

FRESNO, CALIFORNIA

Investment & Impact Opportunities

May 2018



AGENDA

- Overview—Fresno, California
- Opportunity Zone Tracts in Fresno
- Industrial Development
- Venture Investment



FRESNO, CALIFORNIA: POPULATION

CITY OF FRESNO:

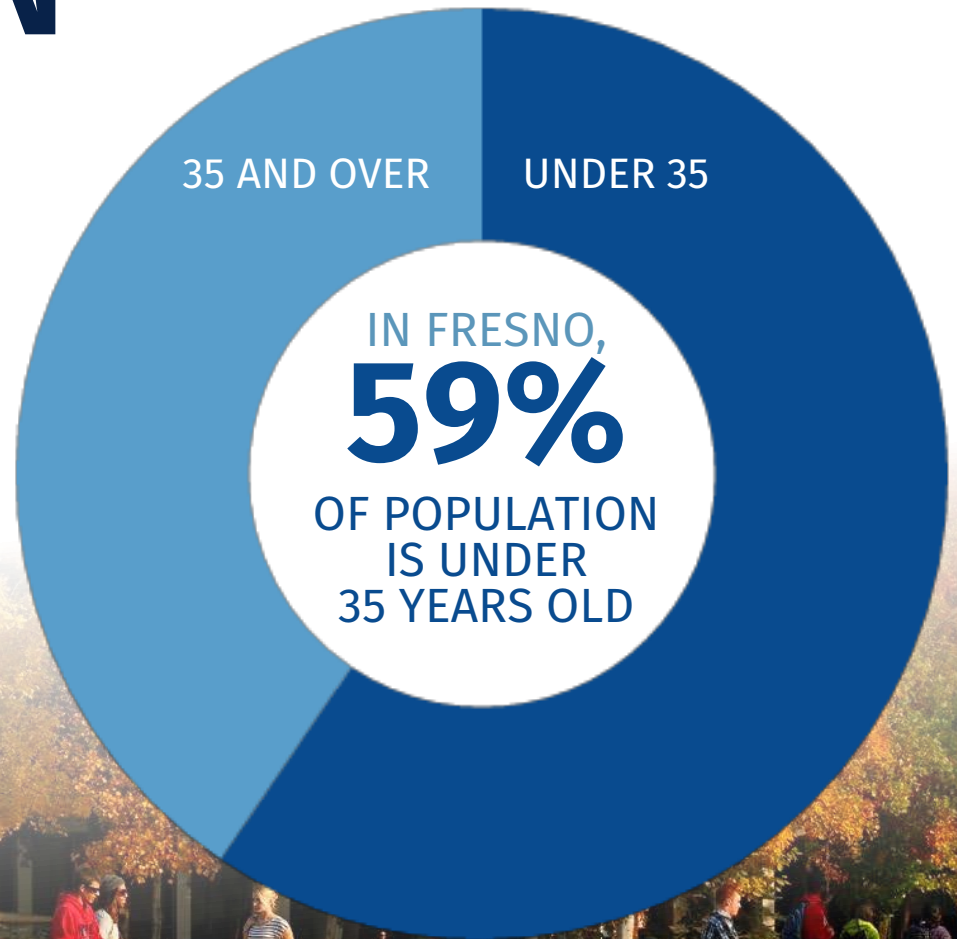
538,330

Fifth largest city in California

FRESNO METRO AREA:

(Fresno, Madera, Tulare, & Kings Counties)

1,733,248



FRESNO, CALIFORNIA: FAST GROWING

FRESNO IS ONE OF THE
FASTEST GROWING REGIONS
IN THE UNITED STATES:

Over **20%** growth
in population
since 2000.

AN EASY DAY TRIP

- **DRIVE**

from Fresno to...

- SAN FRANCISCO: 188 miles
- SAN JOSE: 151 miles
- LOS ANGELES: 219 miles

- **FLIGHT TIME**

from Fresno to...

- SAN FRANCISCO: 38 minutes
- SEATTLE: 1 hour 47 minutes
- LOS ANGELES: 44 minutes



SAN JOAQUIN VALLEY TO SILICON VALLEY: CALIFORNIA HIGH SPEED RAIL ARRIVING IN 2029



FRESNO, CALIFORNIA: FOOD CAPITAL

FEEDING THE WORLD

SAN JOAQUIN VALLEY ANNUAL
GROSS PRODUCTION VALUE:

\$35 billion

FOOD & BEVERAGE
MANUFACTURERS WITHIN
FRESNO CITY LIMITS:

150

FRESNO COUNTY
ANNUALLY PRODUCES:

350 Crops



GROWING & DIVERSIFYING ECONOMY

GROWING SUCCESSFUL TECH COMPANIES

The Fresno metropolitan region ranked third among 'Tech/Info Leaders' in California with a job growth of 20% in the tech sector since 2011.



Progressive Policy Institute
"The California Tech/Info Boom: How it is spreading across the state"
July 2015



