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2014

State

TRACY **City** of the

Mayor Brent Ives



A Journey Reflected



A Vision Realized



A 25-Year-Old Prediction



Jobs

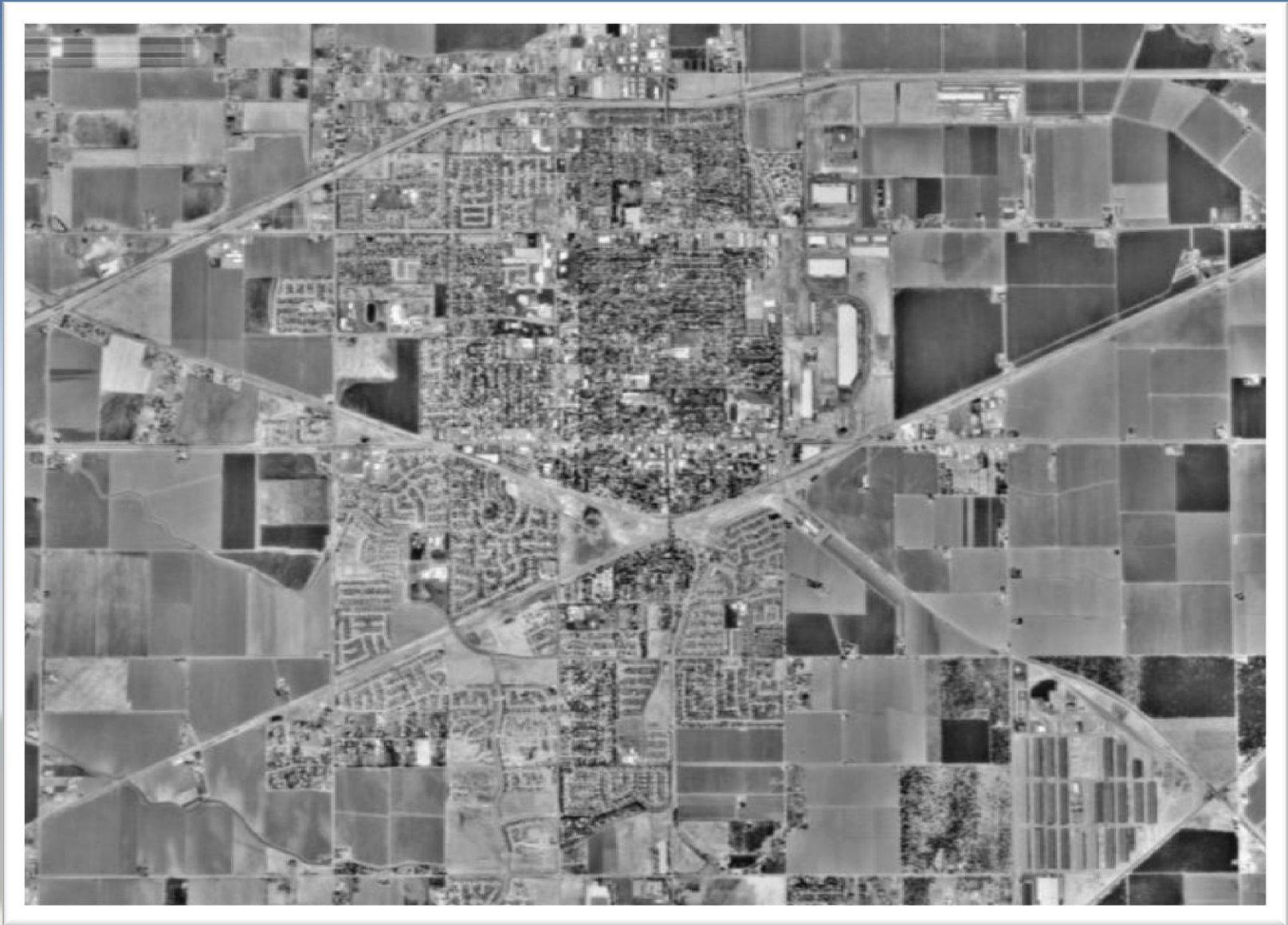
Residential
Growth

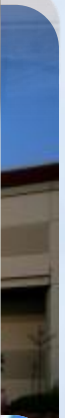
Retail

Residential Building Boulder



Looking Back

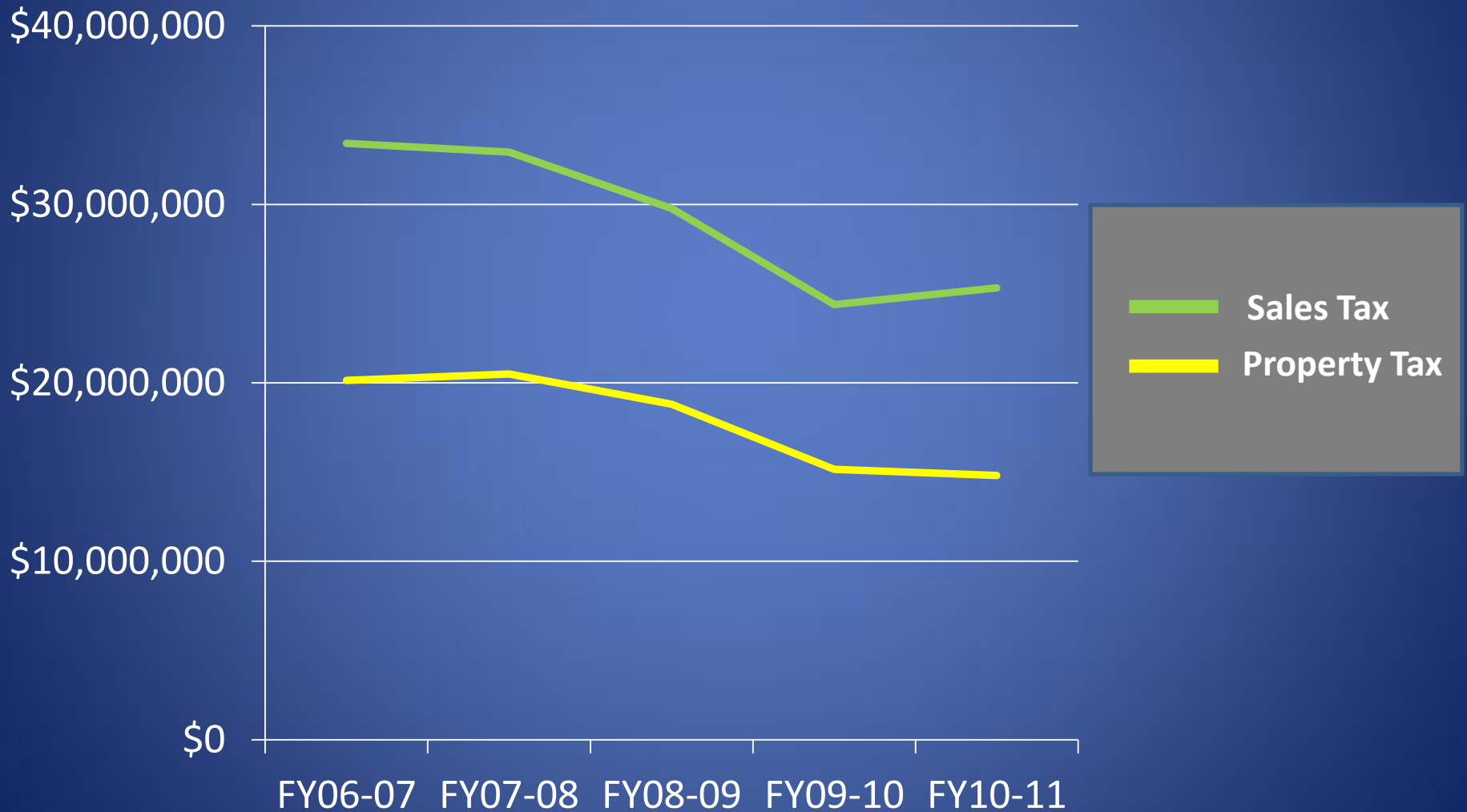




Overcoming Challenges



The Great Recession



