



THE
**FOOD
FRONT**

WOODLAND • CALIFORNIA

The Forefront of Food & Agriculture

5,000+

Jobs

\$100M+

Invested in 2017/2018

330+

Varieties of Crops

179
Companies

...and counting.

FOOD RESEARCH AND AG TECH 21

FOOD PRODUCERS AND PROCESSORS 41

INDUSTRY SUPPORT AND DISTRIBUTION 87

MARKETS AND GROWERS 30



“The climate, water, soil, workforce... plus, you don’t find this concentration of seed research anywhere else. Woodland is unique.”

-Frank Muller, Muller Ranch

Why Woodland?

- Fertile Climate
- Diverse, High Quality Crops
- Sensible Infrastructure
- Applied Technology
- Skilled Workforce
- Strong Sense of Community



Woodland Research & Technology Park

A proposed Northern California hub for ag innovation located just north of world-leading research at UC Davis, Woodland Research and Technology Park’s 351 acres of live / work space will further strengthen Woodland’s food & ag ecosystem.

Resources

- UC Davis
- Seed Central
- AgStart
- NorCal World Trade Center
- Valley Vision
- Center for Land Based Learning
- UC Ag & Natural Resources
- Greater Sacramento Economic Council
- Yolo County Farm Bureau

TheFoodFront.org



[@TheFoodFront](https://www.instagram.com/TheFoodFront)

WOODLAND • CALIFORNIA



WOODLAND'S STORY IS THE CALIFORNIA STORY

CITYOFWOODLAND.ORG



ROOTED IN INNOVATION

The City of Woodland Economic Development Team focuses on you and your business. We support private business and industry retention, expansion, attraction, and development.



Early agricultural wealth fostered a rich architectural heritage that earned Downtown Woodland a spot on the list of National Historic Places and gives the city an authentic character. An emerging restaurant, retail, and entertainment scene fuels a cultural and economic renaissance and adds renewed vibrancy to the city center.

Woodland has developed a robust and growing industrial sector thanks to extensive access to freight rail, two major interstate

highways, an international airport and nearby delta ports. Food and agriculture drive much of Woodland's economic activity due to the city's proximity to fertile farmland and world-leading research at UC Davis.

Woodland's food and agriculture industry cluster includes farm operation, seed research and technology, value-added food producers and processors, and locally sourced and owned grocery chains.

WHAT WE HAVE

- Vibrant & Historic Downtown
- Strategic Location
- Robust Commercial / Industrial Sector
- Woodland Community College
- State-of-the-Art Water and Wastewater Infrastructure

WHAT SETS US APART

- The Food Front
 - Food and Ag industry cluster and resources
- Sense of Community
- Commitment to Sustainability
- Proximity to UC Davis
 - No. 1 Ag Science in US
 - No. 1 Veterinary School in the World



@WoodlandEconDev





Cutting-edge research

BUSINESS DEVELOPMENT

We offer a number of programs to assist companies interested in establishing and growing their business in the City of Woodland.

economicdevelopment@cityofwoodland.org



Innovation in the lab and in the field

RESOURCES



GREATER SACRAMENTO ECONOMIC COUNCIL

An organization created and led by regional CEOs to retain, attract, grow, and create sustainable businesses throughout the region's six counties.



VISIT YOLO!

The Yolo County Visitors Bureau works to encourage visitation and tourism to Yolo County communities like Woodland, California.



SACRAMENTO METRO CHAMBER

The Sacramento Metro Chamber of Commerce is the region's leading proponent of regional cooperation and an advocate on issues affecting business, economic development and quality of life.

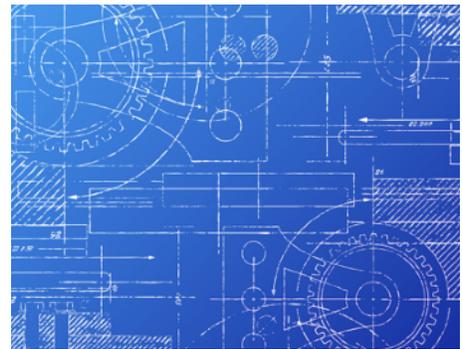


CAPITAL REGION SBDC

SBDC provides small businesses with valuable and trusted advice along with access to necessary capital to create jobs and advance local economic development objectives.

SPOTLIGHT ON IMPACT FEE DEFERRAL PROGRAM

Rather than paying "development impact fees" at the time a building permit is issued, qualified project developers may elect to **defer a portion of those fees**. Contact the Economic Development team for more information.





Solar array

INFRASTRUCTURE & SUSTAINABILITY

Sensible policies and effective community support define Woodland's commitment to a sustainable future.