HIGH QUALITY LIFESTYLE: OUTDOOR RECREATION

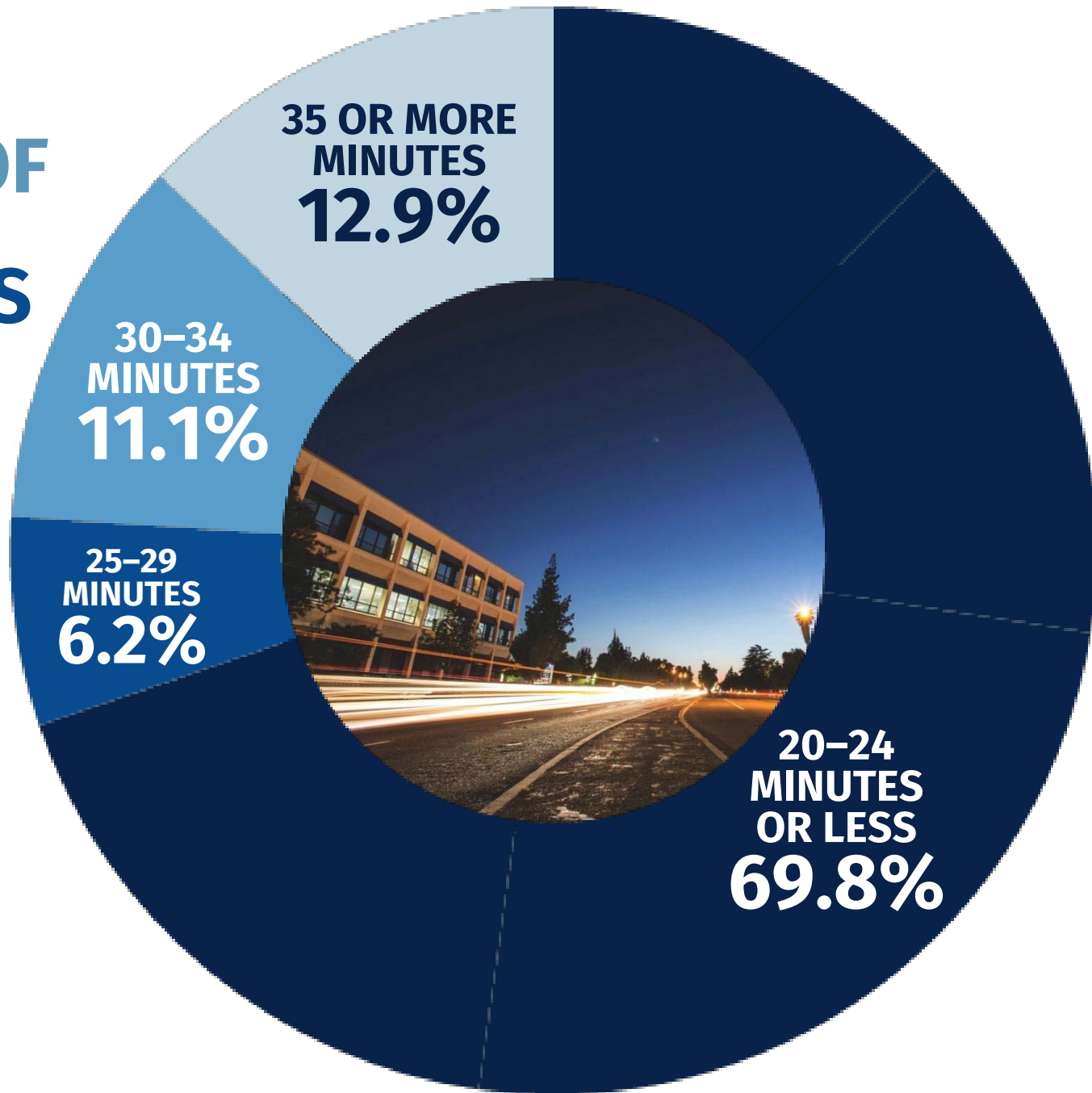
- Fresno: Ringed by **3 National Parks**
Yosemite, Kings Canyon, and Sequoia
- Fresno County has **more lakes** than any other county in California
- Located between **2 rivers**



FRESNO HAS ONE OF THE BEST COMMUTES

Among the nation's top 96 Large Metro areas, Fresno—
at 5.6 miles—has **the 7th shortest typical commute distance in the country.**

*Brookings Institute,
March 2015*



HIGH QUALITY LIFESTYLE: AFFORDABLE SPACE



SAN FRANCISCO HOUSE

- ▶ \$700,000 (sold 4/15/16)
- ▶ Current Zillow estimate: \$962,157
- ▶ 1,025 sq. ft.
- ▶ 3 bedroom
- ▶ 1 bathroom

Realtor.com, 1057 Bowdoin St.,
San Francisco, CA 94134



FRESNO HOUSE

- ▶ \$530,000 (sold 8/26/16)
- ▶ Current Zillow est: \$538,557
- ▶ 4,098 sq. ft.
- ▶ 6 bedrooms
- ▶ 3 bathrooms