Reflecting Back to Hatch New Strategy



2009 Strategy for Recovery

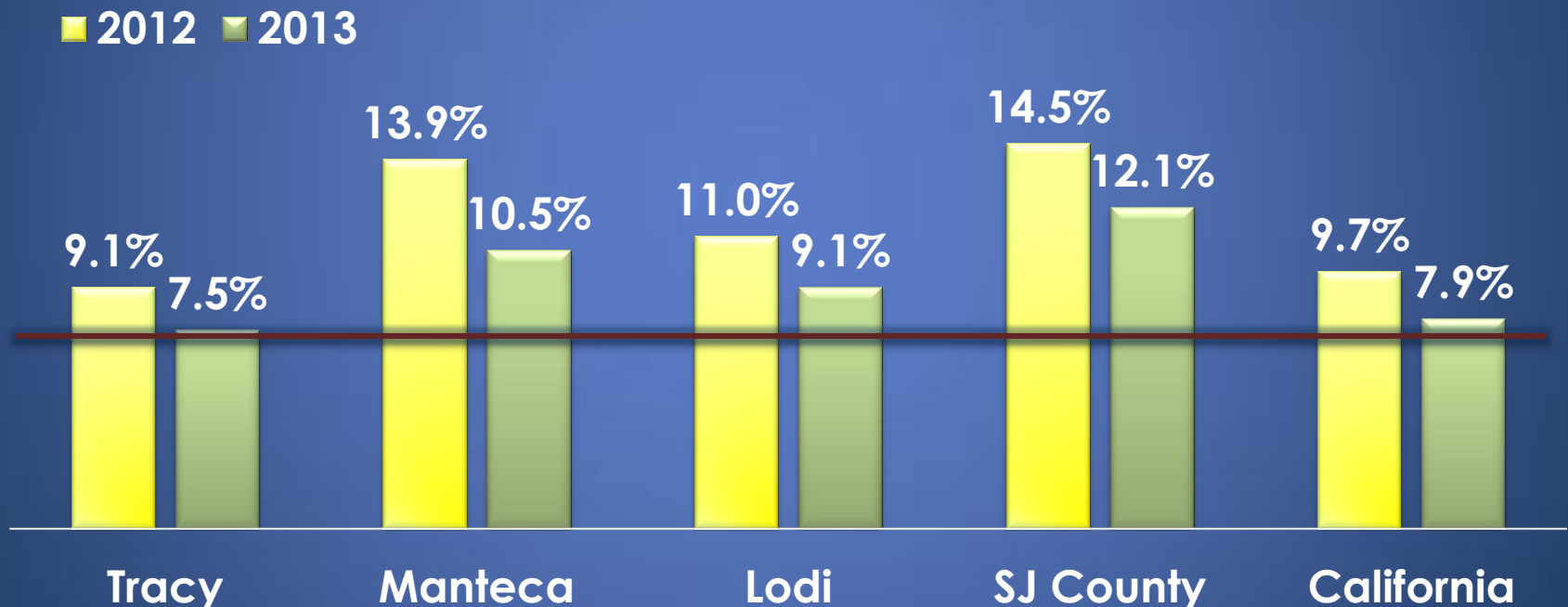
- Cut costs yet protect services
- Stimulate and support local business
- Look to the future
 - Change our bureaucratic internal processing model
 - Scrub our fee structure
 - Brand Tracy
 - Prepare and search for higher education presence
 - Proactively market Tracy
 - Prepare and partner for the development of Commercial and Industrial land

