



Richmond!

Your Home Front for Business

The home town
of "Rosie the
Riveter" carries
on the can-do
tradition



Room To Grow

Richmond's Southern Shoreline offers development opportunity. **7**



Tech and Life Sciences

Richmond Bay Campus promises growth in sectors. **10**



Outdoor Recreation

Miles of bike and walking paths to explore a spectacular setting. **16**



Celebrating Diversity

Neighborhoods reflect the area's cultural richness. **20**



Your home front for business!

www.ci.richmond.ca.us



Richmond's City Council: Left to right, Jim Rogers, Vice Mayor Corky Boozé, Jael Myrick, Mayor Gayle McLaughlin, Jovanka Beckles, Nathaniel Bates, Tom Butt

A New Energy in Richmond

It is no wonder that more businesses each day are making Richmond their home, as they discover the unparalleled location and rich amenities that are helping to revitalize the community.

Bio and life sciences, green tech, health services, food preparation and packaging, and product distribution represent just some of the diverse, burgeoning industries that are recognizing Richmond as the best business option in the Bay Area.

Our strategic, central location, sensible real estate values, tax incentives and welcoming climate are all contributing factors to broad-based business and industrial growth. And our diverse neighborhoods, pristine marinas, recreational and cultural amenities, and more miles of trail-lined shoreline than any other city in the Bay Area, make Richmond among the most unique communities in California.

We invite you to discover the Bay Area's best-kept secret and to experience for yourself what's causing a new energy in Richmond.

—Bill Lindsay, Richmond City Manager

Contents

A City Rich in Diversity	4
Best Of Richmond	4
Richmond Works for Business	5
Richmond: Your Destination to Grow & Expand	7
Innovation Clusters Thriving in Richmond	9
New Richmond Campus	10
Port of Richmond: Northern California's Most Diversified Cargo Handler	12
Specialty Producers in Demand from Discerning 'Foodies'	14
Visit Richmond	16
Ford Point / Craneway Pavilion: Icons of Richmond's Revival	18
Dining & Shopping	19
Neighborhoods	20
Neighborhood Policing Improving Public Safety	21
Building Healthy Communities	22
Kaiser Key to Richmond's History & Healthy Future	22

Stories by Carol Piasente
Design and layout by Carol Collier

About the cover: Rosie the Riveter

Rosie the Riveter is a cultural icon, representing the American women who worked in factories and the defense industry during World War II. Their contributions are memorialized at the Rosie the Riveter World War II Home Front National Historical Park on the southern Richmond waterfront near the site of the Kaiser Richmond Shipyards. Richmond's well-deserved reputation as America's quintessential home front city was largely built on the impressive production of the Henry J. Kaiser shipyards where thousands of women were employed. Between 1940 and 1945, the Richmond shipyards produced 747 ships, more than any other complex in the United States. Kaiser's ships were completed in two-thirds the time and at a quarter the cost of the average of all other shipyards. Liberty ships were typically assembled in a little over two weeks. Today, "Rosie" has come to symbolize the strength of Richmond's workforce and the city's "can-do" attitude to taking advantage of 21st Century opportunities.



WIKIMEDIA COMMONS

**The business bank you want.
The personal attention
you deserve.**



Ford Assembly Plant, Richmond, California, 1931

We understand that relationships matter. That's how we've built our business and it's probably how you've built yours. For more than 108 years, we have remained committed to helping local businesses succeed. Dedicated to the financial success of you, your business and your employees, we're here to help meet your financial needs through all stages of your growth.

Richmond Hilltop

3170 Hilltop Mall Road
510.262.7251

Richmond Mira Vista

4100 Macdonald Avenue
510.970.9830

Point Richmond

4 W. Richmond Avenue
510.970.9844



[f](#) [t](#) [v](#) [in](#)
MechanicsBank.com

MEMBER FDIC

Richmond: Home Front for Diversity

BY BILL LINDSAY

Richmond City Manager

Diversity. The dictionary tells us the world relates to “the condition of being composed of a variety of distinct elements or qualities.” For Richmond, the term “diversity” embodies the strength of its character, the richness of its cultures, the source of its energy and the promise of a rewarding future. Through such diversity – in business and industry, in land uses and in its people – the City of Richmond is poised for dynamic and positive change during the next decade.

Richmond’s home front efforts during the 1940s are legendary, and made the city the very symbol of a diverse and industrious workforce. Just as its World War II shipbuilding prowess was renowned, so too will be Richmond’s contribution to the clean energy future of the globe be celebrated.

The City of Richmond received a significant vote of confidence by being designated by the University of California and the Lawrence Berkeley National Laboratory as the preferred site for a new Richmond Bay Campus. These organizations, known throughout the world for the quality of their research, did their homework and chose Richmond.

With that designation, the community is, once again, embarking on a dramatic new era of its history. This era is geared toward a new type of industry, and, quite literally, a new type of energy. It is the foundation for commercial growth that will secure Richmond’s future as a business, industrial, maritime and



Richmond Shipyard workers during WWII.

Richmond’s home front efforts during the 1940s are legendary, and made the city the very symbol of a diverse and industrious workforce.

residential community with a thriving and dynamic economy.

The designation of the community as the preferred site for the Richmond Bay Campus has galvanized the city’s efforts and com-

mitment to workforce development and for partnering in education, training and advanced manufacturing. With Richmond’s available land, and ready access to all forms of transportation and logistics – including a Port, two rail systems and two interstate highways -- there are countless opportunities for expanding business opportunities in our community.

The seeds that are now being planted in the city’s downtown area also provide a stunning vision for Richmond. The city is embarking on a downtown renaissance that will focus on building pedestrian-friendly neighborhoods, with mixed commercial establishments and a variety of housing types clustered around transportation hubs. What has, in urban planning terms, been dubbed, simply, “smart growth” is becoming synonymous with the future growth of downtown Richmond.

What will undoubtedly provide the ener-

gy to propel the Richmond community into its new century are its diverse citizenry. As many businesses have discovered, the Richmond community can be overwhelming – in the best meaning of the word -- in terms of the welcoming, caring and nurturing quality of its residents and its city organization. In this community, business leaders have discovered a history that is a source of pride, diversity that is a source of strength and a future that is limitless.

There is no reason that a future Nobel Prize winner cannot come out of Richmond’s public school system to join the names of UC Berkeley’s and LBNL’s current Nobel laureates; nor is there any reason why the next game-changing industry cannot grow up in Richmond. Just as Richmond was recognized for its World War II shipbuilding expertise, so it can be for its contribution to the clean energy future of the globe.

Diversity embodies the strength of Richmond’s character, the richness of its cultures, the source of its energy and the promise of a rewarding future.

HELPING THE CITY OF
RICHMOND
SHAPE
ITS
FUTURE



RICHMOND CIVIC CENTER



BART PARKING STRUCTURE

mack⁵ 1900 Powell St. Suite 470 Emeryville, CA 94608
www.mack5.com 510-595-3020
Project/Construction & Cost Management in the Built Environment

mack⁵



Council of Industries

Supporting the business and neighborhood
community in Richmond and West Contra
Costa County for 50+ years.

Katrinka Ruk
Executive Director
kpruk@sbcglobal.net

510-215-9325 office
510-215-9029 fax

www.councilofindustries.org

Richmond Works for Business

Ready workforce, great location, business services and incentives

Richmond has a ready workforce, acres of space to locate and expand, great transportation connections, a growing economy – and a proactive Office of Economic Development that's ready and able to provide businesses low-cost loans for working capital, tax incentives, relocation assistance and favorable contracting opportunities.

Richmond's Office of Economic Development (OED) helps business owners relocate existing operations, works with entrepreneurs and facilitates business-to-business transactions.

REVOLVING LOAN FUND

Richmond's Revolving Loan Fund (RLF) offers four loan options, from \$5,000-\$100,000, for the development of new businesses and the expansion of existing business:

- **Working capital** – for the costs of business operations
- **Machinery/equipment acquisition**
- **Fixed assets** – for leasehold improvements, renovation, expansion of a structure, or purchase of fixed assets
- **Facade improvements**

Loan applications are available at www.richmondca4business.com.

