



Abundant, affordable Class A office space.



Easy BART access to region.

Smart Companies are Opting for Concord

“We’re a growing, entrepreneurial, fast-paced company. Moving to Concord has assisted us in continuing to grow and operate profitably.”

Philip Runge,
AmTrust North America



Skilled workforce.



Think Concord First

Looking for a place to grow your business?

Looking for a more flexible work environment?

Looking for proactive City support to help expand your business?

Think Concord First

To find out more about how your business can grow and thrive in Concord, please contact the Economic Development Division. Economic Development staff can facilitate finding the right location for your business, assist with permitting processes and generate demographic and business reports so you have the information you need to move forward in Concord. Economic Development staff is here to make your business succeed and grow.



City of Concord, Economic Development Division

1950 Parkside Drive, Building C Concord, CA 94519 925-671-3355 www.concordfirst.com

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“Concord’s Swift Plaza has the space to consolidate our expanding workforce at a price point that contributes to the profitability of the bottom line.”

Philip Runge,
AmTrust North America

PHOTO: SPENGER BROWN

Philip Runge is Regional Vice President at AmTrust North America, which recently relocated from San Francisco to Concord’s Swift Plaza.

CONCORD OPEN FOR BUSINESS

Smart companies are opting for Concord

Smart businesses are discovering the rewards of doing business in Concord.

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 easy access to the entire region; a stable, safe business environment; an ability to attract employees from a highly skilled talent pool; room to grow – and affordability.

Best value for Class A office space

“Concord is probably the least expensive Class A market in the Bay Area right now,” says Scott Ellis, senior vice president of Transwestern real estate. “The cost of Class A space is almost 50 percent less in Concord than in Walnut Creek, and as much as four times less than San Francisco – and Concord offers free parking.”

Located 29 miles east of San Francisco and adjacent to beautiful Mount Diablo, Concord offers more than 4 million square feet of Class A office space, the most in the North I-680 corridor and a thriving economic environment where Fortune 500 companies and professional firms choose to do business.

Concord provides ready access to San Francisco, Silicon Valley, the growing North Bay and Sacramento, as well as some of the world’s leading universities. Major highways (Interstate 680, State Routes 4 and 242), two BART stations and a local airport enable business leaders to quickly travel anywhere while providing employees with multiple choices for getting to work.

Business-friendly government policies, outstanding Class A office space, industrial parks and excellent transportation 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 smart move for AmTrust

“Concord’s competitively priced Class A office space was definitely a top consideration in AmTrust’s decision to move to Concord,” says Philip Runge, regional vice president of AmTrust Financial Services’ North America’s western region. AmTrust is a multinational property and casualty insurer specializing in coverage for small to mid-sized businesses.

AmTrust leased 24,000 square feet on the seventh floor of Concord’s Swift Plaza, the former Bank of America campus.

“Concord was a smart business move,” says Runge. AmTrust, he notes, is in a strategic growth mode, “both organically and through acquisitions. Concord’s Swift Plaza has the space to consolidate our expanding workforce at a price point that contributes to the profitability of the bottom line.”

The first of 150 employees began moving into their new digs last May. The full migration from San Francisco, Walnut Creek and San Ramon to Concord is expected to be complete by the end of this summer. Runge predicts the head count will easily reach 250.

“Being able to have everyone under one roof creates a more cohesive, collaborative environment,” says Runge. “When we’re making acquisitions, it makes the transition easier for employees to feel they’re part of the AmTrust family.”

Overall, Runge says employees have been very comfortable with the move: “Many of them already live in the East Bay, and for others the cost of living here is more reasonable than living in San Francisco. Reverse traffic patterns and being located right next to the Concord downtown BART station make commuting more cost effective.”

“Personally, I’ve been in business for 30 years and this is one of most convenient sites I’ve ever worked in,” he adds. “It’s aestheti-

“We’re seeing a tremendous interest in the Concord market.”

Willard Lund,
Swift Realty Partners

SMART COMPANIES; CONTINUED FROM PAGE 3

cally pleasing and highly secure.”

“Whenever I have guests or visiting employees, we can walk out the front door to Todos Santos Plaza for lunch or dinner. Our employees really take advantage of the phenomenal farmers’ market there and the cafes, restaurants and shops.”

Swift Realty Partners also signed a lease with AIG, a leading insurance organization, for 19,190 square feet on the eighth floor of the plaza. AmTrust and AIG were the first two new tenants to move into the complex since Swift purchased the 1.1 million square-foot property in mid-2011 and spent some \$20 million on upgrades, including a new lobby, walking paths to BART, landscaping and infrastructure.

Another recent tenant to take up space in the four-building Swift Plaza complex is AssetMark, a leading wealth-management firm, which leased 50,000 square feet to make the move to Concord from Pleasant Hill.

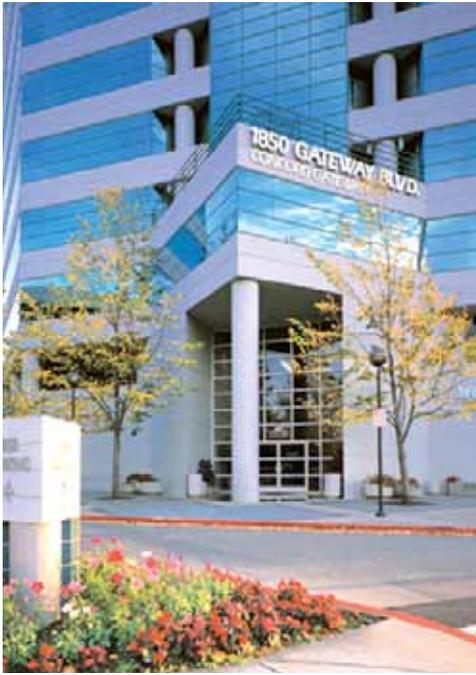
Tremendous interest in Concord

“We’re seeing a tremendous interest in the Concord market right now,” says Willard Lund, vice president, Swift Realty Partners, owners of Swift Plaza. “The heavy activity in San Francisco, Silicon Valley and on the peninsula is driving companies to the East Bay. The prices in those markets are just not sustainable. Those who can afford it will stay, but many companies are looking for new options.”

“We really think this is the start of a long, positive cycle for Concord.”

New investments attract new tenants

Concord’s favorable market, desirable setting and recent improvements have also attracted new tenants to Sierra Pacific Properties’ twin, 10-story 600,000-square-foot office complex at 1850 and 1855 Gateway Blvd. The complex is immediately accessible to nearby freeways and within walking distance to downtown Concord amenities.



Concord Gateway Towers offer highly desirable Class A space within walking distance of downtown amenities.

Sierra Pacific Properties has been committed to the Concord community for more than 30 years and in 2014 invested in creating a more energy-efficient and sustainable office complex by obtaining LEED Silver certification. LEED-certified buildings save money and resources and have a positive impact on the health of occupants while promoting renewable, clean energy. Along with a more green office environment, the Concord Gateway Towers complex offers executive conference facilities, a fitness center, onsite restaurants, two multi-level parking structures, 24-hour security and onsite management.

Those building upgrades are characteristic of what Ellis calls “a strong ownership profile in Concord that’s willing and able to invest for the long term.”

“Tenant improvements now cost significantly more and operating costs have increased so it’s important to have owners who are committed for the long haul,” he says.

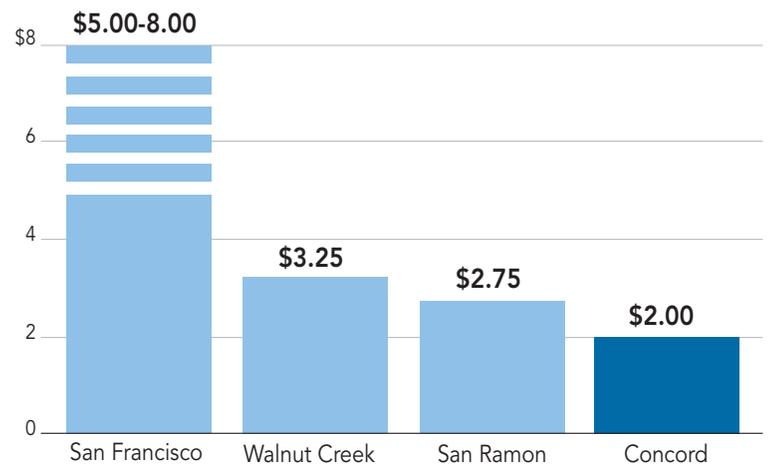
Anchor tenants in the Gateway Towers include PG&E (175,000 square feet), T-Mobile (56,000 square feet), Kyocera (32,000 square feet), and Fidelity Home Warranty (33,000 square feet). Recent leases were signed with Front Line Energy Services (13,000 square feet), which has moved to Concord from Walnut Creek; Coldwell Banker (17,000 square feet), which moved from San Ramon; and Saxco International (24,000 square feet), which moved from Oakland.

Available space – and room to grow

Ellis, a long-time broker in the Concord office market, says Walnut Creek’s Measure H, passed by voters in 1985 and since adopted into the city’s general plan, has proved a boon for

Comparable Class A leasing rates

Cost per square foot



SOURCE: TRANSWESTERN

Concord. Walnut Creek’s zoning restrictions have driven up commercial leasing rates, made it difficult for larger companies to acquire space and left current tenants with minimal expansion opportunities. According to Ellis, the average real estate deal in Walnut Creek has historically been less than 4,000 square feet.