Tracy Today

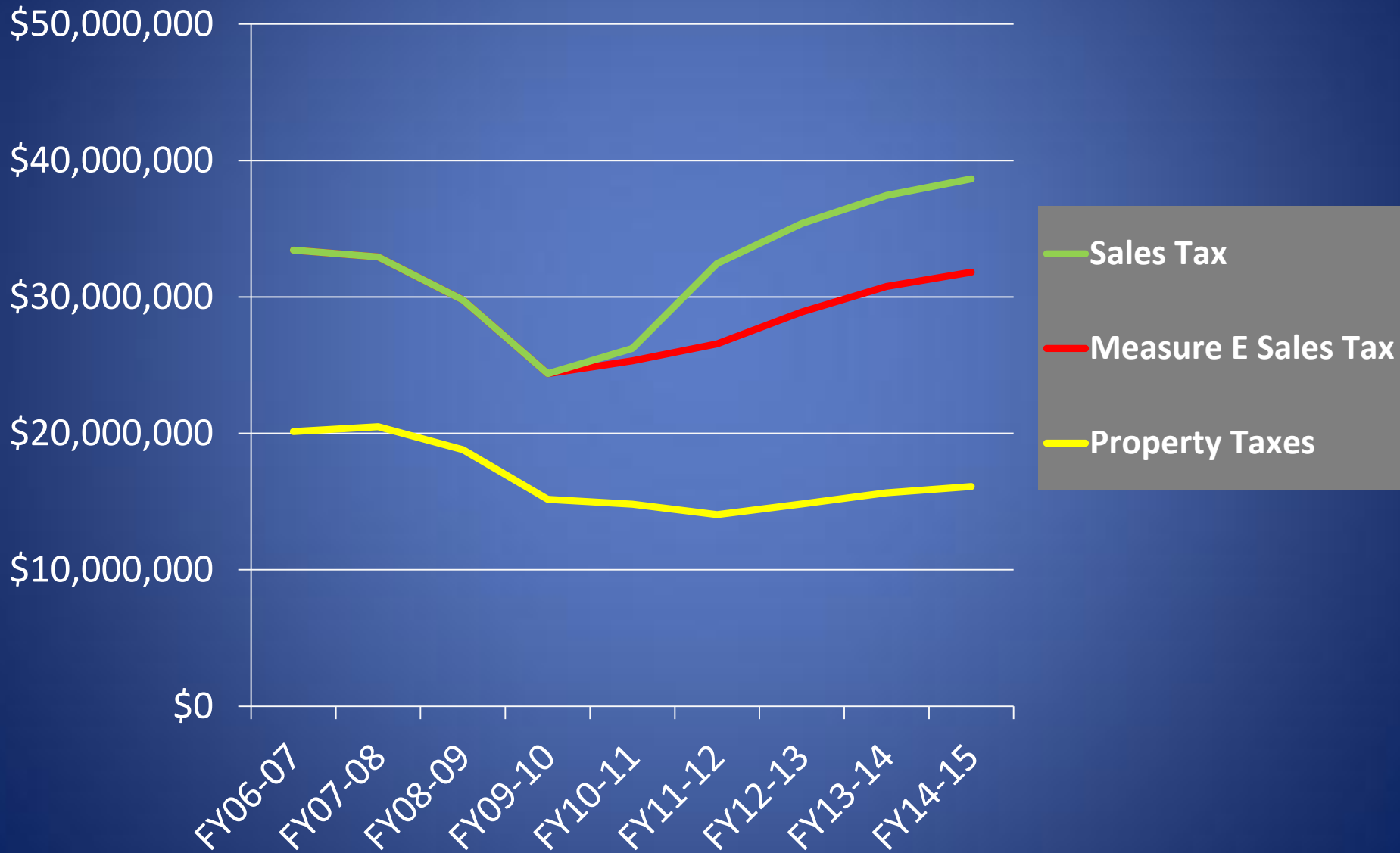


Signs of Improving Economy

Unemployment: 2012 – 2013 Comparison



Recovery



TECH | 6/05/2013 @ 3:49PM | 8,165 views

Silicon Valley's Newest Address? Look East

+ Comment Now + Follow Comments

It is just before 5 pm on a hazy Tuesday at the Diridon transit station in downtown San Jose. The ACE commuter train hums and rumbles as it waits in its bay. Overhead, men and women are making their way, not yet hurried, through the old WPA-built deco station lobby and down the long ramps, each stopping to punch their transit pass into a machine.

Amazon in Tracy

Tracy's mayor says the online retailing giant will build a distribution center in Tracy.



