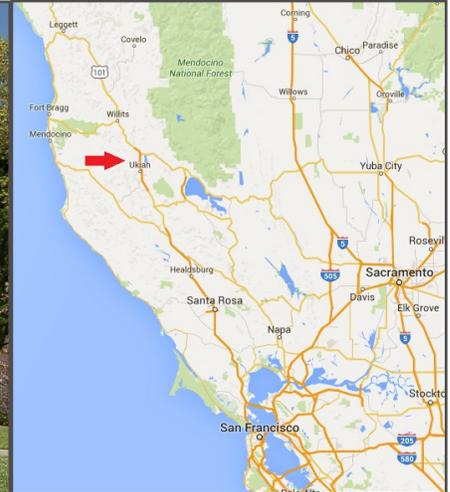




City of Ukiah

Economic Development Department
300 Seminary Avenue
Ukiah, California 95482
(707) 467-5793
www.cityofukiah.com



Ukiah—it all starts here

Ukiah is located along the busy Highway 101 corridor, just two hours north of the Golden Gate Bridge. It is a perfect hub between the Bay Area and the Oregon border, and is also situated near the east/west intersection of Highway 20. Providing access to the Central Valley and Coast.

Our population, 16,075 can be deceiving. As the Mendocino County seat and the business/education/shopping center for much of Mendocino, Lake, and even Sonoma Counties, our weekday population swells to roughly 35,000.

*Ukiah was voted “Best in California” and “6th Best Small Town in the U.S.” by Norman Crampton’s **The 100 Best Small Towns in America** and one of the “8 Great Places You’ve Never Heard Of” by **Mother Earth News**.*

Sunset Magazine recently profiled Ukiah, praising it’s “19th century architecture, charming tree-lined neighborhoods, and laid-back vibe.”

For these reasons and more, Ukiah is rapidly being discovered by visitors looking for an easy, authentic, inspiring getaway. Since 2010, visitor spending in Ukiah has increased by nearly 50%. This up-and-coming destination has garnered the attention of Sunset Magazine, Wine Spectator, VIA Magazine, Wine Enthusiast, and more.

FAST FACTS

16,075

Population within the Ukiah city limits

104,452

Population within 30 minutes of Ukiah

57°/93°

Avg. winter/summer temperature

17 min.

Average commute time, rated the 6th best in the State!

4.67

Ukiah, in square miles

We’d love to help you with: Predevelopment Meetings • Traffic Count Map • Data and Demographics • Market Profiles • Tourism Data • Zoning and Other Maps, and more

For more info, please contact the Economic Development Department: (707) 467-5793 or sriley@cityofukiah.com

Ukiah—a city on the tipping point

We've all seen the vibrancy of the Bay Area slowly moving north for a many years. 25-30 years ago, we saw Marin County and the North Bay develop into its own commercial center, surrounded by some of the highest-demand housing in the country. Next, we saw the emergence of Sonoma County as a business hub and vacation hot spot; it's now considered to be one of the most prestigious wine areas in the world.

Where is the next area to boom? Ukiah. Ukiah is well situated at the intersection of east-west and north-south transportation routes. It is surrounded by natural beauty and abundant resources, with unique assets and a welcoming spirit.

Ukiah will see significant and visible changes in the next three years; other major projects during that same time will be less visible, but just as important. Here are just a few of the projects that are in the works:

Costco Development

Costco is planning to locate in the commercial business park off of Talmage Road near Highway 101. Major improvements to the highway on/offramps and intersection are also planned, allowing for the full build-out of that area.

New Ukiah Courthouse

The State of California has made a new Ukiah courthouse a priority along Perkins Street, behind our historic train depot. This \$100+ million project will transform this important gateway and our downtown.

Housing

We're working to facilitate the development of new housing in Ukiah. Coming soon—a new affordable senior housing project and more multi-family projects.

Rail Trail

The first phase of our Rail Trail is now complete; additional phases will extend further north and south, creating a safe and efficient pathway through our city.

Hospital

Ukiah Valley Medical Center (UVMC) serves 122,000 people and includes two acute care facilities, two critical access hospitals and a center for behavioral health. Services include advanced diagnostic imaging, 24-hour emergency care and trauma center, cardiac care, intensive care, maternity including a Level II Intensive Care Nursery, pediatrics, physical rehabilitation, rapid care, surgery, women's services and advanced wound care.

An expansion of its emergency room was approved in 2014 that will help the facility's efforts to advance its trauma designation from level 4 to level 3.

