



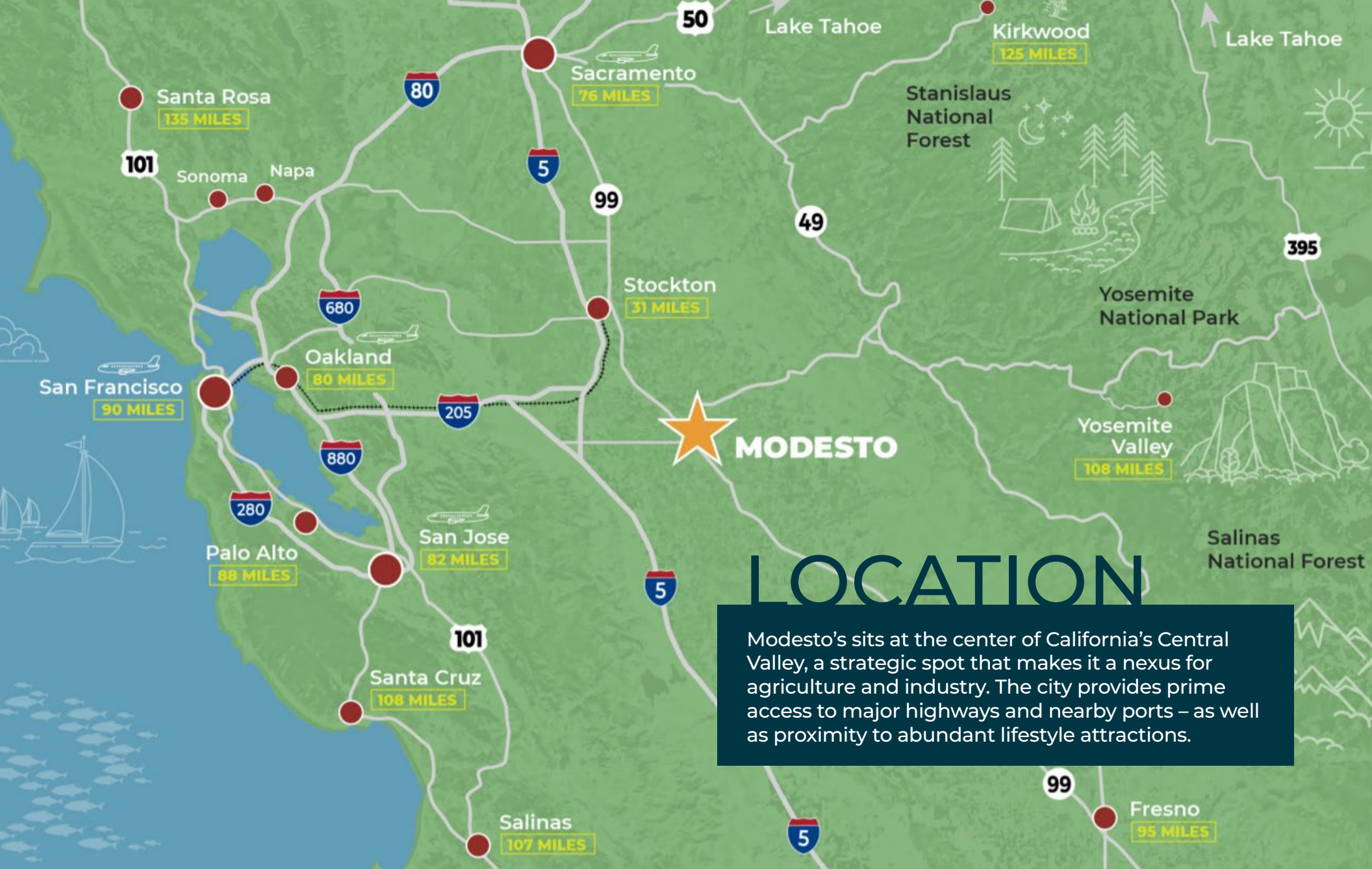
GROW IN CALIFORNIA'S HEARTLAND



HEART

Modesto doesn't just sit in the heart of California. We've got heart! Our community, enriched by individuals from diverse backgrounds and places, is renowned for its extraordinary spirit of unity and passion for pulling together to conquer big things. Whether it's tailored solutions to facilitate new development or groundbreaking approaches to social issues, you can count on our community to show the love through the work.