RICHMOND WORKER COOPERATIVE REVOLVING LOAN FUND

The cooperative loan fund lends from \$3,000-\$20,000 to start-up and established Richmond worker cooperatives at competitive interest rates, and provides assistance with loan applications. Help is also available to create and operate a successful cooperative business. For more on lending criteria, definition of a co-op business, how to start a co-op and more, visit www.richmondcooploans.net.

TAX CREDITS AND HIRING INCENTIVES

Richmond enables businesses to save thousands – even millions – of dollars through a variety of tax credits and cost reductions.

- **Richmond Enterprise Zone (EZ) & Target Employment Area Benefits:** Richmond enables businesses to save thousands - even millions - of dollars through a variety of tax credits and cost reductions when located within a State of California approved Enterprise Zone.
- **Targeted Employment Area Tax Credits:** Businesses hiring a resident from a state-recognized Targeted Employment Area (TEA) can immediately qualify for these benefits. TEA credits are available for hires in several Richmond neighborhoods.
- **Hiring Tax Credit:** Richmond businesses that hire prior to January 1, 2014 may reduce state income tax by a percentage of wages paid to one or more qualified employees.
- **Sales & Use Tax Credit:** Corporations may earn sales tax credits on purchases of up to \$20 million per year on qualified machinery or machinery parts used in the Enterprise Zone (EZ). Partnerships and individuals may annually claim a credit on the first \$1 million of qualifying purchases
- **Business Expense Deductions:** A business may deduct up to \$20,000 of the cost of qualifying business equipment, furniture and fixtures or other depreciable personal property.
- **Net Operating Loss Carryover:** Businesses may carry forward up to 100% of Net Operating Loss for 15 years.
- **Interest Deduction for Lenders:** Lenders to Enterprise Zone (EZ) businesses may deduct direct expenses incurred in making the loan from the interest income, which may translate into more favorable rates or terms for the borrower.
- **Former Enterprise Zone Program Participants:** Participants may continue using Enterprise Zone carryover credits for 10 years and continue to earn hiring credits for employees hired prior to January 1, 2014.

MORE TAX CREDITS

- **On-the-Job Training (OJT):** Businesses may be reimbursed up to 50% of the wages paid to a new hire during the initial training period (up to 6 months). OJT focuses on jobs involving new technologies, production and services.
- **New Employment Credit:** Businesses that hire long-term unemployed workers, veterans with 12 months separation from service, people receiving federal earned-income tax credit, ex-offenders and recipients of CalWORKS or general assistance may receive credits for up to five years. Credits are only allowed for a net increase in jobs for hires between January 1, 2014 and January 1, 2021.
- **Manufacturing Equipment Sales Tax Exemption:** Business engaged in manufacturing or biotechnology research may exclude the first \$200 million in equipment purchases for the state share of sales tax (4.19%) beginning July 1, 2014.



Richmond's fully restored Civic Center earned LEED-Gold certification and the Association of Bay Area Governments 2010 Building a Better Bay Area - Urban Design award.

RICHMOND AT A GLANCE

Demographics

Population: 104,513 (projected 2030: 119,900)

Hispanic/Latino	38.7%
White (non-Hispanic)	17.8%
Black (non-Hispanic)	25.4%
Asian/Pacific Islander	14.8%
Total households	33,997
Median household income	\$50,346
Average household income	\$62,860

Environment

Land Area	33.7 sq. miles
Water Area	22.2 sq. miles
Shoreline	32 miles
Parks	4,287 acres
Climate	Mild Mediterranean

Sister Cities

Shimada, Japan
Regla, Cuba
Zhoushan, China

HUB ZONE EMPOWERS BUSINESS

As a designated U.S. Small Business Administration HUB Zone, Richmond helps certified small businesses gain preferential access to federal procurement opportunities, including competitive and sole-source contracting, and a 10% price evaluation preference.

CALIFORNIA ECONOMIC DEVELOPMENT INITIATIVE

Through the state's GO-Biz program, businesses can compete for available tax credits based on the number of jobs created or retained, the extent of poverty in a business development area and minimum compensation limits. Visit www.business.ca.gov.

BUSINESS SERVICES

Richmond helps stimulate and attract new investment and reduce the cost of starting and operating a business by providing access to technical assistance such as counseling, workshops, classes, business planning, marketing, credit repair, legal consulting, financing and facade improvement. Most of these services are provided at no or reduced cost to business owners.

Employer Services are available to assist businesses with customized employment services: recruiting, outplacement services and resources, on-the-job training and labor market information. For more information, visit www.richmondworks.org.

MORE BUSINESS RESOURCES

The **Richmond Chamber of Commerce** helps to foster growth in Richmond and West Contra Costa County. Contact the Chamber at 510-234-3512 or visit www.rcoc.com.

The **East Bay Economic Development Alliance** (East Bay EDA) is helping to establish the East Bay as a preferred location to grow businesses, attract capital and create quality jobs. Visit www.eastbayeda.org.

The **West Contra Costa Business Development Center** provides entrepreneurs with individualized services, from business consulting and entrepreneurial training to securing financing. Visit www.wccbcc.org.

The **Richmond Workforce Investment Board (WIB)** promotes creative solutions to meet the needs of job seekers and employers. Contact Sal Vaca at svaca@richmondworks.org or 510-307-8023.

Business & Economic Development Assistance

For more information on these programs and other business services, contact:

Janet Johnson
City Manager's Office
 450 Civic Center Plaza,
 Third floor
 Richmond, CA 94804
 510-307-8131
 510-307-8149 FAX
janet_johnson@ci.richmond.ca.us

CONTRACTING OPPORTUNITIES: BIDSONLINE®

To make contracting opportunities as convenient, accessible, secure and reliable as possible for vendors, Richmond uses BidsOnline® to post requests for quotes, invitations to bid, requests for proposals and information online.

Registered vendors are automatically notified of Bid Alerts, changes and addenda, and may search for the

latest contracting opportunities available, request and download documents and bid electronically (if applicable) on all open requests up until bid closing. And it's free!

For current bid opportunities, visit www.ci.richmond.ca.us/bids or contact the city's Purchasing Division at 510-620-6699 or purchasing@ci.richmond.ca.us.



health
happens
here



In Richmond

Staying healthy means more than just diets and doctors' visits. It means having safe streets, clean air, and open space.

Richmond residents, in partnership with the City of Richmond, the State Parks Department, and nonprofits such as Pogo Park, are remodeling Elm Playlot in the heart of Richmond's Iron Triangle neighborhood into a green, safe haven for 3,400 Richmond kids to play and grow. Projects like these are transforming Richmond into a community with vibrant public spaces and **happier, healthier people.**

Healthy
RICHMOND

www.healthyrichmond.net

Richmond: Your Destination To Grow and Expand

Richmond's diverse commercial, manufacturing and warehousing spaces offer unparalleled location and value in the Bay Area.



Marina Bay Business Park

1400-1450 Marina Way

Offered by Colliers International. Contact Todd Severson, 510-433-5810 or 510-517-9655 cell.

- Campus setting on bay shore; access to Bay Trail
- 200,000 sq. ft. Class A office and R&D space; 350,000 sq. ft. to be built to satisfy occupant's unique business requirements
- Last large office/R+D campus in the North Bay Area
- Easy access to Marin and I-80 corridor; BART Shuttle
- Close to proposed Richmond Bay Campus
- Adjacent to proposed Marina Bay Ferry Terminal
- Major businesses in area include SunPower, EksoBionics, Chevron Energy, DiCon Fiberoptics, Kaiser Optical Labs, Bio-Rad Labs, California Health Services.



JOINN Innovation Park

2600 Hilltop Road

Offered by Cushman & Wakefield. Contact Cory Lawrence at 925-487-7671.

- Three parcels totaling 19.57+ acres; two lots contiguous at total 6.51+ acres
- Outstanding signage along Richmond Parkway
- Retail, commercial, light industrial
- Near Hilltop Mall retail



Port of Richmond Light Industrial

1325 Canal Blvd.

Offered by Cassidy Turley. Contact Jeffrey Leenhouts at 510-267-6014 or 510-421-1790.

- Port of Richmond flex/light industrial building
- 26,670 sq. ft. stand-alone building
- Grade-level loading
- Ample parking
- Water access
- Bay views

Warehouse

1321 Canal Boulevard

Offered by Cassidy Turley. Contact Jeffrey Leenhouts at 510-267-6014 or 510-421-1790.