City of Tracy Approves 1,700-Acre Industrial Park for More Amazon-like Facilities

POSTED ON SEPTEMBER 5, 2013 BY PUBLISHER IN COMMERCIAL, HOT LOT, IND



Tracy Press

news voice sports our town advertising classifieds biz listings special sections obituar

Tracy vying for role as Silicon Valley satellite

by Joel Danoy

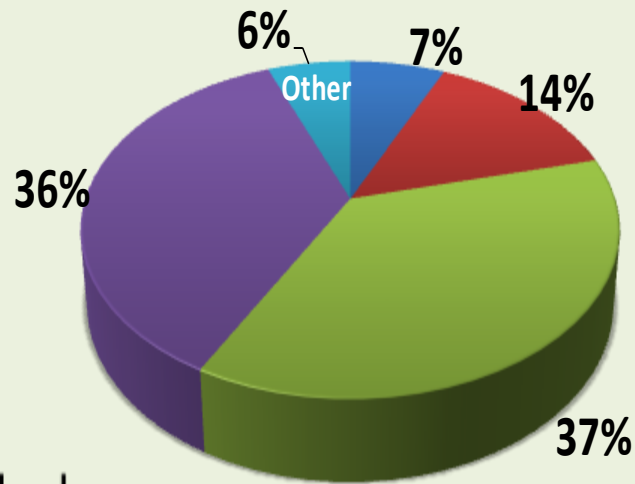
Jun 21, 2013 | 5465 views | 6 | 116

City of Tracy officials are working to capitalize on a wave of momentum that's poised to position the city as a...

