

CENTRAL CALIFORNIA

Center Yourself.

West Coast Transportation Hub



CENTRAL CALIFORNIA ADVANTAGE

- **Centered in California's 40 Million Consumers**
- **#1 in Housing Affordability**
- **#1 in Manufacturing Growth**

STRATEGIC LOCATION

With its proximity to the state's two major urban centers and key transportation corridors, Central California's location provides direct access to the 40 million people in the California market. The region is highly attractive to companies that compete on the West Coast. Major rail, freight, and international air facilities offer one-day turnarounds throughout the state and to parts of Nevada and Arizona.

BUSINESS FRIENDLY ENVIRONMENT

Central California's pro-business commitment is demonstrated by dramatically shorter permitting processes and substantially lower development fees. Local and regional government agencies have developed fast track systems expediting the permit process; new facilities can be up and operating in less than six months. Permit fees cost a fraction of those in space strapped urban areas.

In the middle of the world's 6th largest economy, the eight-county Central California region encompasses 62 cities with 25,000 square miles, and continues to be one of the fastest growing regions in California.

Population

4,171,846

Labor Force

1,835,100

Unemployment

10.4%

Private Sector Jobs

955,500

Manufacturing Jobs

110,400

Gross Domestic Product

\$149,584,000,000

Taxable Sales

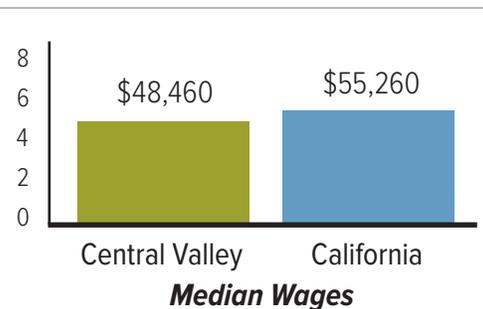
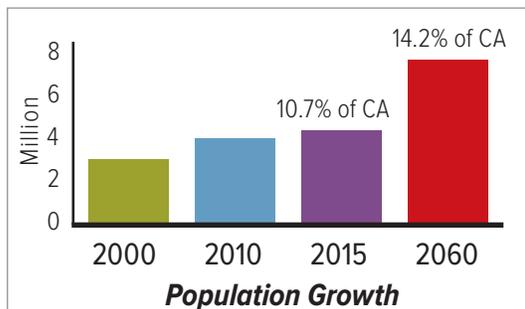
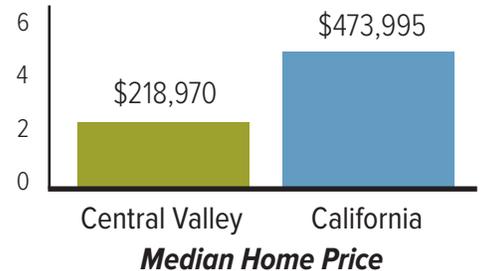
\$58,967,364,000

Median Home Price

\$218,970

KEY INDUSTRIES

- Agribusiness/Food Processing
- Health/Wellness
- Manufacturing
- Distribution/Logistics
- Energy
- E-Commerce



Fresno • Kern • Kings • Madera • Merced • San Joaquin • Stanislaus • Tulare

Eight Counties, One Number 888-998-2345

CENTRAL CALIFORNIA REAL ESTATE

Central California offers abundant land, office and industrial space. The region's lease rate savings even top those of the Inland Empire in the southern California desert by as much as 20 percent.

County	Total Base (Sq. Ft.)	Total Vacancy (Sq. Ft.)	Vacancy Rate	Avg. Asking Rental	Low Rental
Fresno	65,392,424	4,773,646	7.3%	\$0.39	\$0.14
Kern	39,300,000	2,417,000	6.1%	\$0.27	\$0.20
Kings	5,181,832	831,500	16.0%	\$0.16	\$0.12
Madera	7,042,114	38,664	0.6%	\$0.38	\$0.17
Merced	9,919,386	758,549	7.6%	\$0.30	\$0.18
San Joaquin	105,762,596	11,262,329	10.6%	\$0.31	\$0.23
Stanislaus	29,033,146	1,988,770	6.9%	\$0.32	\$0.20
Tulare	13,800,000	3,500,000	25.0%	\$0.30	\$0.22

QUALITY AVAILABLE WORKFORCE

Your business will benefit from the state's most affordable wage rates, a large skilled labor pool and numerous job training and placement services. California adds 10 million people to its population every 20 years and much of the current growth is occurring within Central California, creating a vast employment pool with a wide range of qualifications.

Central California wage savings can be as much as \$4 to \$10 per hour.

HAPPY WORKERS

We have happy employees that want to work hard then play. From the executive suite to the front line, employees enjoy the benefits of a Central California lifestyle; affordable housing, mild climate, short commutes, abundant recreation, and some of the most spectacular scenery on the face of the earth. *More than half of Central California's residence own a home compared to 20 to 35% in larger metro areas of the state.*

GREAT COLLEGES AND UNIVERSITIES

Higher education abounds in Central California. There are 20 community colleges that offer students opportunities from vocational training to associate's degrees, and the opportunity to transfer to a four-year university.

There are three CSU campuses, one UC campus, and three private colleges in the Central Valley where you can earn anything from a certificate to a doctoral degree.



WORKFORCE
30% cost-savings



MILD COMMUTE
20 miles = 20 minutes



CENTRAL LOCATION

Located in the center of the world's sixth largest economy



For more information contact:
Jennifer Faughn
California Central Valley EDC
888-998-2345
jfaughn@centralcalifornia.org