- 160,000 sq. ft., 4-story warehouse
- Dock & grade-level loading
- 2 freight elevators; 1 private elevator
- Sprinkler system
- Ample parking
- Water access

Office Building

1301 Canal Blvd.

Offered by Cassidy Turley. Contact Jeffrey Leenhouts at 510-267-6014 or 510-421-1790.

- 14,268 sq. ft. stand-alone office building
- Ample parking
- Adjacent to Port entrance
- Close proximity to Richmond-San Rafael bridge



Marina Bay Tech Center

1387 Marina Way South

Offered by Virtual Development Corp. Contact Richard Poe at 510-233-5595.

- 250,000 sq. ft. Class A office space; 62,000 sq. ft. lab-ready space
- Close to proposed Richmond Bay Campus
- Fast and easy reverse commute from San Francisco and Marin
- Walk to planned ferry terminal; access to Bay Trail
- Ample parking
- More affordable than comparable space in San Francisco or Emeryville
- Adjacent to Marina Bay Village residences, restaurants, recreation and mixed-use retail
- Tenants include Comcast, Chevron, West Contra Costa Unified School District Administrative Office



Downtown Main Street/Mixed-Use BART Garage Development

1400 Macdonald Ave

Contact Paul Voix, BART Property Development, 510-464-6287.

- 9,000 sq. ft. retail space facing Macdonald Ave.
- Ample parking
- Adjacent to MetroWalk Transit Village; walk to East Bay Center for the Performing Arts
- High impact location, adjacent to a busy interregional transit center; access to more than 6,000 daytime worker population



Pinole Point Business Park

Atlas Road & Giant Highway

Offered by Colliers International. Contact Todd Severson, 510-433-5810 or 510-517-9655 cell.

- Master-planned, 80-acre development; three available buildings
- Prime access to major interstate highways and close proximity to the entire San Francisco Bay Area.
- 515,000 sq. ft. of warehouse/distribution and/or manufacturing space
- Build to satisfy occupant's unique business requirements
- Tenants include Bio-Rad Labs, Sears, Whole Foods, Restoration Hardware



South Shoreline

South of Interstate 580

Project contact Hector Rojas, Senior Planner, City of Richmond, 510-620-6662.

The City of Richmond is proud to have been selected as the home for the University of California, Berkeley and Lawrence Berkeley National Laboratory's proposed second campus. The Richmond Bay Campus will be located in Richmond's southern shoreline area and is planned to accommodate up to 5.4 million square feet of premiere science and research facilities. To fully capture the Richmond Bay Campus' economic development potential, the City of Richmond is preparing a specific plan for the 220-acre area surrounding the site. The South Shoreline Specific Plan will promote the formation of innovative science and research clusters near the Richmond Bay Campus supported by a vibrant mixed-use pedestrian-oriented district that would provide jobs, medium-density housing, connections to transportation, and opportunities for entertainment and recreation.

Revitalization Opportunities Attract Investors / Developers

Projects are underway to revitalize commercial business districts Downtown and in Central Richmond, offering attractive opportunities for small businesses, investors and developers.

- Development is underway along Macdonald Avenue, Richmond's Main Street, for a high-density, pedestrian-friendly urban village, with easy access to BART, Amtrak and AC Transit. Mixed-use zoning accommodates shops, cafés and restaurants and residential spaces, bringing new vitality to the area.
- Clustered in the Central Richmond Business District, around Macdonald and San Pablo avenues, are many established businesses, a luxury pre-owned automobile dealership, Grocery Outlet, Planet Fitness, Bank of America and Chase. Nearby, the Macdonald 80 Shopping Center features brand-name companies like Target, Wells Fargo, Panda Express, Radio Shack, Game Stop and Payless ShoeSource.

"Richmond is the best value in the Bay Area."

Eddie Orton,

Developer of Ford Point / Craneway Pavilion



When it comes to building communities, there is strength in numbers. Together, we can achieve so much more.

RICHMOND COMMUNITY FOUNDATION

**Using the power of philanthropy
to build healthy, sustainable communities**

The Richmond Community Foundation (RCF) works to build the capacity of the Richmond and surrounding communities by serving as a Leader, Collaborator, and Broker; and by leveraging assets of all kinds to create and sustain a strong, healthy city. Community foundations are tax-exempt public charities serving people who share a common interest—improving the quality of life in their community. Individuals, families, businesses, and organizations create charitable funds that help their region meet local challenges. RCF provides an effective and personal approach to giving and offers a variety of tools to help achieve your charitable goals including: **Community Impact Fund**, **Donor Advised Fund**, **Agency Fund**, and **Field of Interest Fund**. Each individual, family, business or organization we work with has unique charitable interests. RCF assists donors in making contributions that support the collective impact on our community.

Impact: The Richmond Community Foundation (RCF) is committed to facilitating positive change in Richmond, California, and surrounding West Contra Costa communities, by addressing the challenges and opportunities related to **Quality Education, Health, the Physical Environment, Public Safety, and Jobs and Economic Development**. Through the Foundation's discretionary grants and donor advised funds, RCF invests in a range of nonprofit organizations working to build a healthy, sustainable community. Your gift to the Richmond Community Foundation ensures impact on the issues that mean the most to you.

Leadership: The volunteers on the Board of Directors of RCF are key leaders in public and private entities. Along with senior staff, RCF has a long history of contributing to the success of our community. As a recognized leader in our community, RCF anticipates community needs and responds effectively to socio-economic trends. RCF facilitates several innovative community initiatives including SparkPoint West Contra Costa, the Nystrom United Revitalization Effort (NURVE), and Safety Net Contra Costa. Information on these and other initiatives is available on our web site at www.richmondcf.org.

Capacity Building: RCF has focused its philanthropy on building the capacity of local organizations who are working to significantly improve the lives of Richmond residents. Organizational capacity-building grants are awarded in the following categories: *Mission, Vision and Strategy; Governance and Leadership; Strategic Relationships; Internal Operations*. Grants for adult literacy and for summer youth programs are also awarded to nonprofits.



Richmond Community Foundation
1014 Florida Avenue
Richmond, CA 94801
PHONE: 510-234-1200
FAX: 510-234-3399
info@richmondcf.org
www.richmondcf.org

Facebook.com/RichmondCF
Facebook.com/wegive2013
Twitter.com/RichmondCF

Richmond Community Foundation
WE GIVE!
September 18 - 19, 2013

We Give 2013! is an online giving event that provides an opportunity for people who care about Richmond and West Contra Costa County to come together and raise as much money as possible for local nonprofits in 36 hours. To donate or find out more information on the participating nonprofits, visit WeGive2Richmond.org

Innovation Clusters Thriving in Richmond

“Richmond is a great location for a world-class life science hub serving the entire Bay Area.”

Hunter Zhou, JOINN Laboratories

Richmond is diversifying beyond its historic reliance on heavy industry and evolving into a “home front” for innovation in biotechnology, green technology and alternative energy research. Well-known science and technology companies are thriving in Richmond, including Bio-Rad, Sangamo Biosciences, Vertigo Software and DiCon Fiberoptics. Tinsley Laboratories is currently involved in the design and manufacture of an advanced mirror system demonstration (AMSD) model for the Next Generation Space Telescope (NGST).

ACCESS, SPACE & BRAINPOWER

These and other forward-looking firms are choosing Richmond for its convenient accessibility by highway or rail, which offers employees reasonable commutes from across the Bay or a dozen nearby communities. The city’s strategic location also provides proximity to world-class research facilities at UC Berkeley, Lawrence Berkeley National Laboratory, UCSF and Mission Bay.

High-technology employers also appreciate the ready availability of commercial space in modern business parks that can accommodate office space, research labs or light industrial activity.

Richmond’s growing economy, strong workforce, rich cultural diversity and great year-round living environment accentuate why so many businesses are locating in the city. The city also offers valuable tax incentives and stands ready to provide businesses with the resources needed to succeed.

Why JOINN Innovation Park Chose Richmond

The 53-acre JOINN Innovation Park, located on Hilltop Drive along the spine of the East Bay’s life sciences and green tech corridor, provides full-service technical support, research labs and clinical manufacturing facilities to high-quality life science startups.