Zillow.com, 9691 N Willey Ct, Fresno, CA

FRESNO'S OPPORTUNITY ZONE TRACTS - INDUSTRIAL DEVELOPMENT

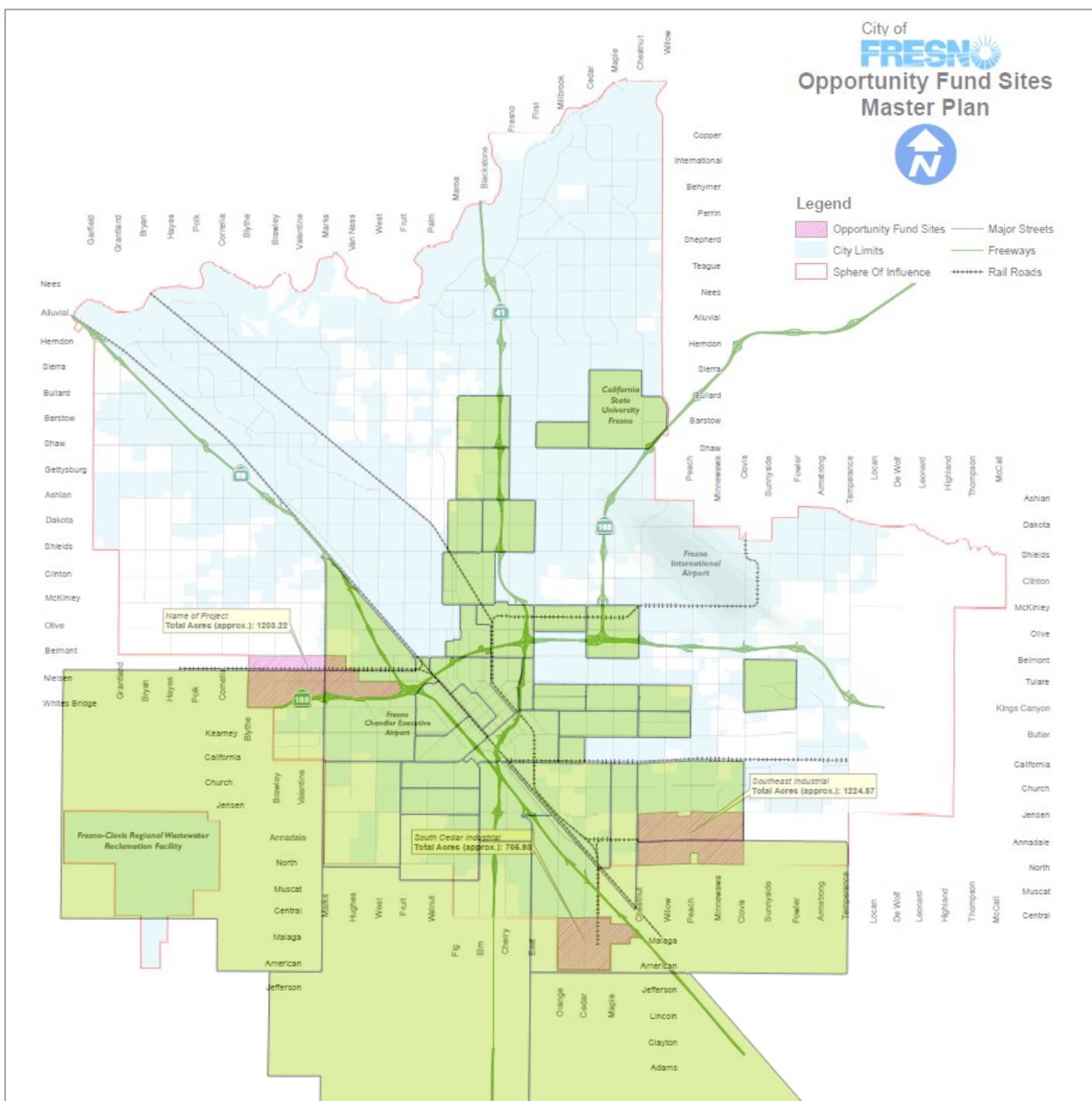


City of **FRESNO**
Opportunity Fund Sites
Master Plan

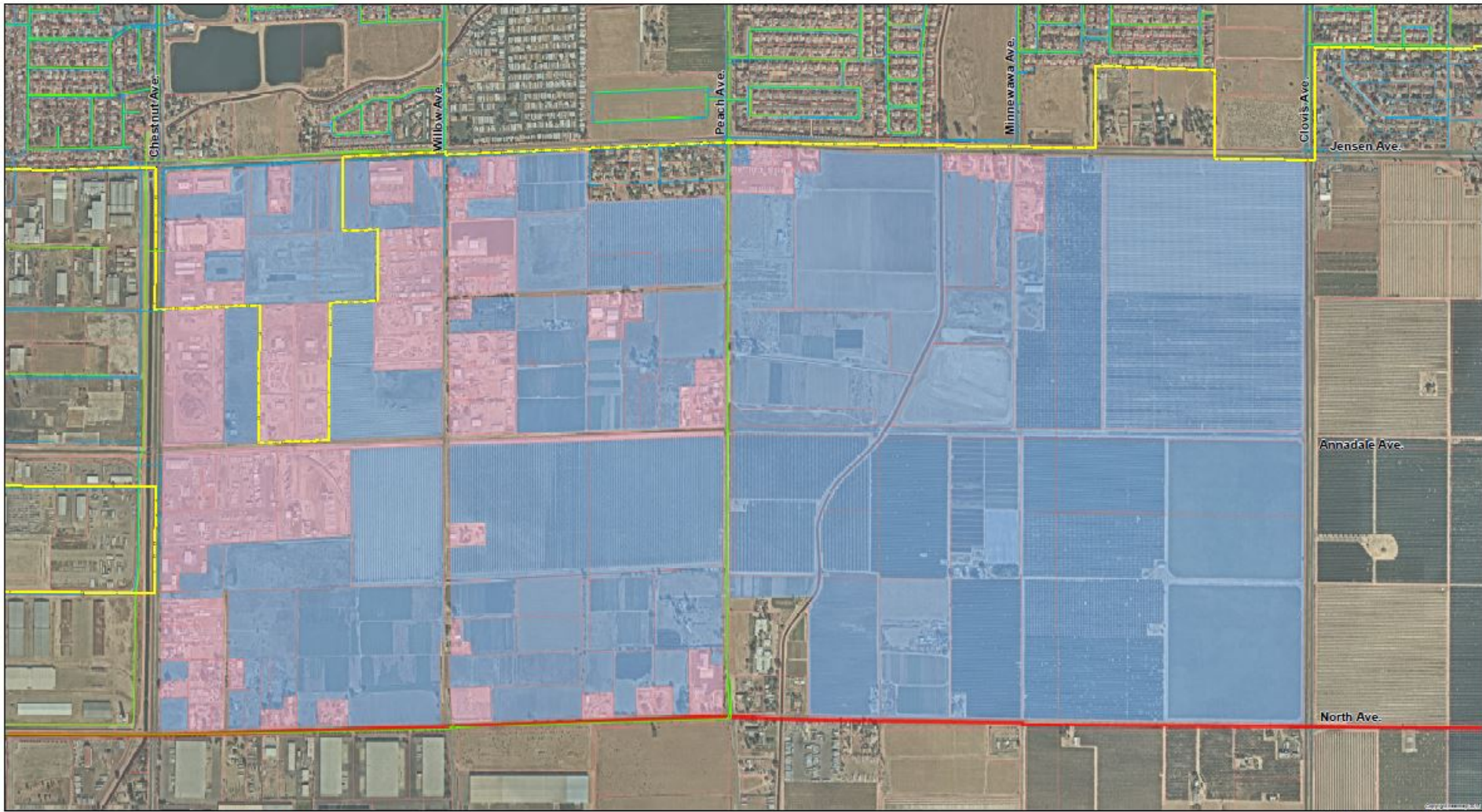


Legend

- Opportunity Fund Sites
- City Limits
- Sphere Of Influence
- Major Streets
- Freeways
- Rail Roads



SOUTHEAST INDUSTRIAL OPPORTUNITY FUND MASTER PLAN



