



## Investment Profile:

Fremont is fostering a strong economic environment to meet business expansion and relocation needs



View of Warm Springs BART station and pedestrian bridge from Innovation Way, looking east

*“With its northern Silicon Valley location, Fremont is one of the original innovation markets. Its ‘grassroots’ culture provides fertile ground for startups, many of whom have stayed here and grown into some of the world’s leading technology companies.”*

— Gloria Ferguson,  
Sr. VP / Market Manager,  
Corporate Banking Division  
BridgeBank

## Did you know?

- SizeUp.com ranked Fremont No. 1 in the country for the number of startups per capita.
- Newsweek/Daily Beast voted Fremont the second best U.S. city for innovation.
- Reader’s Digest ranked Fremont the third most thriving city in the U.S. for educational levels and health condition.
- Wall Street 24/7 named Fremont the fifth best run city in the nation (the only Bay Area city to crack the top 10).

## FDIC deposits

Fremont recorded \$5.3 billion of deposits in 2012 which ranks 9th in the San Francisco Bay Area.

- 20 financial institutions represented
- 45 branches

### FDIC deposits

#	County	Area	Deposits (\$1,000)	Population
1	San Francisco	San Francisco	199,058,942	805,235
2	Santa Clara	San Jose	23,623,290	945,942
3	Santa Clara	Santa Clara	16,940,830	116,468
4	Santa Clara	Palo Alto	10,872,456	64,403
5	Alameda	Oakland	8,107,927	390,724
6	Contra Costa	Walnut Creek	8,050,965	64,173
7	San Mateo	San Mateo	5,824,641	97,207
8	Sonoma	Santa Rosa	5,753,155	167,815
9	Alameda	Fremont	5,323,723	214,089
10	San Mateo	Menlo Park	5,182,676	32,026

Source: FDIC Deposits(2012)

## Median Home Listing price

Fremont enjoys strong and stable home listing prices, thanks to its high performing public schools, including nationally top-ranked Mission San Jose High School.

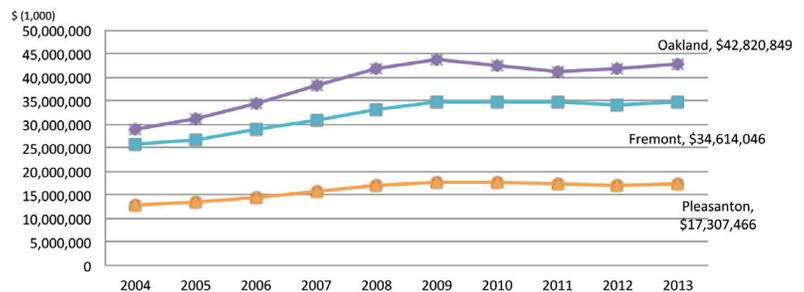


Source: Zillow.com

## Residential & Commercial Property Assessment Role

Fremont's local assessment roll was \$34 billion in 2013, close to an historic ten year high. Commercial and industrial properties comprised \$11.5 billion or one third of total assessments.

### Local Assessment Role Comparison in Alameda County



Source: Alameda County Assessor's Office

## Sales Tax Revenue

Fremont recorded retail and food services sales tax growth of 2.6% in 2012, bested only by Sunnyvale. From 2002 through 2012, Fremont recorded 3.5% compound annual average growth in sales tax revenue for food and retail goods, better than in any of the comparable cities in the region. This steady growth in sales tax revenue points to Fremont as a place where people increasingly want to shop and dine, and where the population has significant disposable income.

	Q1 2012	Annualized 2012	2011	2010	2002	Annual Growth
	Retail and Food Services					
Fremont	502,036	2,008,143	1,956,662	1,822,853	1,426,737	2.6%
Newark	153,405	613,620	657,794	614,274	686,264	-6.7%
Oakland	641,637	2,566,549	2,504,327	2,246,454	2,283,826	2.5%
Pleasanton	271,805	1,087,219	1,191,633	1,144,898	1,162,945	-8.8%
Cupertino	167,447	669,787	677,878	612,219	485,675	-1.2%
Milpitas	268,050	1,072,201	1,095,281	1,008,956	779,775	-2.1%
Mountain View	218,363	873,452	939,218	928,955	823,978	-7.0%
Palo Alto	298,338	1,193,351	1,265,737	1,160,855	1,161,302	-5.7%
San Jose	2,093,431	8,373,724	8,542,639	7,729,152	7,358,770	-2.0%
Santa Clara	431,273	1,725,094	1,759,465	1,607,352	1,657,584	-2.0%
Sunnyvale	403,227	1,612,908	1,441,306	1,335,640	1,200,063	11.9%

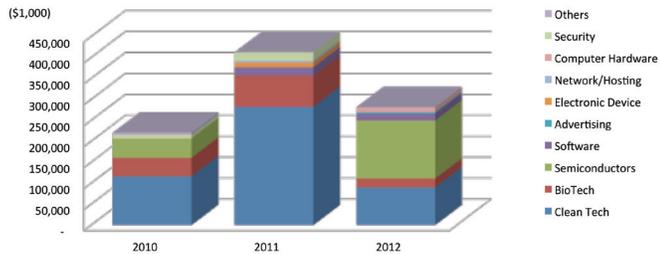
Source: Jones Lang LaSalle

(Taxable transactions in thousands of dollars)

## VC Investments

Fremont companies received over \$900 million of venture capital and angel funds from 2010 to 2012. Top recipients of funding were in the Clean Tech, semiconductor and Biotech sectors.