JOINN Laboratories will provide strategic partnerships to support pre-clinical research services for those life science companies located in the Innovation Park.

“Our mission is to collaborate with the life science community and grow with the start-up companies located here as we build the park,” says General Manager Hunter Zhou.

Services include research and development, consultancy, drug discovery and metabolism services, analytics and safety evaluation and regulatory services.

The Innovation Park offers a full range of life science R&D facilities, including chemical and biological research labs, pre-science research facilities, GMP (good manufacturing process) facilities, and a headquarters office building. Five additional R&D buildings, totaling 650,000 sq. ft., are planned for building in phases based on market requirements.

Convenient access, proximity to similar R&D activities in Berkeley and San Francisco and an attractive campus setting with space to grow are all reasons JOINN Investment Group chose Richmond for its life science incubator.

Why Heliodyne Chose Richmond

Solar thermal energy may be the most environmentally sound and cost-effective source of energy, and Richmond’s Heliodyne™ is America’s longest-established manufacturer of solar hot water products and packaged systems.

The company was the first to introduce “closed loop” (indirect) solar water heating systems to the U.S., a now commonly used method to heat water via the sun.

At its facilities on Seaport Avenue, Heliodyne™ manufactures and assembles a variety of solar water heating products, including the Gobi line of solar flat plate collectors and the “plug & play” Helio-Pak heat-transfer appliances. The Gobi collector is perhaps the most well known American collector on the market



Above: JOINN Innovation Park life sciences incubator facilities. Left: Ekso Bionics’ wearable robot helps the disabled walk.



Why Ekso Bionics Chose Richmond

Ekso Bionics, located at Ford Point, is pioneering the field of exoskeletons – wearable robots that enhance human mobility.

“We’re at the forefront of the inevitable wave of human augmentation that’s coming,” says Nathan Harding, Ekso Bionics co-founder and CEO. “The near-time goal is to get people in wheelchairs up and walking.”

Ekso Bionics has developed a bionic suit that’s helped an estimated 1,500 people living with paralysis from spinal cord injury or stroke take more than 3 million steps in rehabilitation centers across North America and Europe.

“The City of Richmond was the most open and transparent of any of the neighboring cities where we had lease options,” says Harding. “Ford Point is a stellar facility, and Richmond is a cheaper location to do business and close to the extraordinary talent available in the East Bay.”

The East Bay’s urban atmosphere, with its art galleries, music venues and great restaurants, “is the lifestyle creative young people are looking for,” says Harding.

“There’s a big contingent here of innovators in technology businesses who feel they get a better lifestyle in the East Bay than they could afford in Silicon Valley.”

Why Scientific Art Studio Chose Richmond

The giant baseball mitt at the San Francisco Giants’ AT&T Park (a replica of a vintage 1927 glove), models for the Monterey Bay Aquarium and Chabot Space and Science Center and the new playground under construction at the San Francisco Zoo – all are the work of Richmond’s Scientific Art Studio.

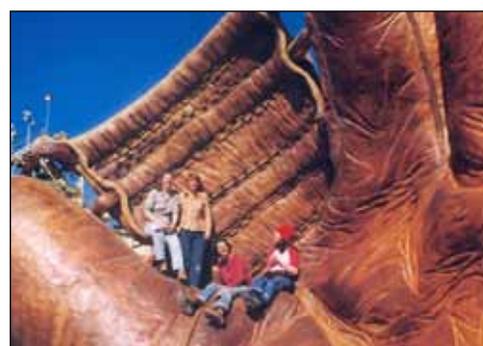
The company’s team of artists and craftsmen combine cutting-edge fabrication techniques and old-world skills with innovative design to bring the worlds of reality and fantasy to life.

“After more than a decade in Berkeley, we needed better facilities,” says Ron Holthuysen, Scientific Art Studio’s founder and creative director.

“Richmond offered a solid inventory of buildings, affordable for sale or lease, and there are plenty of local suppliers, fabricators, artists and workers in close proximity.”

Scientific Art Studios works with local companies like PolyEngineering for powder coating, American Soil and Stone for garden elements and stone, Douglas & Sturgess for sculpting tools and modeling compounds and ClayPeople for ceramic supplies.

“Richmond also has great access in every direction, so transportation is easy. It was a perfect match,” adds Holthuysen.



The giant baseball mitt at ATT Park was designed and built by Scientific Art Studio.

today, having been installed in thousands of homes and commercial installations throughout the U.S. and many other parts of the world.

To simplify installations even further, the company offers pre-packaged kits complete with all the necessary components to make installing a solar water heating system a hassle-free experience. Pre-engineered systems take a lot of the guesswork out of “sizing” a system for clients, and eliminate potential hidden extra costs.



Pilgaard

Heliodyne was established in Richmond in 1976 by local owners, then bought in 2006 by the North American branch of SolarCAP, the active parent company of the VKR Group’s solar thermal energy business based in Denmark.

“Richmond offers good logistics for a manufacturing business,” says Heliodyne President Ole Pilgaard. “We’re close to the Port and interstate highways, which facilitates transportation across the U.S., and Richmond has an ample labor force. Many of our employees live in the neighborhood.”

“Our roots are in Richmond and we plan to make it our home for many years to come.”

Richmond Renaissance: The Richmond Bay Campus Effect

“The opportunities - from job creation to new partnerships and spin-off industries - are endless.”

Richmond City Manager Bill Lindsay

The selection of the University of California's Richmond properties along the city's southern shoreline as the preferred site for a new, joint UC Berkeley-Lawrence Berkeley National Laboratory's (LBNL) Campus promises to be “a catalyst for a continued Richmond renaissance,” says Richmond City Manager Bill Lindsay.

“The opportunities - from job creation to new partnerships and spin-off industries - are endless.”

The proposed site presents an excellent opportunity to address the Lab's future space needs while allowing for long-term growth and maintaining the 80-year tradition of close cooperation with the UC Berkeley campus. While LBNL plans call for moving existing institutes to the new campus and accommodating future growth, the university needs additional space for new and existing research endeavors, particularly in the areas of energy, bioscience and health.

“The choice of the Richmond site creates tremendous opportunities for the campus and the surrounding community. Beyond an expansion of the research we conduct in the public's interest, we also envision a new hub of collaboration with private sector entrepreneurs who can help translate our discoveries in to beneficial goods and services that will generate a great deal of economic activity,” says Graham Fleming, UC Berkeley's vice chancellor for research.

“This is a quintessential win-win proposition for the campus and our neighbors.”

ECONOMIC BENEFITS

The new UCB-LBNL campus will not only bring in millions of dollars in new tax revenue, but also reinforce the city's position as one of the most desirable business locations in the region.

Several LBNL spin-off companies, including PowerLight (since acquired by SunPower) are already based in Richmond. Future development could include light industry, small businesses, neighborhood-serving retailers and big-box retailers.

“We have the available land and we're interested in working with property owners to link businesses, the city, the lab and the university,” says Lindsay.

The new, 133-acre Richmond Bay Campus could eventually have up to 5.4 million sq. ft. of research labs, offices, conference rooms, an auditorium and outdoor spaces. The campus, which will be built over a 40-year span, will be open to the public, ensuring access to the Bay Trail and 25 acres of natural open space.

While construction of the LBNL facilities in Richmond will likely be federally funded, the university is looking beyond government funding sources for its portion of the project.

“We will need to aggressively pursue a wide range of financing options to realize our strategic objectives,” said John Wilton, UCB's chancellor for administration and finance. “That could very well include innovative public-private partnerships given the reluctance of the state to finance capital expenditures.”

DISCOVERIES & INNOVATION

During Phase I, the new campus is expected to house some 800 employees engaged in cutting-edge research. Powering vehicles with clean, renewable fuels; recruiting microbial allies



Science students at the Cal Energy Corps Summer program.



Above: Rendering of the proposed Richmond Bay Campus. Right: Commercializing technological research will be one of the aims of the work done at the new campus.

to remove toxic pollutants from the environment; discovering the factors that cause healthy cells to turn cancerous and commercializing technological research are just some of the possibilities to be realized from UCB-LBNL research.

Widely recognized as one of the world's premier research institutes, LBNL is a U.S. Department of Energy (DOE) national laboratory managed by the University of California.

