

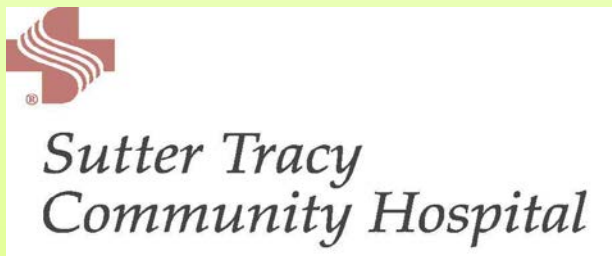
# THANK YOU Sponsors



WEST VALLEY MALL



KAISER PERMANENTE. thrive



# THANK YOU Sponsors

**THE SURTEC SYSTEM**



**DOWNTOWN  
TRACY**  
TRACY CITY CENTER  
ASSOCIATION

**Tracy Press**



*KW*  
**KELLER  
WILLIAMS**<sup>®</sup>  
REALTY

**HACIENDA FLOORING**  
Residential • Commercial



*Pioneering Through New Technologies*



# STATE OF THE CITY



# Trends Effecting Tracy

**Long-Term Economic Outlook**



**Resource Challenges**



**Strained Relationships**



**Demographic Changes**

# One Simple Truth

**“What is Best for Residents of Tracy”.**

# Improving Economy

## JOB

Over 2,500 jobs created in 2012

## Largest Segment

28% ↑ in Health & Social Services

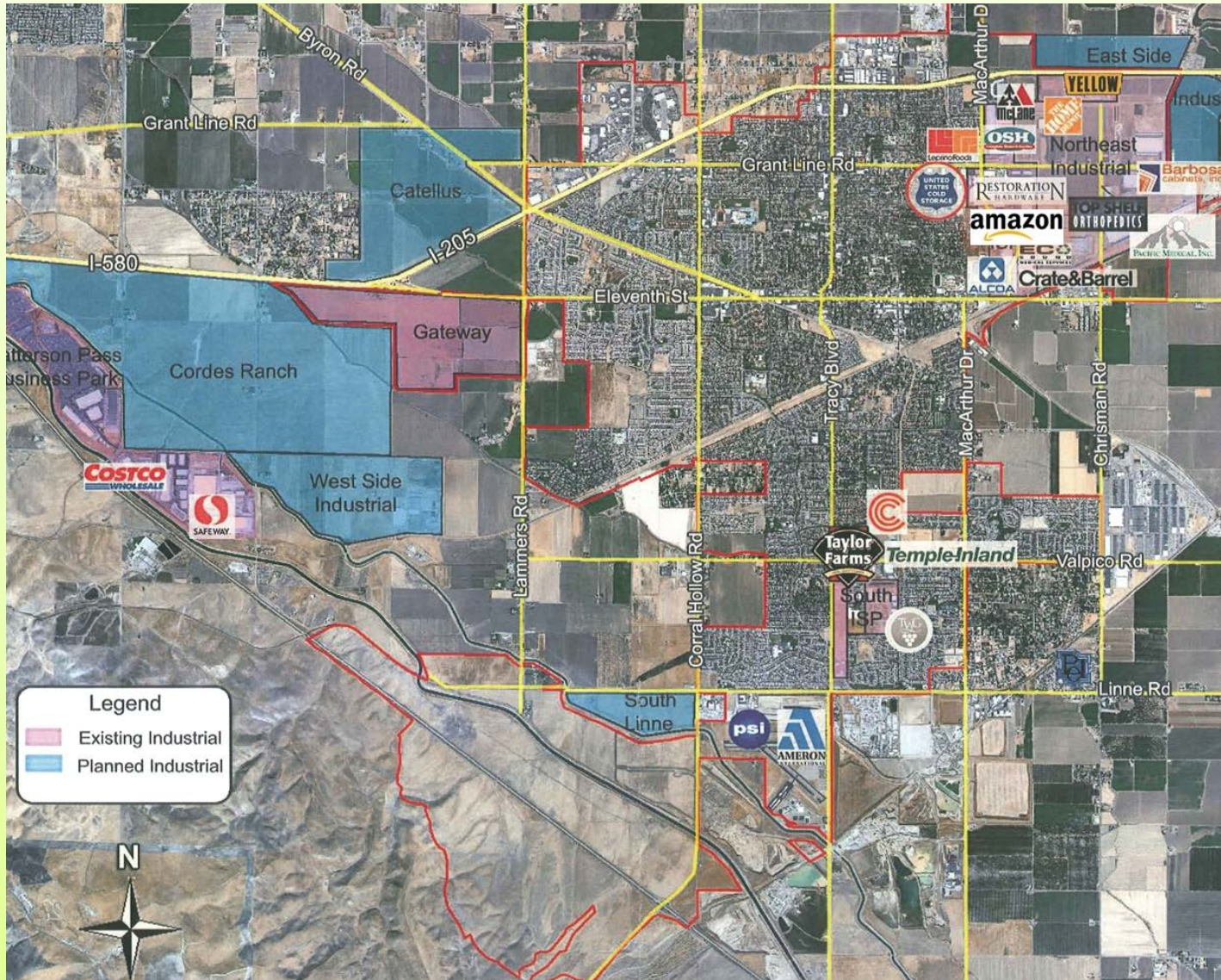
27% ↑ in Finance, Insurance & Real Estate