- The **Woodland-Davis Clean Water Agency** transitioned Woodland from 100% well water to nearly 100% treated surface water, saving pumping costs and improving quality
- The City's 2.4 megawatt, six site **solar initiative** saves over \$6M per year and meets nearly 90% of the sites' energy demands
- The City's **Recycled Water Project** uses treated wastewater to offset approximately 500,000

gallons of potable water use every day

- A recent upgrade to Woodland's **wastewater treatment** process decreased electrical usage by 760,000 kWh per year while increasing solids handling capacity by 40%

*Additionally, Woodland supports efficient business with its ideal transportation hub location and attractive financing options for energy-efficiency, water conservation, and renewable energy improvements such as the **CaliforniaFIRST**, **HERO**, and Ygrene Property Assessed Clean Energy (PACE) programs.*



Wastewater treatment facility

MULTI-FAMILY HOUSING RECYCLING

50% ▶ **93%**

JUNE 2015

JUNE 2017

as a result of door-to-door outreach

A partnership between the City of Woodland and Waste Management



NATIONAL AWARD OF MERIT

Woodland-Davis Clean Water Agency
Design-Build Institute of America



SILVER RATING

Yolo County Superior Courthouse & Woodland Police Station
Leadership in Energy and Environmental Design



BRONZE LEVEL BICYCLE-FRIENDLY COMMUNITY

Woodland, CA
League of American Bicyclists



**Woodland
Community College
Graduates**

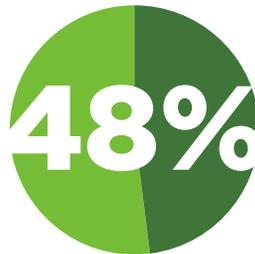
WORKFORCE & EDUCATION

Located just north of UC Davis and minutes away from the state capitol building, Woodland enjoys unique access to a wide range of educational and ag & bio tech opportunities. Premier universities and colleges are located a short commute from Woodland, including UC Davis, CSU Sacramento, and Woodland Community College. The concentration of degree programs, certifications, and training programs fuels a well-equipped and highly-educated population.

Programs such as the University of the Pacific's McGeorge School of Law and California Northstate University's College of Pharmacy develop young professionals with an array of

308K
students enrolled in a
4 year university
within 90 miles

Source: Greater Sacramento Economic Council

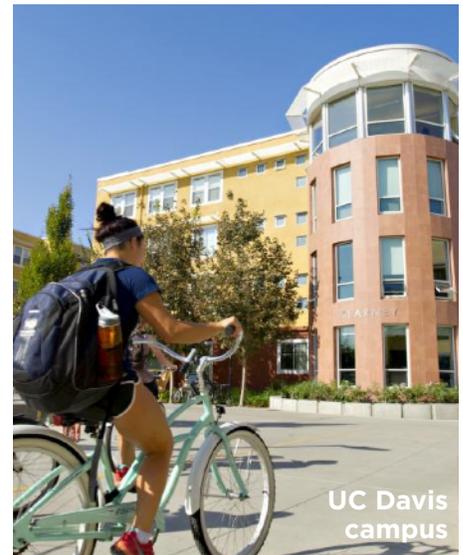


**of metro-area BAs in
STEM subjects**

Source: Greater Sacramento Economic Council

marketable skills. Career and Workforce Development services such as the Woodland One-Stop Career Center provide easy access to continuing education opportunities and employment resources.

In addition, the Yolo County Workforce Innovation Board and local communities have partnered with Valley Vision to inventory employers serving as advisors for workforce and education investment programs. The inventory will be used to create an analysis that identifies important employer / sectoral gaps and duplicative efforts.



**UC Davis
campus**

**SPOTLIGHT ON
UC DAVIS**

11 miles south
of Woodland, CA

1st in the world
for veterinary medicine

1st in the nation
for agriculture

10th in the nation
for public universities



ECONOMY

Woodland's business-friendly local government and ideal location produce a diverse and growing local economy.

"The City was fantastically easy to work with. Now we donate back to the community whenever we can and try to be a good neighbor"

-David Towne, Blue Note Brewing Company

+11.2%

Greater Sacramento
Employment growth
from 2011 to 2016

Source: Greater Sacramento Economic Council

25k

Woodland jobs
Total population:

55k



SPOTLIGHT ON NUGGET MARKETS

Family owned and operated for over 90 years, Woodland-founded Nugget Markets prides itself on offering quality products and exceptional service. Ranked among the *Fortune 100 Best Companies to Work For* for 12 years in a row, Nugget offers Woodland and the Greater Sacramento Valley a wide variety of specialty and conventional food items, many of which are grown and produced right here in Woodland.

FLEX INDUSTRIAL SPACE

Price per square foot



Source: Greater Sacramento Economic Council



**Woodland
Farmer's
Market**

HOUSING & LIFESTYLE

A thriving downtown and an accessible housing market make Woodland a hotspot for families and an emerging regional entertainment destination. Woodland offers a mix of housing options, from single family homes to historic Victorian estates to modern downtown lofts. Go to visitwoodland.com to peruse upcoming events that make up the fabric of our close-knit community.



WOODLAND'S DINNER ON MAIN

Hundreds of guests enjoy a mouthwatering menu of regionally-sourced and freshly-picked ingredients paired with a variety of locally produced wine and beer.



WOODLAND FARMERS MARKET

The market is made up of local farmers and vendors located within one hour of Woodland, supplying the freshest produce possible.



FIRST FRIDAY ART WALK

Woodland lights up the first Friday of every month for a downtown event featuring live music, performing arts, and visual arts.



CALIFORNIA HONEY FESTIVAL

Downtown Woodland hosts the annual California Honey Festival the first weekend in May. Honey tastings, beekeeping, hands-on education and more draw over 30,000 people to Main Street.



**Historic
State
Theatre**

\$270k

Woodland median housing

\$360k

Greater Sac median housing

Source: Greater Sacramento Economic Council

AT A GLANCE

56,997

population

35.1

median age

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