



# City of Fairfield Economic Development Update

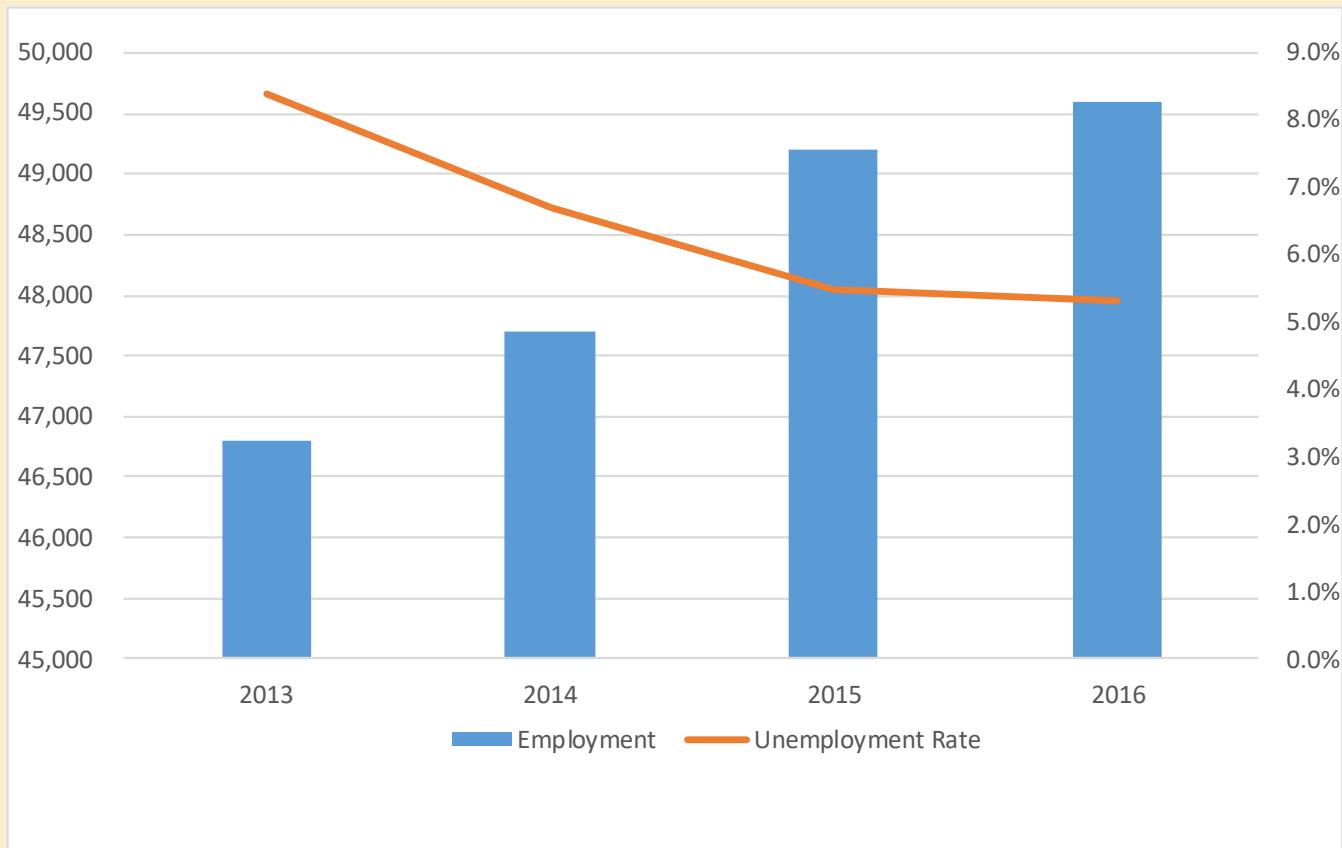
# Economic Development Update

City of  
**FAIRFIELD**  
California

## Total Employment and Unemployment Rate

*Since 2013 the  
unemployment rate  
dropped by 3.1%*

*At the same time, total  
employment increased  
by 2,800 jobs*



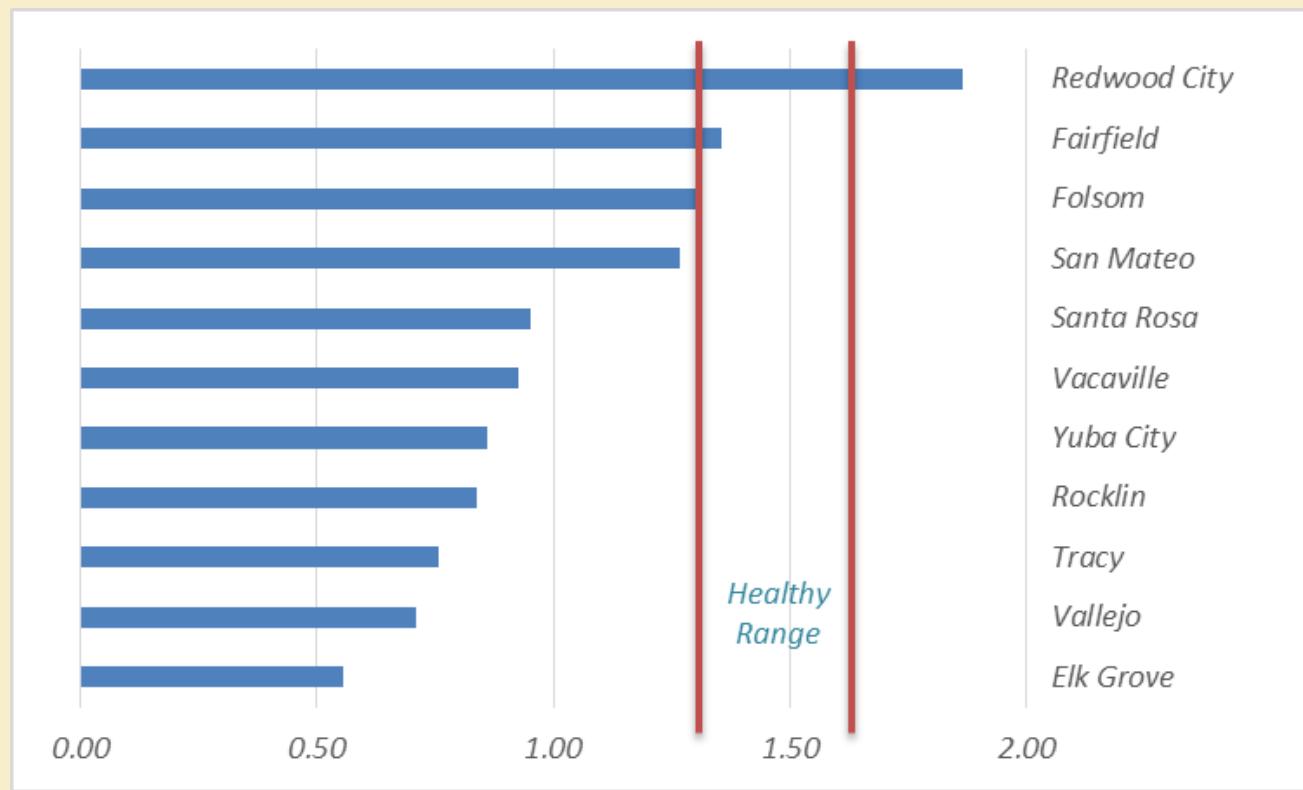
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## Jobs-to-Housing Ratio – Fairfield and Comparable Communities

*Fairfield's jobs-to-housing ratio is 1.36, considered healthy by most standards.*

*Very few fast growing communities in northern California are maintaining this degree of "balance".*



Source: US Census Bureau, California Department of Finance, Demographic Research Unit, 2016

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## Population Growth - Fairfield and Solano County Cities

City	4/1/2010	1/1/2011	1/1/2012	1/1/2013	1/1/2014	1/1/2015	1/1/2016	Total Pop. Growth
								2010-16
Fairfield	105,321	105,986	107,040	108,666	110,018	111,471	112,637	7,316
Vacaville	92,428	92,398	93,042	94,005	94,690	95,582	97,667	5,239
Vallejo	115,942	115,682	115,817	115,681	116,299	116,764	117,322	1,380
Rio Vista	7,360	7,380	7,492	7,694	8,005	8,255	8,601	1,241
Suisun City	28,111	28,005	28,192	28,441	28,645	28,927	29,091	980
Dixon	18,351	18,282	18,302	18,308	18,752	18,836	19,018	667
Benicia	26,997	26,900	26,999	27,072	27,220	27,360	27,501	504

Source: US Census Bureau, California Department of Finance, Demographic Research Unit, 2016

*Fairfield has added more residents since 2010 than any other Solano City.*

*With a growth rate of nearly 1.2% per year, Fairfield is growing at a faster rate than California (.9% per Yr.)*

# Economic Development Update



## Economic Development Activities

### **Business Attraction**

Staff has upgraded our promotional materials, research capacity, and reporting. We attended a number of conferences in targeted industries such as the food innovation and retail and placed advertisements in national magazines.

### **Retention/Expansion**

To date economic development staff had one-on-one meetings with over 190 targeted companies in Fairfield, surpassing our annual goal four months early.

### **Business Services**

Staff members are helping businesses navigate through different processes, whether that is planning, hiring, or incentives. We've also improved outreach to businesses, as an example, newly designed postcards to those establishing or renewing their business licenses, offering assistance programs.

### **Real Estate Services**

Staff has been involved in the acquisition, disposition and leasing of real estate for right-of-way, former redevelopment parcels, catalyst properties, and/or surplus land.

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**Moving Solano Forward**

## Economic Development is a “Team Sport”

ED staff works closely with the Solano Economic Development Corporation to align and coordinate our efforts to grow jobs and investment. This effort has been accelerated with Moving Solano Forward.