\* Increases in 11 out of 12 business segments

# Looking Forward...

**“Years of consistent hard work, faith, and a commitment to continuous improvement.”**

# West Side Development

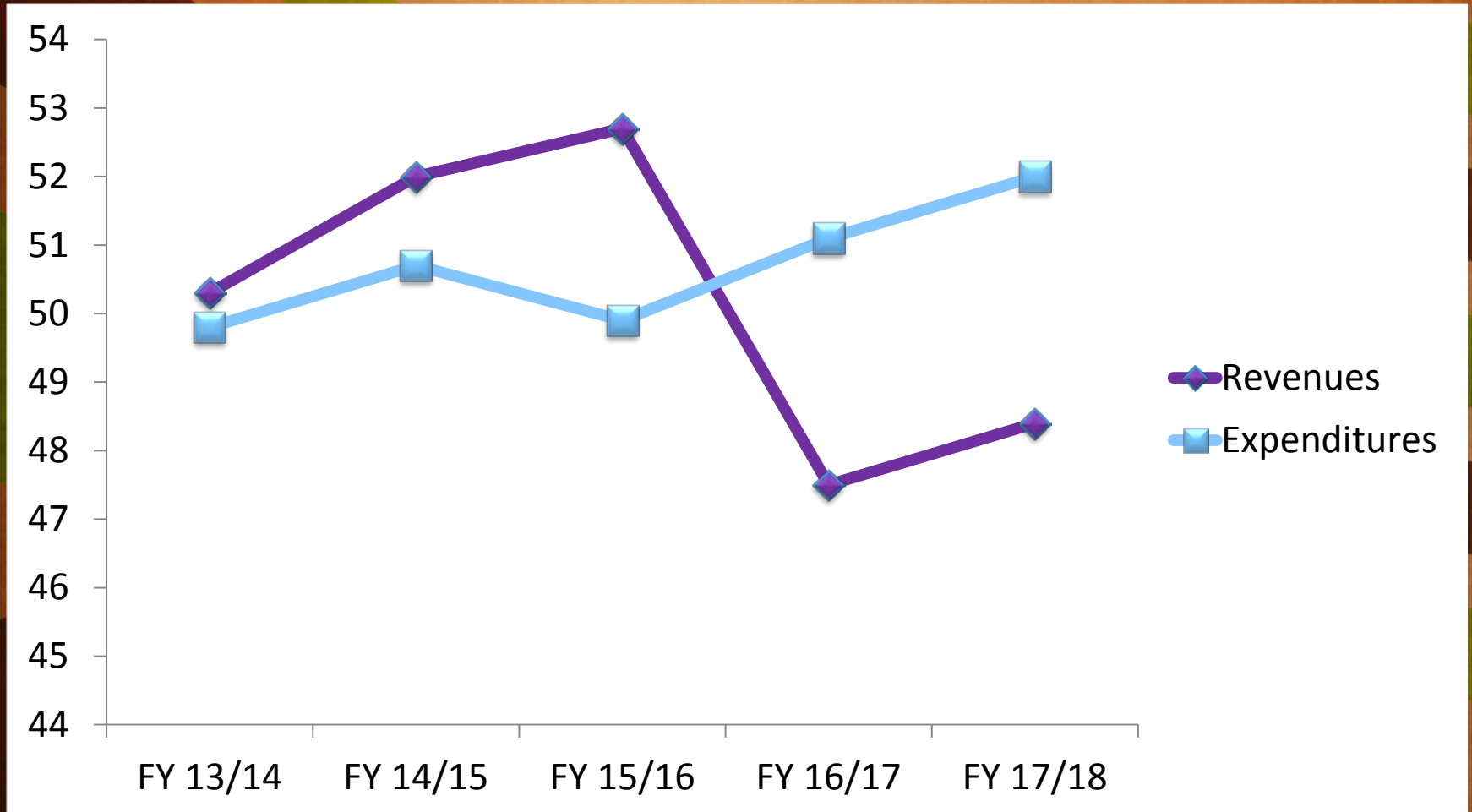




# Proactively addressing challenges...

**“Tracy went into this recession with a distinct advantage to many other communities. We had significant fiscal reserves allowing us to look forward.”**