UC Berkeley Chancellor Nicholas Dirks envisions the Richmond campus as a magnet for researchers and scientists from around the world, and a source of solutions for challenges both local and global.

“Research programs will be focused on confronting challenges to the global economy, environment and human health,” says Dirks, “New economic activity, along with university-community partnerships and programs on and off the site, will help to confront those same challenges on a local level.”

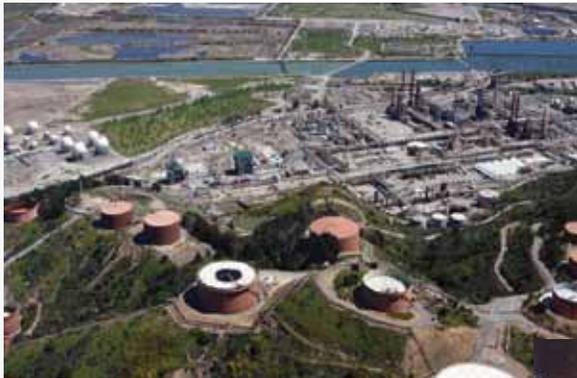
For more information on the Richmond Bay Campus, go to www.ci.richmond.ca.us/lbnl.



Lindsay



Nevin Ave. Apartments
1907



Chevron Refinery
1922



Richmond High School



Integrated Resource Recovery Facility



Berlex Biosciences

1998

Loving Richmond Since 1907.



Hilltop YMCA
1999



EBMUD Advanced Recycled Expansion



Making Waves Academy

2006



Overaa Construction Headquarters



2008

AC Transit Bus Maintenance Facility



Richmond Transit Village

2010



Richmond City Hall



BART Parking Structure

2013



Overaa Construction 200 Parr Boulevard, Richmond, CA 94801 www.Overaa.com 510 234-0926



PHOTOS / PORT OF RICHMOND

Port of Richmond: Northern California's Most Diversified Cargo Handler

BUSINESSES AT THE PORT

PORT TENANTS

Auto Warehousing Company
California Oils
Foss Maritime Company
Maas Boat Co., Inc.
Marine Spill Response Corp.
Stevedoring Services of America
National Park Service

PRIVATE TERMINALS

BP-West Coast Products Co.
BP Lubricants USA, Inc.
Chevron USA Products Co.
Conoco Phillips Richmond Terminal
I.M.T.T.
Kinder Morgan
Levin-Richmond Terminal
Manson Construction Co.
National Gypsum Co.
Pacific Atlantic Terminals
Sims America

"The Port... and other businesses that operate at the Port sustain thousands of good-paying, family-waged jobs."

Port Director Jim Matzorkis

With its roots in petroleum and liquid bulk cargos, Richmond has expanded its dry bulk, break-bulk and containerized cargo handling capabilities and has increased its automobile processing facilities. Today, Richmond ranks first in liquid bulk and automobile tonnage among ports on San Francisco Bay, and boasts the third-largest annual volume of tonnage in the state.

UNPARALLELED TRANS-PACIFIC ACCESS

The Port of Richmond, strategically located nine miles from the Golden Gate on the east shore of San Francisco Bay and served by a federally maintained deep water channel, offers unparalleled access to the most important trans-Pacific shipping lanes.

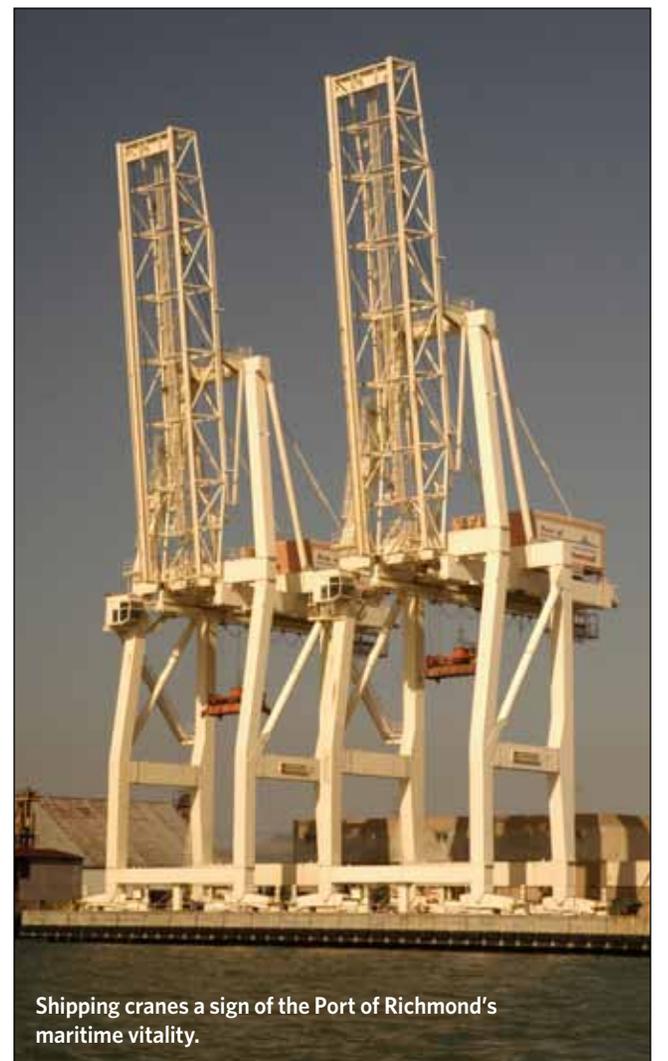
Each one-way trip to Richmond from Asia is 600 kilometers (400 miles) shorter than to Southern California, saving significant time and money. Shorter trips that reduce emissions, along with the Port's Clean Air Action Plan, establish Richmond as an eco-friendly port of entry.

TRUCK & RAIL ACCESS

Whatever the destination or point of origin, cargo can readily be trucked and/or transported by rail to and from the Port of Richmond with its close proximity to Interstate 80 and 580. The Port is also served by two major transcontinental railroads, Burlington Northern Santa Fe and Union Pacific, with direct, express service to all of North America.

PORT POWERS JOBS / ECONOMY

"The Port is an economic driver of Richmond's economy," says Port Director Jim Matzorkis. "The Port itself and other businesses that operate at the Port sustain thousands of good-paying, family-waged jobs."



Shipping cranes a sign of the Port of Richmond's maritime vitality.



Off-loading Hondas for distribution throughout California.

State-of-the-art car processing is an asset

The Port of Richmond is a state-of-the-art automotive point of entry and distribution terminal. The Port has partnered with the Auto Warehousing Company, North America's industry leader in vehicle processing, for logistic services and terminal operations. Honda and Subaru import vehicles through the Port of Richmond for delivery to dealerships throughout California.

Together, Honda and Subaru currently ship

some 200,000 vehicles a year through the Port of Richmond.

In addition, Subaru is spending between \$500,000 and \$750,000 at the Port to add office space and shop capacity for installing accessories in the cars brought in from Japan.

There is still plenty of capacity at the Port to process more cars, says Port Director Jim Matzorkis, who is currently in talks with a Chinese carmaker to bring their cars into the U.S. market through the Port of Richmond.



Foreign Trade Zone designation will benefit businesses at the Port of Richmond.

Foreign Trade Zone adds to Port of Richmond's global competitiveness

The Port of Richmond is poised to offer businesses new opportunities to boost their global competitiveness through participation in the Port of San Francisco's expand Foreign Trade Zone (FTZ) No. 3 service area.

"Foreign Trade Zones are one tool to reduce logistics costs, which translates into savings to a company's bottom line," says Jim Maloney, maritime marketing manager at the Port of San Francisco.

"FTZs allow American companies to obtain a more competitive position with respect to their counterparts overseas, and subsidize job growth by reducing customs duties," he adds.

A Foreign Trade Zone site is a secured area near a designated customs port of entry that allows for foreign goods to be brought in without formal customs entry for manufacturing, testing, assembly, processing, storage and distribution. Duty may be deferred on imported goods and materials until enter U.S. commerce. Goods not entering U.S. commerce—for example, re-exports or scrap—are not obligated to

pay customs duties.

Businesses can apply to participate at <http://ia.ita.doc.gov/ftzpage/>.