**OUR COMMUNITY
DRIVES YOUR FUTURE.**



LOCATION

Modesto's sits at the center of California's Central Valley, a strategic spot that makes it a nexus for agriculture and industry. The city provides prime access to major highways and nearby ports – as well as proximity to abundant lifestyle attractions.

Modesto plays a pivotal role in a growing, vibrant economy that tops \$1 trillion within a 100-mile radius. More growth lies ahead thanks in part to the region's abundant biomass and leading role in emerging multi-trillion dollar circular bioeconomy initiatives.

Data Sources: North Valley Thrive 2024, RentCafe 2024

PEOPLE

Modesto boasts a diverse and welcoming community, where neighbors become friends and families thrive. The people who live, work, and play here enjoy charming tree-lined neighborhoods, unparalleled farm-fresh produce, access to two rivers, and some of the most incredible nature in California.

Photo Provided by Visit Modesto

MODESTO

REGION

AREA

43.1mi²

4,825mi²

POPULATION

218k
Up 8.4% since 2010

1.6M
Up 9.9% since 2010

MEDIAN HOUSEHOLD INCOME

\$73.4k
Up 9.5% since 2010

\$76.9k
Up 10.4% since 2010

Modesto's population is one of the most diverse in the state (58th out of 228, according to the US Department of Education) with a growing millennial group (28% of residents are 25-44 years).





VALUES

Modesto embraces a strong sense of community, where residents come together to provide a safe and nurturing environment for everyone. We celebrate our traditions and our future, our families and our heritage, community, and opportunity. Here, everyone has a place.

ECONOMIC OPPORTUNITY



In addition to consistent population growth within city limits in the rearview and on the road ahead, Modesto's drive-time trade area encompasses a population of over 1.3 million as of 2023. It's projected to reach 1.4 million by 2028.

Modesto is also one of the largest cities in California's North San Joaquin Valley (NSJV), which collectively has a GDP of over \$12 billion and offers unique economic potential. Diverse local industries including agriculture, manufacturing, and biotechnology make Modesto ideal for new community businesses through large-scale development.

“MODESTO IS A CITY ON THE RISE, WITH ENDLESS OPPORTUNITIES FOR GROWTH AND PROSPERITY.”

- Amanda Hughes
Stanislaus 2030 Executive Director

COMPETITIVE ADVANTAGES

Modesto provides fertile ground for new development to take root. A seasoned workforce, competitive business costs, and community support make Modesto an ideal destination for startups and established companies alike.

BUSINESS-FRIENDLY & AFFORDABLE

Modesto offers a 12-17% lower cost of doing business than the Bay Area. An affordable cost of living – 18% below the state average, 45% below nearby San Jose – add to the city’s appeal for residents and businesses alike.

BUILDING A NEW ECONOMIC SECTOR

In addition to putting food on the nation’s tables, Modesto’s surrounding farmland is growing a whole new crop of economic opportunity. The region received the highest awarded rating as a Bioeconomy Development Opportunity (BDO) Zone. The BDO Zone AA Rating assures biomanufacturers can count on a reliable source of biomass feedstock to fuel their circular bioeconomy supply chain.

BESPOKE APPROACH

The City of Modesto tailors solutions for those investing in the city alongside the community. Expect a spirit of collaboration that cuts across departments and entities and embraces new approaches according to development needs.

ARTS & ENTERTAINMENT

Modesto serves up more than its fair share of culture and fun, thanks to the world-class Gallo Center, classic car cruise culture, commissioned downtown graffiti walls, new children’s museum, and abundant outdoor festivals and activities virtually every weekend.