# Revenue/Expenditures Chart



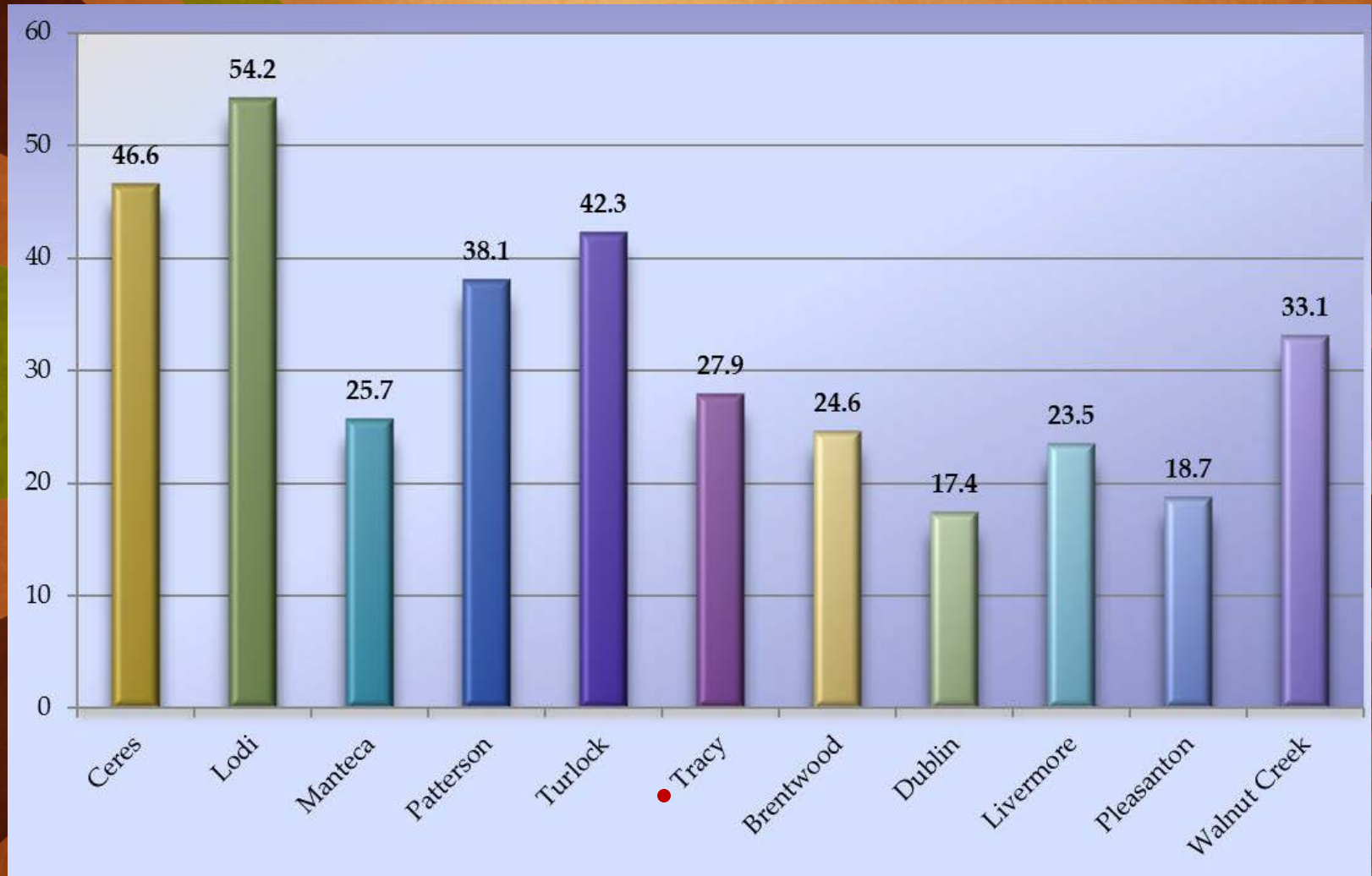
# Organizational Changes



# Addressing crime...

**“Results prove our organizational changes were the right ones to make.”**

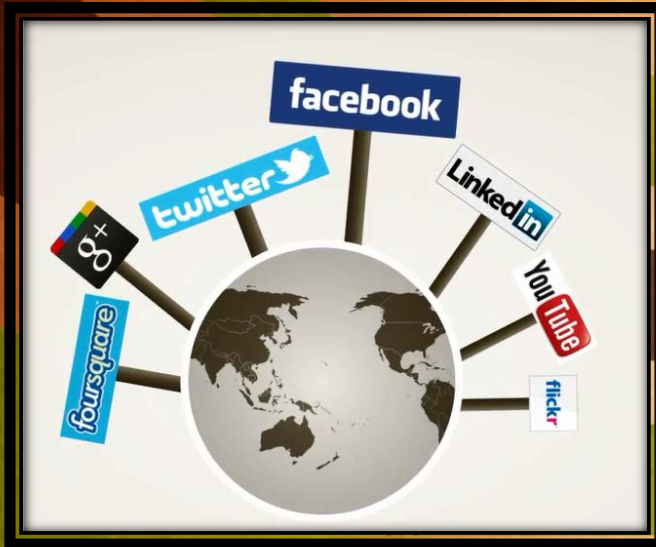
# Public Safety



# Positioning for the future...

**“Changing demographics are creating opportunities for us to build relationships with the community.”**

# Changing Landscape



CITY OF TRACY CALIFORNIA  
Think Inside the Triangle™

HOME | CALENDAR | EMPLOYMENT OPPORTUNITIES | CONTACT US

Select an Online Service  GO

RESIDENTS | BUSINESSES | VISITORS | NEWS & EVENTS | ELECTED OFFICIALS & POLICY | DEPARTMENTS & MANAGEMENT | ABOUT US

City of Tracy > Departments & Manag... > Finance & Administr... > Business License Tax... > New Business License...

### FINANCE & ADMINISTRATIVE SERVICES

- Residential Utilities
- Commercial Utilities
- Business License Tax
  - Apply for a Business License
  - New Business License Tax Listing
  - FAQs
- Taxes
- Budget & Financial Documents

## New Business License Tax Listing

To better serve our community, a monthly New BL tax listing has been added to our website. The listing contains all the businesses that have applied for a Business License within the last month. This listing will be posted the first week of each month. If you have any questions or concerns, please contact us at (209) 831-6800.

To have these emailed to you on a monthly basis, feel free to join the mailing list below.

[Join Email List](#)

### New Business License Tax Listing

DATE	DESCRIPTION	PDF FILE
02-28-2013	New Business February Listing	<a href="#">List</a>

- Neighborhood Services
- City Maps/GIS
- Volunteer Programs
- Youth Services
- Talk To Us!

Bookmark & Share

- LinkedIn
- Facebook
- Twitter
- Email
- Print
- Gmail
- StumbleUpon
- Favorites
- Blogger
- Tumblr
- More... (338)
- AddThis
- Settings
- Print

red. 333 Civic Center Plaza, Tracy, California, 95376  
inslate

SHARE

Bookmark and Share