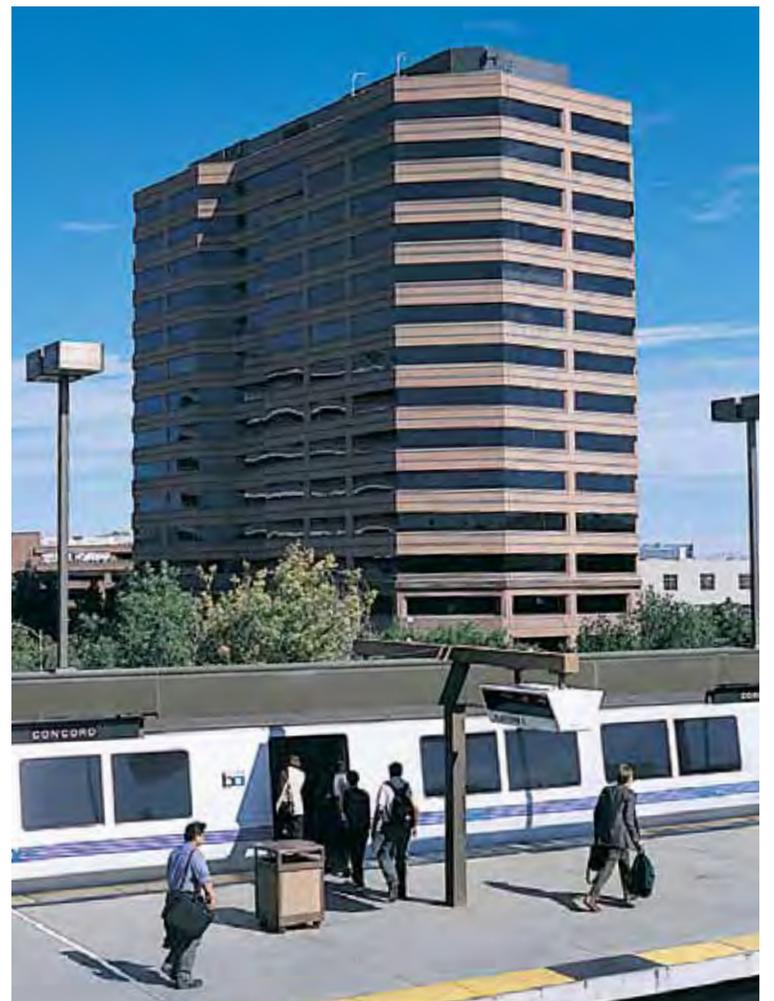
“Concord’s biggest competition for very large tenants in the market for 20,000 to 50,000 square feet, is Bishop Ranch,” says Ellis, “but the big drawback is the lack of direct access to BART. Concord is the first office market for employees coming over the hills from East County. Those East County employees can get to work in Concord 30-45 minutes faster than it would take to get to San Ramon or Pleasanton during commute hours.”

Concord’s pro-business environment

In addition, says Ellis, Concord has a very strong pro-business environment.

“Building permits are the lifeline of the office building market,” he notes. “Tenants can’t afford delays. Concord’s city staff is very hands-on in coordinating business license fees and city taxes, and expediting the process to get approvals and improvements done and tenants moved in.”

Ellis and Lund both point to Todos Santos Plaza as a huge draw, as are Concord’s three major hotels, municipal airport and retail shopping at Sunvalley Mall, the Willows Shopping Center and Park ‘n Shop.



Easy access to BART from One Concord Centre.



Concord's 4 million square feet of Class A office space and proactive approach to economic development are attractive to businesses.

City of Concord makes doing business easy

The City of Concord is a leader when it comes to providing economic development services to businesses. Whether it's assistance with entitlements or finding the right location, Concord stands ready to help businesses relocate to Concord.

Concord's development code was updated to provide a straightforward entitlement process for businesses so their doors can open as soon as possible. In addition, some key Concord areas only require design review to build and develop new manufacturing and office projects.

Today's economy demands quick response to changing conditions and reduced time to market. Concord's award-winning One-Stop Permit Center provides the flexibility to build or renovate properties quickly, save on costs, get crews to work sooner and speed time to revenue.

The City of Concord is committed to supporting its business community as a matter of policy. Through its partnerships, the City is able to identify ways to enhance business opportunity and grow a vibrant economy.

There are reasons why Fortune 500 companies as well as entrepreneurs locate in Concord. And why Concord is the largest city, with the most businesses, jobs and retail sales in Contra Costa County. Concord understands the relationship between a vibrant and robust local economy and the City's ability to provide local services and programs that create a superior quality of life for the public and businesses to enjoy.



UFCW & Employers Plaza.

Contact Concord

City of Concord Economic Development Division:
925-671-3082
www.concordfirst.com

Greater Concord Chamber of Commerce:
www.concordchamber.com



Follow the City on twitter at
 @CA_Concord.

Visit Concord

www.diablovalleyca.com



Sunvalley Shopping Center is one of Concord's thriving retail hubs.



Swift Plaza offers competitively priced Class A office space.

Smart Companies are Opting for Concord

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A more welcoming BART Plaza design

More than 5,700 riders disembark each day at the downtown Concord BART station. Now, plans are underway to make their arrival more welcoming and the passage to downtown easier to navigate.

A newly designed and renovated BART Plaza “will better link the station with Todos Santos Plaza for pedestrians and bike riders by adding wayfinding signage, improved lighting and other amenities,” says Sarah Graham, senior planner and project manager for BART.

The scope of the project includes a redesign of the northern plaza area, enclosed parking for bikes and upgrades to modernize the entire station. The project design is being developed in cooperation with the City and with extensive community input.

The plaza leading from Grant Street to the station entrance will be enlarged and straightened, new lighting and benches will be installed and a raised crosswalk will lead from the plaza to the station. Plans call for relocating the taxi stand and drop-off areas, planting low-water landscaping, restriping Grant Street with bike lanes, installing new trash and recycling receptacles and putting up signs pointing the way to downtown.

Most of the \$1.9 million budget for the plaza project comes from Measure J funds, the countywide half-cent sales tax that pays for transportation projects. Construction is expected to begin in spring 2016 and will take a few months



to complete, according to Graham.

The transit agency also is developing a prototype secure bike parking facility that will debut at the Concord station. With space for 126 bikes, the parking will have key card access and surveillance cameras, says Graham. A small retail space will offer bike repairs and purchase of bike-related merchandise.

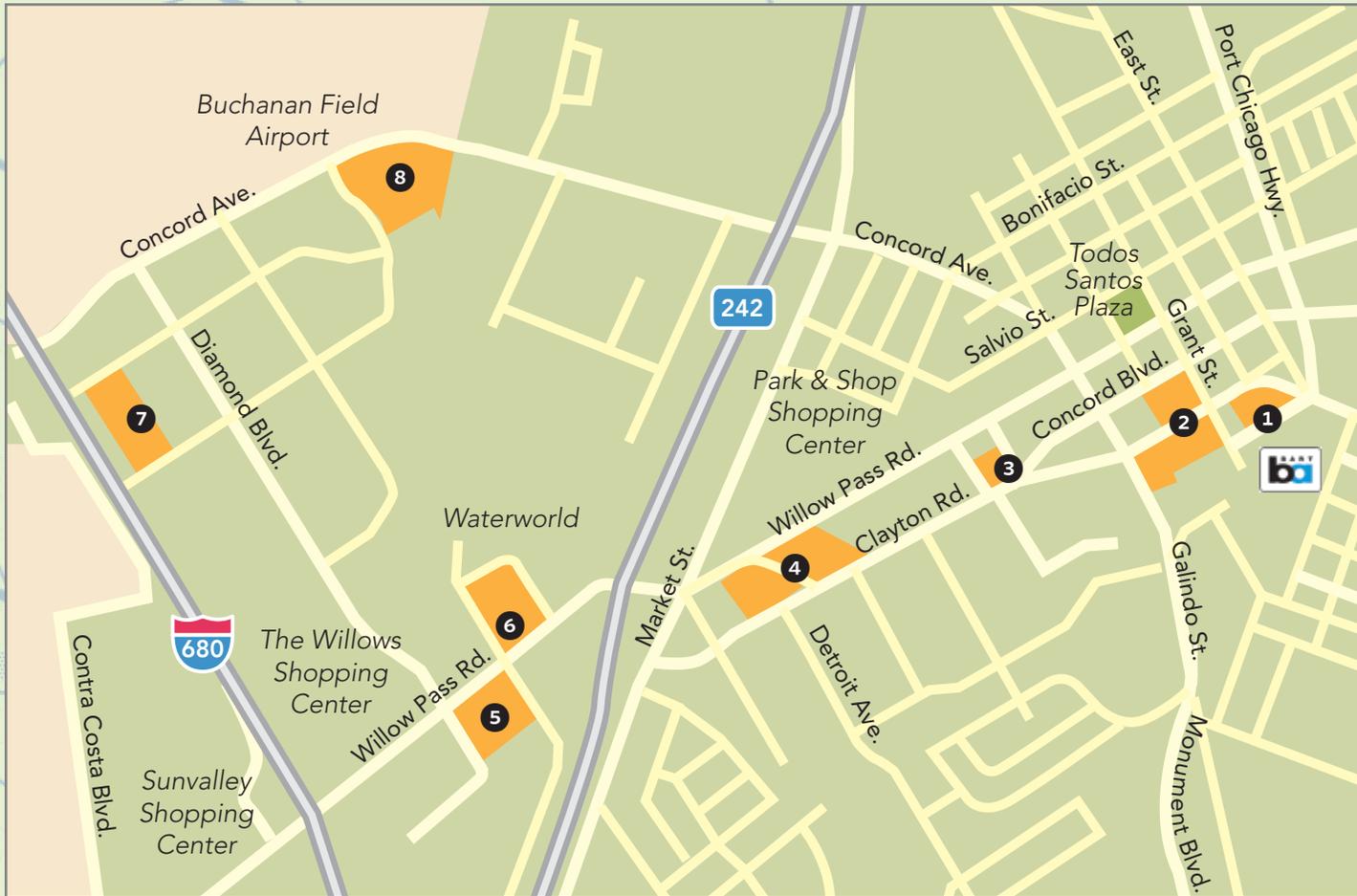
BART’s long-term station modernization project throughout the system is aimed at growing ridership, improving the transit experience, enhancing the quality of life around the stations and meeting BART’s needs for the future, from reliability and capacity to multimodal access and safety.

Community input was an essential part of the downtown Concord BART redesign.