Downtown Streetscape Project

State Street between Mill and Henry Streets will see wider sidewalks, bulbouts for improved pedestrian safety, traffic circulation improvements, and more. This transformative project will further enhance our historic downtown and increase property values. Construction is anticipated in 2016-17.

DEVELOPMENT FEES

On average, the City of Ukiah's development fees are 50-60% lower than other cities in the area. Also, there are no school impact fees.

RAPID REVIEW WEDNESDAYS

Join us for Rapid Review Wednesdays, where certain permits can be processed over-the-counter. Another benefit to this program is having all the review staff on hand at the same time to help find creative solutions when applicants have problems.

We have been working with the City of Ukiah for two years planning and designing an affordable senior housing project in the downtown overlay. The process has been efficient and the dedicated professional staff helped move this project through the entitlement stage and design review process.

The project went through the entire entitlement process from pre-design review, Planning Commission and Council in just six months. Commission and Council members were well informed by staff, making the process go much smoother for final approval.

City staff has gone above and beyond our expectations in the amount of service they have provided to insure this project would be a success. City staff worked closely with the County departments obtaining special financing for the project and targeting deadlines for us to meet our project deadlines.

In the thirty-seven years PEP has been building and managing affordable housing in Northern California, this project has been one of the best experiences we have had with obtaining project approval.

It's dedication like this that brings much-needed projects, like this one, to Ukiah serving those who have the most need.

Mary Stompe, Executive Director, Petaluma Ecumenical Properties



Workforce and Business Assistance

Ukiah's comprehensive workforce development network includes education, training, support services, and the facilitation of business development, job retention and expansion. We'll help you make the connections you need.

Mendocino Private Industry Council (MPIC) offers an array of business services to the business community of Mendocino County through the Workforce Investment Act-WIA and One-Stop Workforce Centers (Mendocino Works).

Mendocino Works provides employment, education, and training services to both individuals and employers, including the following services:

- Employee recruitment and screening
- Posting job openings on local, state and national websites
- Prescreening and referral of qualified job seekers
- Tax credit, labor market, and labor law compliance information

West Company is a local nonprofit that assists local micro-businesses. Through business training and consulting programs, West Company assists clients in developing business plans for both start-up and expansion purposes. For more information, call the West Company at (866) 604-9378, (707)-964-7571 or visit <http://www.westcompany.org>

The Economic Development and Financing Corporation (EDFC) is a Mendocino county-wide business assistance organization. If you need financing, are expanding an existing business or bringing a new business to Ukiah, call the EDFC at (707) 467-5953, or visit <http://www.edfc.org>.



Educational Opportunities

Ukiah area offers big-city educational opportunities in a small-town environment. Ukiah Unified School District offers traditional public schools, as well as a Spanish-immersion elementary school, a Montessori-based charter school, a Waldorf-based charter school, an independent study-focused charter school, and more. Other options include a private Waldorf school, a private Catholic K-12 school, and the Instilling Goodness/Developing Virtue Buddhist School.

University of California Davis's Hopland Research and Extension Center (HREC) is one of 9 Research and Extension Centers operated by the UC Division of Agriculture and Natural Resources which is administratively separate from the UC campuses.

Mendocino College, founded in 1973, is in Ukiah and is part of the Mendocino-Lake

Community College District. The 127-acre campus enrolls about 5,155 students and employs 55 full-time and 200 adjunct faculty members.

Dominican University, known for their innovative and highly-regarded curriculum, prepares students for careers in education with a number of Master of Science in Education programs.

Sonoma State University offers an upper-division extension program in Ukiah leading to a Bachelor of Arts in Liberal Studies, with an emphasis on American Studies.

Marymount, a California University, has a campus approximately 30 minutes from Ukiah. Located in a historic property overlooking Clear Lake, this university offers specialty programs, Bachelors' Degrees, and Masters' Degrees programs.

WATER



The City of Ukiah has a plentiful supply of clean water, even during a drought, which exceeds the requirements from the EPA and the State Public Health Department. The City's primary water source is a large underground aquifer; there are four wells within the city limits, which meet the winter demand and supplement the summer demand and additional senior rights from the river.



ELECTRICITY

Electricity rates in the City of Ukiah are 20% lower than PG&E and our power is comprised of 70% green renewable energy.

Because we own and operate our own electric utility and do not participate in deregulation, our customers do not experience fluctuations in their rates.

Why Ukiah?

Because quality of life matters.

