wide Destination Graduation, begun in August 2013, to tailored district programs, such as mentoring, that build more personal relationships with students. It’s working!

Promising early education initiatives like the CODEX program are reaching out engaging and Modesto youth in high-opportunity tech areas.

Graduation Rate 2014/15

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<th>NSJV</th>
<th>CA</th>
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<tbody>
<tr>
<td>North San Joaquin Valley</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>California</td>
<td>82%</td>
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School Excellence

- Three gold ribbon high schools
- Modesto High School International Baccalaureate program
- Seven sister cities offer students foreign exchange opportunities

Vocational and Technical

Training resources for business are available through Opportunity Stanislaus Workforce Services and a diverse set of standard and customizable training and development programs provided by Modesto Junior College, a member of Central California Workforce Training.

Ready Talent

Modesto is heart and home for thousands who currently endure long daily commutes westward. Employers are recognizing this talent pool as a tremendous resource and win-win opportunity. Area employers benefit from a loyal, high-skill workforce, who in turn benefit by being able to spend more time with family and friends in a connected, caring community of great neighborhoods with great amenities and easy access to the best of California.

67,684 Commuters going from the Valley to the Bay

67,684 Commuters going from the Valley to the Bay
Central Valley’s Healthcare Center

Modesto is the home of several medical centers like Kaiser Permanete, Doctors Medical Center, and Memorial Hospital, as well as Valley Children’s Regional Center, which will be complete in 2018. Modesto Junior College is a leader in allied health care.

Out and About

- Creekside Golf Course is one of Modesto’s high-rated municipal golf courses
- Mary Grogan Community Park Sports Complex - 42-acre soccer complex
- Modesto Garden Club brings people with a shared love of horticulture together
- The Tuolumne River Regional Park - 500+ acres and 7 river miles

National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live. In 2017, Modesto was ranked the NO. 1 supporter of National Night Out.

The Tree City USA program has been greening up cities and towns across America since 1976. To achieve Tree City USA status, cities must meet the four core standards: maintaining a tree board or department, having a community tree ordinance, spending at least $2 per capita on urban forestry and celebrating Arbor Day. Modesto has held this status since 1981.
Cultural Festivities

Modesto hosts several cultural events for the community and guests. The Farmers Market has been held rain or shine every Thursday and Saturday, April–December since 1979. Apart from the events above, Modesto has the International Heritage Festival, the Day of the Dead festival and ModShop, where 90+ artisans showcase specialty crafts and creations. Downtown Modesto comes alive during the holidays with parades, lights and live music at the Rockin’ Holidays event. In addition to events, downtown Modesto is home to cutting-edge businesses like Downtown Tinkertank, a community resource where people come together to create, invent, build, learn and make.
“I have lived in the Modesto area for 55 years. I have had many opportunities to leave but have such a love for this community that continues to grow in me. By far, the biggest attraction is the diverse and wonderful people of our community. Modesto is resilient! Its people are loyal, caring, innovative and deeply rooted in making Modesto a great place to grow up and grow old. The greater Modesto area is my home, and I am proud to call it so.”

– Joe Duran
EVP, Self-Help Credit Union
“I moved to Modesto in 2000 with the intent of being here three years before moving on to my next corporate gig. Our family fell in love with Modesto and 17 years later, this is still home. I love the warm, giving people, the climate, downtown Modesto with its many great restaurants and cultural options, plethora of fresh fruits, vegetables and flowers available year round and the farmers who sell them. I love my 12-minute commute; the view of the mountains when I look east or west; the Virginia Corridor, MoBand, the State Theatre, the Modesto Nuts and, of course, the Gallo Center for the Arts!”

— Lynn Dickerson
Chief Executive Officer,
Gallo Center for the Arts

Modesto is the home of Central Valley Modernism and hosts the annual Modesto Architecture Festival.
Activities and Events

- Climb to high heights in Yosemite
- Cheer on the Golden State Warriors, SF Giants, Oakland A's, San Jose Sharks and the SF 49ers
- Enjoy wine tasting followed by an outdoor concert at the Ironstone Amphitheater in Murphys
- Take the kids to the Monterey Bay Aquarium
- Discover the San Luis National Wildlife Refuge
- Put on your boots for the Oakdale Rodeo

Modesto is centrally located, which makes all these activities under three hours travel time.
Notice of Compliance under the Americans with Disabilities Act

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA) of 1990, the FairEmployment & Housing Act (FEHA), the Rehabilitation Act of 1973 (as amended), Government Code section11135 and other applicable codes, the City of Modesto (“City”) will not discriminate against individuals on the basis of disability in the City’s services, programs, or activities.