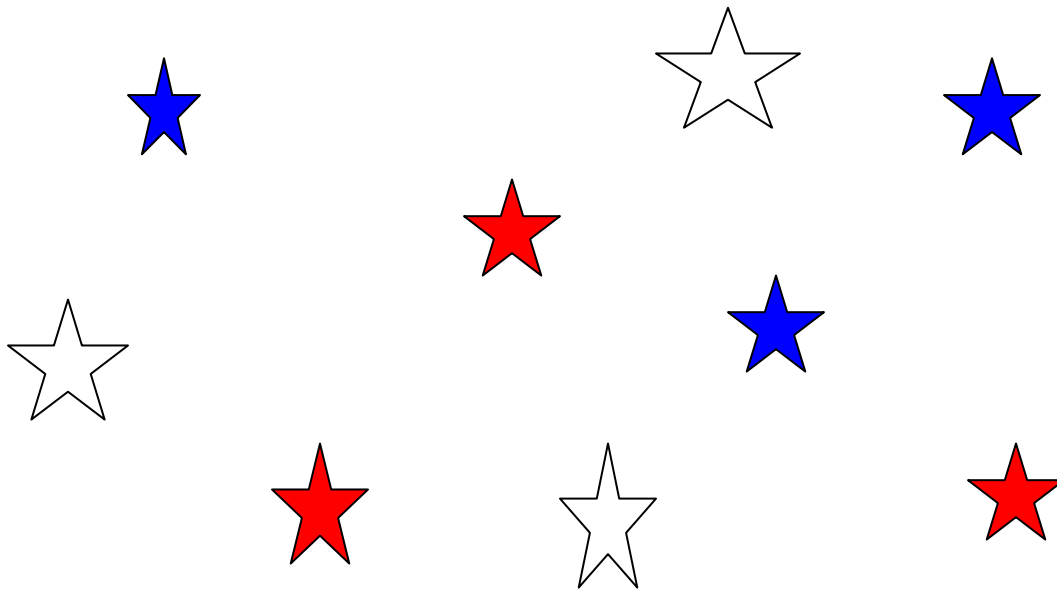




Community/ Economic Profile
2008

MODESTO, CALIFORNIA

*W*ELCOME *T*o *M*ODESTO



www.modchamber.org
209-577-5757

A LITTLE HISTORY ON MODESTO

A banker from San Francisco named William C. Ralston founded Modesto in 1870. Modesto was to be named after Mr. Ralston but he declined, so for his modesty, the town was named Modesto, meaning modest in Spanish. By 1910, Modesto's population reached 4,500 and was referred as the "most metropolitan and classy" of its size in California.



A FEW MODESTO QUICK FACTS

- The Modesto Arch was built in 1912, costing a total of \$1,200. Sam Harbaugh was paid \$3.00 for winning and inventing the slogan "Water, Wealth, Contentment, Health".
- Modesto is home to the largest garden club in California, with over 700 members.
- In 2002, Modesto received the international "Enhancement of the Landscape" award for its flower clock, located in front of the Modesto Centre Plaza on K Street.
- The City maintains thousands of trees, in fact, it is estimated that there is one tree for every two people in Modesto and that's not including all the privately maintained trees.
- Modesto Junior College was the first Junior College in California.
- Modesto is the hometown of George Lucas and was his inspiration for American Graffiti.
- Modesto is also the hometown of Trish Venturini, a professional soccer player for the U.S. women's league.

(Information gathered from www.modestogov.com)



MAJOR MODESTO ANNUAL EVENTS

The events listed below are just a few annual events. For more event information you can contact the Modesto Chamber of Commerce at 577-5757. You will then be able to obtain a detailed listing of events for Modesto & surrounding areas.

- | | | |
|-------------------------|--------------------------|-------------------------|
| • Concerts in the Park | • X-Fest | • Christmas Parade |
| • Earth Day in the Park | • International Festival | • Fourth of July Parade |
| • Picnic at the Pops | • Oktoberfest | • Graffiti Month (June) |



COMMUNITY FACILITIES

HEALTH

Modesto is a regional medical center, serving the northern San Joaquin Valley with two major hospitals containing over 1,000 beds. There are also a number of specialty clinics, diagnostic facilities, and surgery centers. There are approximately 734 physicians and surgeons, 200 dentists, 65 optometrists and 85 chiropractors.



EDUCATION

Education facilities include 86 elementary schools, 22 junior high schools, 15 high schools, 13 continuation high schools, various private and parochial schools. The total population of children from ages 3 and up enrolled in school is 142,743. Higher education includes, Modesto Junior College, Yosemite Community College District, CSU Stanislaus, a four-year university, located 10 miles south of Modesto, and U.C. Merced Campus.

CULTURAL

Modesto has more than 155 churches, one library system with 13 branches, one daily newspaper, 15 radio stations, 2-area television stations, including a 200-channel cable TV system. There are over 300 service clubs and community organizations. Modesto Centre Plaza, a 24,000 square foot convention/community center, hosts a variety of trade shows, meetings, cultural events, and conferences. Major art/cultural organizations in the City of Modesto include: Modesto Symphony, Modesto Performing Arts, Townsend Opera Players, Modesto Civic Theater, Central West Ballet, the Central California Art league, The State Theatre and three museums.