LEARN MORE

To learn more about how the Port's participation in Foreign Trade Zone No. 3 can benefit your business, contact:

Jim Maloney
Maritime Marketing Manager
Port of San Francisco
Jim.malone@sfpport.com
415-274-0519

CONTACT THE PORT OF RICHMOND

Jim Matzorkis
Richmond Port Director
jim_matzorkis@ci.richmond.ca.us



Dameion D. King, Publisher
Redeemed World Magazine



It's Richmond's turn for a clean energy choice.

There's an awakening taking place in Richmond. Now is the time to pull together and make it happen. MCE is contributing to our forward momentum, investing in our K-12 schools, supporting local green jobs, and giving us the choice for cleaner energy and a brighter future for our kids.

Visit our website to learn more about signing up for 100% renewable Deep Green energy.

What's your choice?

mceCleanEnergy.com/deepgreen | 1 (888) 632-3674



VIRTUAL DEVELOPMENT CORPORATION



1450 Marina Way South

Marina Shores Research Center | Richmond, California

±42,500 ft² Class A Office Building
Lease Rate: \$2.50 Full Service

Private water taxi to San Francisco: 25 minutes

Two new 35 passenger Water Taxis: 25 minutes to San Francisco, 15 Minutes to Tiburon

Located on the northern shores of the San Francisco Bay, Marina Shores Research Center is home to over ±200,000 ft² of existing Class A office and R&D real estate. This Campus boasts views, bay trails, easy freeway access to Marin and the I-80 corridor, 5 minute ride on BART shuttle to the El Cerrito station, adjacent to the Marina Bay Ferry Terminal and minutes to the new LBNL Campus. Located next to the Bay Trail, which connects to Berkeley and Emeryville.

Jeff Leenhouts

Senior Vice President
510.267.6014
Jeff.Leenhouts@CassidyTurley.com
LIC #01063048

Specialty Producers in Demand by Discerning 'Foodies'

The Bay Area has a well-established reputation as a foodie haven, the place where new trends – and standards of excellence – are set. And though a growing cluster of specialty food producers and well-known brands have taken hold in Richmond, “it’s still relatively undiscovered,” says Tim “Timber” Manhart, owner of Catahoula Coffee Company.

Those in the know appreciate that Richmond offers an ideal location based on proximity to the Bay Area’s best restaurants and specialty markets, creative chefs, affordable space and access to trucking, rail and shipping transport.

Among the food producers and distributors doing business in Richmond are:

- Award-winning Grace Baking Company, which prides itself on its innovative, all-natural artisan breads. In 1999, co-founders Cindy and Glenn Mitchell and Fred Doar tripled their production space by choosing Richmond for their kitchens and corporate headquarters.
- Rubicon Bakery, which handcrafts delectable desserts from quality, all natural ingredients and helps rebuild lives by employing, training and supporting people in need of a second chance.
- Zoe’s Cookies and Other Delights, which can be found at places like Berkeley Bowl, but which ships most of the bakery’s goods directly to clients like UC Berkeley, small delis and cafés in Richmond, art spaces in San Francisco and corporate cafeterias in Silicon Valley. Owner Zoe Smith says she has no plans to move -- Richmond is where her roots are and offers more affordable rent than she’d find elsewhere, which makes it easy to stay.
- Whole Foods Distribution Center, which moved from its former San Francisco location into a new, larger facility at the Point Pinole Business Park. Taking full advantage of Richmond’s centralized location and affordable rent has effectively cut the costs of distribution.
- Lappert’s Ice Cream, which is created in Richmond from the world’s finest ingredients, boasts “the smoothest, richest tasting ice cream money can buy.”
- Casa Chicas Salsa & Chips, which makes authentic chips, guacamole, salsas and hot sauce from the finest natural ingredients and distributes to stores and restaurants throughout California.
- Cassandra’s Wedding Cakes, a popular bakery started by an African-American business woman has seen production greatly expand.



Catahoula serves great coffee in friendly surroundings

“New, young families are moving in, drawn by more affordable housing prices than they could find elsewhere.”

Catahoula Coffee Company owner Tim “Timber” Manhart



Galaxy Desserts' Paul Levitan in the kitchen. Galaxy's desserts have been twice named among “Oprah’s Favorite Things.”

Why Nutiva Chose Richmond

Nutiva, founded in 1999 by John Roulac, best-selling author of *Backyard Composting*, is an innovative leader in the organic food industry. Nutiva produces hemp, coconut, chia and red palm organic superfoods, while supporting sustainable agricultural practices. Nutiva is sold in 15,000 stores across the U.S., Canada, Europe and Asia, as well as online at Nutiva.com. The company donates one percent of its sales to groups promoting sustainable agriculture, including many working in the Richmond community.

“Nutiva chose the City of Richmond for several reasons, including being close to the Port of Oakland, its central location to a great workforce and the city’s commitment to creating a healthier and greener community,” says Roulac. “Overall, it’s been a quite positive experience being located in Richmond.”

Nutiva has again been named one of the fastest growing private companies in the U.S. by Inc. Magazine.

And, in the spirit of giving back, Nutiva is planting fruit trees at every public school in the city. The Nutiva Nourish Foundation is also hosting the first annual Bay Food Fest next May at the Craneway Pavilion. The Bay Food Fest is an alliance of Bay Area food movements, bringing together food scientists, foodies, nutritionists, food activists, farmers and food companies.

“Nutiva chose the City of Richmond for... its central location to a great workforce and the city’s commitment to creating a healthier and greener community.”

Nutiva founder John Roulac



Why Galaxy Desserts Chose Richmond

In 1998, Jean-Yves Charon and Paul Levitan combined their successful specialty bakeries to create Galaxy Desserts, which produces innovative, gourmet desserts and pastries of exceptional quality. It was a recipe for success.

The company has garnered an impressive array of awards and accolades for excellence – and good taste, including being twice named among “Oprah’s Favorite Things.” The “Oprah effect” resulted in rapid growth, which prompted a move in 2004 from San Rafael to a new, state-of-the-art Richmond location.

“Our current facility in Richmond is in the very first building I looked at when beginning our search,” says Galaxy Desserts CEO Paul Levitan. “It was just 10 miles from our existing location and we were concerned with not moving too far and creating a hardship for employees.”

For Galaxy Desserts, it was the right move. They were able to retain 100 percent of their employees, and found Richmond helpful and welcoming. In addition, moving into an enterprise zone allowed Galaxy to earn tax credits for hiring in an economically underserved area.

“We have access to a very good labor force here in Richmond,” says Levitan. “As a seasonal business with up to 100 temporary employees at a time, it’s important to be able to find people as we have peaks and valleys in the business.”

“Those are the reason we chose Richmond,” he adds, “and why we are still here today.”

Not content to rest on their laurels, Galaxy continues to introduce delectable new products, including the Kouign Amann, selected as a finalist for Outstanding Baked Good in the U.S. for 2013, and the Brioche Pasquier brand of authentic French brioche.

Why Catahoula Coffee Chose Richmond

Inspired by his own addiction to what he calls “coffee’s liquid culture” and the modern craze of one’s own “Third Community” – a place to hang out and meet people – owner Tim “Timber” Manhart opened Catahoula Coffee Company in Northeast Richmond on San Pablo Ave. in 2008.



Tim Manhart and son Nick.

“I was tired of driving five miles for a good cup of espresso,” laughs Manhart, who claims to drink just one cup a day. “A café was just what the community needed and I just decided Catahoula was either going to be a successful coffee company or the world’s most expensive coffee maker!”

The little shop quickly built a following among local coffee drinkers, and has been named “Best of the Bay” three years in a row and was recently named “Best Coffee Snob Destination North of Berkeley” by the East Bay Express.

“They made up the category just for us,” says Manhart. “It’s a nod to having a great product in an otherwise not so well-known area.”

Catahoula’s top-quality, gourmet beans are now available through some of the Bay Area’s top grocers, including Andronico’s, Monterey Market, the Berkeley Bowl and Molly Stone’s.

Manhart found the City of Richmond to be exceptionally supportive. “I’d heard horror stories about dealing with city bureaucracy in other places around the bay,” he says, “but Richmond was very helpful and accommodating.”