Total Acres (approx.): 1224.87 ac.



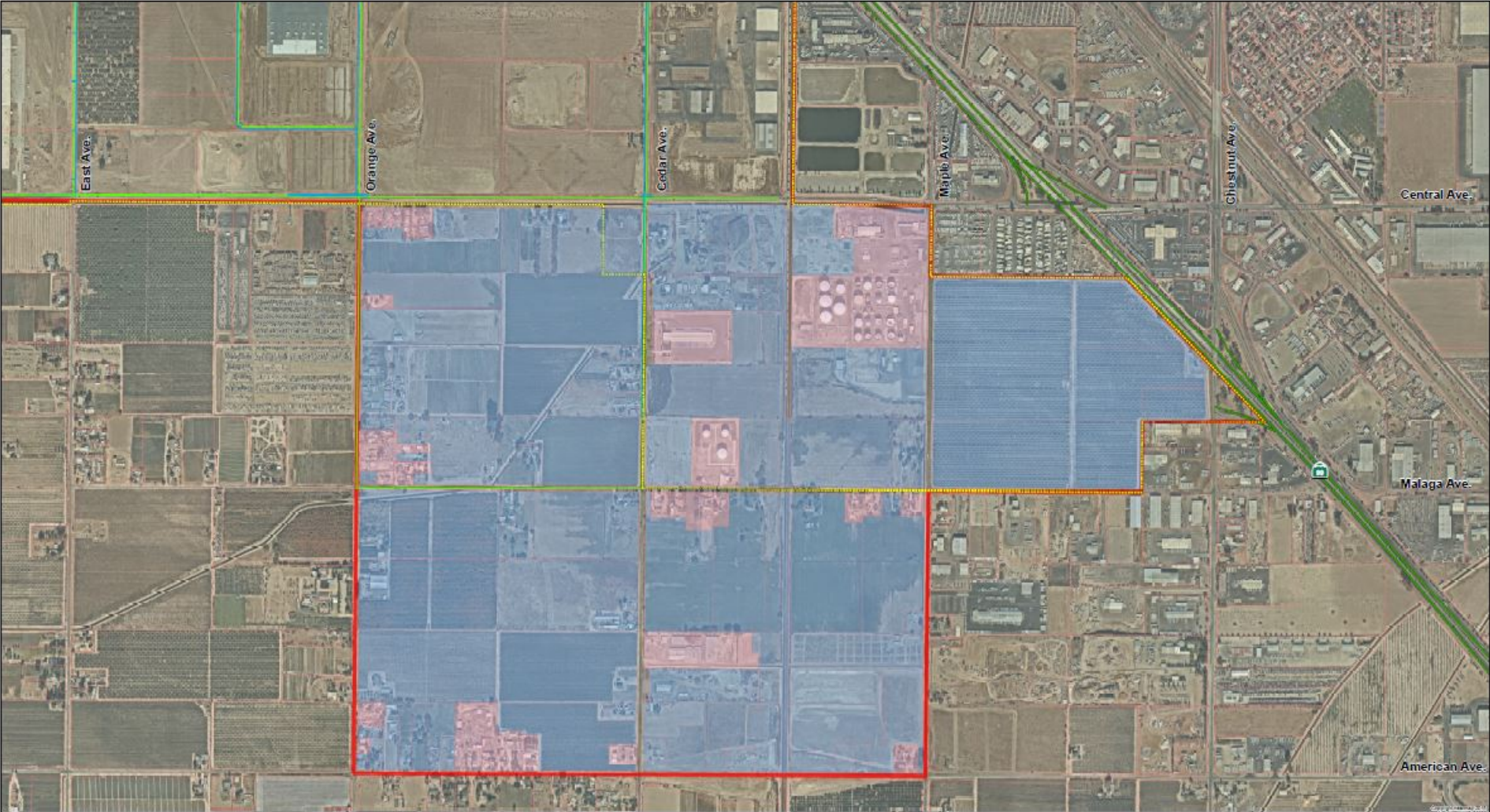
Southeast Industrial Opportunity Fund Master Plan

Legend

- Master Plan Area (Approx. 1023.60 ac.)
- Occupied Space (Approx. 201.27 ac.)
- City Limits
- Sphere Of Influence
- Water Pipes
- Sewer Pipe



SOUTH CEDAR INDUSTRIAL OPPORTUNITY FUND AREA



Total Acres (approx.): 705.93 ac.