The city's Ag Science Center is currently under construction and will be an interactive science and technology museum focusing on agriculture. The Gallo Center for the Arts, a premier civic complex is scheduled to open to the public in the Fall of 2006 (www.galloarts.org)



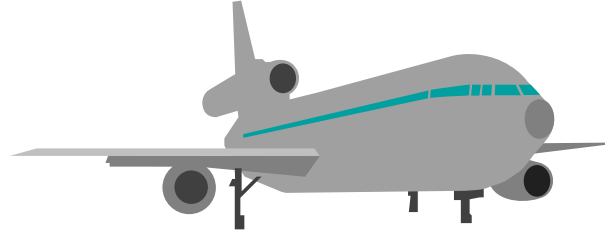
RECREATION

Modesto is located near the tip of the San Joaquin Valley within a two-hour drive of the Sierra Nevada, San Francisco, and the Pacific Ocean. The community has over 25 theaters, 64 playgrounds, 66 parks, 3 municipal golf courses, 4 driving ranges, and 4 private golf clubs. Nearby lakes offer fishing, boating, and water sports. Modesto hosts many community events such as Modesto Relays & Track Meet, "Concerts in the Park", and the Annual 4th of July Parade and Fireworks. Modesto is also the home of the Modesto Nuts Professional Baseball, a California league affiliate of the Colorado Rockies. There are approximately 10 class 1 hotels/motels, including three four-star hotels, with a combined total of 2,000 rooms. There are also approximately 20 budget quality motels with over 1,000 rooms.



TRANSPORTATION

Rail: Modesto is served by Burlington Northern Santa Fe, Southern Pacific, and the Union Pacific. The Modesto & Empire Traction Company (M&ET) short-line interconnects the three transcontinental lines and operates a modern intermodal facility in connection with the Santa Fe Railroad for heavy industrial users. The Amtrak Station is located east of Modesto.

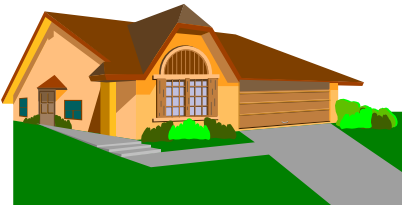


Air: Modesto Airport is served by United Express and Sky West Airline. The airport is located 2 miles southeast of downtown Modesto and encompasses 455 acres. Local charter service is available through Modesto Flight Center and Sky Trek Aviation.

Bus: Modesto is served by Greyhound Bus lines. City bus service is provided by Modesto Area Express, with a new transportation center located at 9th and I Streets.



HOUSING



| | |
|--------------------------|-----------|
| Median House Price | \$345,000 |
| Average Monthly Mortgage | \$1,426 |
| Average Monthly Rent | \$829 |

For the latest updates please visit www.choosemodesto.com



ECONOMIC DEVELOPMENT OPPORTUNITIES

Located in the heart of California's Great Central Valley, the City of Modesto offers businesses locations in their business parks. With two more parks in the planning stages, business will soon have even more choices. The Beard Industrial District located on Highway 132 in Modesto has over 2,000 acres zoned for commerce and industry with utilities and improvements in place. Beard Industrial District also contains a short-line railroad providing direct access to all national rail connections.

For current information on Economic Development please contact Bill Bassitt at The Alliance at 209-567-4985 or visit www.stanalliance.com

Information gathered from The Alliance



SHIPPING PORT

The closest shipping port to Modesto is located 34 miles north, on the Stockton Deepwater Ship Channel, 75 nautical miles (120 km). The Port of Stockton owns and operates a diversified and major transportation center that encompasses a 2000-acre operating area. Any question, please contact the Port of Stockton directly at 1-800-344-3213.



WATER SUPPLIERS



City of Modesto Water Department, located at 1010 10th Street, 2nd floor, Ste. 2100, Modesto, CA, 95354, (209) 577-5395, provides an average yearly pumping capacity of 48 million gallons per day to residential, commercial, and industrial users.

The City of Modesto and the Modesto Irrigation District completed the Modesto Regional Water Treatment Plant. The project includes a 30-acre treatment facility, which uses technology to treat water from the Tuolumne River. The water is piped 28 miles to Modesto. The project allows for the recharge and replenishment of the ground water basin and at the same time, ensures that customers have a good supply of quality water.



SEWER SERVICE PROVIDER

Sewer service is provided by the City of Modesto. The capacity of the sewer plant is 62.5 mg/d., peak daily flow. The system (primary, secondary – oxidation ponding, fixed fill reactors) treats an average of 25 million gallons per day. Industrial sewage treatment charges are based on the amount of flow, BOD and suspended solids. Contact Modesto Public works Department, Waste Water Division (209) 577-6300.



STORM DRAINS AND FLOOD CONTROL

There is a Master Plan for storm drains. Assessments vary by district.



STREET IMPROVEMENTS

Right of way dedication is required along with street improvements, curbs, gutters, etc., to city standards.