INCENTIVES & SUPPORT

Modesto offers a full suite of tailored incentives and support programs to help businesses thrive. Some highlights:

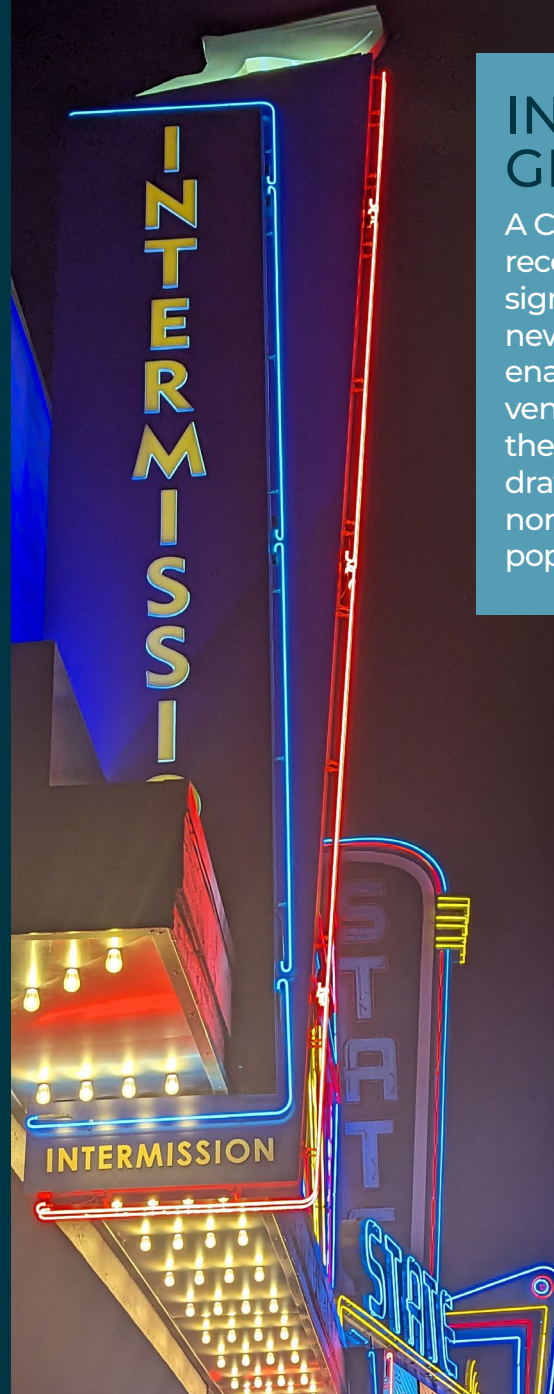
- » business advisory services
- » site and location assistance
- » planning advice and expedited building permits (some same-day)
- » employee recruiting and training with the Stanislaus County Workforce Board
- » development fee waivers and deferrals
- » financing such as grants and revolving loans
- » tax credits

For more information, visit:

choosemodesto.com/incentives

INTERMISSION GRANTED

A City of Modesto facade grant recently helped fund the neon sign at the historic State Theatre's new Intermission cocktail bar. This enabled the stylish, movie-themed venue to shine as beautifully as the theatre's main sign. This helps draw new customers into the non-profit gem on downtown's popular J Street.





WORKFORCE

Modesto is home to an experienced, trusted, diverse, and highly-educated workforce. Our community provides the backbone of both national agricultural production and emerging biotechnology innovations.

Modesto is also a regional anchor for top universities and college programs that connect the workforce of tomorrow with local internships, providing businesses in any industry the talent they need to succeed.



Photo Provided by Visit Modesto.

GET TO READY GROW



Photo Provided by Visit Modesto.

From urban redevelopment to greenfield projects, Modesto offers an exciting landscape for both residential and commercial real estate development.

WORKFORCE READINESS

Modesto's labor force is on an upward trajectory, with an expected increase from 652,017 in 2023 to 683,070 by 2028.

Initiatives such as Stanislaus 2030, Stanislaus Equity Partners (STEP), StanWorks, local educational institutions, and a broad coalition of public-private partners strive to ensure workers are prepared for the modern workforce.

The city also offers a financially stable market for investment. The median household income of approximately \$82,000 surpasses the national average and is a credit to the diverse range of employers in the area.

RIGHT AT HOME

Modesto, along with neighboring Riverbank and Oakdale, has a 2024 housing pipeline of 14,655 units — a 16% increase from 2023. Additional expansion is expected to continue.