Plan for the upgraded downtown Concord BART station



Major Concord Class A office buildings



One Concord Centre
 2300 Clayton Rd.
 358,589 total sq. ft.
Features: 15-story urban office tower in park-like setting; fitness facility; deli; conference center; full-time on-site property management and engineering; 24/7 security; ample parking; BART access; stunning views.
Owner: Swift Realty Partners
Broker: Newmark Cornish & Carey
Contact: Breck Lutz, 925-974-0109; blutz@newmarkccarey.com



Swift Plaza
 1655 & 1755 Grant St.
 478,000 total sq. ft.
Features: Four buildings on 15 acres over four city blocks; onsite restaurant and café; conference center; fitness center; full-time property management, security, day porters and engineering staff; ample parking.
Owner: Swift Realty Partners
Broker: Newmark Cornish & Carey
Contact: Breck Lutz, 925-974-0109; blutz@newmarkccarey.com



Sutter Square
 1800 Sutter St.
 174,689 total sq. ft.
Features: Italian marble atrium lobby; efficient rectangular floor plans; parking garage with direct elevator access from each level; conference facility; outdoor plaza.
Owner: Cranbrook Group
Broker: Transwestern
Contact: Scott Ellis, 925-357-2005; scott.ellis@transwestern.com



Concord Gateway I & II
 1850-1855 Gateway Blvd.
 300,995 sq. ft., each building
Features: LEED-certified twin 10-story office building complex; adjacent parking garage; two onsite restaurants; two BART shuttle stops; 24-hour security; fitness center; conference center.
Owner: Sierra Pacific Properties
Broker: Transwestern
Contact: Scott Ellis, 925-357-2005; scott.ellis@transwestern.com



One & Two Corporate Centre
 1320-1390 Willow Pass Rd.
 347,000 total sq. ft.
Features: Two buildings on 5.87-acre site; full-time onsite property management, building engineer and day porter; large conference room; café; fitness center; unobstructed Mount Diablo views; ample onsite parking; EPA Energy Star Labeled.
Owner: Montgomery Advisors
Broker: Newmark Cornish & Carey
Contact: Julaine Miller, 925-974-0119; jmiller@newmarkccarey.com



Metroplex Office Centre
 1401 Willow Pass Rd.
 231,000 sq. ft. total
Features: BOMA "Building of the Year"; distinctive blue glass exterior and Italian marble lobbies; onsite fitness center; onsite restaurant and conference center; 24-hour security; onsite management; parking ratio of 8 stalls per 1,000 sq. ft.
Owner: SECON Financial and Construction
Broker: Transwestern
Contact: Scott Ellis, 925-357-2005; scott.ellis@transwestern.com



UFCW & Employers Plaza
 1001 Galaxy Way & 1000 Burnett Ave.
 174,000 total sq. ft.
Features: Two-building complex in park-like courtyard with shaded walkways, benches and impressive man-made lake; close to Sunvalley and Willows Shopping Centers; serviced by shuttles to and from Concord BART and onsite parking.
Broker: CBRE
Contact: Andrew Schmidt, 925-296-7700; andrew.schmidt@cbre.com



Concord Airport Plaza
 1200-1220 Concord Ave.
 350,000 total sq. ft.
Features: Two, six-story office buildings; public café and courtyard with fountain; attractive views from all levels; free shuttle service to Concord BART.
Management/Broker: Brandywine Realty Trust
Contact: Kim Stevens, 760-496-1663

BUSINESS PROFILES

Entrepreneurs thrive in business-friendly Concord

Talk to Concord's new class of entrepreneurs and one of the first things you'll hear is how helpful city staff has been in helping them settle in the City. Initially drawn by Concord's affordable office space, ample light-industrial and R&D space and opportunities to build-to-suit, business owners are enthusiastic about business-friendly city policies and the hands-on assistance they get while establishing a new business.

"What would have added up to a 50-page business application elsewhere was whittled down to a few pages and we got personal help in meeting all the requirements," says Justin Crossley, founder of The Hop Grenade taproom. "It's clear the city staff want to work with businesses to showcase how great Concord really is."

Business owners also find the reverse commute to Concord, free parking and the downtown BART station very attractive as they recruit employees from throughout the region. Once on board, these workers enjoy Concord's bustling restaurant scene, the fun activities around Todos Santos Plaza and lots of options for shopping and entertainment.

From edgy clothing designer Tart Collections to The Hop Grenade taproom and NuWater USA, enterprising businesses are driving an invigorated Concord economy that has plenty of room and opportunities to grow.

“It's clear the city staff want to work with businesses to showcase how great Concord really is.”

Justin Crossley, owner, The Hop Grenade; founder, The Brewing Network™

The Hop Grenade taproom showcases California craft brews

In an odd twist of fate, the Occupy movement is indirectly responsible for bringing one of Concord's most popular taprooms downtown to its new space across from Todos Santos Plaza.

Four years ago, Justin Crossley, a veteran Bay Area radio and TV personality and founder of The Brewing Network, an online radio station about brewing beer, was all set to produce the annual Winter Brews Festival in a Berkeley park. But the park was "occupied." A last minute search for an alternative venue brought the festival to Todos Santos Plaza.



Crossley

"It was our biggest turnout ever," says Crossley. "People in Concord loved the festival and BART enabled us to draw festival-goers from all over the Bay Area."

The festival has continued to grow. Last January, more than 3,000 visitors came to taste the beer of some 50 local brewers.

Based on the warm reception they received from the City of Concord and the popularity of the brew fest, Crossley and his multigenerational team – partners Scott, Kim and Marty Moskowitz and general manager

Kevin Callahan – opened The Hop Grenade at 2151 Salvio St.

"The City was exceptional in helping us through the usual hoops," says Crossley. "You never felt you were up against a stack of paperwork."

The Hop Grenade is a premier craft beer taproom, bottle shop and headquarters of The Brewing Network, which broadcasts live every Monday.

"We thought it would be cool to do a live show from a tap house where people could listen to the show and taste beers on tap," says Crossley. His instincts proved right. The Hop Grenade is a local favorite and draws beer fans from all over the Bay Area.

The Hop Grenade serves beers from all over the world, with more than half on tap from California.

"The interest in craft beers is right in line with the whole slow food, organic, locally grown movement," says Crossley. "People



want to know where what they consume comes from. They like the opportunity to meet the brewers, see where the beer is made and taste new beers."

The Hop Grenade is in good company. Right next door is the E. J. Phair Alehouse, and nearby is The Pig & The Pickle. Also in Concord is the Black Diamond Brewing Co.

Rather than worry about the competition, Crossley sees Concord's developing "world-class beer scene" as advantageous: "Any successful downtown has similar competing businesses, that's why they're popular and that's what's happening at the plaza."



The Hop Grenade's focus on California beers is part of Concord's developing world-class beer scene.

Tart Collections: Creating laid-back West Coast chic

Heidi Klum, Jessica Alba, Kourtney Kardashian, Katy Perry, Selena Gomez, Sofia Vergara – these are just some of the famous names that are loyal fans of Concord's Tart Collections, touted as “the quintessential California clothing brand.”

Founded by husband-and-wife team Jamie and Dana Finegold in 2004, the Tart label specializes in sexy-cool tops, sleek jersey dresses, and sportswear essentials for lovers of laid-back chic. Tart Collection's story is the classic entrepreneurial success tale. From Jamie's start screening tee shirts for UC Santa Barbara fraternities and designing “rush” dresses for sororities, the Finegolds have built a \$40 million business.

Following graduation, Jamie took a series of jobs in the San Francisco fashion industry and Dana had a promising career in advertising. But it wasn't long before Jamie became restless and ready for his next entrepreneurial challenge.

Together, the couple decided their best option was to start their own clothing company.

Dana serves as CFO and oversees operations and Jamie is CEO and creative director.

“I was the first kid in my high school to wear checkered black and white Vans,” laughs Jamie. “By the next year the whole school had them. That's my skill set – seeing what's happening in the world, identifying the next hot trend and executing in a way that resonates with our customers.”

What started in 1996 morphed into Tart Collections and today the Concord-based company sells to top retailers like Saks Fifth Avenue and Nordstrom's as well as to more than 2,000 specialty stores nationwide. The Tart Outlet on Willow Pass Rd. near Todos Santos Plaza has what Jamie describes as a “cult like” following among locals and Tart aficionados.

The Finegolds have plans to expand into full-price retail stores in San Francisco, Los Angeles and New York.

“Just like Apple stores that are like showrooms where customers

can engage with the product then buy online, Tart boutiques will be places where we can expose the label to the world,” says Jamie. “Customers will be able to try things on, understand our fit and the quality of our fabrics and construction.”

Tart Collections employs 75 people at its Concord headquarters, which includes a 30,000-square-foot distribution center and 15,000-square-foot administrative offices and design studio. Every pattern and piece is constructed in-house to ensure that every item strikes a harmonious balance between exceptional quality and impeccable design.

“No detail is too small when it comes to creating iconic pieces that will live in our customer's closet forever,” says Jamie. “We believe that we have to take as much care on the inside as we do on the outside. Building true quality means focusing on everything you don't see.”

Like other entrepreneurs who have chosen Concord to start their business, the Finegolds find the City easy to work with and pro-business.

“Any time we've had an issue, it's been crazy how fast they've worked to accommodate us,” says Jamie. “We're creating jobs and bringing people into the community and the City appreciates that.”

“No detail is too small when it comes to creating iconic pieces that will live in our customer's closet forever.”

Jamie Finegold,
co-founder,
Tart Collections



Tart Collections' clothes are sold at major retailers and specialty stores.



Tart Collections founders Jamie and Dana Finegold.

BUSINESS PROFILES; CONTINUED FROM PAGE 9

NuWater USA: Clean water for the world



When the tsunami that hit Japan in 2011 left behind contaminated, radioactive water, Jim Settle was moved to come up with a solution. Settle, a chemist who had been involved in the water industry for more than 20 years, designed a filtration system that's been proven to remove 99 percent of contaminants from drinking water. Together, Settle and co-founder Deann Clark created NuWater USA.