### VC Investment Totals

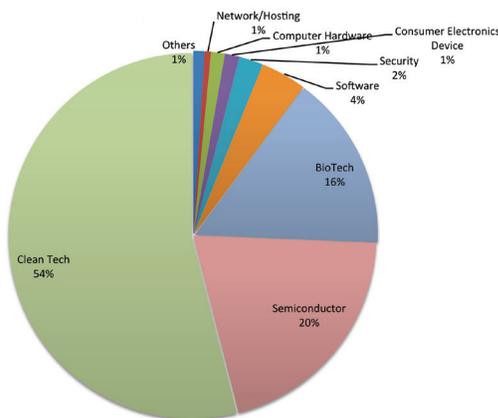


> Total Investment 2010-2012: \$900 million

Source: PricewaterhouseCoopers MoneyTree, Meltwater News, and Crunch Base

## Sector Breakdown of VC Investments 2010-2012

Fremont's economy is diverse with particularly strong clusters in Clean Tech, Semiconductor and Biotech. Nearly a half billion dollars, or more than half of total VC and angel investments in the past three years, were invested in Fremont Clean Tech companies.



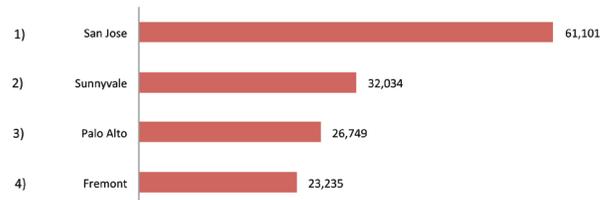
> Clean Tech Investment: \$500 million

Source: PricewaterhouseCoopers MoneyTree, Meltwater News, and Crunch Base

## Patents

Fremont was ranked 4th in the Silicon Valley for the number of patents awarded from January 2011 to July 2013. This includes a significant number of patents awarded to inventors who are also Fremont residents.

### The number of patent awarded in comparison to other citise over the past decade



> Total Patents: 23,000+

Source: USPTO

## Employment in High Tech Cluster

Fremont is dominant in the computer and electronic product/peripheral equipment manufacturing employment category, which is 156 times more concentrated in Fremont than in the U.S. overall.

### WorkPlace 2011 Employee Categories: Computer and Electronic Product Manufacturing / Computer and Peripheral Equipment Manufacturing

	Number Employed	Location Quotient	Establishments
San Jose, CA: 5.0 Miles	1,768	12.96	25
<b>Fremont, CA: 5.0 Miles</b>	<b>6,760</b>	<b>156.35</b>	<b>46</b>
Santa Clara, CA: 5.0 Miles	1,992	11.76	33
Milpitas, CA: 5.0 Miles	4,320	50.63	48
Newark, CA: 5.0 Miles	5,550	143.62	32
Cupertino, CA: 5.0 Miles	276	4.69	7
Sunnyvale, CA: 5.0 Miles	565	5.47	17
Mountain View, CA: 5.0 Miles	404	5.71	12
Palo Alto, CA: 5.0 Miles	70	1.08	6

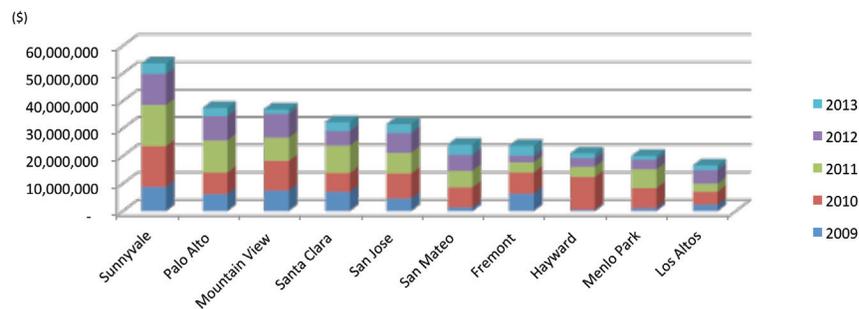
\*A location quotient is a figure that quantifies the concentration of a particular job sector relative to the ratio of those same jobs in U.S. overall. The higher the number, the more concentrated the cluster.

> Computer Products Manufacturing: 156 times more concentrated

Source: Jones Lang LaSalle

## Startup Activity (Small Business Innovation Research Awards)

Fremont small businesses excel in competing for SBIR/STTR funding, compared to many Silicon Valley cities. They brought in \$3.7 million from SBIR/STTR in 2013, which is an increase of 30% from the previous year.



>30% increase in SBIR funding

Source: SBIR/STTR

# Key Studies

## Innovation Scorecard Report

The Innovation Scorecard process measures a community's readiness to support innovation-oriented entrepreneurial growth through collaborative networks with community-based organizations, professionals from key industry clusters, and government officials.

The report highlights Fremont's competitive advantages and identifies ways to help its companies increase market share, accelerate technology commercialization, and sustain long-term revenues.

## Fremont Innovation District

The Fremont Innovation District is made up of the Warm Springs and Baylands areas in South Fremont, where a majority of Fremont's innovation companies reside. This brand is the product of Fremont's Advanced and Sustainable Technology (FAST) working group, charged with positioning Fremont as a leading city for companies reflecting these industries. The Innovation District brand leverages the Fremont's strong innovation economy and future plans call for an innovation center and increased programming.

## The Warm Springs District/ Urban Land Institute Panel

Warm Springs encompasses the 850-acres surrounding a new Bart station and it represents Silicon Valley's newest innovation hub. Anchored by Tesla Motors and vast amounts of vacant/underutilized land, this area could accommodate up to 20,000 jobs and 3,000 high density housing units.

The Urban Land Institute's analysis of Warm Springs contains valuable recommendations for creating a 21st century workplace, including phasing, urban design guidelines, public improvements, and associated costs.



# 2013 Innovation Scorecard