Thriving Tracy rides out recession

Diverse Community

2010 Census Data Population 82,922



Black

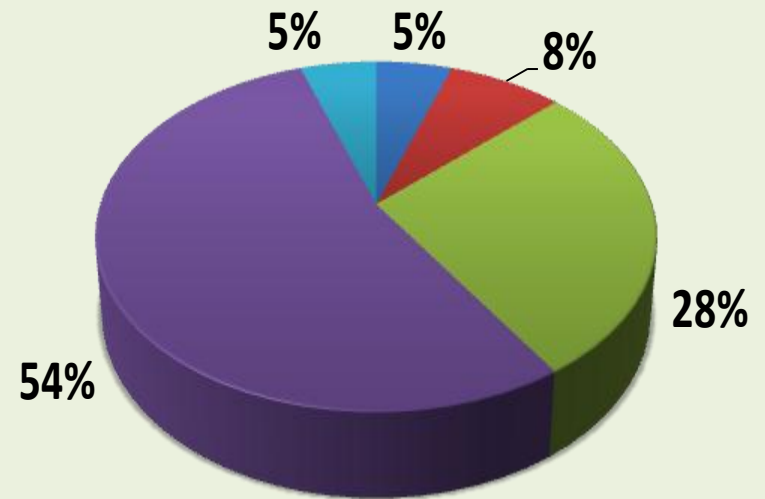
Asian

Latino

White

Other

2000 Census Data Population 56,929

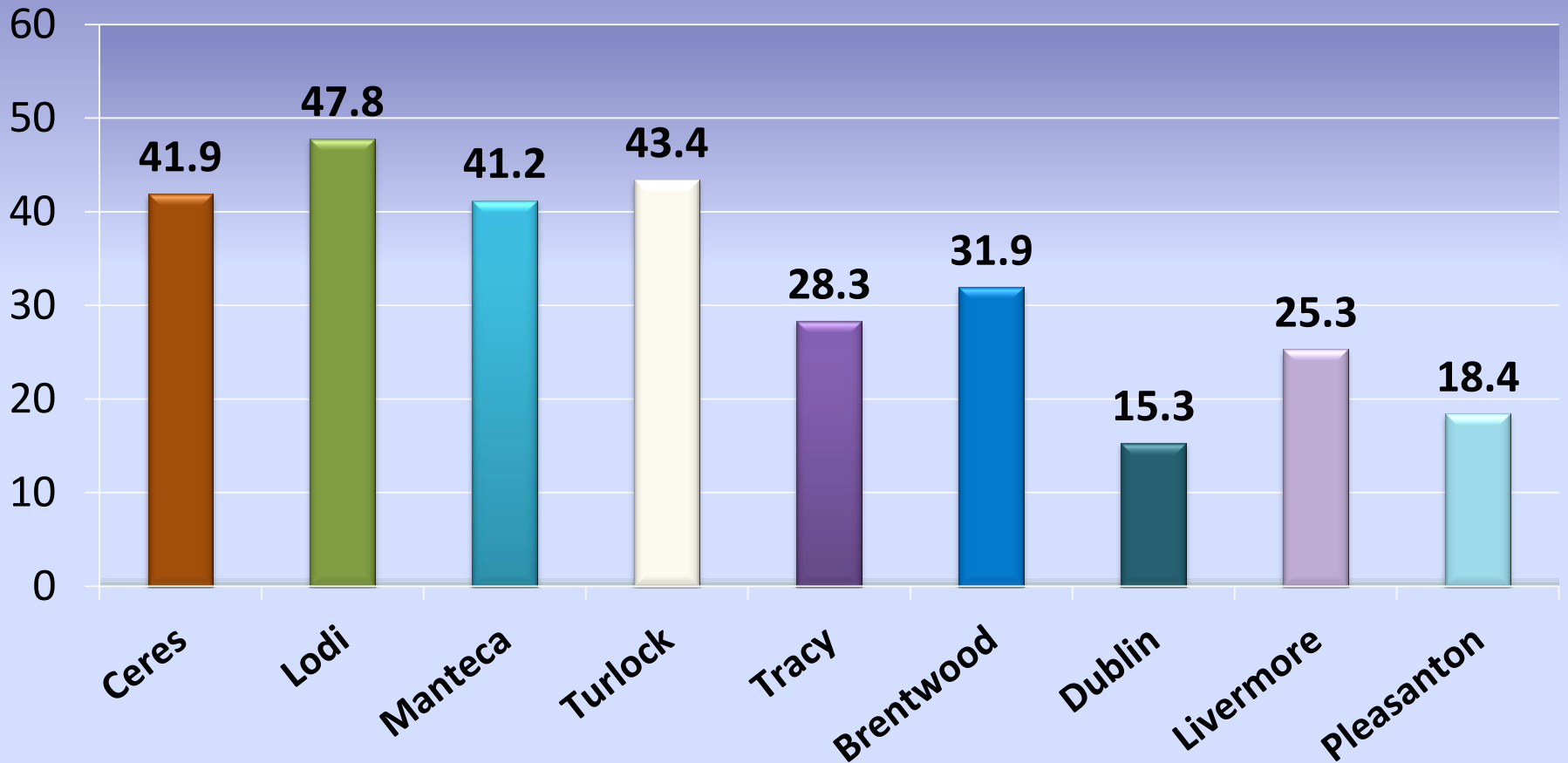


Average Household Income

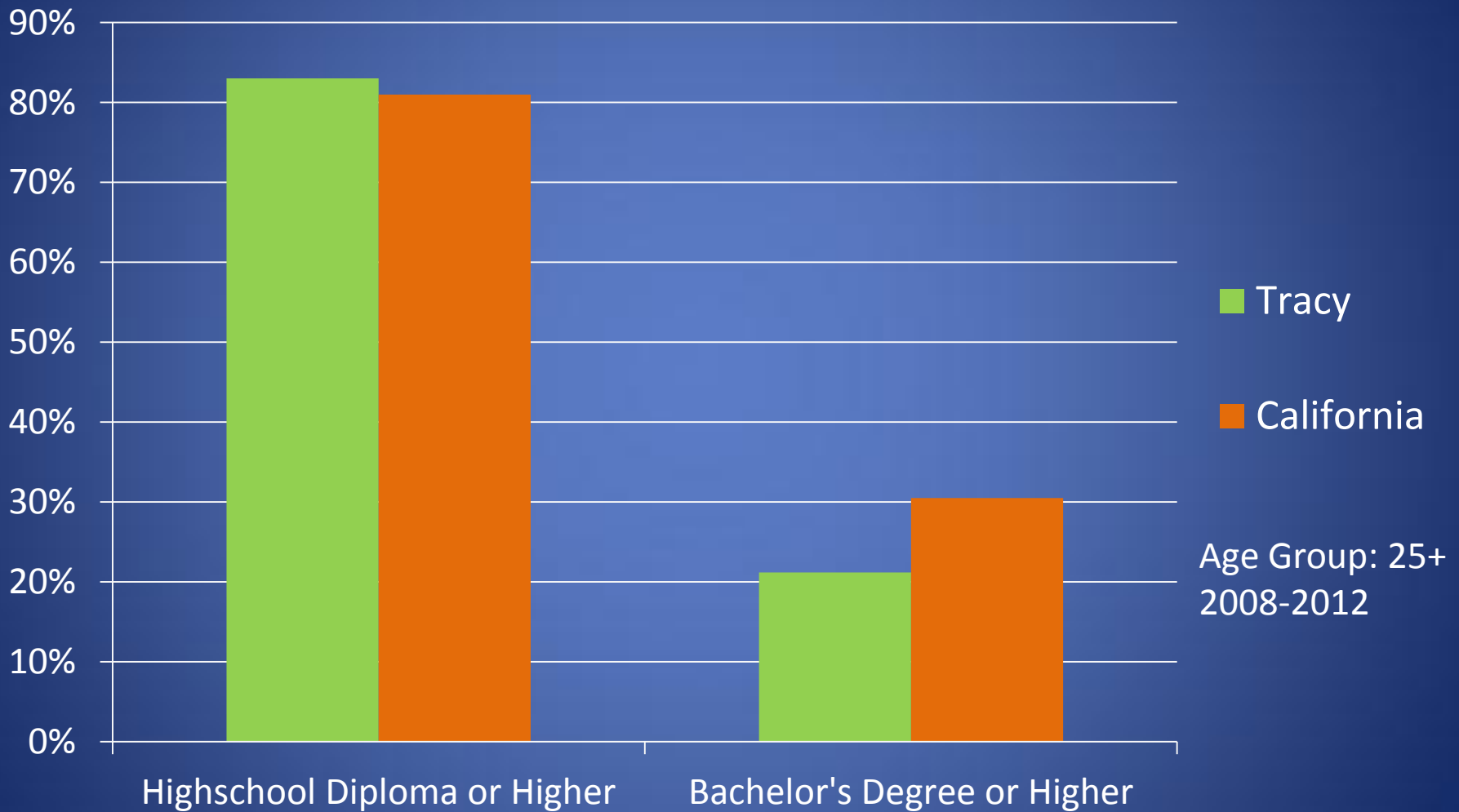


Public Safety

2013 CRIME INDEX PER CAPITA



Education Levels



Source: Bureau of Labor Statistics

Quality of Life

- High Priority in Community
- Reflective of Community Values
- History and Downtown Development
- MCYSN
- Job Creation



Job Progress

- Roughly 3,000 Jobs Created in 2013
- Manufacturing and Wholesale
- Restaurant and Entertainment Interest