In conjunction with Stanislaus County, Modesto and nearby city's efforts to expand housing includes easing the way to add Accessory Dwelling Units (ADU's) to existing residences. Resources include offering seven pre-approved, free architectural designs to residents along with a step-by-step guide to the ADU process and many other tools.



IN DEMAND

Sustained demand for housing and commercial development is also supported by Modesto's dynamic retail market and generous real estate incentives. Between our stable growth and our supportive business environment, there couldn't be a better time to explore development in Modesto and join its vibrant future.



2023 Helen Putnam Award for Excellence

by the California League of Cities, in recognition of exceptional efforts in Housing Programs & Innovations

TRANSPORTATION & INFRASTRUCTURE

An aerial photograph of a city, likely Modesto, showing a river winding through the center, a multi-lane highway on the right, and various industrial and residential buildings. The sky is clear and blue.

LOCALLY CONTROLLED UTILITIES

Businesses count on reliable, locally managed utilities for their needs. State-of-the-art, City-operated water and wastewater utilities provide ample capacity for new industrial opportunities with some of the oldest and well-established water rights in the State. In addition, locally owned and operated electric utilities from Modesto Irrigation District and Turlock Irrigation District provide high-reliability services with competitive rates.

GETTING AROUND

Modesto's unique location offers easy and expanding access to major highways, rail networks, and international airports.

Near the crossroads of both Interstates 5 and 99 and in proximity to the Port of Oakland and the Port of Stockton, Modesto provides seamless access to global markets and regional domestic hubs. Additionally, Modesto is served by numerous airports including Oakland, Sacramento, San Francisco, San Jose, and corporate flights out of Modesto.



INVESTING IN INFRASTRUCTURE

Ongoing infrastructure investments, such as the ACE Train extension and major improvements to regional roadways, continue to guarantee efficient connectivity throughout the region.

The region's comprehensive network of transportation options and commitment to enhancing mobility provides businesses with the logistical advantages needed to thrive in today's competitive market.

The city also actively participates in regional planning and investment in water and power infrastructure to meet the needs of businesses and residents.

QUALITY OF LIFE



BUILT ON COLLABORATION

Modesto's spirit of collaboration also extends to its thriving business community, where organizations like the Modesto Chamber of Commerce, Stanislaus County Office of Education, and the Stanislaus Latino Chamber of Commerce work hand in hand with local businesses to create mentorship programs, job fairs, and networking events.



TIGHT-KNIT COMMUNITY

Modesto offers big-city benefits while still being small enough to offer a tight-knit community where everyone has a voice and a place to belong. From neighborhood associations to local nonprofits, residents actively engage in initiatives that make a positive impact on the community.



LOWER COST CALIFORNIA LIFESTYLE

Modesto is an ideal locale for residents of all ages and stages – including those raising a family, attending school, starting a career, or enjoying retirement. And this great quality of life comes at half the cost of living than in the nearby San Francisco Bay Area.



VIBRANT DOWNTOWN

Modesto's walkable downtown is filled with charming local restaurants, shops, and entertainment venues. Attractions include the Gallo Center for the Arts and the new Modesto Children's Museum, which opened its doors in 2023. Downtown also hosts a myriad of festivals and events, including DOMO First Fridays, the Modesto Marathon, and an annual May the 4th Celebration in honor of hometown hero George Lucas.

OUT AND ABOUT

Speaking of events, there's something happening every weekend including pop-ups popping with homegrown businesses and farmers' markets filled with local produce and goods. Annual happenings like the Almond Blossom Cruise, Graffiti Weekend, Love Modesto, Porchfest, and Taco Fest bring people together in a big way to share traditions, music, and cuisine.



THE GREAT OUTDOORS

Opportunities to hike, camp, and explore also abound. The brand new Dos Rios California State Park welcomes visitors just eight miles west of town starting June 2024. Two historic rivers run through the area offering beautiful views, fishing, and activities. Daytrippers can take in one of the largest covered bridges in Knight's Ferry, ski at Dodge Ridge Mountain Resort near Pinecrest Lake, gaze at El Captain in Yosemite National Park, stand among the giant sequoias in Calaveras Big Trees State Park, or stroll the boardwalk in Santa Cruz.



CITY OF
MODESTO
CALIFORNIA

Economic Development
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