Ukiah is where the rolling vineyards, pear orchards and giant redwoods converge—where ranching and timber families live alongside ex-hippies, internationally renowned musicians, artists and winemakers.

Visit Ukiah's tagline, "Far Out. Nearby." truly captures the Ukiah vibe. Because Ukiah is still largely undiscovered, it has retained its small-town charm and quirkiness. At just two-hours north of the Golden Gate Bridge on the scenic Highway 101, this community is easy to get to, but truly feels like an escape from the ordinary. Ukiah is often described as a great place to get away from the world.

We're the county seat of a geographically diverse area—the size of Scotland!--and the business and commerce center for Mendocino County, as well as parts of Lake and Sonoma Counties.

A **bustling restaurant scene** anchors the historic downtown and features long-time local favorites as well as a highly acclaimed and unique sushi restaurant, artisan pizza from a wood-fired oven, and Zagat-rated "locavore" cuisine.

We're also centrally located to over 30 wineries, making it the perfect launching pad for an authentic wine-tasting adventure. Local tasting rooms are comfortable and casual, and more often than not, you'll be meeting the owner or winemaker. The fact that this is the **greenest wine region in America** is less of a status symbol than it is a way of life.

Local area attractions include the Grace Hudson Museum, an art and history museum that features the intricate basketry of the local Pomo Indian tribe, and Montgomery Woods, a pristine redwood grove that hosts some of the world's tallest trees. **Outdoor recreation enthusiasts will find no shortage of activities here.** This is home to the county's only 18-hole golf course, three disc golf courses, Lake Mendocino for boating, fishing, hiking and camping, thousands of acres of BLM land for recreation and off-road vehicles, and more. Additionally, two historic hot-spring resorts cater to those truly looking to escape for a weekend.

The City of Ukiah is committed to the health and enjoyment of our community. Part of our ongoing operations include managing a youth baseball field, 121 acres of public parks, year-round recreation programs and classes, a full-service conference center, municipal swimming pools and a summer day camp, and a summer concert series that attracts thousands of community members to each event.



Is Ukiah unique? Yes!

We've got culture:

- For the literary types, Ukiah spelled backwards is Haiku. (And yes, we have an annual Haiku Festival.) The name "Ukiah" is from the Pomo Indian language and means "deep valley."
- In downtown Ukiah, you can find the Grace Hudson Museum and Sun House, one of America's first museums dedicated to the work of a woman artist, Ukiah native, Grace Hudson. This museum also houses one of the most comprehensive collections of Pomo Indian basketry in the world.

We are “green” pioneers:

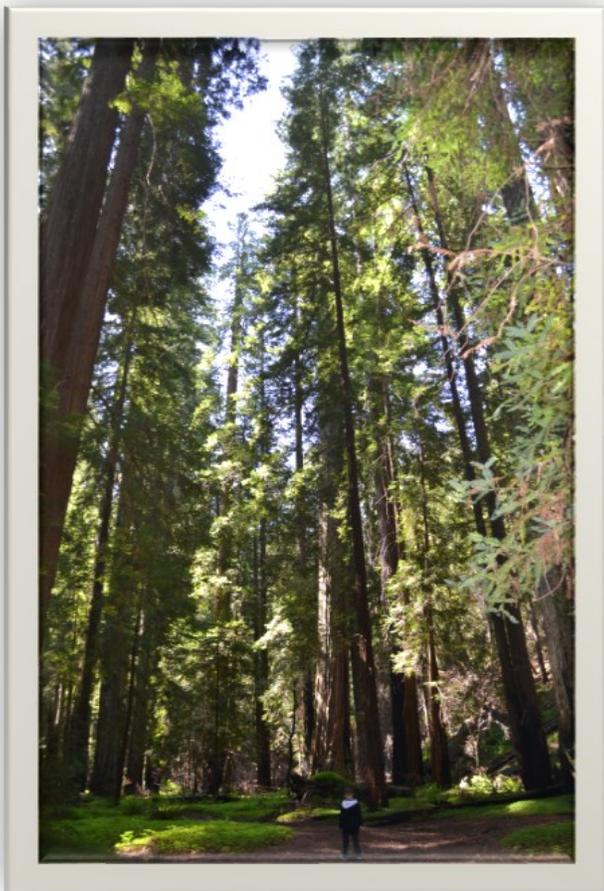
- We are home to the first certified organic winery, the first carbon neutral winery, and the first organic brewpub in the United States. We were also the first county in the America to ban the use of genetically modified organisms (GMOs) in agriculture.
- The first retail solar voltaic panel in the U.S. was sold from the store that became Real Goods.