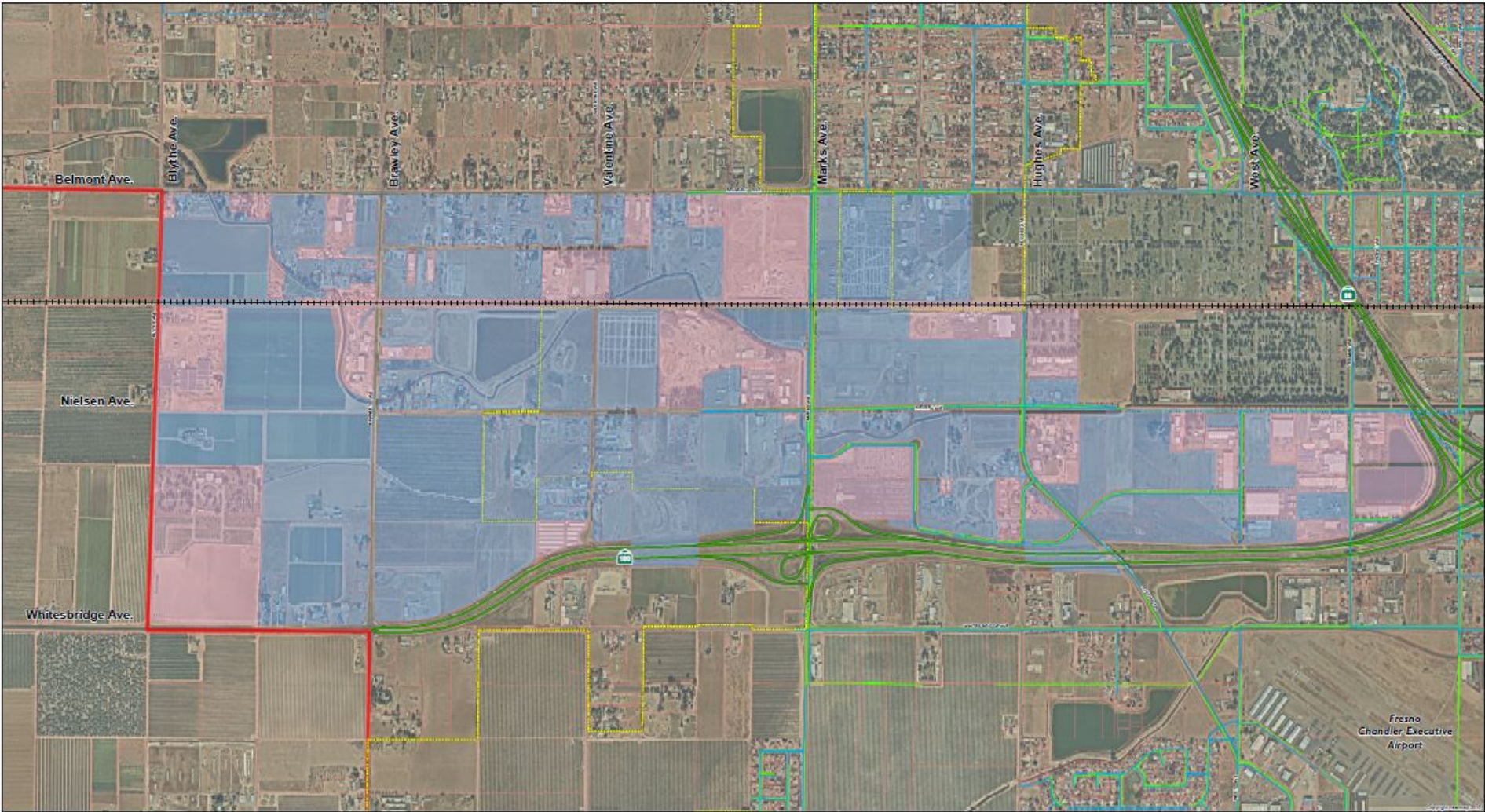


South Cedar Industrial Opportunity Fund Master Plan

Legend

- Master Plan Area (Approx. 623.25 ac.)
- Occupied Space (Approx. 82.68 ac.)
- City Limits
- Sphere Of Influence
- Water Pipes
- Sewer Pipe

ROEDING INDUSTRIAL OPPORTUNITY FUND MASTER PLAN



Total Acres (approx.): 1203.22 ac.



City of
FRESNO
Name of Site

Opportunity Fund Master Plan

Legend

- Master Plan Area (Approx. 854.57 ac.)
- Occupied Space (Approx. 348.64 ac.)
- City Limits
- Sphere Of Influence
- Water Pipes
- Sewer Pipe