Manhart attributes Catahoula’s success to delivering great coffee – and to the changes taking place in the neighborhood.

“Police Chief Chris Magnus has made a grand improvement on the ‘Avenue,’” says Manhart. “And new, young families are moving in, drawn by more affordable housing prices than they could find elsewhere.”



Artisan Kitchen’s Liane Ingham.

Why the Artisan Kitchen and Café Chose Richmond

The Artisan Kitchen & Café is where budding local food producers go when they need a commercial kitchen to incubate their business.

Currently serving food truck purveyors; several small, baked-goods companies that sell at local farmers’ markets; and numerous others, the cooperative kitchen, the brainchild of seasoned chef Liane Ingham, gets high marks for organization, cleanliness, layout and equipment -- as well as a communal vibe conducive to getting the job done.

Ingham also operates her own catering company and a café on site in the Marina Bay office park that’s popular among local businesses and home-based workers.

“It’s been a pleasure to do business in Richmond, with none of the bureaucratic hassles small food companies grumble about in neighboring cities,” says Ingham, who says her business model (60 percent from the kitchen, 40 percent from the café) has worked so well she’s looking to replicate it in other areas.

Why Cassandra’s Cakes Chose Richmond

As a student in Contra Costa College’s Culinary Arts program, Cassandra Simmons discovered her passion for baked goods. After graduation, she put her talent to good use, opening Cassandra’s Wedding Cakes and Beyond. The bakery quickly became a local icon, renowned for its tasty treats, from red velvet cupcakes to sweet potato pie and banana pudding.

Now, after 28 years in business in Richmond, Cassandra’s developed a line of more than 31 different products that are sold at the 23rd Street bakery as well as online and at retail outlets throughout the Bay Area. As the business has expanded, the menu has grown to include Cassandra’s Southern-Style Gumbo, a big hit with customers.

Simmons says she chose her field of study because she loves to cook. And because she’d always heard that “the way to a man’s heart is through his stomach.”

“I guess it’s true,” she laughs, noting with pride that she and her husband-business partner Harold Simmons have been married for 45 years.

Cassandra Simmons attributes her success to “doing something I love...mastering just the right taste for each product and expressing my artistic side in decorating the cakes.”

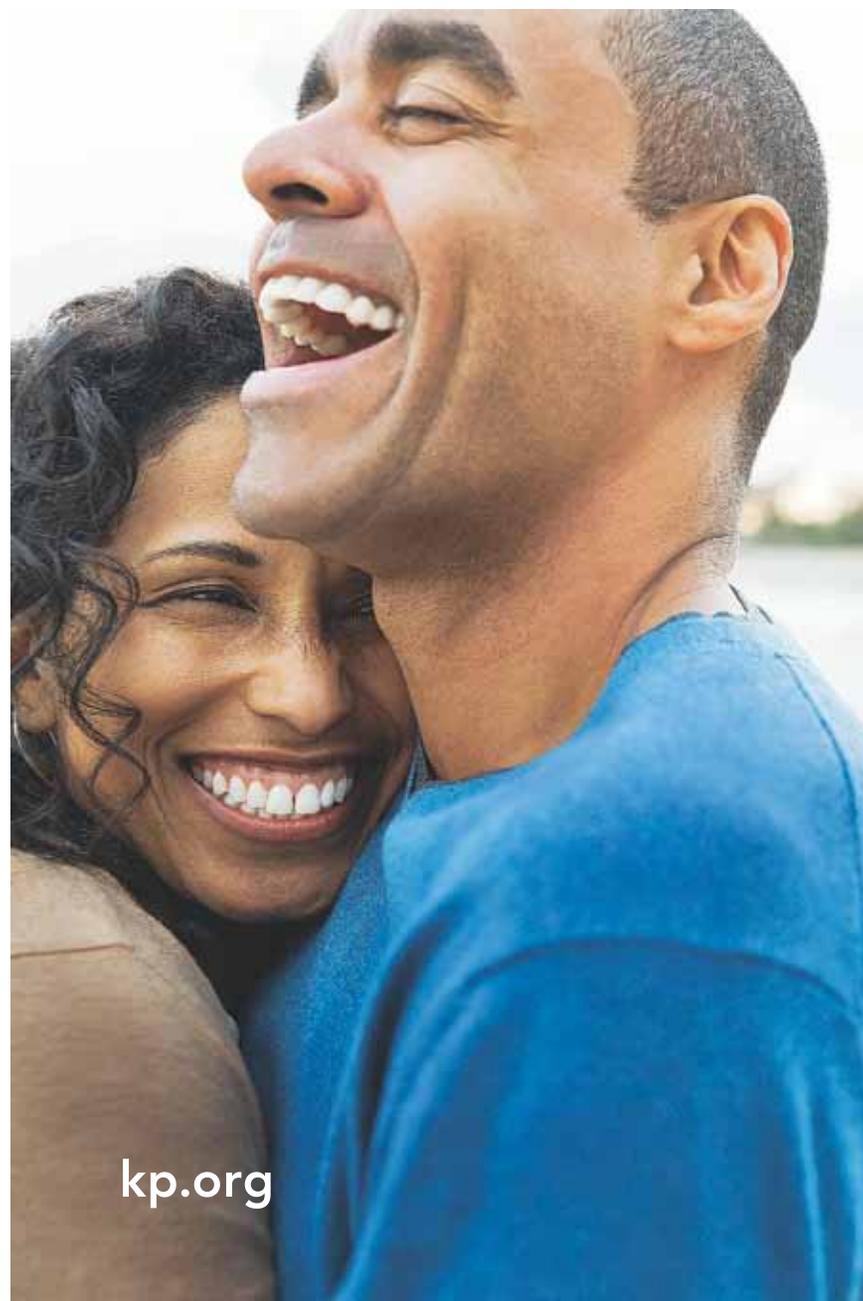
She’s equally committed in giving back to her community, serving as an advocate for youth violence prevention programs, partnering with the Richmond Library to reward students who complete the recommended reading list with a coupon for a favorite cupcake and employing Contra Costa culinary grads at the bakery.

Last year, she was honored as the 2012 Distinguished Alumni Award from Contra Costa College and as a role model for its culinary students.



“I’m doing something I love.”

Cassandra Simmons,
Cassandra’s Wedding Cakes and Beyond



kp.org

**HUGS =
HEALTHY**

Happy people are
50% healthier.

KAISER PERMANENTE **thrive**



ELLEN GALING

Point Richmond/Brickyard Cove.

Visit Richmond

Discover Historical Treasures & Modern Day Surprises

With its unparalleled location on the shores of San Francisco Bay, Richmond enjoys convenient access to the region's many amenities. Visitors are pleasantly surprised when learning about the city's rich history, visiting landmark attractions and discovering lesser-known treasures that make Richmond one of the most interesting, diverse and increasingly popular Northern California travel destinations.

NOSTALGIA & DISCOVERY

When World War II broke out, Richmond mobilized. Kaiser's Richmond Shipyards quickly transformed the small community into one of the largest wartime shipbuilding sites on the West Coast. Richmond's legacy as a Home Front city lives on in its evolution as a destination for visitors, residents and businesses.

Understanding Richmond's treasured history begins with a "must" visit to the Rosie the Riveter WWII Home Front National Historic Park, including the Rosie the Riveter Visitor Education Center in the historic Ford assembly complex along the waterfront. Here, visitors can enjoy the exhibits and documentaries that detail Richmond's Home Front history. The SS Red Oak Victory, berthed at the Port of Richmond, offers opportunity to tour an historic WWII cargo ship built at the Richmond shipyards.

Down the road lies historic, pedestrian-friendly Point Richmond, a quaint village-style community sprinkled with popular pubs, a eateries and cozy cottages. Attractions and events throughout the year in Point Richmond include its Music Festival, Farmers Market, the Masquers Playhouse and Magick Lantern Theater. Point Richmond is also home to the city's famous municipal natatorium – The Richmond Plunge, built in 1926, and restored and reopened for public use in 2010.

MUSEUMS, ARTS & CULTURE

Located near Shipyard #3 and Brickyard Cove is the Golden State Model Railroad Museum, the largest museum of its kind in California with 10,000 square feet of operating model trains.