Unfortunately, the red tape involved prevented the NuWater filtration system from being of help in Japan, but the company has continued to pursue water-filtering innovations to address a global need for clean water.

NuWater USA provides service and products to a wide variety of industrial, commercial and residential customers, from home water-filtration users to wineries and refineries, nuclear and power companies to research labs.

"In the world, there's 0.02 percent drinkable water," says Settle. "The rest needs to be treated."

In 2012, NuWater found its services needed for a disaster closer to home. PG&E selected NuWater to provide sophisticated, whole-house water filtration systems for

residents in Hinkley, the Mojave Desert town made famous for its toxic chromium contamination in the movie "Erin Brockovich." The Hinkley project ended last October when water quality regulators determined residential water was safe to drink.

Three years ago, NuWater moved into a North Concord warehouse where its filtration systems are designed and assembled. Settle maintains a small R&D lab for product development and testing.

"While we have a global perspective as to the need for water purification, we've decided it's best to follow a sustainable growth strategy, beginning with local markets, that can support our company and employees," says Clark, NuWater USA business manager. "Growth has been slow but steady – and there's certainly renewed interest in face of the California drought."

Settle and Clark agree that the City of Concord "has been amazing to work with.

"They've provided us with everything from financial help to business advising services," says Clark.

"This is my hometown," she adds, "and I love seeing how the City is working to make Concord both family-friendly and supportive of business."



Chemist Jim Settle designed a filtration system that removes 99 percent of contaminants from drinking water.

Business boost for entrepreneurs

Whether it's a new entrepreneur with a great idea or an experienced small business owner who needs a boost, Concord's Institute of Entrepreneurial Leadership (IEL), a program of John F. Kennedy University, helps clients create, build and grow their business.

The program was established in 2011 by Dr. Raul Deju, a successful entrepreneur and investor who recognized a gap in services for new entrepreneurs in the Concord area.

The IEL Business Accelerator is housed in a 6,000-square-foot space at 2151 Salvio St., Ste. 350, near Todos Santos Plaza.

The IEL offers small group, facilitated learning experiences, one-on-one mentorships and resident and community programs. The IEL takes no equity from entrepreneurs, who range from JFK students to startups and companies in need of reshaping their business to scale up to the next level.

"We're a nonprofit resource for the entrepreneurial community and however we can serve that community, we're happy to do so," says Les Schmidt, IEL's executive director and himself a self-described serial entrepreneur.

The IEL works with entrepreneurs who are forming companies as well as CEOs of high-growth businesses. Companies have ranged from construction and food science to biotech and real



A participant pitches her business plan at an IEL Accelerator workshop.

We empower passionate entrepreneurs to achieve exceptional results that create jobs and a thriving economy."

Les Schmidt, Institute of Entrepreneurial Leadership

estate management.

The IEL is also hired by corporate clients to train their supply-chain vendors from around the country through a virtual classroom experience.

"Our mission," says Schmidt, "is to empower passionate entrepreneurs to achieve exceptional results that create jobs and a thriving economy."

While programs serve a variety of businesses, adds Dina Finta, IEL associate director and entrepreneur, "there are basic concepts that apply"

IEL's added value is customizing services to fit precisely with what entrepreneurs need to help them achieve their goals.

In 2014 alone, IEL's 160 entrepreneurs collectively created or grew businesses that generated nearly \$1.9 billion in revenues and employed more than 7,500 people.

Contact the IEL Business Accelerator
925-969-3525; iel@jfku.edu

NORTH CONCORD

North Concord is business-ready

For entrepreneurs or more established businesses looking for cost-effective space to build, purchase or lease, the North Concord industrial market is a smart choice.

Conveniently located close to Interstate 680 and State Routes 4 and 242, North Concord has some 50 acres of land remaining for future development. Zoning for light industrial, R&D and office space has been incorporated into the City's design review process and certain sites are pre-entitled to facilitate permitting approvals.

Newer buildings and planned developments provide docks and grade-level loading, ample parking/staging areas, fenced yard capability, excellent clear height and heavy power.

"The availability of land and quality, multi-tenant industrial buildings in North Concord is unparalleled in the region," says Bill Hillis, senior vice president, Colliers International, San Francisco/East Bay.

"In addition to the existing inventory, companies looking to expand or relocate to the Concord area are able to have custom facilities built for their needs by the various ownerships, or can purchase some of the sites outright and develop it themselves."

Three key developments are an indication of the interest in the North Concord business/industrial market: The Willow Pass Business Park, a 350,000- square-foot development, sold out right after completion. Two new buildings are about to break ground in the same park this summer and one is already committed. The 54,000-square-foot Gateway Industrial Park sold out its 18 industrial condominiums within 14 months. A



North Pointe Technology Centre.

new 55,000-square-foot building at 2510 Dean Leshler Drive is nearing completion.

The North Concord business mix includes small and mid-sized businesses, high-tech manufacturing, R&D and biotech firms, and companies that service the local refineries and medical industry.

In the past two years, Concord has had nearly 500,000 square feet of net absorption for light industrial properties.

Overall, vacancy in the Concord industrial, warehouse and R&D market remains at a historically low 5.1 percent. Rents are averaging an affordable \$0.91/ square foot.

In the largest investment transaction for the quarter, Gonsalves & Santucci purchased the 98,337-square-foot manufacturing building at 2505 Dean Leshler Drive. The Bristol 2010 Trust purchased 13,070 square feet of light industrial space at 195 Mason Circle. The vacant land at 2331 Stanwell Drive sold to a user who is planning on an approximately 20,000-square-foot light-industrial building.

North Concord Highlights

Light industrial leasing rates



500,000 sq. ft.

Net absorption for light industrial properties in the past year.

SOURCE: COLLIER'S INTERNATIONAL

Who's here now

(Partial list)

- Astound Broadband
- Benchmark Electronics
- Biocare Medical
- Black Diamond Brewery
- Cobham SATCOM
- Comcast
- Fresenius Medical Care North America
- Molecule
- NuWest Textile Group
- Nordson MARCH
- Patterson Dental Supplies

SOURCE: CITY OF CONCORD

World-class health care a draw for smart employers

When making business location decisions, smart employers take into consideration key attributes for a high quality of life for employees: a range of housing in desirable neighborhoods, good schools, efficient transportation, lifestyle amenities like shopping, entertainment and recreation – and high-quality health care.

John Muir Health's medical centers in Concord and Walnut Creek, Behavioral Health Center and Physician Network, which includes 1,000 primary care and specialty physicians, have long been recognized among the region and state's premier health care providers. The health system offers a full-range of medical services, including primary care, outpatient and imaging services, and is a leader in many specialties – neurosciences, orthopedic, cancer, cardiovascular, trauma, emergency, pediatrics and high-risk obstetrics care. The medical centers are accredited by The Joint Commission (TJC), a national surveyor of quality patient



care, and are recognized by the American Nurses Credentialing Center as Magnet hospitals for nursing excellence.

"For generations, we've been responding to the health care needs of the communities we serve, including those most in need, with the expertise and the high standard of care for which we are known,"

says Cal Knight, president & CEO, John Muir Health. "Our physicians, staff and volunteers take great pride in serving our community with quality and compassion."

John Muir Health also has partnerships with San Ramon Regional Medical Center, UCSF Medical Center and Stanford Children's Health.

John Muir Medical Center Concord Campus.

The numbers:

Concord Naval Weapons Station redevelopment

5,046 acres

Ready for transfer

\$6 billion

Estimated cost of buildout

12,000+

Housing units

6.1 million sq. ft.

Commercial space

10 years

Timeframe for Phase I

2,000

Potential construction jobs

“The project offers unprecedented opportunities and will change the face of the East Bay over the next 20 years”

Michael Wright,
Local Reuse Authority

The former Concord Naval Weapons Station is to be transformed into a mixed-use, transit-oriented community and open space.

Catellus, Lennar are finalists to develop former weapons station

A new era in Concord’s history moved closer to reality with the recommendation of two finalists – Catellus Development Corporation and Lennar Urban – in the bidding to transform 5,046 acres of the former Concord Naval Weapons Station into the City’s newest neighborhoods, with ample commercial and tech-ready light industrial facilities and wide open spaces.

The redevelopment of the site represents one of the largest mixed-use, transit-oriented community development opportunities in Northern California. Plans call for more than 12,000 housing units and 6.1 million square feet of commercial space. Construction of the full project build out is estimated at \$6 billion.

The choice of Catellus and Lennar culminated a decades-long process of planning for the reuse of the site. The final choice of a master developer for the site is expected this summer.

“Catellus is very excited to be selected as one of the top two candidates to serve as master developer for the Concord Naval Weapons Station,” said Steve Buster, Catellus vice president, in remarks to the San Francisco Busi-

ness Times in April. “This is an incredible opportunity and we believe our successful track record in public-private partnerships will serve this project well. We are looking forward to the next steps in the selection process.”

Kofi Bonner, president of Lennar Urban, also spoke to the San Francisco Business Times following the selection of the two firms as finalists for the project.

“We are excited about the opportunity to work collaboratively with Concord, just as we’ve done in San Francisco and elsewhere, in developing a world-class plan for the Navy property,” said Bonner.

“We have gained a lot of experience and know-how through our work on The Shipyard, Treasure Island, Mare Island and the El Toro Marine Corps Air Station in Irvine. That experience will be extremely helpful as we now work through the details of a development plan with the City of Concord and the U.S. Navy.”

Both Catellus and Lennar indicated a willingness to include a new state university in the first phase of development if so approved by the state legislature.

Residential, commercial and office use are clustered around the North Concord BART station with greenways and parks separating neighborhood villages. The eastern section of the property will be transferred to the East Bay Regional Park District as open space.

The transformation of the former



Catellus Plan



Lennar Plan



weapons station to civilian use is “going to be a huge benefit to the City,” says Mayor Tim Grayson. The site represents almost 25 percent of the city’s land mass.