The Governor’s Office of Business and Economic Development (Go-Biz) markets the State of California to the world, and provides leads, incentive assistance, and economic development guidance.

The California Association for Local Economic Development (CALED) provides a peer-to-peer platform for economic development professionals, and is an advocate for supportive legislation.



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## Why Fairfield?

- **Proximity** – our location in the larger San Francisco area, adjacent to the Napa Valley and Central Valley.
- **Momentum** – our rapid growth as a hub for food and beverage business puts us on the map of site-seekers.
- **Infrastructure** – heavy water and wastewater infrastructure is second to none.
- **Transportation** – multiple highway systems, rail, and proximity to sea ports.
- **People** – we have a well-trained and experienced workforce in our core industries.
- **Quality of Life** – Fairfield is a great place with a multitude of entertainment options here and within a quick trip.

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## Business Relocations/Expansions

- **Critelli Olive Oil**  
92,568 SF production facility in Solano Business Park adding 20-30 new jobs.
- **Primal Pet Foods**  
50,000 SF production facility relocating from SF and adding 30 new jobs.
- **Just Desserts**  
75,000 SF manufacturing facility relocating from Oakland adding 100 jobs.
- **Heretic Brewery Expansion**  
24,200 SF brewery/tap room adding 5-10 new jobs.
- **Formaggi Di Ferrante**  
New expanded production facility adding 5 new jobs.
- **Partnership HealthPlan of California**  
HQ expansion, construction of 101,000 sf building adding over 300 new jobs.
- **Jelly Belly**  
Expansion of headquarters, construction another 100,000 sf building.
- **Anheuser Busch**  
Fairfield plant is expanding it's facility to add a number of new craft beer storage and production lines.
- **New retail outlets including ULTA and Sportman's Warehouse**



**Partnership HealthPlan  
of California**



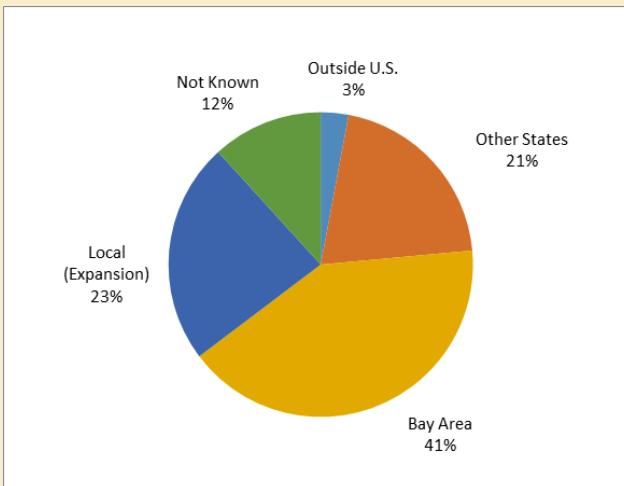
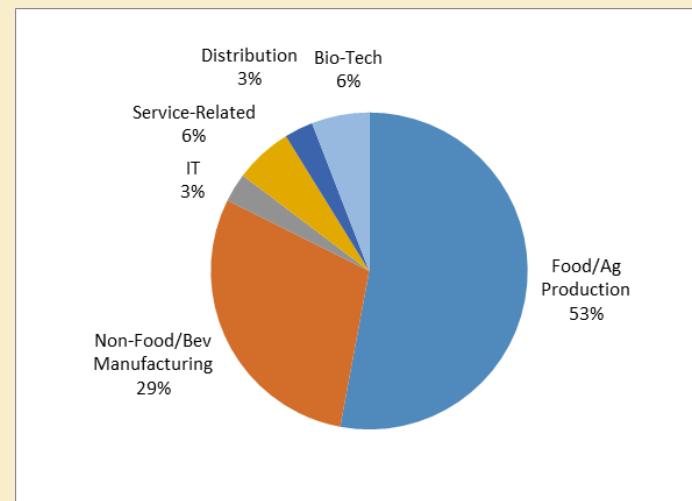
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## Business Attraction Prospect Activity

### Industry Types

Over 80 percent of companies in dialogue with the City about new facilities and jobs are involved in “manufacturing or processing”. A lack of available space to expand is usually the reason given for interest in relocating to Fairfield.



### Prospect Origins

The Bay Area is providing the greatest percentage of new “leads”. Many are companies with leases coming due, and finding facing significant increases in cost or inability to expand.

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## Future Activities...

- Implementing new Executive Pulse business retention program through the Solano EDC.
- Attending industry trade shows where prospective new employers will be attending.
- Placing a series of advertisements in national periodicals helping to build our brand outside of the city limits.
- Expanding our social media base promoting Fairfield as a great place to live and do business.
- Marketing potential sites to retailers, desirable “sit-down” restaurants, and employers with high economic impact.
- Continuing to build our internal network of service providers in Fairfield and Solano.