Dynamic Bay Area environment
for business growth and a
superior quality of life

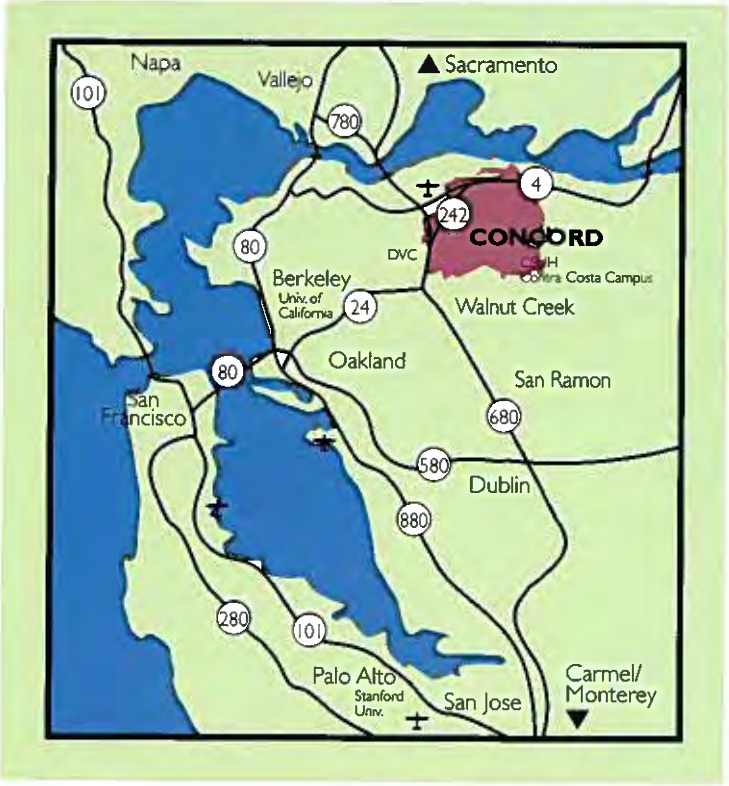
Concord

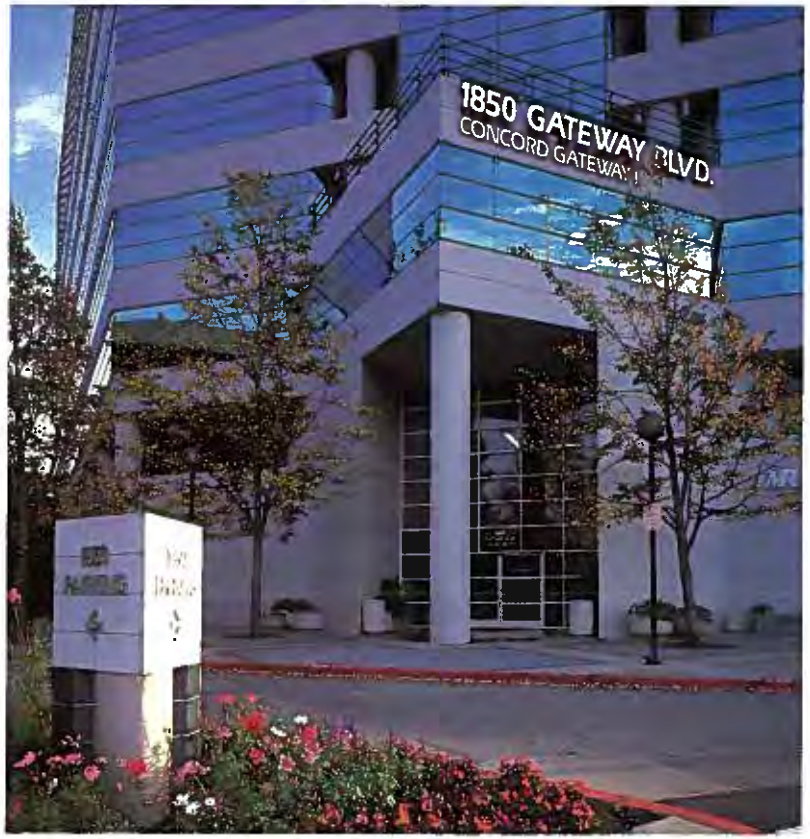
Concord, California

Room for Businesses to Grow

The San Francisco Bay Area provides a key gateway to the economies of California and the world. But doing business in just any Bay Area location is no longer sufficient. Today's unpredictable economy demands that organizations locate in a community offering easy access to the entire region, a stable, safe business environment and room for growth along with a high quality of life. As a result, businesses continue to discover the rewards of doing business in Concord.