INFILL DEVELOPMENT OPPORTUNITIES

**FRESNO
STATION
DISTRICT**

**TOWER
DISTRICT
GATEWAY**

**BLACKSTONE
CORRIDOR**

**COMMUNITY
HOSPITAL
DISTRICT**



FRESNO STATION DISTRICT



EXISTING CONDITIONS



FRESNO STATION DISTRICT: BY THE NUMBERS

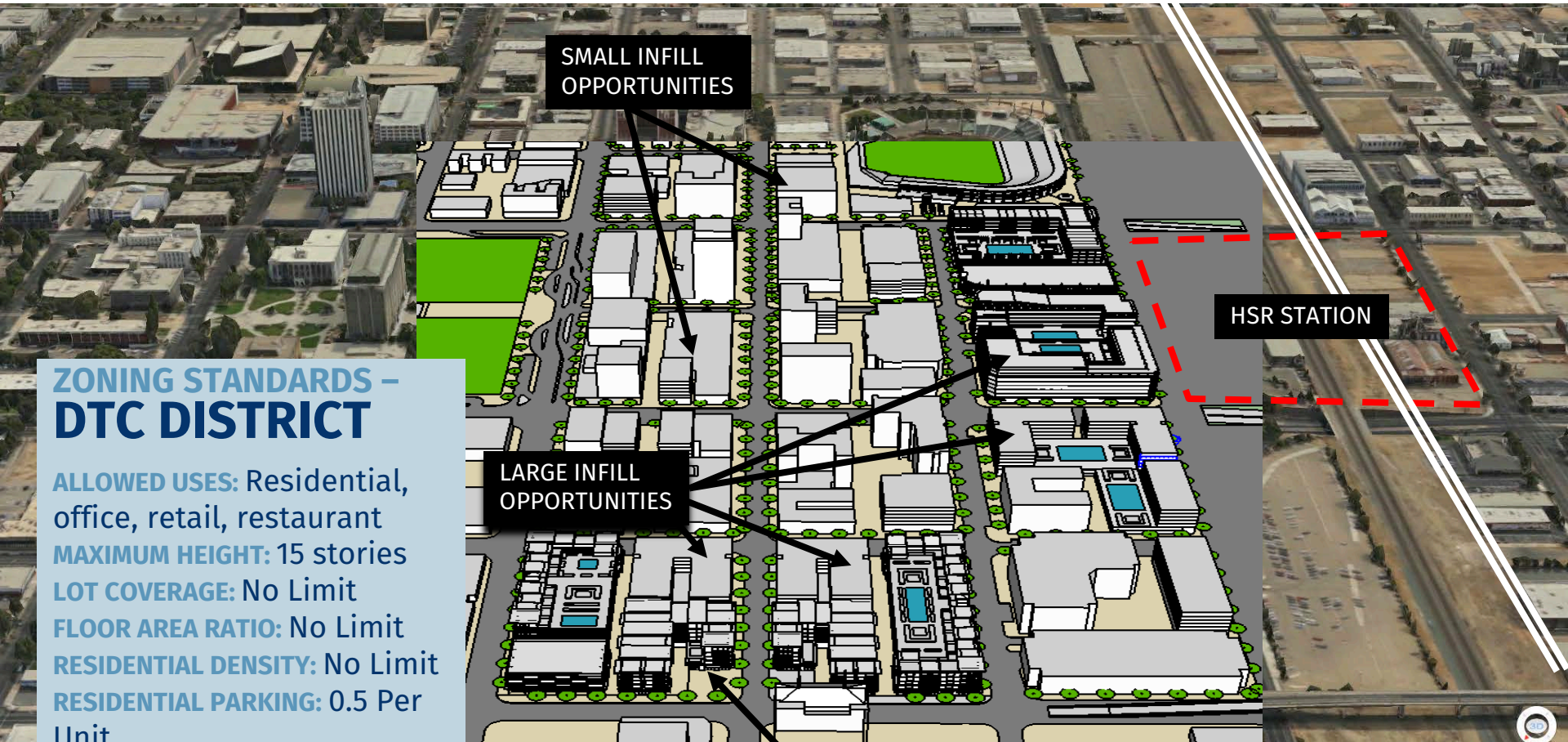
**3.1 MILLION
SQUARE FEET
OF SOFT
PARCELS
WITHIN 5
MINUTE WALK
OF HSR
STATION**

**1 MILLION
SQUARE FEET
OF ANTICIPATED
DEMAND FOR
REGIONAL
RETAIL IN
DOWNTOWN**

**\$370 MILLION
ANTICIPATED
INVESTMENT IN
STATION AREA
INFRASTRUCTURE
DEVELOPMENT**



DOWNTOWN: DEVELOPMENT OPPORTUNITY



SMALL INFILL
OPPORTUNITIES

HSR STATION

LARGE INFILL
OPPORTUNITIES

NEW PLAZA

**ZONING STANDARDS –
DTC DISTRICT**

ALLOWED USES: Residential, office, retail, restaurant
MAXIMUM HEIGHT: 15 stories
LOT COVERAGE: No Limit
FLOOR AREA RATIO: No Limit
RESIDENTIAL DENSITY: No Limit
RESIDENTIAL PARKING: 0.5 Per Unit
COMMERCIAL PARKING: None Required



DOWNTOWN NORTH: COMMUNITY REGIONAL MEDICAL CENTER

DOWNTOWN NORTH — HOSPITAL DISTRICT: BY THE NUMBERS

**8,000
EMPLOYEES**
AT THE COMMUNITY
REGIONAL MEDICAL
CENTER (CRMC)
CAMPUS

**OVER 300
MEDICAL
STUDENT
RESIDENTS
PER YEAR
THROUGH A
PARTNERSHIP
WITH UCSF**

**\$1 BILLION
INVESTMENT
ANTICIPATED IN
NEXT 10 YEARS
TO RETROFIT
AND GROW
CRMC CAMPUS**



COMMUNITY HOSPITAL DISTRICT: CURRENT CONDITIONS



COMMUNITY HOSPITAL DISTRICT: DEVELOPMENT OPPORTUNITIES

ZONING STANDARDS – RS-5 DISTRICT

ALLOWED USES:

Single-family attached
or detached.

MAXIMUM HEIGHT: 3 stories

LOT COVERAGE: 60%

RESIDENTIAL DENSITY: 12
du/ac

RESIDENTIAL PARKING: 1 per
unit



COMMUNITY HOSPITAL DISTRICT: DEVELOPMENT OPPORTUNITIES



COMMUNITY HOSPITAL

TOWNHOUSE OPPORTUNITIES

SMALLER OPPORTUNITY SITES

BRT STATION

LARGE INFILL OPPORTUNITIES WITH LAND ASSEMBLY

ZONING STANDARDS – NMX DISTRICT

ALLOWED USES: Residential, office, retail, restaurant

MAXIMUM HEIGHT: 4 stories with TOD Bonus

LOT COVERAGE: No Limit

FLOOR AREA RATIO: 1.5

RESIDENTIAL DENSITY: 32 du/ac. with TOD Bonus

RESIDENTIAL PARKING: 0.75 per studio, 1 per 1-2 bed

COMMERCIAL PARKING: 1 per 600 s.f.