Cordes Ranch

Largest Business Park in CA – 1,700 Acres

28-Million Square Feet of Industrial Space

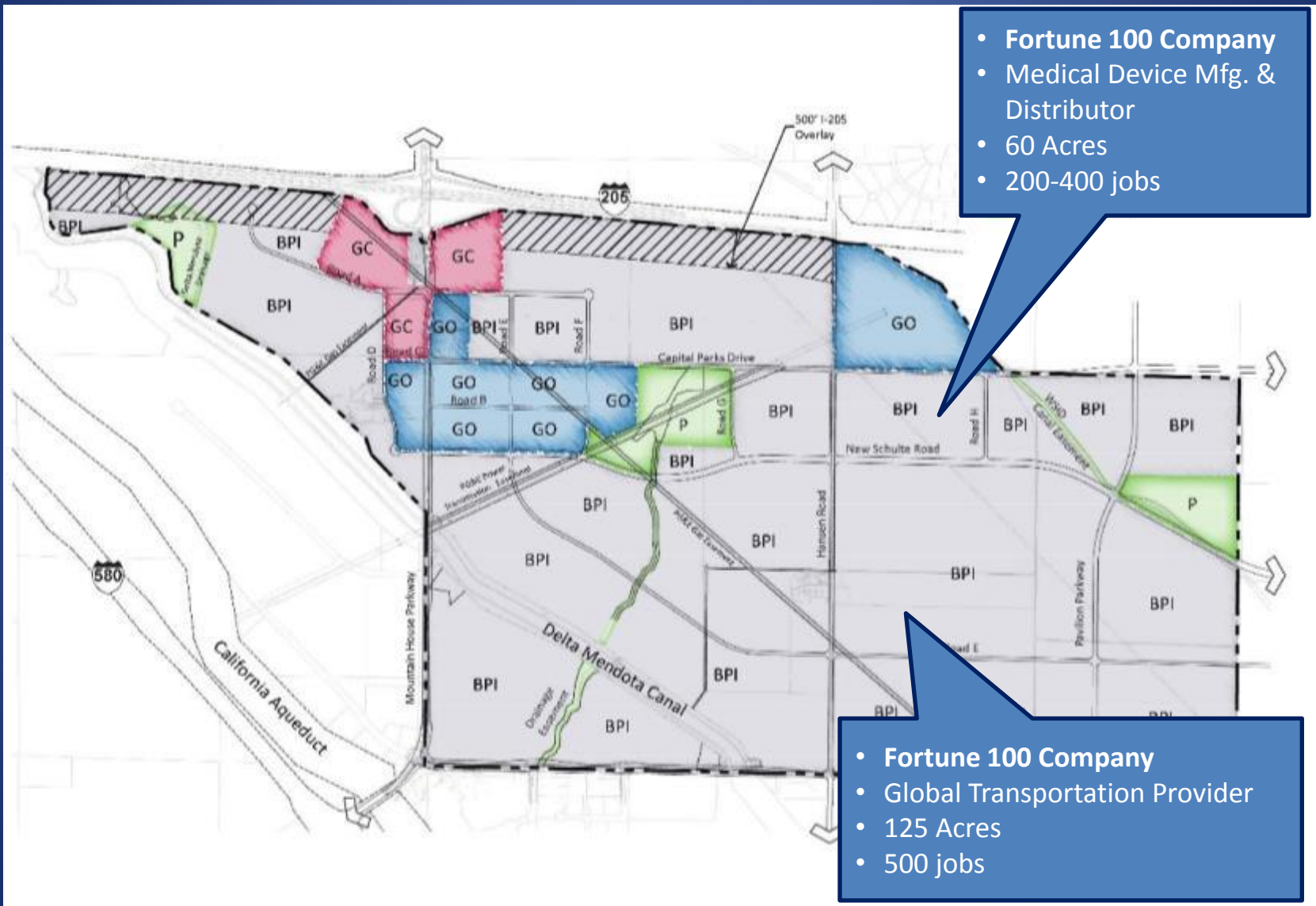
- **Create Approx. 28,000 Jobs at Build-Out**
- **Growing Industrial and Retail Interest**



Cordes Ranch

- **Fortune 100 Company**
- Medical Device Mfg. & Distributor
- 60 Acres
- 200-400 jobs

- **Fortune 100 Company**
- Global Transportation Provider
- 125 Acres
- 500 jobs