“We’ll end up with a regional park three times the size of Golden Gate Park and an opportunity to build a green, smart and sustainable city within our city. Not too many places have an opportunity to do that,” says Michael Wright, executive director of the Local Reuse Authority.

With a range of housing density and types, and space for businesses to grow,

“people will be able to live where they work,” says Wright. With a BART site attached to the property and easy freeway access, the new development is well situated to take advantage of public transit as well as the reverse commute to Concord from most of the Bay Area.

“We have a clean palate on which to paint, which is really unique,” says Wright. “We have an opportunity to create whole new neighborhoods, something that’s so much more difficult to do in older, more established cities.”

In addition, the former weapons site is

unusual in that it was not used for industrialized military activities so developers do not have to deal with the complexities of contaminants and infrastructure that has to be demolished, rebuilt or changed.

The first phase of development, scheduled to begin in early 2017, is expected to take 10 years. The total project will be built out over the next 30 years.

“The entire project is great news in terms of job creation,” says Wright. “In the first phase there will be 1,000-2,000 construction jobs. At buildout, the site will support some 27,000 permanent jobs.”

We congratulate the City of Concord on the great progress towards implementing the community’s vision on the Concord Reuse Project.

ARUP

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COUNTING CROWS 9/29 • MANY MORE ANNOUNCED SOON

CONCORD PAVILION

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MANUFACTURING

Space to grow for advanced manufacturing & biotech

Concord, home to large medical device companies such as Fresenius Medical Care North America and pioneering firms like Cerus Corporation, provides a ready platform for advanced manufacturing and biotech companies to locate and expand.

In Contra Costa County, manufacturing employs more than 16,680 workers, making it the seventh largest employment sector with average wages well above the median household income. According to a report by the Craft Consulting Group done for the

Workforce Investment Board of Contra Costa County, most of the manufacturing firms are located in the western and eastern parts of the county and along the I-680 corridor, including Concord.

Manufacturing in Concord has followed national trends, evolving from a more labor-intensive activity to a highly sophisticated set of high-tech processes. With advances in technology and robotics, more manufacturing jobs now require advanced technical skills and higher levels of education.

In the area of life sciences and biotech, Concord is clearly now “on the map.” The availability of R&D and build-to-suit space in North Concord promises to attract more firms as the cost of space continues to escalate elsewhere in the Bay Area.

Honda, other car makers, test self-driving vehicles at GoMentum Station

Honda and Mercedes-Benz have found the perfect site for testing their self-driving cars and connected vehicle technology at the newly launched GoMentum Station at the former Concord Naval Weapons Station (CNWS).

“All the major auto manufacturers have labs where they’re working on the technology,” says Randy Iwasaki, executive director of the Contra Costa Transportation Authority (CCTA). “What they need are secure test sites that can mimic real-world road conditions for a whole range of

scenarios. The infrastructure at the GoMentum site is a real goldmine for testing.”

GoMentum Station, utilizing portions of the 5,000-acre shuttered weapons station, is the largest secure test-bed of its kind. The CNWS was officially closed in 2007 and is currently in the process of being transferred to the City of Concord. Use of the site, just off Port Chicago Highway in North Concord, is part of an agreement among the City, the U.S. Navy and the CCTA.

Twenty miles of paved, city-like roadway grids, buildings and other urban infrastructure provide a realistic environment that can help accelerate the development of connected and automated vehicle technologies.

“The Concord Naval Weapons Station is an ideal proving ground because it’s a controlled environment that can be continuously modified to represent a wide array of settings that an automated vehicle must navigate, especially for urban operation,” says Paul Cummings, group lead for Systems Integration, Automated Vehicle Research at Honda’s U.S. research institute.

In a statement, Dr. Axel Gern, head of autonomous driving at Mercedes-Benz Research & Development North America, Inc., said: “Taken in conjunction with the results of our test drives on public roads, these (simulation) tests (with self-driving cars) will help us with the ongoing development of our autonomous cars.”

Job creation, transportation efficiency, a healthy environ-



Street grid for testing autonomous cars.

ment and enhanced safety are the top goals of the GoMentum project, says Iwasaki.

“The study of automated and connected vehicle technology will help us accelerate the next generation of transportation infrastructure that will make the future of driving safer around the world.”

Concord city officials and other area leaders have high hopes for additional partnerships that will attract smart jobs to Contra Costa County.

“The City of Concord is hopeful that use of the Concord Naval Weapons Station as a test bed hub in the region will attract hi-tech jobs to our community and allow new technologies to be tested and researched,” says Mayor Tim Grayson.

Assemblywoman Susan Bonilla, D-Concord, declared the partnerships “an indication that we’re moving forward in the 21st Century economy.” Bonilla is confident that the GoMentum project will help transform Concord into a transportation technology hub “where high tech jobs for residents are plentiful.”

Honda has already announced plans to participate in a consortium with the city and the CCTA to make Contra Costa County home to a premier testing facility for automated drive technologies.

The use of the site as a test bed for innovative transportation technology will not impact long-range plans for reuse of the base, but Iwasaki hopes developers will take advantage of the new automated, connected vehicle technologies to create “a fully connected city 5.0 with a smart transportation system.”

GoMentum Station is a real goldmine for testing.”

Randy Iwasaki,
Contra Costa
Transportation
Authority

Cerus blood treatment system reducing risks in transfusions

Cerus, the Concord-based biomedical products company, has enjoyed a heady six months.

In December, the company's INTERCEPT blood system received two key U.S. approvals for its treatment of platelets and plasma, opening the way for entry into the U.S. market, and quickly signed its first two U.S. customers. (Cerus products have been available in Europe, Russia and the Middle East for more than a decade.)

In addition, the company concluded two successful Phase 3 red-blood-cell clinical trials and kicked off 2015 with a \$75 million financing in January.

INTERCEPT is a proactive approach to preventing the spread of potentially harmful – and possibly deadly – blood-borne pathogens such as viruses, bacteria and parasites in the blood supply, even before a new pathogen is recognized as a threat. The system can eliminate transfusion threats such as hepatitis B and C, HIV, West Nile virus and bacteria, as well as emerging pathogens.



Greenman

“Cerus is unique in the sense of having a global commercial footprint and fairly simple mission statement: to make INTERCEPT the standard of care in blood safety to prevent future blood-transmitted diseases,” says William “Obi” Greenman, Cerus president & CEO.

In May, Cerus enrolled its first patient in a study designed to reach regions in the U.S impacted by two tropical diseases – chikungunya and dengue – following an outbreak of both mosquito-transmitted viruses in Puerto Rico and elsewhere. The American Red Cross is participating in the study by starting up donations of platelets treated with INTERCEPT in Puerto Rico.

“Unfortunately, blood contamination happens more frequently than one would imagine, and the current blood-safety paradigm is only reactive,” says Greenman. “Our goal is to have our INTERCEPT systems in all blood centers across the globe so they can be



prepared as new transfusion-transmitted threats arise.”

Scientists from UC Berkeley and the University of California San Francisco founded Cerus in 1991. They chose Concord as the company headquarters because of its proximity to UC Berkeley and in order to benefit from “the great talent in the East Bay,” says Greenman. “Our location makes it easy to attract great employees who prefer to work closer to home. The ability to hire from the available talent pool is critical as we continue to grow.”

“We see 2015 as a market development year as we gear up for our U.S. launch,” says Greenman. “As we gain experience in how quickly blood centers are able to implement and introduce the INTERCEPT system, we’re focused on making INTERCEPT the standard of care for blood products,” he says.

Cerus employs 100 people in Concord, primarily in R&D, commercial operations, sales and finance. Throughout their tenure, says Greenman, the company has found the City very supportive.

INTERCEPT, Cerus’ system for treating blood plasma and platelets, is eliminating blood-transfusion threats.

Fresenius a leader in dialysis products

For Fresenius Medical Care North America (FMCNA), the consolidation of operations in North Concord was essentially a return to its roots.

The company, the world’s premier provider of dialysis products, first established its U.S. operations in Concord in the 1980s, then moved to Walnut Creek. But when a new location was needed to accommodate Fresenius Medical Care’s significant growth, Concord made the most sense.

In 2013, FMCNA moved more than 500 employees into a recently renovated 183,000-square-foot office and manufacturing facility at 4040 Nelson owned by Harvest Properties.

FMCNA, headquartered in Massachusetts, is the largest provider of renal care products and services in the nation, including state-of-the-art dialysis machines, dialyzers and pharmaceuticals. It serves patients through a network of more than 2,200 dialysis facilities, outpatient cardiac and vascular labs and urgent care centers, as well as the country’s largest practice of hospitalist and post-acute providers. Its global imprint includes 3,250 dialysis clinics worldwide.

Concord offered a premier location for FMCNA to build and distribute its products.

“The space enabled us to maintain our core work groups and bring together our employees into a single location,” says Chris Robinson, vice president for operations and durable equipment. Future plans call for further consolidation of Fresenius operations from elsewhere in the U.S.

In addition to the space to grow, Concord enables FMCNA to tap into the Bay Area’s highly technical talent pool, says Rob-



inson. “We require a workforce that’s experienced and has the expertise required for R&D and the kind of advanced manufacturing we do, which is dependent on sophisticated technology.”

The ready access to nearby interstate highways makes it convenient and cost-effective to move materials and products in and out of the North Concord facility, and provides employees a comfortable reverse commute.

“The City has been welcoming. We had myriad things to do to upgrade the facility from a building and engineering perspective, and the City has been very easy to work with throughout that process,” says Robinson.

“We hope to continue to partner with the City as we continue to grow our capabilities in Concord.”

Operations Vice President Chris Robinson values the area’s highly trained technical personnel.

MANUFACTURING; CONTINUED FROM PAGE 9

Molecule creating '3D printing goo' for global markets

Ken Kisner has been in the industrial ink jet business since the days hand-painted billboards began being replaced by digital inkjet printers that allowed for detailed photographic images. With his late-brother, Kisner founded his first company in 2000, which quickly grew to more than a 20 percent share of the global billboard market and was sold to INX in 2006. Kisner went to work for the firm, but by 2013, he was ready to start a new venture.