Located 29 miles east of San Francisco and adjacent to beautiful Mount Diablo, Concord has maintained the steady growth of both its business and residential communities. Its prime location provides ready access to San Francisco, Silicon Valley, the growing East Bay and Sacramento, as well as some of the world's leading universities. Here, business-friendly government policies, outstanding Class A office space values, numerous industrial parks, two BART stations, and convenient freeways combine with favorable home prices, an educated workforce, a dynamic retail environment and an enviable quality of life to make Concord a premier business location.





A City commitment to business

Sustaining a vibrant local economy is a matter of public policy. Concord understands the importance of its business community, and balances business and residential needs to the benefit of both. This policy has kept city government fiscally sound and the community economically healthy. Moreover, a partnership approach identifies ways to enhance business opportunities and quickly resolve issues.

One-stop Permit Center

Today's economy demands quick response to changing conditions and reduced time to market. Concord's award-winning One-stop Permit Center at the Civic Center provides the flexibility to build or renovate facilities quickly, cut construction costs, get crews to work sooner, speeding time to revenue.

Ten-year financial plan

Concord is one of the few cities in the nation to adopt a 10-year financial plan. This far-sighted strategy increases fiscal stability by assuring long term funding of services and programs. Concord also implements performance-based budgeting to measure program and service efficiency, cost-effectiveness and outcomes.

Economic Vitality Strategy

Concord's Economic Vitality Strategy guides the city's two important business programs: Business Retention and Business Attraction. The Business Retention program provides businesses with focused services to increase their growth, profitability and opportunity for success. The program offers educational workshops, site selection assistance and permit facilitation.

Concord's Business Attraction program operates with the objective of bringing high quality jobs to Concord and strengthening the City's revenue base to fund essential City services. In particular, the attraction program targets businesses that expand Concord's existing and emerging business clusters, which include engineering, business support, environmental, retail and biotechnology.

"What else does Concord have going for it? Enlightened, proactive city government – a government that welcomes business growth and development."

Ed Del Becarro
Managing Partner, Colliers International

CONCORD AT A GLANCE	
Area	31 square miles
Elevation:	72 feet
Concord Population:	127,600
Contra Costa County Population:	1,016,300
County Rank in Bay Area:	Third

TRAVEL DISTANCES	(MILES)
UC Berkeley	20
Oakland	22
San Francisco	29
Napa/Wine Country	32
San Jose	51
Stanford University/Palo Alto	58
Sacramento	65
Carmel/Monterey	139
Yosemite National Park	144
Lake Tahoe/Reno	205

AVERAGE TEMPERATURES	
Spring	67°
Summer	86°
Fall	76°
Winter	60°

A Robust Business Environment

ECONOMY

Concord is the business and job center for Contra Costa County. The city boasts more than 4 million square feet of office, 5.8 million square feet of industrial and 690,000 square feet of research and development space. With more than 6,000 business licenses and approximately 76,000 employees within a three mile radius of downtown Concord, businesses located in Concord find a competitive edge.

Many of Concord's major employers are leaders in their industries and have a significant presence in the community including Chevron with a 600,000 square foot office campus, Bank of America with a one million square foot information technology campus and Siemens' world headquarters oncology facility for MRI units. Retailers from Fry's Electronics to Claim Jumper Restaurant are leaders in their respective market segments.

Major employers calling Concord home include (number of employees in parentheses):

- Bank of America Technology Center (3,000)
- Wells Fargo Credit Center (1,500)
- Chevron Credit Center (1,300)
- Systron Donner Inertial Division (700)
- Macy's West (600)
- Conco Cement (500)
- Shaw Environmental Infrastructure (275)

"Concord ranked in the top 20 cities in California as one of the best places in the state to do business."

