



PETALUMASTAR.COM



**PETALUMA**

SONOMA COUNTY  
CALIFORNIA-USA

**FERTILE GROUND**








PETALUMA IS WHERE YOUR BOTTOM LINE AND YOUR QUALITY OF LIFE MEET.



Read the following pages to learn why companies have started here or moved here, and why they stay. Then contact us to tell us your story, including the growth trajectory you're on, the types of employees you need and the fertile ground you're looking for.

Warmly,  
  
David Glass  
— Mayor of Petaluma

*P.S. If there's a match, let's have lunch—on us, in Petaluma.*  
Our Economic Development Manager Ingrid Alverde can set it up—  
ialverde@ci.petaluma.ca.us / 707-778-4549





*“Petaluma companies are driving economic growth in Sonoma County and the larger Bay Area, together with public agencies and other businesses in the region.”*

— Carolyn Stark, Sonoma County BEST, a public-private partnership dedicated to creating jobs and fostering economic vitality

PETALUMA OFFERS A FAST-TRACK TO SAN FRANCISCO, THE OAKLAND PORT, THE WINE COUNTRY, AND THE SACRAMENTO VALLEY. DISTRIBUTE AND RECEIVE PRODUCTS EASILY. ATTRACT FORTUNE 500 TALENT. VISIT BAY AREA CLIENTS WITHIN AN HOUR—OR TRAVEL TO CLIENTS FROM FIVE AIRPORTS, INCLUDING ONE THAT’S JUST 30 MINUTES NORTH. EXCHANGE IDEAS WITH AN ENGAGED BUSINESS COMMUNITY WELL-CONNECTED TO LEADERS THE WORLD OVER.



“PETALUMA IS OUR SPRINGBOARD TO THE ENTIRE BAY AREA AND BEYOND. WE’RE HAVING AN EASIER TIME RECRUITING FORTUNE 500 TALENT BECAUSE WE’RE ACCESSIBLE TO OTHER EMPLOYMENT CENTERS.”

— BLAIR KELLISON, CEO, TRADITIONAL MEDICINALS



THE WORLD’S FIFTH LARGEST BAGGED TEA COMPANY MAKING TRADITIONAL HERBAL TEA BLENDS.

“WE’VE PARTNERED WITH COMPANIES LIKE BIOSEARCH TECHNOLOGIES IN PETALUMA AND ADDED TO OUR BOTTOM LINE WHILE HELPING THEM STRENGTHEN THEIRS.”

— RUSSELL A. COLOMBO, CEO AND PRESIDENT, BANK OF MARIN



PREMIER COMMUNITY AND BUSINESS BANK IN THE NORTH BAY FOCUSED ON SERVING LOCAL BUSINESSES.



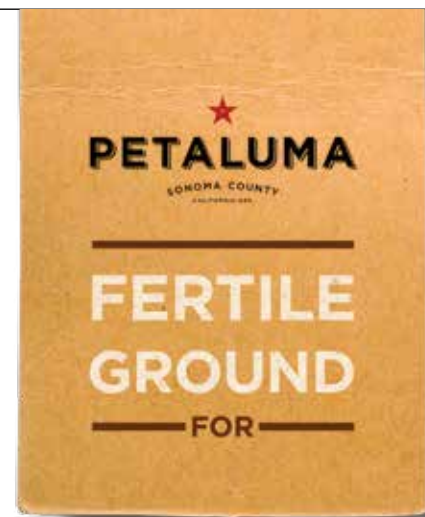
“WE RECOMMEND PETALUMA TO COMPANIES, SUCH AS NEW ZEALAND-BASED SISTEMA PLASTICS, WHO NEED A BAY AREA LOCATION AND AMPLE SPACE TO GROW.”