Kisner

Molecule designs additive manufacturing fluids used in industrial ink jet heads and 3D printers. The company has recently moved into a 3,600-square-foot R&D facility in North Concord, where a staff of five chemists is focused on innovation in the additive manufacturing chemistry space.

"Essentially," says Kisner, "we're creating and making 3D printing 'goo.'"

Molecule works with companies to customize products to their specific needs, including a Fortune 100 company in a variety of industries that's eager to implement additive manufacturing techniques and is in need of specialty fluids for use in 3D printers. Clients include leading footwear companies, outdoor wear companies, companies in printing electronics and companies building artificial limbs. Kisner and his team of chemists and innovators are also exploring how they can create fluids that are both rubbery and sufficiently rigid to change how shoes are made.

Ultimately, says Kisner, Molecule's success will be the direct result of the strong values embedded in the company's culture.

Molecule, he explains, enjoys a reputation for working on projects "with the potential to change the industry. People want to work here."

From a collaboration standpoint with other companies in



Silicon Valley and San Francisco, "in North Concord we're close enough to easily reach the hottest zip codes in the country," he adds.

Another plus is how easy the City of Concord has been to work with. "I've opened facilities worldwide, and establishing our business in Concord has been the easiest I've encountered," says Kisner, who expects to expand Molecule's R&D activity over the coming year as the company settles into its new facility: "There's room to grow here, we have a great landlord and this area is primed to be the next high tech corridor because of the access to talent, the easy commute and the City's pro-business attitude."

Molecule develops fluids used in industrial ink jet heads and 3D printers.

We listen, we explain, and we're proud to be a part of the Concord community.

Highly acclaimed, highly rated.

- John Muir Health's medical centers in Walnut Creek and Concord ranked #1 and #2 in the East Bay by U.S. News & World Report
- American Nurses Association Magnet® recognition status for excellence in nursing services
- Nine of ten John Muir Health patients said they'd recommend their John Muir Health doctor to others



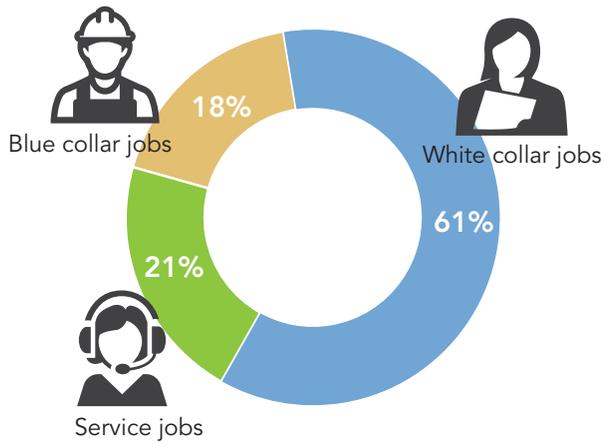
JOHN MUIR
HEALTH

Be heard.

Not for profit, community-based

Demographic & spending snapshots

Employment by category



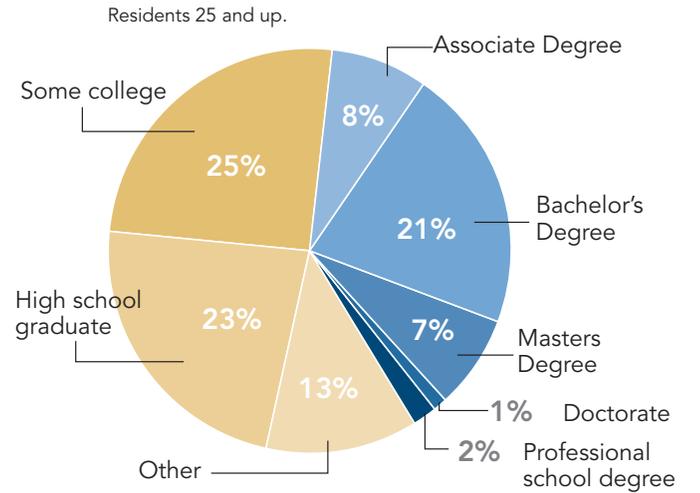
Population

2015:
126,614

2020 projected:
130,676

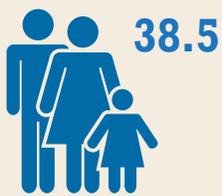
Growth 2015-2020:
3.21%

College degrees: 40%



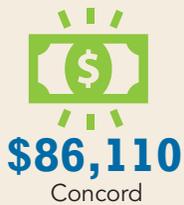
SOURCE: THE NIELSEN COMPANY

Median age

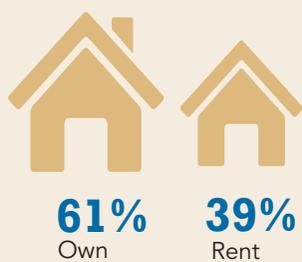


Spending power

Average household income

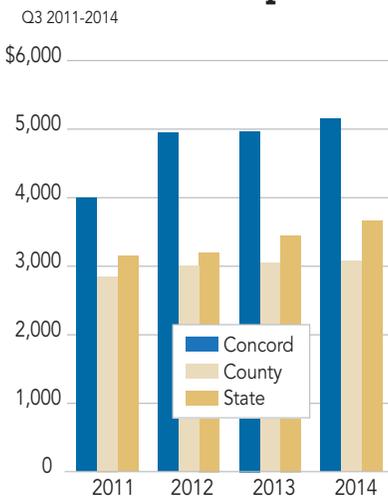


Housing



SOURCE: THE NIELSEN COMPANY

Retail Sales Per Capita



SOURCE: HDL Companies Q3 2014 City of Concord Sales Tax Update

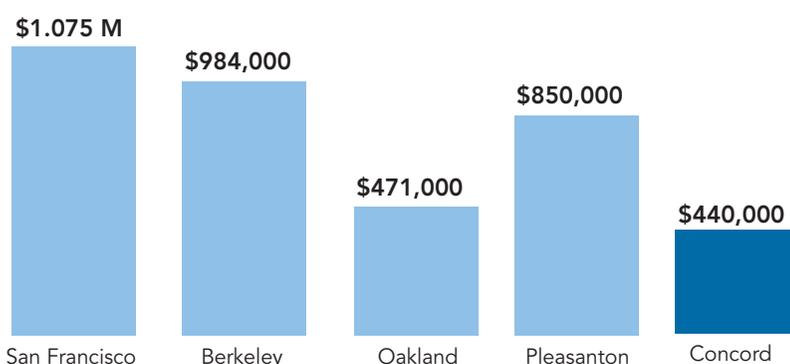
Concord in the Bay Area



Bay Area commutes to Concord



Bay Area median home prices



SOURCE: CORELOGIC, SALES AS OF MARCH 2015

Business Quick Facts

- 4 million sq. ft.**
Class A office space
- 5.8 million sq. ft.**
Industrial space
- 690,000 sq. ft.**
R&D space
- 6,000**
Business licenses
- 76,000**
Employees within 3-mile radius of downtown
- 5,046 acres**
Ready for transfer at Concord Naval Weapons Station

Top Notable Employers

- Adecco Employment Services
- AssetMark
- Bank of America Technology Center
- Chevron
- Comcast
- Conco Cement
- Costco
- Fresenius Medical Care North America
- Fry's Electronics
- John Muir Medical Center
- Macy's Concord
- Mt. Diablo Unified School District
- PG&E
- Systron Donner
- Wells Fargo Credit Center

SOURCE: CITY OF CONCORD



Enjoying outdoor dining on the Plaza.

RESTAURANTS AND RETAIL

Destination retail & dining for every taste

Concord is a destination retail center that draws shoppers and diners from a 30-mile radius and beyond and generates more retail sales than any other city in Contra Costa County. In 2014, Concord generated \$2.6 billion in taxable sales – a year-over-year increase of 6.6 percent.

Concord shoppers have a broad array of options, from the trendy fashion choices at Sunvalley, Contra Cost County’s largest indoor shopping center, to the updated Willows Shopping Center and the eclectic Park ‘n Shop, which hosts more than 50 businesses in a 425,000-square-foot facility.

Set among walkable, leafy, safe streets, the shops and businesses of historic downtown create a unique retail experience. One-of-kind businesses offer an array of outstanding items and services.

Movigoers are drawn to the 14-screen Brenden Theatres.

Downtown diners have more than 40 restaurants from which to choose. Newer Todos Santos Plaza restaurants include the award-winning Luna Ristorante, La Sen Bistro, and Tower Grille.

Just across from the plaza, the beautiful Salvio Pacheco Square occupies an entire city block on Salvio Street with 36,600 square feet of quality retail and office space.

With more than 1,000 free public parking spaces, easy accessibility from both the 680 and 242 freeways and BART, downtown Concord draws customers from such prosperous neighboring communities as Pleasant Hill, Walnut Creek and Martinez, as well as local residents.

The East Bay shops Concord’s auto row

When East Bay drivers are looking for a car, Concord’s 21 lines of new auto dealers is a huge draw. Concord is the car capital of Contra Costa County. In the third quarter of 2014, auto sales and leasing topped \$2 million.

“Concord generates more retail sales than any other city in Contra Costa County.”

City of Concord
Economic Report



Concord’s car dealerships draw buyers from around the East Bay.



Major retailers abound in the City’s shopping centers.

Todos Santos Plaza: The heart of downtown Concord

Historic Todos Santos Plaza is the heart of downtown Concord. Its year-round Farmers' Market, free summer concerts, community celebrations and surrounding restaurants, cafes and brew pubs draw thousands of visitors annually.

Built in 1868 and dedicated to the people of Concord as a social gathering place by the City's founder, Don Salvio Pacheco, Todos Santos Plaza and surrounding streets offer more than 40 restaurants, various retail and services, convenient office space, easy access to BART and the 14-screen Brenden Theatres and free parking.