CEO Magazine

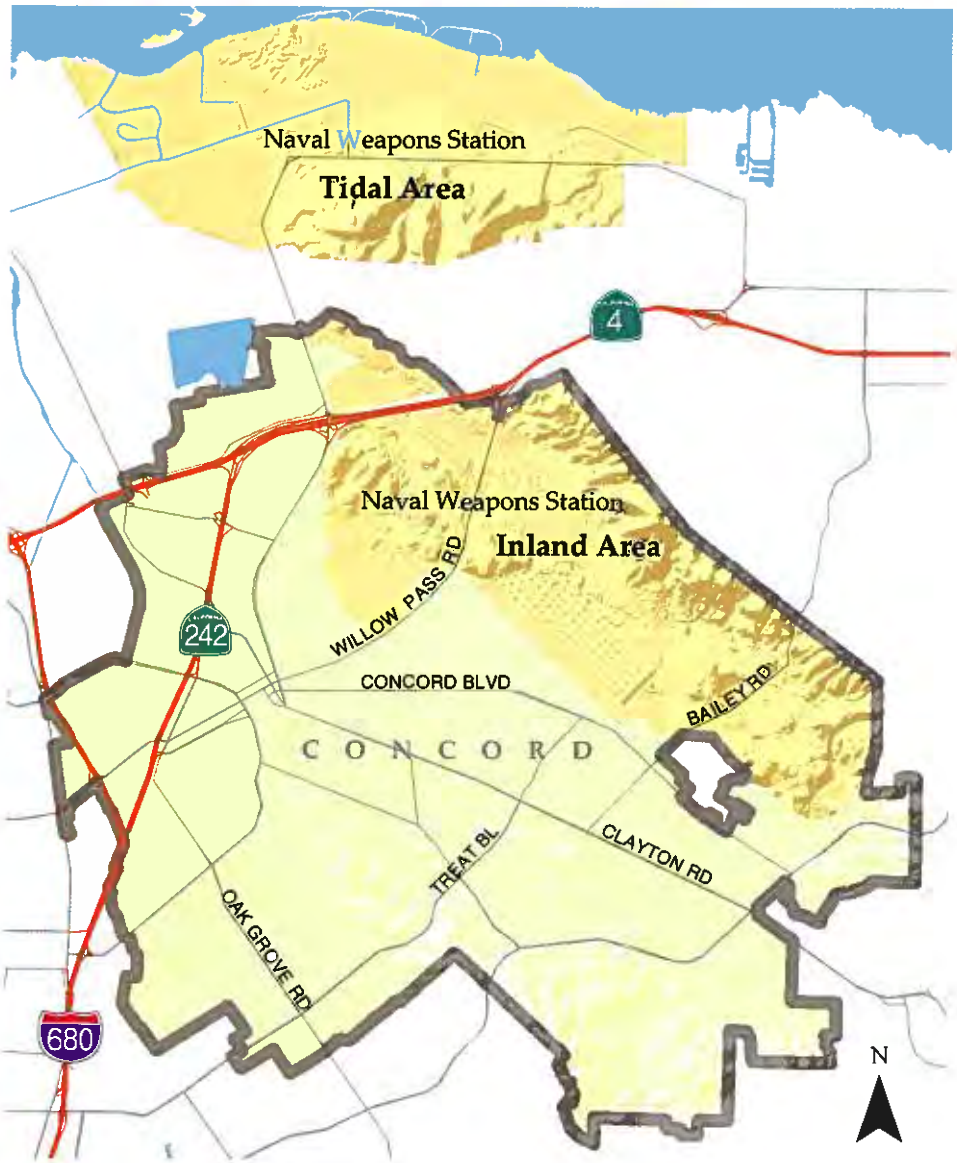
CONCORD WORKFORCE PROFILE

Population ages 25-54	56,000
Education ages 25+ with High School diploma and beyond	72,000
Education with some college and beyond	53,000
Total employed residents	62,000
2007 households	47,000
2007 estimated average household size	2.6
Occupation Classification	
Blue collar	12,000
White collar	39,000
Service/Farm	11,000

Source: Claritas 2007
Within 3 miles of downtown

A Vision for the Future

OPPORTUNITY



The Concord Naval Weapons Station's (CNWS) 5,100 acre inland area was approved for closure by Congress in 2005. The Concord City Council was selected by the U.S. Department of Defense to serve as the Local Reuse Authority (LRA) for the CNWS. The City Council, sitting as the LRA, will prepare the Concord Community Reuse Plan for the former base.