# Changing Landscape





# Positioning for the future...

**“It is time for a higher education presence  
in Tracy.”**

# Higher Education Trending Demands

Part-Time

Accelerated  
Degree

Hybrid/  
on-line

Quality  
Program

Close  
Proximity

Degree  
Completion

# Positioning for the future...

**“The wave of change is certainly upon us, and I am confident the Tracy community can be flexible and visionary, inclusive and engaged.”**

# Future is Bright

**“This is an exciting time for your city, the future is bright, the time is now, hang on, this is going to be good.”**



## *Vivek Wadhwa*

*Vice President*

*Fellow*

*Innovator*

*Entrepreneur*

*Columnist*

Mr. Wadhwa is an internationally recognized expert on the future of economic innovation, entrepreneurship, globalization and competitiveness. He serves as an advisor to several governments; mentors entrepreneurs; and is a regular columnist for The Washington Post and Bloomberg Business Week.

Additionally, Mr. Wadhwa has been featured in worldwide publications, including the Wall Street Journal, The Economist, Forbes Magazine, U.S. News and World Report. He has made appearances on US and International TV, including 60 minutes, CNN, NBC, ABC and PBS.

Additionally, Mr. Wadhwa is Vice President of Innovation and Research at Singularity University and a fellow at the Arthur & Toni Rembe Rock Center for Corporate Governance at Stanford University





*Allen Young*

*Associate Editor*  
Comstock's Magazine

“It’s not all about distribution. While transportation and distribution comprise a large portion of Tracy’s industrial tenants, they don’t have the entire market to themselves. A diverse group of manufacturers also have carved out some space.”

“There’s still one more choice factor that’s made Tracy more attractive: a city government that’s gotten its act together.”

Source: Comstock’s September 2012, *Time and Place: With Bay Area economies growing, Tracy stands to prosper*, Article by Robert Calash