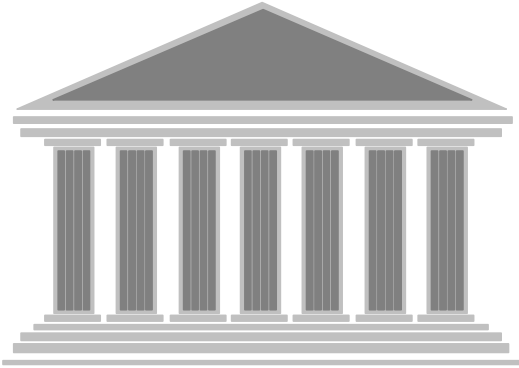
UTILITIES

| NEED | COMPANY | PHONE NUMBER |
|----------------|-----------------------------|----------------|
| Natural Gas | P G & E | 1-800-743-5000 |
| Electric Power | Modesto Irrigation District | 209-526-7373 |
| Water | City of Modesto | 209-577-5395 |
| Cable TV | Comcast | 1-800-824-2000 |



GOVERNMENTAL FACILITIES TAX AND INSURANCE RATES

All property – residential, commercial, and industrial – is appraised at full market value, as it existed on March 1, 1975 with increases limited to a maximum of 2 percent annually. Property created or sold since March 1, 1975 will bear full cash value as of the time created or sold, plus the 2 percent annual increase. The basic tax rate is \$1.00 per \$100 appraises (real cash) value plus any taxes levied to cover bonded indebtedness for county, city, school, or other taxing agencies.



1. Modesto has a city-manager type of government. Assessed valuation, Modesto 2003-2004, \$9,636,670,615; Stanislaus County \$24,262,545,541.

2. Combined total industrial property tax rates for 2003-2004 are 100% of assessed valuation. Total Tax Rate: Minimum .9498%, Maximum, and 1.1360%.

3. Retail Sales Tax Rate: 7.375%.

4. Police Department: - 270 sworn personnel, 60 police vehicles, 8 mounted patrol, 8 canines, including 4 drug detection dogs. Statewide police computer system and mutual aid program. Mobile Digital Terminals in all patrol vehicles. Active, citywide neighborhood watch groups. Community oriented policing philosophy.

5. Fire Department: 161 fire fighters, 10 firehouses, 23 pieces of equipment, statewide mutual aid program.

6. Fire Insurance Classifications: Source of Rating; Insurance Service Office. City Rating 2.



THE MODESTO LABOR MARKET AREA (STANISLAUS COUNTY)



Agriculture and food processing industries are important to Stanislaus County's economic success. However, the growing commercial, industrial and service sectors provide a diversified base for the area's labor force. Wage rates, fringe benefits and related information for specific industries and job classification may be obtained from the State of California Employment Development Department.

Longs Drug Stores Inc. plans to build a distribution center in the Stanislaus County city of Patterson. The 800,000 square foot warehouse is expected to be operating sometime this year.



MAJOR EMPLOYERS - STANISLAUS COUNTY

| Industry | No. of Firms | % of Total | Employment | % of Total |
|----------------------|---------------|-------------|----------------|-------------|
| Agriculture | 1,502 | 14.4% | 18,100 | 11.3% |
| Mining/Construction | 836 | 8.0% | 8,500 | 5.3% |
| Manufacturing | 432 | 4.1% | 30,200 | 18.9 |
| Transportation | 362 | 3.5% | 5,500 | 3.4% |
| Wholesale | 513 | 4.9% | 6,600 | 4.1% |
| Retail | 1,846 | 17.7% | 28,000 | 17.5% |
| Finance, Real Estate | 858 | 8.2% | 4,500 | 2.8% |
| Services | 3,954 | 37.9% | 36,000 | 22.5% |
| Government | 138 | 1.3% | 22,700 | 14.2% |
| Total | 10,441 | 100% | 160,100 | 100% |

| MANUFACTURING FIRMS | EMPLOYEES | NON-MANUFACTURING FIRMS | EMPLOYEES |
|------------------------------|-----------|------------------------------------|-----------|
| E & J Gallo Winery | 3,345 | Stanislaus County | 4,747 |
| Signature Fruit Co. | 2,900 | Modesto City Schools | 200 |
| Del Monte Food | 2,600 | Memorial Medical Center | 2682 |
| Stanislaus Food Products. | 2,259 | Doctor's Medical Center | 2,066 |
| Foster Farms | 1,813 | City of Modesto | 1,614 |
| Modesto Bee | 862 | Modesto Junior College | 1,400 |
| Frito-Lay | 700 | SBC | 1,175 |
| RACOR | 600 | Wal-Mart | 1,173 |
| California Fruit & Tomato | 600 | SaveMart | 955 |
| Silgan Containers | 460 | Sutter Gould Medical Foundation | 819 |
| Pacific Southwest Containers | 450 | MCI | 700 |
| Valley Fresh Foods | 520 | Modesto Bee Newspaperl | 640 |
| Sysco Foods | 415 | Modesto Irrigation District | 400 |
| Hunt-Wesson, Inc. | 300 | US Postal Encoding Center | 320 |
| Weyerhaeuser | 240 | Doubletree Hotel | 265 |