Through community outreach and input, the following Goals and Guiding Principles were adopted by the LRA as the framework for the Concord Community Reuse Project:

A World Class Project

- Adopt a long-term view in creating a reuse plan that benefits all future generations and engenders a sense of community pride;
- Encourage creativity and innovation in the reuse plan;
- Develop a high quality project that will be recognized internationally for its innovative planning and development concepts.

A Balanced Approach

- Balance multiple interests including a broad range of community needs, regional as well as local requirements, and the need for parks and open space with the need for jobs, housing and community facilities.

Economically Viable and Sustainable Development

- Maintain long term economic viability of the project by ensuring that capital costs and future operations and maintenance costs are satisfied on a self-sustaining basis.

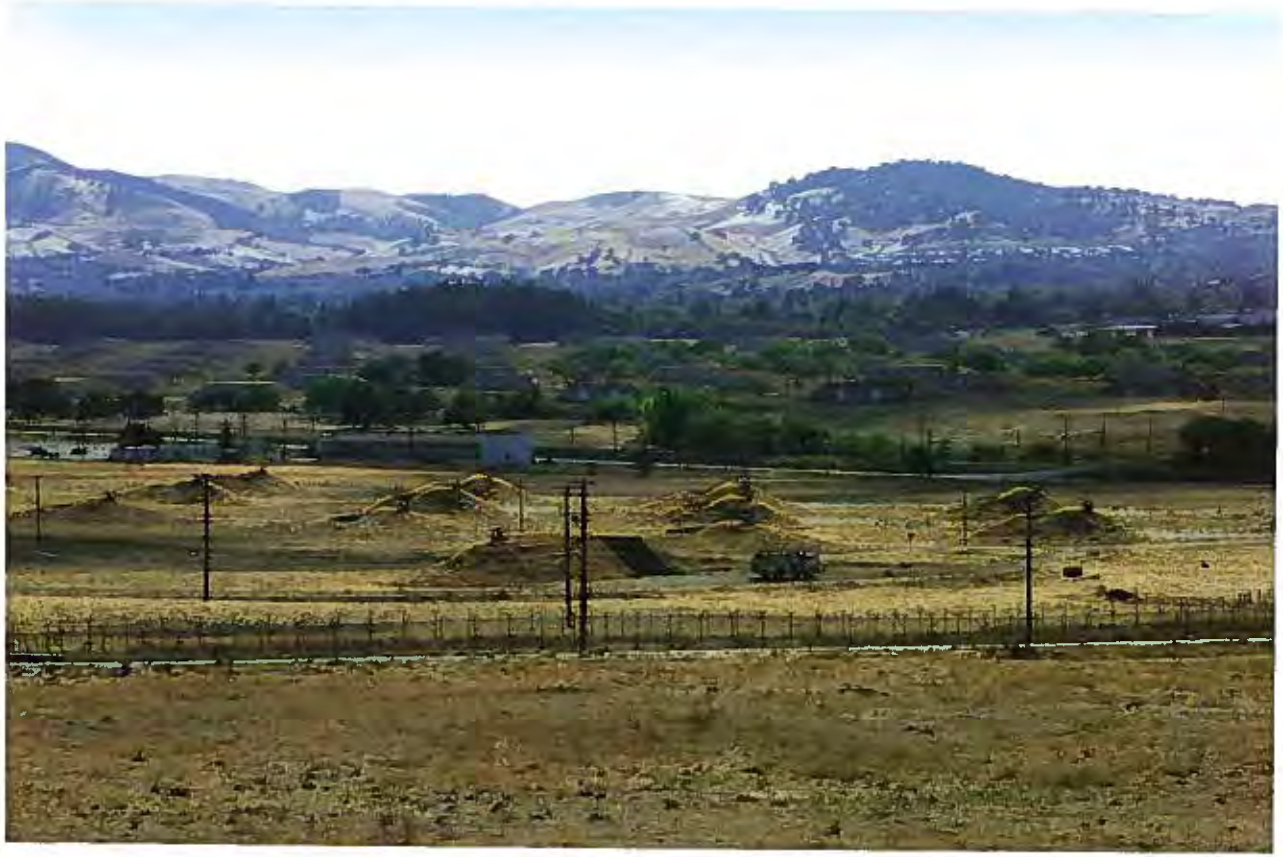
Quality of Life

- Ensure that the reuse plan builds on community assets and opportunities, addresses critical needs and issues, creates net positive benefits, and provides new opportunities to live, work and play in Concord.

In addition to the above, residents and stakeholders are encouraged to "dream big" and to contribute ideas that reach beyond the Bay Area, California and even the United States.

"We believe that Concord has the ability to proceed in a positive manner and in fact already has begun to do so."

Editorial,
Contra Costa Times



NAVAL WEAPONS STATION AT A GLANCE

- Established in 1942
- Site of the largest stateside disaster of World War II when 320 people were killed.
- In 1957, the depot was renamed the U.S. Naval Ammunition Depot, Concord
- Approved for closure 2005
- The entire Weapons Station covers approximately 12,800 acres
- The Inland Area is approximately 5,170 acres (closing)
- The Tidal Area is approximately 7,630 acres (not part of base closure)

CONCORD COMMUNITY REUSE PLANNING PROCESS

PHASE I Develop goals and guiding principles for Reuse Plan

PHASE II Develop the Reuse Plan

PHASE III Refine the Reuse Plan

A Premier Business Location

A wealth of facilities and transportation options

Concord's comprehensive infrastructure enables companies to open new or larger facilities quickly, maintain close contact with Bay Area partners and suppliers, and grow in a dynamic environment fostering creativity and productivity.

Ample water, sewer and utility infrastructure exist to service the needs of business growth. The city offers 200 miles of fiber-optic capacity, 337 miles of well-kept streets and 367 miles of sewer lines with a capacity to meet the growth of the City for the next 40 years.