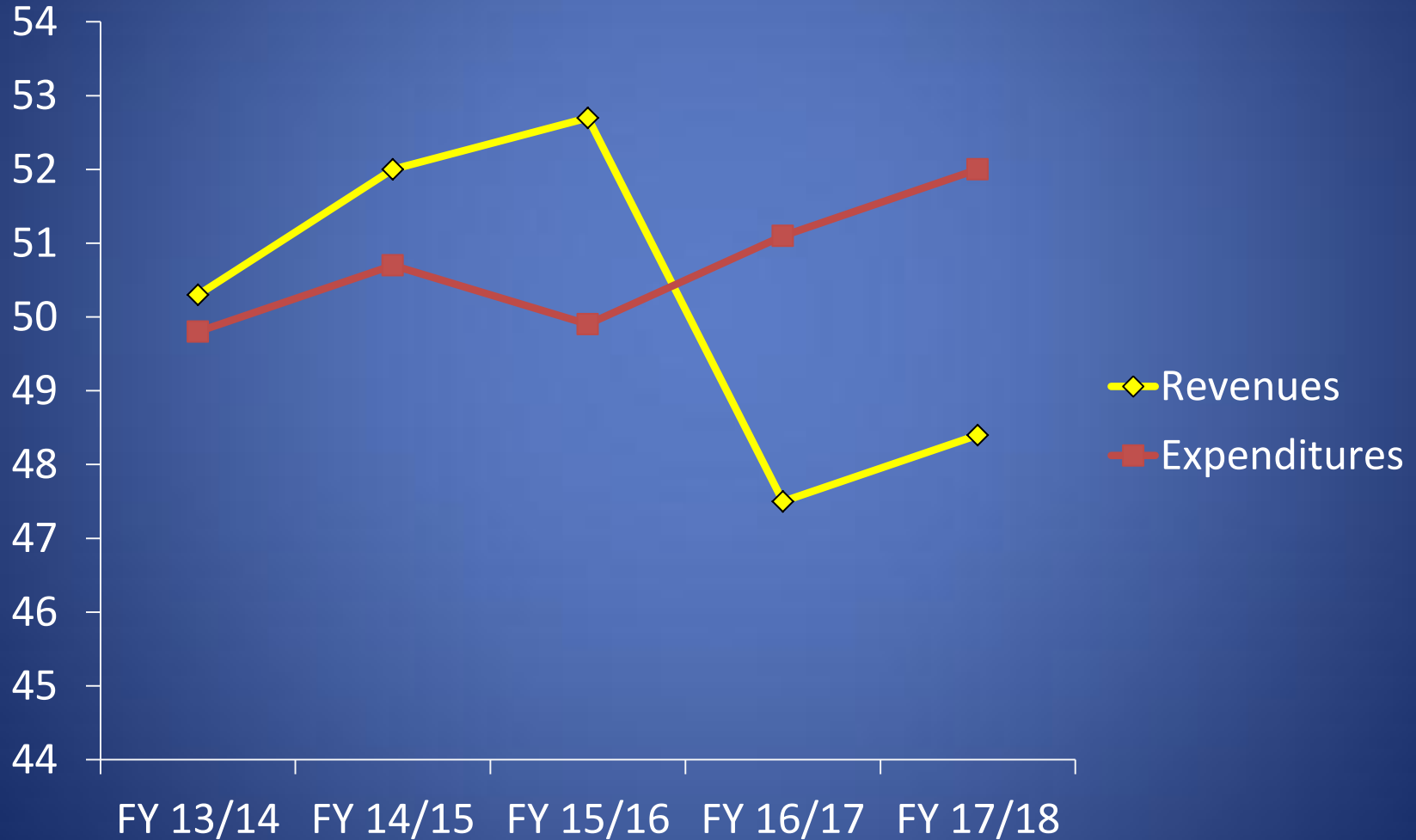
Now Open



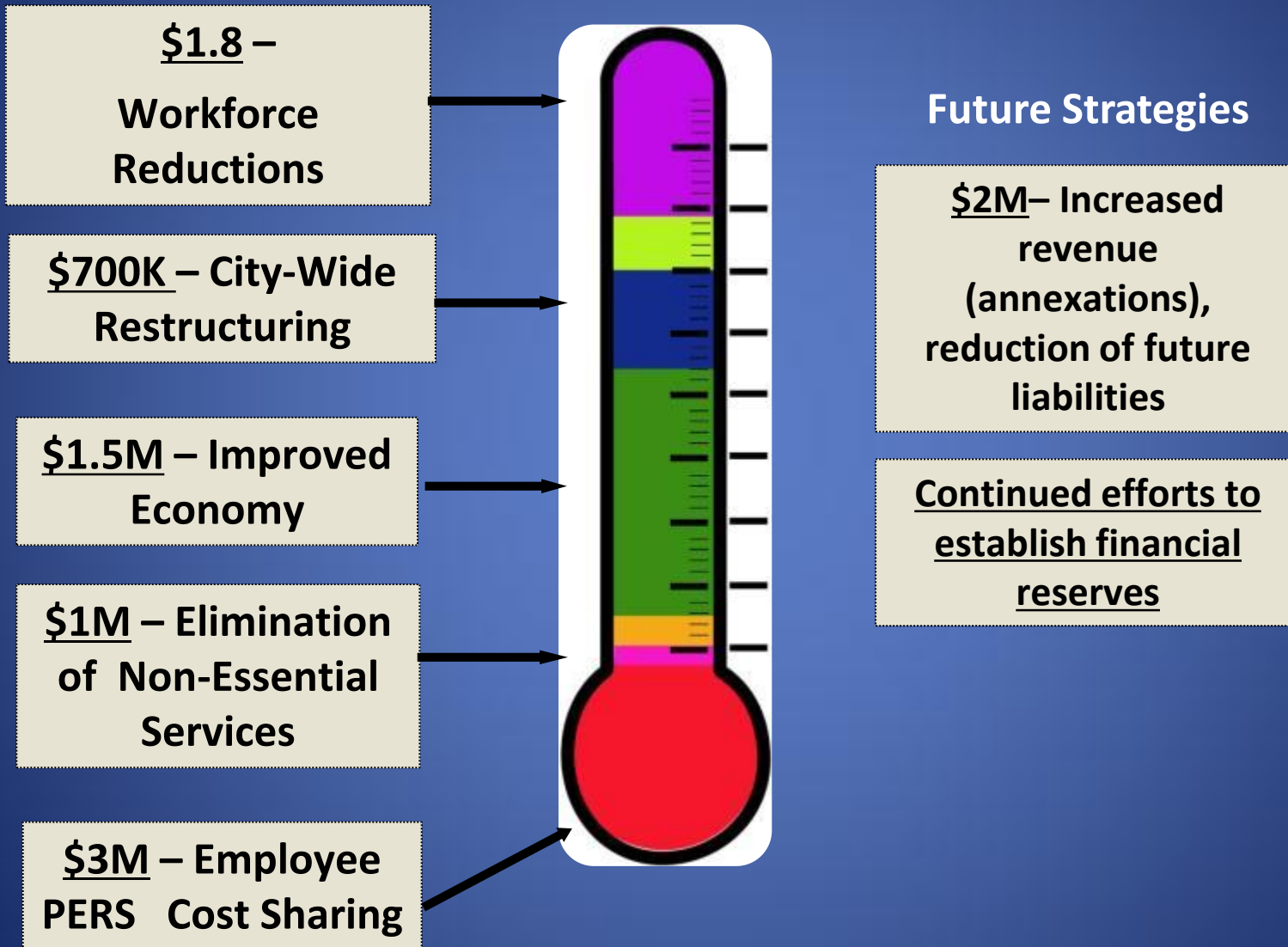
HomeGoods



Summary of Five-Year Financial Projections



Budget Reduction Strategies



What's Next?



Jobs

Residential
Growth

Retail

Residential Development



Expanding & Coming Soon



Higher Education

- Continued efforts for university attraction
- Tracy Consortium for Higher Education
 - Community initiated effort
- Accredited universities have expressed interest