Across from the plaza, Salvio Pacheco Square features a large central fountain surrounded by still more restaurants and shops.

Downtown dining options include the award-winning Luna Ristorante, crowd favorite Naan and Curry and locally popular EJ Phair Brewing Co. & Alehouse.

Close by the plaza, Park Central and Renaissance Square offer attractive downtown living options in walking distance to downtown amenities and Concord's downtown BART Station.



Development opportunities

A plan for new housing, shopping, dining and entertainment venues around the plaza promises to bring more housing and office building development, jobs and businesses to downtown.

The first phase of the Downtown Concord Specific Plan for an area within a 15-minute walk from the Concord BART

station calls for building some 3,400 units of housing and 586,400 square feet of new office space. An additional 981,500 square feet of office space will be built in the second phase, due for completion by 2040, in addition to 743,000 square feet of retail space.

Additional amenities include widening the sidewalks, outdoor seating and new bike lanes.

Todos Santos Plaza is the community's gathering place.

Sunvalley caters to America's No. 1 pastime: Shopping

Exciting changes have been taking place at Sunvalley Shopping Center as Contra Costa County's largest regional shopping center completes a multi-year, multimillion-dollar renovation.

Upgrades to the building and grounds have created a fresh new look and updated customer amenities – like free Wi-Fi throughout the mall and improved traffic flow – to serve Sunvalley's more than 11 million annual visitors.

Inside the center, a completely renovated Grand Court and general interior includes new features like comfortable seating, updated lighting, colorful landscaping and a full-service customer service desk with a Ticket master outlet and Sunvalley American Express gift cards.

Outside, stylish new customer mall entrances, including illuminated signage, seating and landscaping, welcome visitors. Customers are better served with improved parking, energy-efficient LED lighting, and new directional signage.

"Shopping continues to be America's favorite pastime," says Dorian Bordenave, Sunvalley's general manager. "Sunvalley is iconic and intergenerational. The mall opened in 1967 and has continued to draw an incredibly loyal customer base."

Bordenave points to the need to continue to grow and innovate to keep competitive

with the Internet, but adds, "Shopping is still a social thing to do. People like to get out, to feel the fabric and try things on. Many of our stores recognize that it's important to have a physical store to complement their online sales strategy."

Along with the renovations, Sunvalley has welcomed new retailers, including a flagship Forever 21, Cotton On and A'GACI, alongside such popular tenants as Macy's, Sears, J.C. Penney, a new Disney Store, H&M, PINK, Victoria's Secret and more than 160 specialty shops.

When it's time for refreshments, there are more than a dozen restaurants to suit any palate, including Lucille's Smokehouse Bar-B-Que, BJ's Restaurant & Brewhouse and Tomi Sushi & Seafood Buffet. Coming this fall, Sunvalley will open a brand new 23,000-square-foot food court, complete with seating for more than 525.

Sunvalley, says Bordenave, has found the City of Concord to be "incredible partners. Without their help, guidance, acceptance and approval we wouldn't have the retailers we have here today."

"Concord is a wonderful community – it's affordable, has lots of green space, good schools and a welcoming city government. Anyone thinking of establishing a business here will find everything they could want for their company, their employees and their families."



Newly remodeled Sunvalley Shopping Center is home to major retailers and more than 160 specialty stores.

RESTAURANTS & RETAIL; CONTINUED FROM PAGE 19

Renovated Willows attracts a new mix of retailers & restaurants

The Willows Shopping Center, just off I-680, is getting a facelift and attracting a new mix of retailers and restaurants to appeal to the many nearby office workers and families who are frequent visitors to the property.

Due for completion later this summer, the Willows retail mix will include a variety of new stores and restaurants alongside successful anchor tenants like Lazy Dog, REI, Cost Plus World Market, Old Navy and Pier One Imports.

Diners will have a wide selection of restaurants, cafes and snack shops, many with outdoor seating, to choose from, including Eureka!, which offers a burger-centric menu and local brews and spirits; the iconic Ike's Sandwich Shop with its extensive list of every sandwich imaginable; and Rick's Ice Cream, which offers popular standbys and new flavor experiments like Masala Chai and Toffeeness.

"The idea behind the redesign is to make the center more outward facing with a central corridor that's more pedestrian-friendly and a real gathering place for visitors," says Michael Makinen, COO of Equity One, owner of the Willows property.

"Concord is a great community and the market demand is there," says Makinen. "We had an opportunity to improve what's already a vibrant property, modernize the outdoor space and amenities, put in new landscaping and attract new tenants that can appeal to a broad-based demographic."

The property is already more than 90 percent leased.

Makinen has high praise for the close working relationship Equity One enjoys with the City of Concord: "We have a very good partnership with the city, which has worked in collaboration with us as the project has progressed."

He's also excited about the concentration of retail power in Concord and views the Willows destination retail mix as complementary to the specialty and fashion offerings at the nearby Sunvalley regional mall.

Concord is a great community and the market demand is there."

Michael Makinen,
Equity One



The updated Willows Shopping Center offers a more pedestrian-friendly design and outdoor spaces.



Eureka! restaurants are family-friendly and also cater to a lively, post-work and lunch crowd.

Eureka! restaurant discovers the Willows

The renaissance of the Willows Shopping Center on Diamond Blvd. has attracted Concord's newest – and possibly hippest – eatery and watering hole. Eureka!, scheduled to open in September, is the epitome of a new trend in "eater-tainment," the blending of hospitality, high-quality food and entertainment.

As described by co-founder Justin Nedelman, Eureka! has elevated "great food, craft beer and artisan liquor to an art form." Eureka! offers a lively atmosphere with handpicked house music, televised sports and live music featuring the singer songwriter of the week.

"My partner Paul Frederick and I wanted to create a place you can take your kids, but also have a great adult experience with your spouse or co-workers at an approachable price point," says Nedelman. "Our restaurants are family-friendly and also have a lively, post-work scene and vibrant lunch crowd. Depending on the time of day and location, you'll find hipsters, beer geeks, retirees and families, professionals in suits, your local plumber, family dentist or doctors in scrubs all enjoying their favorite craft beer or unique burger or salad combination."

The all-American theme extends to a commitment to "buying American." All of the beer, bitters and spirits sold at the bar are American products, with one exception – Tequila. To the extent possible, all products are locally or regionally sourced.

"Our selections are made on what's available in each market we're in," says Nedelman. "We always work with a local coffee roaster and in Concord we'll be offering locally brewed beers and Bay Area wines."

Without pricier premium beverages included, Eureka! is able to stick to an affordable price point for diners who enjoy experiencing something new.

It's a winning recipe. Nations Restaurant News named Eureka! one of the top breakout brands of 2015.

"Eureka! is all about finding something new," says Nedelman.

"Concord is a unique city because so many people from the region – young, food-savvy professionals – are moving here or coming in for work, shopping and, increasingly, entertainment," says Nedelman. "While local restaurants do very well, there's really no one in our niche here."

The renovation of the Willows "makes it a great time for us to get in," he adds. "Equity One, the landowners, have been very accommodating to us and are attracting an impressive tenant lineup. We predict Concord is going to be one of our top stores."



Concord's Music and Market Festival.

REGIONAL ATTRACTIONS

Find the East Bay's best in Diablo Valley

Smart travelers are discovering why Diablo Valley is the perfect home base to experience the best in the East Bay. Whether taking day trips to San Francisco or Napa Valley, or enjoying the active California life and breathtaking views of Mount Diablo, the area features convenient, friendly lodging and an array of attractions and venues for special occasions, family fun and corporate events.

The perfect weather and natural beauty of Diablo Valley make the area ideal for visitors to blaze their own trail with active hiking and biking or relaxing with great food, local microbrews and outdoor music.

Located in the heart of Diablo Valley, Concord has been recognized as the best place in California to raise a family, awarded Best Music Scene by Livability.com and designated a Tree City USA for 32 consecutive years.

The local lifestyle reflects a careful blending of the city's early California heritage with modern development. Quiet neighborhoods, an excellent park system, convenient shopping centers, large preserves of open space, thriving businesses and an energetic downtown business core radiating from historic Todos Santos Plaza make Concord attractive to residents and visitors from throughout the Bay Area.

Movies & live music under the stars

The Concord Pavilion, designed by internationally renowned architect Frank Gehry, is a 12,500-seat stunning outdoor venue tucked into the foothills of Mt. Diablo that attracts thousands of music fans annually to concerts and tours by top performers.

Todos Santos Plaza offers free summer concerts and special events that draw more than 100,000 visitors annually.

The 14-screen Brenden Theatres attracts more than 650,000 people a year. Come fall, moviegoers will be able to enjoy beer and wine while watching the latest first run films.



Free music in the Plaza.

Outdoor adventures

The California lifestyle is all about being active and outdoors. Mt. Diablo State Park and the regional trail system offer miles and miles of open green space for hiking, biking and recreation. The extensive park system has playgrounds, sports facilities, ball fields, skate parks, swimming pools, picnic areas and scenic hiking trails. Concord offers a water park and a golf course.

Local brews

Concord is a favored destination for great local brews. Currently there are five brewing companies and taprooms in Concord: Black Diamond Brewing Company, E.J. Phair Concord Alehouse, Epidemic Ales, The Pig and The Pickle Ale Industries Marketplace and The Hop Grenade.

Choice lodging

With nine dynamic lodging options to choose from, travelers can find their perfect option, whether they're looking for luxury, convenience, value, a setting conducive to doing business or a family-friendly venue.

Gatherings & event space

With many unique facilities to choose from, meeting and wedding planners can offer clients the beauty, weather and convenience California is known for, without the typical California prices.