Concord takes a proactive approach in preventative maintenance of its infrastructure. From the signal lights, to its storm water systems, the City continuously maintains and upgrades its infrastructure to enhance Concord's quality of life.

Ample office and industrial space

Concord facilities meet the needs of 21st century organizations.

- 4 million square feet of Class A office space
- 5.8 million square feet of industrial space
- 689,316 square feet of R&D
- More than 1,200 hotel/motel rooms
- 48,000 square feet of exhibit space for meeting and convention activities, including the Heald Conference Center on the Heald College campus

Linda Best
Executive Director Contra Costa Economic Partnership

PRINCIPAL OFFICE BUILDINGS

	Square Feet
Concord Airport Plaza I & II	350,000
One Concord Center	348,000
Concord Gateway I	301,000
Concord Gateway II	301,000
Metropolis Office Centre	231,000
One Corporate Center	237,000
Two Corporate Center	201,000
Sutter Square	175,000
Enea Square-IIV	160,000
Salvio Pacheco Square	108,000
Willows Office Park	82,000
Galaxy Office Park I	77,000
Galaxy Office Park II	77,000

LARGEST INDUSTRIAL/ BUSINESS PARKS

	Squar
Solano Business Park	69
Mason Industrial Park	59
Galaxy Business Park	55
Concord North Business Park	27
Concord Diablo Industrial Park	24
Concord Business Park	15
Northpoint Business Park	14
Caraventa Park	14
Shaw Industrial Park	14
Willows Business Park	11

Source: Galaxy Investment

A City Where Families Come First

COMMUNITY

Concord is a city where families come first. Concord's child-friendly focus features such family-friendly amenities and events as:

- Holiday events including the July 4th Parade, Santa's Grand Arrival, and Kidfest celebrations
- One of the area's largest youth swimming programs-from beginner to high level competition
- Recreation After-School Program for middle school students-sports, field trips and homework help
- Recreation programs for developmentally disabled children and teens
- Camp Concord at Lake Tahoe – a vacation destination in the magnificent Sierra Nevadas
- Pixieland – a traditional amusement park with rides for youngsters from roller coasters to train rides.
- Waterworld – a family oriented water theme park with dozens of water adventures.
- Concordfirst.org-an award-winning, interactive web site that keeps residents informed of all of the city's family programs and community activities
- Insuring quality child care through training grants and investment in startup child care enterprises to keep up with growing demands.