- Improve local access to higher education



Upcoming City Projects

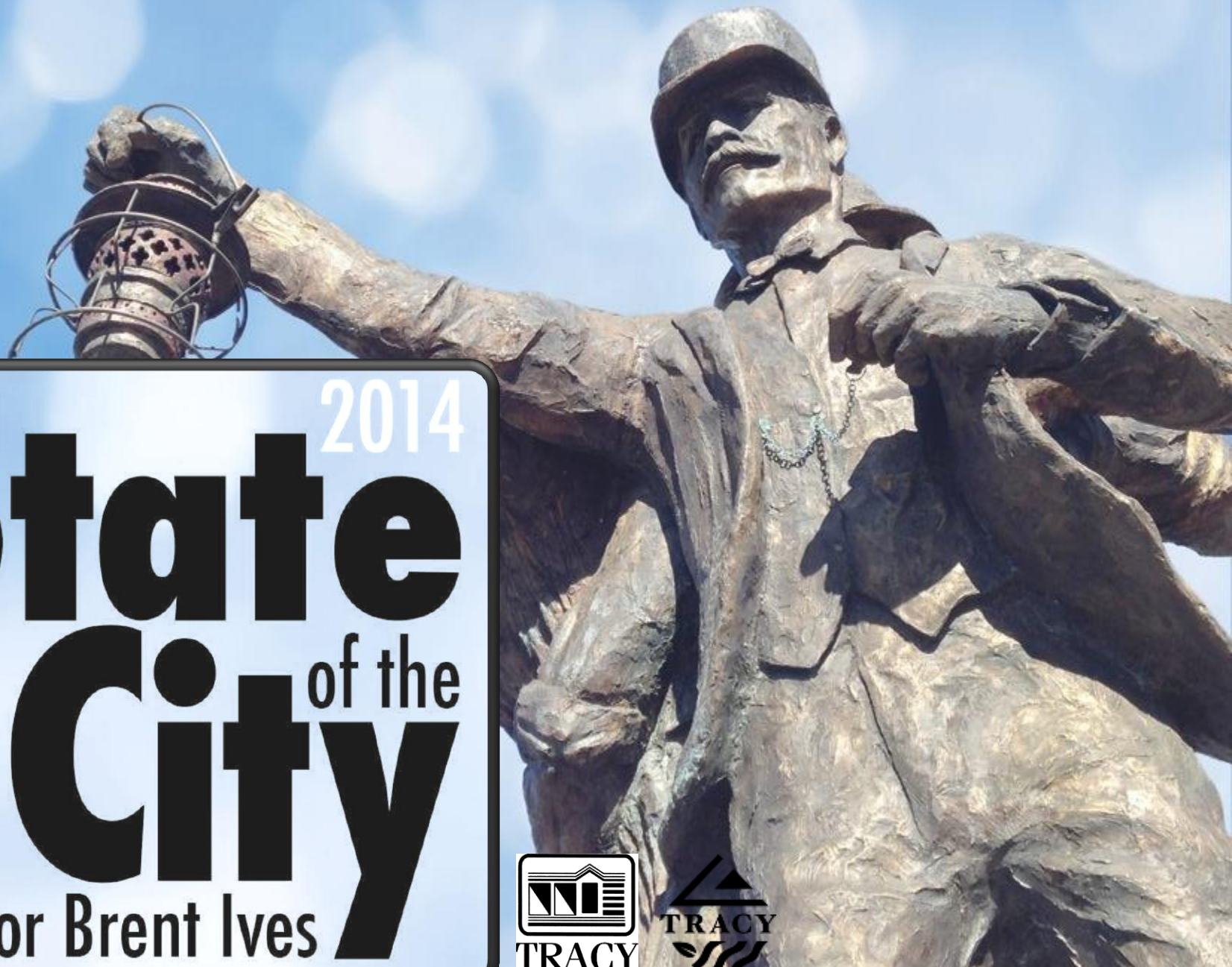
- Animal Shelter
- Aquatics Solution
- New Fire Stations
- Legacy Fields
- WWTP Expansion
- Water Resources
- 11th Street Bridge
- Lammers/ I-205 Interchange



Looking to the Future

- **Connect with Residents**
- **Consider Whole Community**
- **Unprecedented Position**
- **Achieve Balance**
- **Maintain Focus**





2014

State of the City

TRACY

Mayor Brent Ives