— STEVE LEONARD, PRINCIPAL, CASSIDY TURLEY

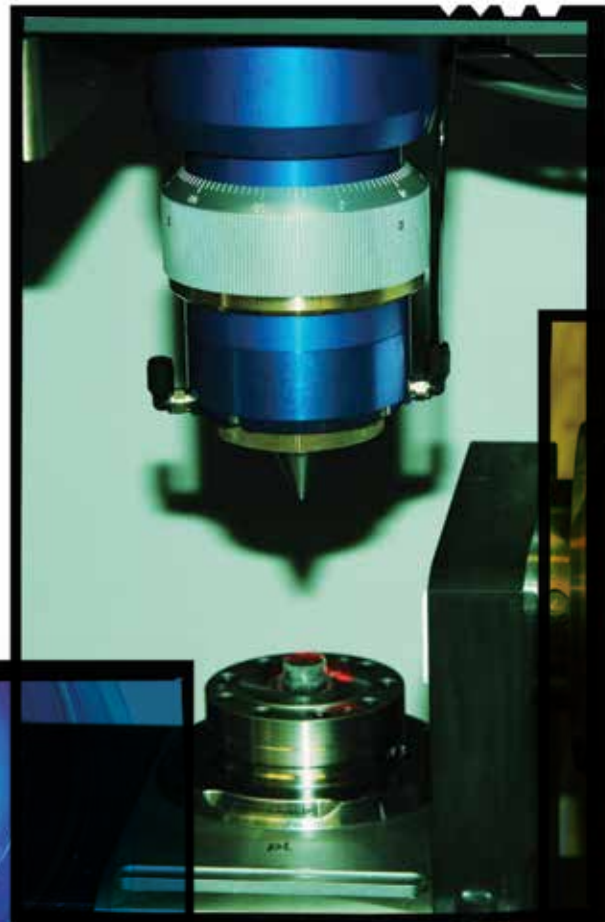


LEADING PROVIDER OF COMMERCIAL REAL ESTATE SERVICES THROUGHOUT THE NATION FOCUSED ON CLIENT GROWTH AND SATISFACTION.





# INNOVATION



*“Petaluma companies push beyond the status quo, supported by deep engineering talent resources and a city that’s pro-business.”*

—Michael Hatfield, Founder and President of telecom star Cyan Networks

WHY WOULD YOUR COMPANY THRIVE IN PETALUMA? BECAUSE PETALUMA HAS SPACE FOR YOUR EMPLOYEES—AND YOU—TO WORK, LIVE AND RECHARGE. ENJOY A SHORT COMMUTE—AND GREATER PRODUCTIVITY. ENGAGE WITH LIKEMINDED TRENDSETTERS—IN THE CONFERENCE ROOM OR OPEN SPACE. FIND SUCCESS ON YOUR OWN TERMS. AND BREATHE. IT’S THE FUEL YOU NEED TO DISCOVER THE NEXT BIG THING.



PETALUMA COMPANIES PROVE THAT  
YOU CAN LIVE IN A BEAUTIFUL AREA AND ENJOY  
THE OUTDOORS, AND BE  
AT THE TOP OF YOUR GAME  
WHEN IT COMES TO TECHNOLOGY DEVELOPMENT.”

— RAGHU BELUR, CO-FOUNDER, ENPHASE ENERGY



IMPROVES PERFORMANCE, INTELLIGENCE AND RELIABILITY OF SOLAR ENERGY SYSTEMS  
WITH PATENTED HARDWARE AND SOFTWARE SOLUTIONS

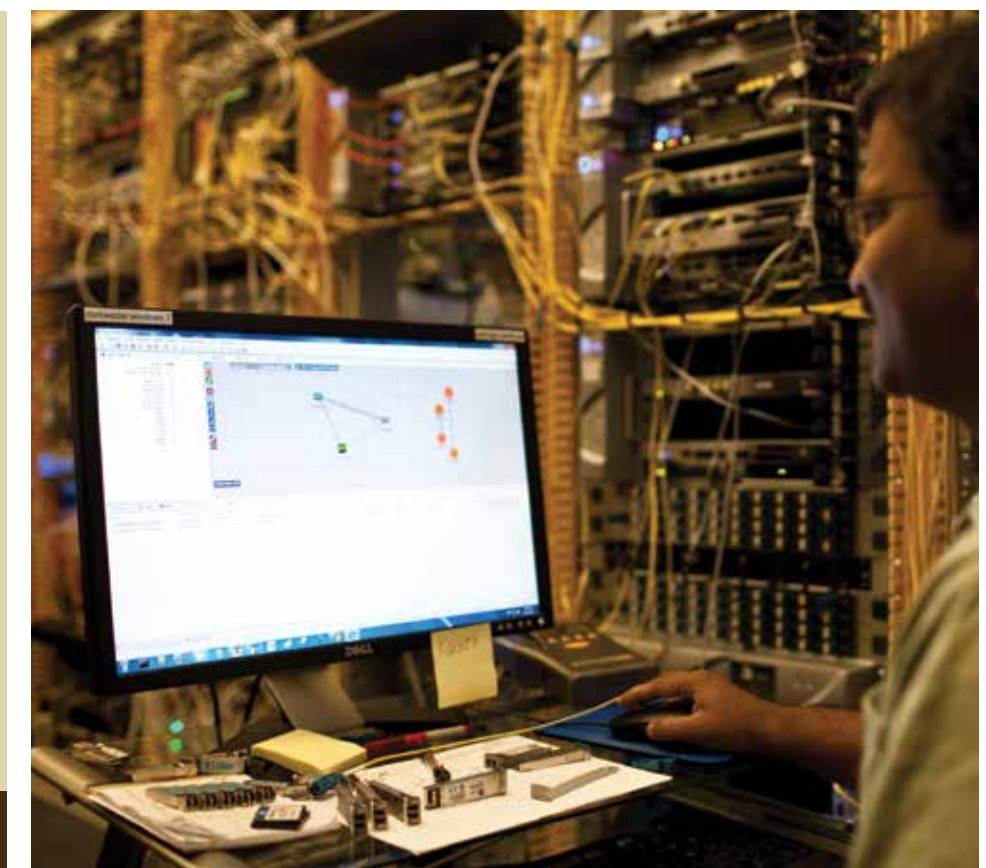
“OUR TENANTS, INCLUDING CYAN AND ENPHASE,  
SHOW HOW PETALUMA’S **TALENT** AND **IDEAS**  
LEAD TO SUCCESSFUL COMPANIES.