State-of-the-art health care

John Muir Medical Center, Concord campus is a 254-bed acute care facility that serves the community. The medical center is recognized as a preeminent center for cancer care and cardiac care, including open heart surgery and interventional cardiology. Other areas of specialty include general surgery, orthopedic and neurology programs. The Concord campus is accredited by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO), a national surveyor of quality patient care. A $170 million dollar renovation is planned for the Concord Campus, including a new medical tower, medical office building and renovation to existing medical facilities.

A focus on public safety

Concord's Police Department practices Community Oriented Policing (COP) to promote police-community partnerships and proactive problem solving. Concord was selected as one of 23 COP demonstration centers in the country by the U.S. Department of Justice. The Police Department administers three Community Policing Districts with Field Office Service Centers in neighborhood shopping centers.

Paul Quezada
BEI Systron Donner Automotive Division, Human Resource Manager

CONCORD PARKS AND OPEN SPACE

- 26 parks totaling 379 acres
- More than 1,080 acres of open space

CONCORD COMMUNITY AND PERFORMANCE CENTERS

- Sleep Train Pavilion at Concord, a 12,500 seat performance venue
- Todos Santos Plaza, the community gathering place with over 40 events
- Centre Concord accommodates 10 to 400 people
- Concord Senior Center accommodates up to 50 people
- Willow Pass Community Center accommodates up to 200 people
- Concord Activity Guide offers hundred's of classes at the local community centers

CONCORD
WHERE FAMILIES COME FIRST
www.concordfirst.org

A Five Star Retail Destination

Several key factors make Concord a dynamic regional marketplace. Concord offers a wide range of retail options from regional shopping centers to it pedestrian friendly historic downtown. Convenient access to the county's one million population and plentiful free parking have made Concord the retail hub for the county's expanding consumer base.

Concord is in a class by itself when it comes to new car sales. From BMW to Mini Cooper and from Honda to Hummer, many of Concord's 18 new car dealers are leaders in sales within their brands.

Major shopping centers and an attractive downtown provide outstanding opportunities for mega stores, discount clubs, department stores, specialty shops, supermarkets, restaurants and lodging facilities of all kinds.

Sunvalley Shopping Center

With more than 1.4 million square feet and parking for 7,400 cars, Sunvalley presents over 150 stores and restaurants. Major retailers located here including Macy's, bebe, Coach, JC Penney, Ambercrombie & Fitch and the hip H&M retailer.

Willows Shopping Center

An attractive 284,000 square-foot outdoor shopping center, the Willows provides major stores and restaurants including Pier 1 Imports, Panera Bread, Claim Jumper, Benihana, Comp USA, Old Navy, REI and Any Mountain. The center is also home to the Willows Theatre Company.

Park & Shop

Located in the heart of Concord, Park & Shop hosts more than 50 businesses in a 425,000 square-foot facility. Stores include Fry's Electronics, Mimi's Cafe, Jo-Ann Fabric & Crafts, Starbucks and numerous popular restaurants.

"Concord's strong retail market allows national retailers and downtown businesses to flourish."

Craig Semmelmyer, Principal
Main Street Concord

CONCORD INCOME PROFILE

Average household income	$77,500
Number of households	44,000
Households with income $50,000+	60%
Households with income $100,000+	24%

CONCORD RETAIL SALES

Total 2006-07 retail sales	$2.6 billion

Source: Claritas 2007 and City of Concord

A Great Climate for Enjoying Life

Concord is located close to some of the most popular tourist destinations that Northern California has to offer. But don't overlook leisure opportunities in town.