COMMUNITY HOSPITAL DISTRICT: DEVELOPMENT OPPORTUNITIES



ZONING STANDARDS – DOWNTOWN DISTRICT

ALLOWED USES: Residential, office, retail, restaurant.

MAXIMUM HEIGHT: 6 stories.

LOT COVERAGE: No Limit.

FLOOR AREA RATIO: No Limit.

RESIDENTIAL DENSITY: No Limit.

RESIDENTIAL PARKING: 0.5 Per Unit.

COMMERCIAL PARKING: None Required.



BLACKSTONE CORRIDOR

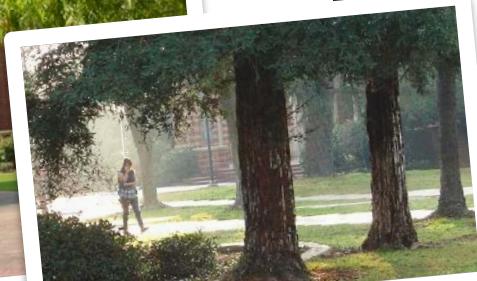


BLACKSTONE CORRIDOR: BY THE NUMBERS

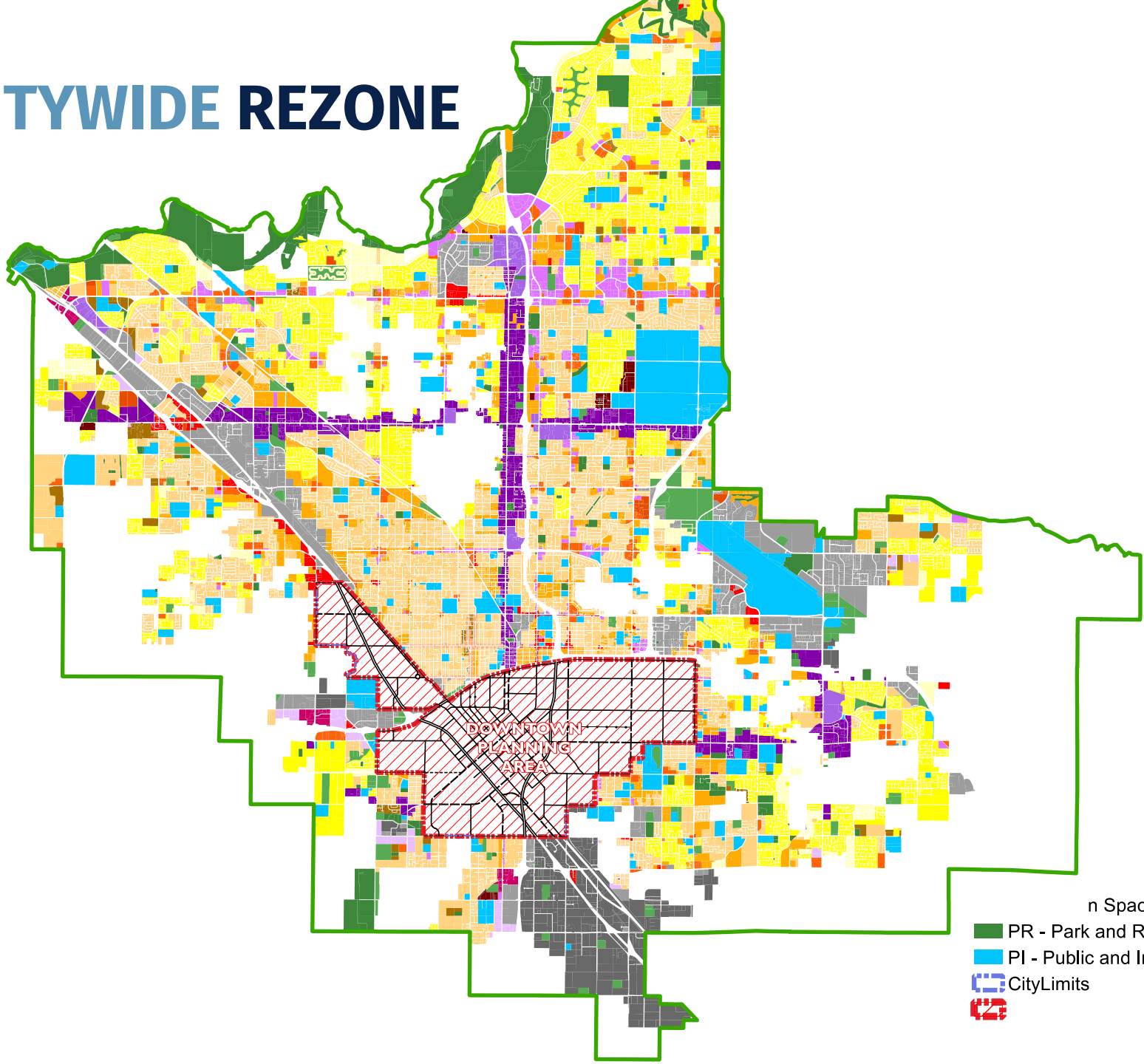
22,000
STUDENTS
AT FRESNO
CITY COLLEGE,
BLACKSTONE
& MCKINLEY