PETALUMA HAS BEEN  
A **WINNING COMMUNITY**  
FOR US SINCE 1977.”

— MATT WHITE, CEO, BASIN STREET PROPERTIES



A REAL ESTATE INVESTMENT FIRM THAT DEVELOPS, BUILDS AND MANAGES HUMANE AND  
HEALTHY RESIDENTIAL, OFFICE, RETAIL AND HOSPITALITY ENVIRONMENTS.



“WE’RE AN OUTDOOR BRAND WHOSE MISSION  
IS TO CONTINUOUSLY **REINVENT**  
AND **FOREVER CHANGE**  
THE WAY THAT PEOPLE HYDRATE AND PERFORM.  
OUR PETALUMA LOCATION IN A LEED-CERTIFIED  
SPACE NEXT TO OPEN SPACE DOVETAILS  
PERFECTLY WITH THAT MISSION.”

— KERRI TUURI,  
VICE PRESIDENT OF HUMAN RESOURCES AND CUSTOMER SERVICE, CAMELBAK



DESIGNER AND MANUFACTURER OF AWARD WINNING AND CLASS DEFINING HYDRATION PRODUCTS







*“We can distribute our cheese nationally from Petaluma because we’re close to transportation, yet still tied to the local farms and dairies.”*

— Sue Conley, founder, Cowgirl Creamery

TACKLING WORLD-CLASS CHALLENGES LIKE HOW TO PRODUCE RENEWABLE ENERGY OR CURE DISEASE OR NOURISH THE WORLD IS EASIER WHEN YOU’VE GOT THE INPUTS—AND THE BRAIN TRUST —YOU NEED WITHIN REACH. THAT’S WHY AN INCREASING NUMBER OF COMPANIES FOCUSED ON SUSTAINABILITY—IN RENEWABLE ENERGY, BIOTECH AND NATURAL PRODUCTS—HAVE SET UP HEAD-QUARTERS IN PETALUMA. THE RESULT IS AN ACTIVE AND COLLABORATIVE NETWORK OF LIKE-MINDED EXECUTIVES, EAGER TO HELP EACH OTHER—AND THEIR COMPANIES—GROW SUSTAINABLY.



“WE INVESTED \$75 MILLION IN PETALUMA BECAUSE WE SAW GROWTH POTENTIAL IN A MARKET THAT ATTRACTS LEADING COMPANIES — LIKE OUR TENANTS ATHLETA, SPG SOLAR, CAMELBAK, CALIX AND AMY’S KITCHEN — IN GROWING SECTORS INCLUDING RENEWABLE ENERGY, FITNESS AND RECREATION, TECHNOLOGY AND ORGANIC FOODS.”

— BILL SUMSKI, PRINCIPAL, PB&J ACQUISITIONS

**PB&J**  
ACQUISITIONS

PB&J REPRESENTS LOCAL AND INTERNATIONAL INVESTORS FOCUSED ON COMMERCIAL REAL ESTATE.



“WE HELP CLIENTS MAXIMIZE THEIR INVESTMENT WITH BUILDINGS THAT ARE GREENER AND HEALTHIER.”