Lodging options

- America's Best Value Inn
- Best Western Plus Heritage Inn
- Clarion Hotel of Concord
- Crowne Plaza Concord
- Days Inn Concord
- Hilton Concord
- Motel 6 Concord
- Premier Inns Concord
- Studio 6 Concord

Visit Concord

Whether you're looking to stay and play in Diablo Valley or planning a meeting or social event, it's all mapped out for you. Contact the Concord Tourism District:

844-DIABLOV

www.diablovalleyca.com



PAIGE K. PARSONS

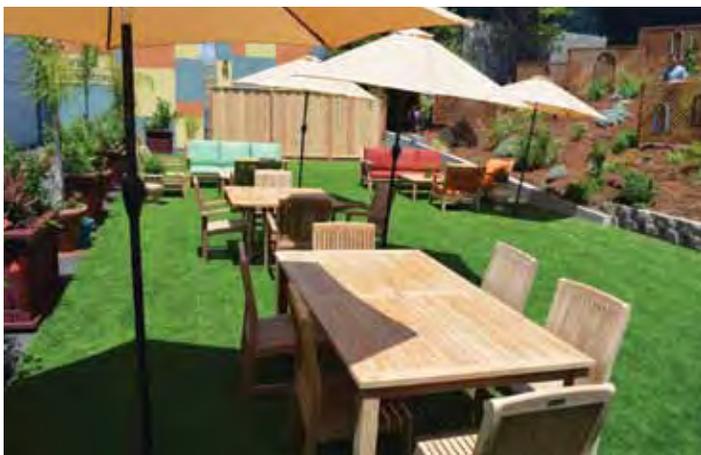
Concord Pavilion attracts top concert entertainment and serves as a venue for corporate and community events.

MUSIC AND EVENTS

Concord Pavilion set to host a sparkling season

The Concord Pavilion, with seating for 12,500, is one of the premier outdoor music venues in California.

“The Pavilion is big enough to attract A level talent, but sized to maintain an intimate audience experience,” says Matt Prieshoff, chief operating officer- California for LiveNation, which operates the venue. “It’s just an amazing setting in the Con-



A picnic area at the newly renovated Pavilion.

cord hills with Mt. Diablo as a backdrop and concert-goers can rely on having great weather.”

Following a major \$3.8 million renovation last year, the Pavilion hosted 18 shows (compared to eight shows in 2013) and welcomed 162,000 ticketed customers. The 2015 season is expected to set new records. Contributing to the facility’s success,

says Prieshoff, is a new flex floor design that allows fans to get up close to their favorite performers. Renovations included the main entrance, plazas, lawn, seats and backstage areas. Menu items like craft beers and a full complement of California wines have been added to the concession stands and a “general store” – the first at a LiveNation amphitheater – offers a wide range of sundries, from flip-flops, beverages, blankets, hats and sunscreen to a variety of beers, wines, sodas and picnic foods.

This summer’s eclectic lineup includes concerts for a variety of tastes, from Nicki Minaj to California Symphony concerts, hot Australian rockers 5 Seconds of Summer and Idina Menzel. On August 21, the venue will host a first-of-its-kind event with the symphony playing the score to the Wizard of Oz as the movie is viewed on the Pavilion’s large screens.

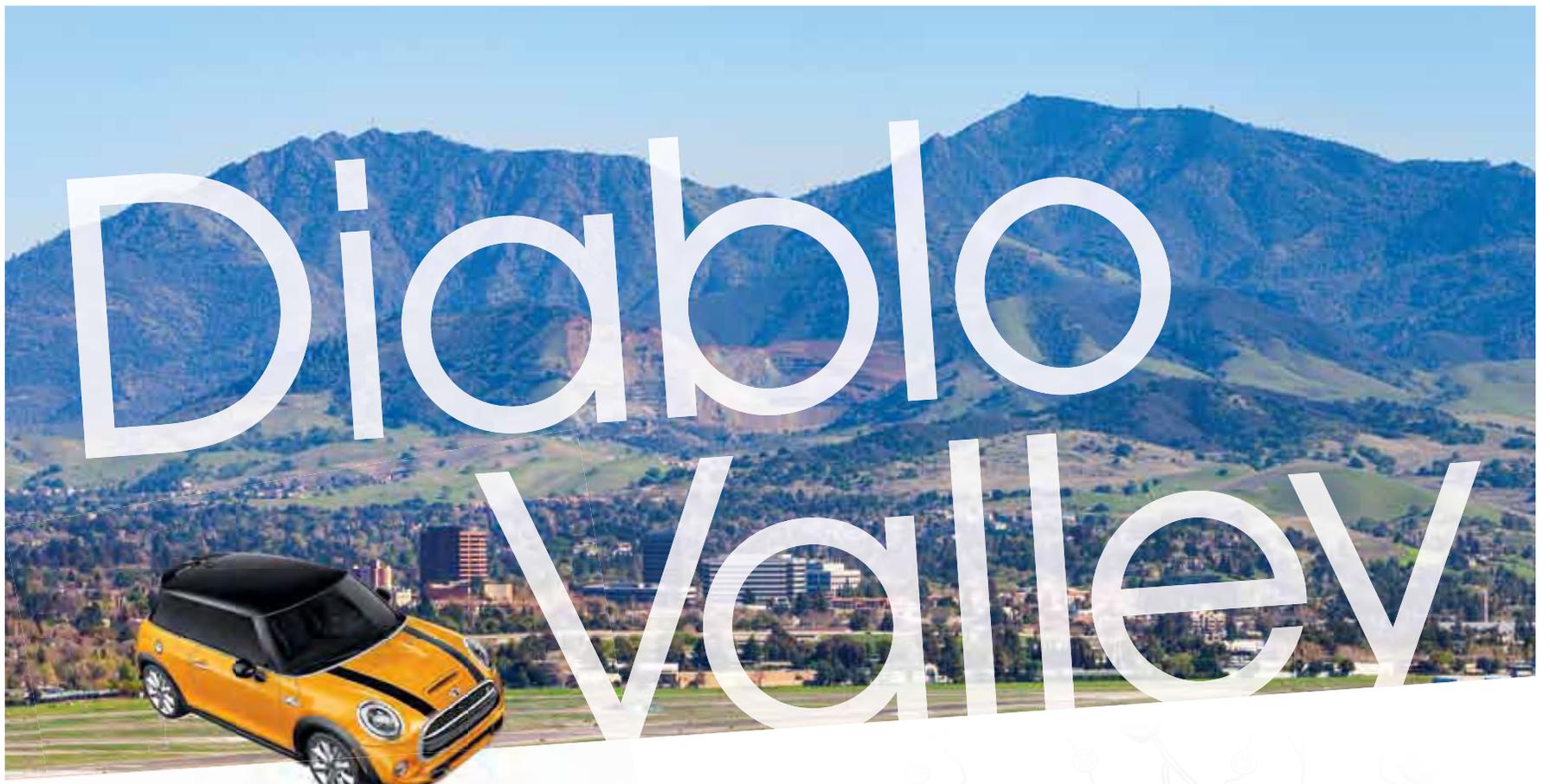
Famed architect Frank Gehry, with landscape architect Peter Walker, designed the Pavilion, which first opened in 1975. The Pavilion is used not only for top concert entertainment, but also as a year-round venue for corporate events and local high school graduations.

Tickets for Concord Pavilion events are available online at LiveNation.com and Ticketmaster.com, or charge by phone at 1-800-745-3000. Tickets are also available at Sunvalley Shopping Center at the information desk and at select Walmart locations. For general Pavilion information, call 925-676-8742.

2015 Concerts

(Check LiveNation.com for more scheduling.)

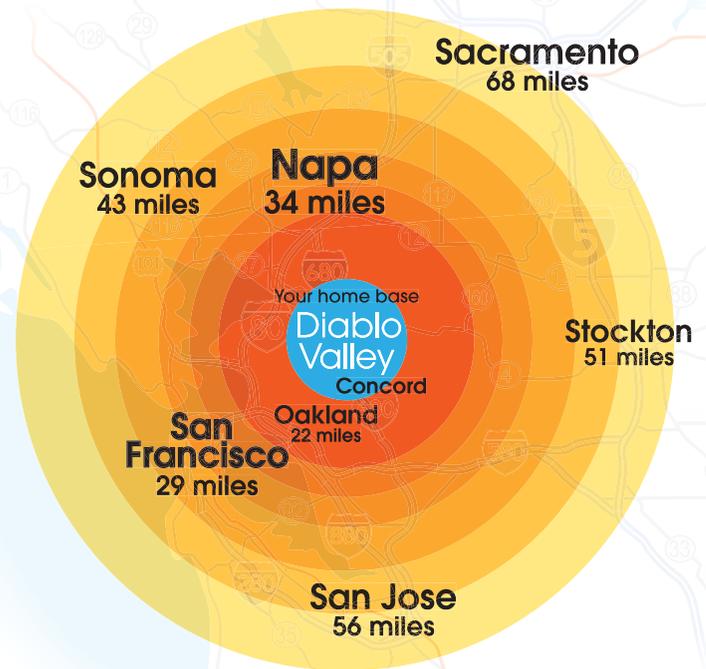
May 24	KBLX Stone Soul Concert
May 28	Tony Bennett with Lady Gaga
June 14	Spirit of the West Coast
July 3	California Symphony Pops at the Pavilion
July 7	Smashing Pumpkins/ Marilyn Manson
July 9	Van Halen/Kenny Wayne Shepherd
July 15	Chicago and Earth, Wind and Fire
July 18	Sublime with Rome/Rebellion
July 21	5 Seconds of Summer
Aug. 4	Fall Out Boy, Wiz Khalifa, Hoddie Allen
Aug. 7	Idina Menzel
Aug. 14	Nicki Minaj
Aug. 21	California Symphony Pops Wizard of Oz showing with live music
Aug. 26	Slipknot, Lamb of God, Motionless in White, Bullet for my Valentine
Sept. 20	Counting Crows



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SHIFTING GEARS

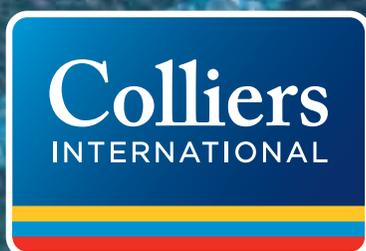
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