11,000
ESTIMATED
DAILY RIDERS
ON NEW BUS
RAPID TRANSIT
SYSTEM
LAUNCHING IN 2017

MAJOR
RENOVATION
UNDERWAY FOR
OVER 1 MILLION
SQUARE FEET
REGIONAL
SHOPPING CENTER



CITYWIDE REZONE



n Space

- PR - Park and Recreation
- PI - Public and Institutional
- CityLimits
- n Space

REFORMED DEVELOPMENT CODE AND PROCESSES

90% of site
plans reviewed
within 30 days

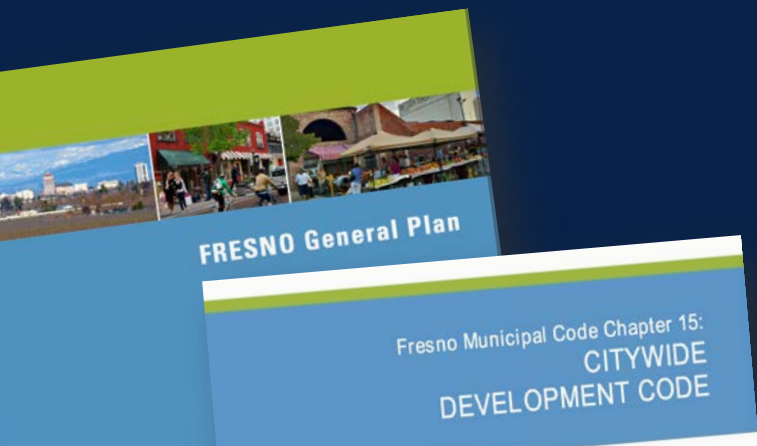
2035 General Plan adopted
in December 2014

Master Environmental Impact
Report adopted in December 2014

Citywide Development Code
adopted in December 2015

“By right” development for
most uses in Office, Business
Park, Mixed Use and Industrial zone
districts –

NO CUPs REQUIRED!



ECONOMIC INVESTMENT OPPORTUNITIES



CENTRAL VALLEY OFFERS A UNIQUE OVERSIZED INVESTOR RETURNS

Fresno has capital, smart people with the will to bring their bright ideas into the world, and educational institutions with the right curriculum. Economic incentives will motivate investment in our entrepreneurs creating sustainable companies with attractive jobs

INITIATIVES

Valley Innovators

CV Venture Forum

59 Days of Code

Spark Tank

WET Center

#KickstartFresno

Pi Shop

Valley Innovators

LOCAL CAPITAL

Central Valley Angels

Vine Ventures

CVF Capital Partners

EDUCATION

Bitwise

City College

UC Merced

Lyles Center

Patiño

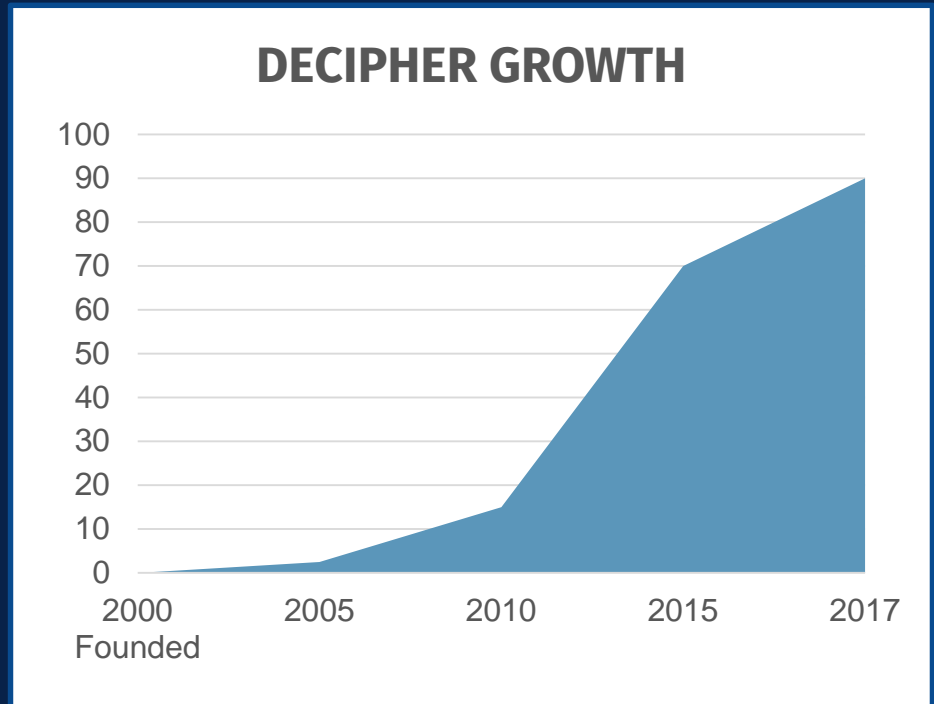
CART

CONNECTING LOCAL STARTUPS WITH MENTORSHIP & CAPITAL

Based in Fresno, created the “Best Market Research Tech Globally” according to Twitter with 7x return in 6 years to investors and 200 technology jobs in the Central Valley.



- Jamin grew up on a small vineyard in Madera
- Passionate about local rising unemployment
- Bootstrapped local software company, Decipher, which now serves 75% of Fortune 500 with ~\$100m in annual revenue and over 200 local tech jobs



AND, DECIPHER IS NOT THE ONLY STORY. THERE ARE HUNDREDS OF LOCAL TECH ENTREPRENEURS



Over 100,000 feet of tech office space.

Over 3,500 students have taken coding courses

Has helped start nearly 30 companies



The fastest growing non profit management software solution in the world.

About 40 employees and adding more weekly.



Rapidly growing App development firm with impressive clients including Lockheed Martin

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