— CAROLYN PISTONE, FOUNDER AND MANAGING DIRECTOR, GREEN KEY COMMERCIAL

**GREEN KEY**  
COMMERCIAL

A FULL SERVICE REAL ESTATE COMPANY APPLYING A HOLISTIC AND SUSTAINABLE APPROACH TO ALL FACETS OF THE LIFE OF A PROPERTY.



“WE RE-DESIGNED OUR PRODUCTS, INVESTED IN SOLAR ENERGY AND KEPT OUR MANUFACTURING OPERATIONS IN PETALUMA IN ORDER TO REDUCE OUR CARBON FOOTPRINT. NOW WE’RE HELPING OTHER LOCAL BUSINESSES DO THE SAME.”

— JIM HAPP, PRESIDENT, LABCON

**labcon**

DESIGNS, MANUFACTURES, AND SELLS DISPOSABLE, ECO-FRIENDLY LABORATORY PRODUCTS ALL OVER THE WORLD.





*“Petaluma is an ideal location to support our business,  
and it’s a great place to settle down and raise a family.”*

*— Andy Berliner, founder and CEO of Amy’s Kitchen.*

THE PETALUMA LIFESTYLE OFFERS MORE—MORE VALUE, MORE RELEVANCE, MORE LIFE.

BUSINESSES FLOURISH HERE BECAUSE THE COMMUNITY IS CONNECTED AND CARES.

AWARD-WINNING SCHOOLS COMBINE WITH AN EXCITING MUSIC AND ARTS SCENE. HERITAGE  
FARMS SIT ADJACENT TO HIGH TECH INCUBATORS. EMPLOYEES LIVE BETTER IN QUALITY HOUSING  
CLOSE TO WORK. CEOs LEAD STRONGER COMPANIES WITH A HEALTHIER BOTTOM LINE.



44<sup>YEARLY</sup>  
EVENTS & FESTIVALS

“WE BLEND THE ECLECTIC WITH  
THE CONVENTIONAL HERE. INDUSTRY LEADERS  
LIKE THREE TWINS, MARKETLIVE AND  
TRADITIONAL MEDICINALS ENJOY A  
CREATIVE, MODERN WORKSPACE WITHIN  
A HISTORIC RIVERTOWN WAREHOUSE DISTRICT.”

— BILL COVER, FOUNDRY WHARF



AWARD WINNING, MIXED-USE OFFICE DEVELOPMENT ON THE PETALUMA RIVER IN THE  
WAREHOUSE DISTRICT BLOCKS FROM DOWNTOWN AND THE SMART STATION.

300<sup>ACRES</sup>  
LOCAL RECREATION



PHOTO COURTESY OF CARSON BLUME PHOTOGRAPHY

“WE STAY CONNECTED TO PETALUMA  
BY OPENING OUR DOORS TO NON-PROFITS,  
SHOWCASING OUR PRODUCT,  
AND ALWAYS GIVING BACK.”

— TONY MAGEE, FOUNDER, LAGUNITAS BREWING CO.



LAGUNITAS IS THE SIXTH LARGEST CRAFT BREWER IN THE NATION.

401<sup>K</sup>  
BREWED AT  
LAGUNITAS



“OUR CO-WORKING SPACE ATTRACTS  
ENTREPRENEURS AND FREELANCE PROFESSIONALS  
WHO LEFT THE URBAN CORE TO  
DISCOVER A SUSTAINABLE  
WORK-LIFE BALANCE  
IN PETALUMA, JUST LIKE WE DID.”

— NATASHA JULIANA & MATT MOLLER,  
OWNERS, WORK PETALUMA



A MEMBERSHIP BASED FLEXIBLE WORKSPACE.



  
**PETALUMA**  
SONOMA COUNTY  
ESTABLISHED 1902

**FERTILE  
GROUND**



INDUSTRIAL: .75-.85¢ SQ. FT.  
CLASS A: \$1.75 - 2.25 / SQ. FT.

HISTORIC

**150**  
YEAR OLD DOWNTOWN

**30** MINUTE  
AVERAGE COMMUTE

 **450k**  
MEDIAN HOME PRICE

SEE HOW PETALUMA IS CHANGING. IMAGINE HOW PETALUMA WILL CHANGE YOU.

**PLANT YOURSELF HERE.**

[PETALUMASTAR.COM](http://PETALUMASTAR.COM)

CRAFTED WITH PRIDE BY PEOPLE WHO LIVE HERE AND LOVE IT.