We are international:

- We are home to the City of 10,000 Buddhas, one of the largest Buddhist communities in the Western Hemisphere. The campus, formerly a State Hospital, includes the Jeweled Hall of 10,000 Buddhas, which has 10,000 sculptures of Buddha adorning the walls.
- The Ukiah Latitude Observatory, one of six globally along the 39 parallel, measured the wobble of the earth on its axis. Continuous astronomical observations were made from 1899 to 1983, when modern technologies made nightly observations unnecessary. The original 116-year-old telescope has just been returned to Ukiah!

We have REALLY big trees:

- The World’s Largest Redwood Tree Service Station (now an art gallery) is in Ukiah. The art gallery is literally *inside* the giant redwood tree.



- Just outside Ukiah is Montgomery Woods Redwood Grove, one of the most pristine redwood tree groves anywhere. Between 1996 and 2000, one of the trees in this park held the title of the world’s tallest tree. In order to protect it, the tree is unmarked. See if you can find it!

We’ve got great water:

- Just outside the city limits is the historic Vichy Springs, the only warm and naturally carbonated mineral baths in North America.
- About 25 minutes outside of town is Orr Hot Springs, the first commercial hot springs in the country.

Whether it’s communion with nature, creative expression or physical and spiritual rejuvenation, people who come to Ukiah are seeking an escape from the usual. The beautiful scenery, the community of free thinkers, world-class cultural venues, outdoor recreation, and a beautifully restored historic downtown have created a magical place where expression is a tradition and a way of life.



Don't just take our word for it. Below are some of the innovators and industry leaders who call the Ukiah area home:

Maverick Enterprises is a privately owned company that produces capsules and alternative closures for the wine, distilled spirits, and specialty food and beverage industries. Maverick's manufacturing process is fully vertically integrated, printing, forming and shipping all of our capsules at our facility since 1992. Maverick has grown to service not only Northern California Wineries, but customers all across the US, Canada, Mexico and areas of South America and Australia.

Factory Pipe makes specialized mufflers for snowmobiles and jetskis, serving Polaris and many others. Their manufacturing system is so efficient that they beat out manufacturing contracts that used to go to places like China and Mexico.

Solar Living Institute manages the Solar Living Center, a 12-acre renewable energy and sustainable living demonstration site that is visited by 200,000 people annually. SLI offers workshops and courses on energy efficiency, solar photovoltaics, wind and hydro systems, passive solar design, water development, gardening and composting, and more. Their site is home to a biodiesel fueling station, organic gardens, one of northern California's largest solar arrays and more.

Advance Power was the first California business to be solar and wind powered and has been a leader in the energy production industry since 1978. They have designed and installed their own line of API solar panels, API wind turbines, API controllers, API industrial batteries, API LED lights, API solar powered attic/greenhouse fans, API DC mains and much more.

Retech has been a global leader in the supply of metallurgical processing equipment for demanding industries in ever-changing markets since 1963. Their advanced processes and technologies have been applied to melting, refining and casting reactive and refractory metals, such as Titanium & Titanium alloys, super alloys and rare earth metals.

Peter Puggier has revolutionized the ceramics industry. A Peter Puggier pugmill does the job of two machines; unlike other pugmills that require a separate mixer to prepare the clay, the unique design of these Puggier-Mixers combines the best of both machines into a clay mixing machine with pugmill output. With over 40 years of manufacturing experience, this company has created a wide array of efficient and revolutionary equipment.

Pamela's Products is known for delicious, gluten free foods with a full line of baking mixes, cookies and snack bars. As a pioneer in both natural foods and gluten-free, Pamela's still maintains leadership status in the industry. They have been creating and distributing gluten free products across the United States, throughout Canada and internationally to 30 countries since 1988.

Mendocino Brewery opened the first brewpub in California (2nd in the US) after the repeal of the 18th Amendment (by the 21st Amendment) in 1933. Current production is about 75,000 barrels (over one million cases) and distribution is nationwide. Currently, Mendocino Brewing is responsible for the production of well over 20 nationally recognized labels.

Parducci Wine Cellars is the oldest winery in Mendocino County. Other claims to fame are that they were the first carbon neutral winery in the United States and that they operate on 100% green power.

Fetzer Winery is the sixth largest wine producer in the United States. They were also the first California winery to operate on 100% renewable energy, are ISO9001 certified, were the first winery to achieve zero waste, and are home to the largest solar array in the wine industry.