Sleep Train Pavilion at Concord: Showcasing the stars

Nestled in the Mount Diablo foothills, the 12,500-seat Sleep Train Pavilion at Concord provides an unsurpassed outdoor showplace for such stars as Bruce Springsteen, Alanis Morissette, Bonnie Raitt and Santana.

Golf

Concord's Diablo Creek Golf Course, with a Northern California Golf Association rating of 72.4 and a slope of 123, provides a challenging 18 hole round from its championship tees.

Willows Theatre Company

Contra Costa County's only year-round professional theatre organization, the Willows Theatre Company develops and produces contemporary American plays and musicals. The company has received critical acclaim and numerous awards from the Bay Area Theatre Critics Circle for its productions.

Historic Downtown

Concord's historic downtown, centered around Todos Santos Plaza, is a pedestrian-oriented premier East Bay entertainment center offering more than 40 restaurants, Brenden Theatres' 14 screen multiplex, and free concerts and community events drawing more than one million visitors to the downtown annually.

Parks and open space

Residents enjoy a network of 26 community and neighborhood parks totaling 379 acres. Many feature play areas with unique themes and special amenities ranging from trains to castles. More than 1,080 acres of open space provide the serenity of nature close to a dynamic urban environment.

"Concord's superior quality of life is one key reason why people choose to live in Concord and businesses choose to locate in the community."

Keith C. McMahon,
President & CEO

CONCORD ANNUAL EVENTS	DATES
Farmers Market	Tuesdays
Music at Noon	Tuesdays, May-August
Waterworld USA	May-September
Bay Area KidFest	Memorial Day Weekend
Music & Market Series	Thursdays, June-August
The Singing Flag	4th of July week
Downtown Parade & Festival	4th of July
Halloween Parade & Costume Contest	Sunday before Halloween
Holiday Tree Lighting & Mayor's Sing-Along	December
Santa's Grand Arrival	December

www.concordfirst.org

An A+ Educational Network

EDUCATION

Concord residents enjoy a broad range of public and private educational opportunities from elementary through university and adult education. Mt. Diablo Unified School District's popular Diablo Basics at Monte Gardens Elementary School for grades K-5 is a model program for the district. Diablo Basics maintains a vision of high expectations, parental involvement and student skills in management and preparation. Other alternative programs include Academics Plus, Open Education, and Cornerstone Family School.

Concord's numerous private and parochial schools include De La Salle High School for boys and Carondelet High School for girls. These Catholic schools provide college prep programs for students of all religious and ethnic backgrounds.

Higher education

High school graduates and working adults take advantage of outstanding local college/university opportunities that include:

- California State University East Bay/ Concord Campus. The 200-acre campus in Concord serves 1,300 working adults and fosters career success with graduate and certificate programs, including master's degrees in Business Administration and Public Administration.
- University of Phoenix. Located at the Metroplex Office Centre at 1401 Willow Pass Rd., provides associate to Doctorate degrees in subject matter including Business, Healthcare, Education and Behavioral Sciences.
- Diablo Valley College. Located in adjacent Pleasant Hill, DVC serves 22,000 community college students of all ages, providing Associate of Arts degrees and a variety of vocational training.
- University of California Berkeley. One of the world's leading teaching and research universities, UC Berkeley – just 20 miles from Concord-provides undergraduate and graduate programs to 32,000 students. The faculty has produced 18 Nobel Prize winners.
- Heald Business College in North Concord offers Associate Degree programs in business, technology and healthcare.

Peter Wilson,
Dean, California State University, East Bay – Concord Campus

MT. DIABLO UNIFIED SCHOOL DISTRICT
(Encompasses 4 Cities)

Elementary Schools	28
Middle Schools	10
High Schools	7
Students	35,880
Teachers	2,000
Student/Teacher Ratio	18-1

Source: MDUSD website, www.mdusd.k12.ca.us

PRIVATE/PAROCHIAL SCHOOLS
(Concord Only)

Elementary Schools	10
Middle Schools	10
High Schools	6
Students	4,420
Teachers	308
Student/Teacher Ratio	14-1

Concord

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www.concordfirst.com