Visitors to the Richmond Museum of History in downtown Richmond can travel through time as they peruse the exhibits, including the first Model A to roll off the assembly line of Ford's Richmond plant, now site of the Craneway Pavilion.

Recently named the "Best Longstanding Performing Arts Education Venue" by the East Bay Express, the East Bay Center



ELLEN GALING

Above: Dorothy Price, who was a "Rosie the Riveter," visits the WWII Home Front National Historic Park visitor center at Ford Point.

Left: Archival photo of an original "Rosie."

for the Performing Arts is a cultural and civic hub recognized for its contribution to training youth and young adults in the performing arts. Located Downtown in a renovated Beaux Arts building, the Center features a glowing new ground-floor performance space, two new theaters and an additional 5,000 square feet of space for practice rooms and teaching labs.

The Richmond Art Center, located adjacent to the Richmond Civic Center, is a Bay Area cultural institution that showcases both emerging and established artists, including Richard Diebenkorn, Jasper Johns, Jay DeFeo, Wanxin Zhang, and Hung Lui — many of whom launched their careers there. The center also offers a comprehensive range of on-site classes, docent-led tours, community events and off-site programs for adults, teens and children.

The National Institute of Art & Disabilities (NAID) Art

Center is a contemporary studio art program and gallery that provides visual art programs promoting meaningful independent living by artists with disabilities. The gallery annually hosts more than a dozen public rotating exhibitions and pop-up shops as well as a gift shop

Public art tours are available at the Richmond Memorial Civic Center Collection on the fourth Friday of the month and art installations are scattered at sites throughout Richmond's neighborhoods. (A list of sites can be found at www.ci.richmond.ca.us).

Richmond hosts several popular cultural events during the year that attract visitors from all over the region, including the annual Target Independence Day Celebration at the Craneway Pavilion, featuring the Oakland East Bay Symphony, performances by local artists, and, of course, dazzling fireworks over the Bay.

Richmond's attractions include event venues, family-friendly activities, historic exploration, and an array of outdoor activities (for people and dogs) in a spectacular setting.

October marks Richmond's Home Front by the Bay festival, an educational, fun-filled day that celebrates Richmond's rich history and brings it to life.

MILES OF SHORELINE, PARKS & BEACHES

Richmond now has completed more than 31 miles of the Bay Trail in place, exceeding all other cities on this planned 500-mile hiking and biking route encircling San Francisco and San Pablo Bays.

The Bay Trail offers access to commercial, industrial and residential neighborhoods; points of historic, natural and cultural interest; recreational areas including beaches, marinas, fishing piers and boat launches, and more than 130 parks and wildlife preserves totaling 57,000 acres of open space.

The 23-acre Point Isabel Regional Shoreline Dog Park, rated by experts as the Number One dog park in North America, is located along Richmond's southern shoreline. Visitors can enjoy breathtaking views of the Bay, the San Francisco skyline and the Golden Gate as they and their dogs frolic along an array of multi-use trails.

Other Richmond parks that serve the region include Pt. Pinole, Miller-Knox, Kennedy Grove and Wildcat Marsh off the Richmond Parkway near North Richmond.

The Wildcat Marsh Trail is a remarkable example of industrial conservation and resource recovery projects co-existent with natural beauty and recreational opportunities. Central to the 350-acre composting, recycling and transfer station are expansive vistas of San Pablo Bay and tidal wetlands at the mouths of both Wildcat and San Pablo creeks.

EVENT & MEETING SPACES

The recently renovated Richmond Memorial Auditorium & Convention Center, built in 1949, continues to be a community focal point that has played host to concerts, car shows, boxing exhibitions, basketball games, mixed martial arts events, and a host of other events. With 20,000 square feet of exhibit space and seating for 3,000 people, the space is well suited for a dance, reunion, reception, concert, pageant, sporting event or banquet.

The Craneway Pavilion (story, page 18) offers an awe-inspiring panorama of the Bay and surrounding environs, open design and flexible meeting and event space.

PLACES TO STAY

Bay Area visitors can stay in Richmond and visit the entire region, from San Francisco, to the Wine Country, Sausalito to Muir Woods.

Lodging options include familiar and well-traveled hotel chains and unique boutique properties, including:

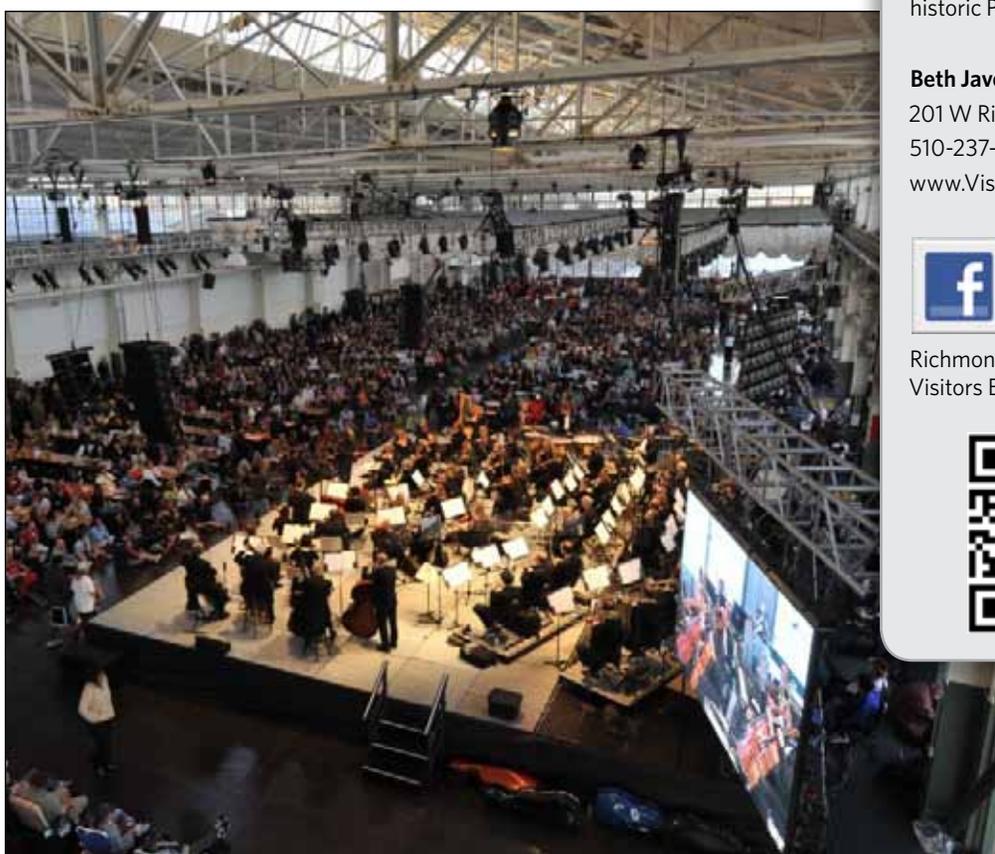
- Courtyard by Marriott.
- Extended Stay America, located near the Hilltop Mall.
- The historic Hotel Mac in Point Richmond.
- The fully furnished Annex Cottage in Point Richmond.
- Just off shore is the East Brother Light Station & Inn, recently rated among TripAdvisor's Top 10 Incredibly Unique Hotels. The East Brother Light Station & Inn is a charmingly restored California Victorian lighthouse and innkeepers' home perched atop an island in the strait separating San Francisco and San Pablo Bays. The Light Station is perfect for a weekend jaunt or an intimate getaway. Guests are greeted at the dock with champagne and hors d'oeuvres and settle in for a gourmet dining experience and views of the Bay, surrounding hills and San Francisco skyline.
- Days Inn in Point Richmond.
- Sea Horse Motel in the Santa Fe neighborhood.
- America's Best Value Inn in the Richmond Annex.
- Civic Center Motel.
- The Terrace Inn on San Pablo Ave.
- Budget Inn on San Pablo Ave.
- Economy Inn near the Casino San Pablo.



PHOTOS / ELLEN GAULING



From top left: Bikers enjoy the Bay Trail; the East Brother Light Station and Inn; residents and visitors frequent the beautiful shoreline; The Richmond Plunge public swimming pool; downtown Point Richmond; a symphony performance at the Craneway Pavilion.



PLANNING YOUR VISIT

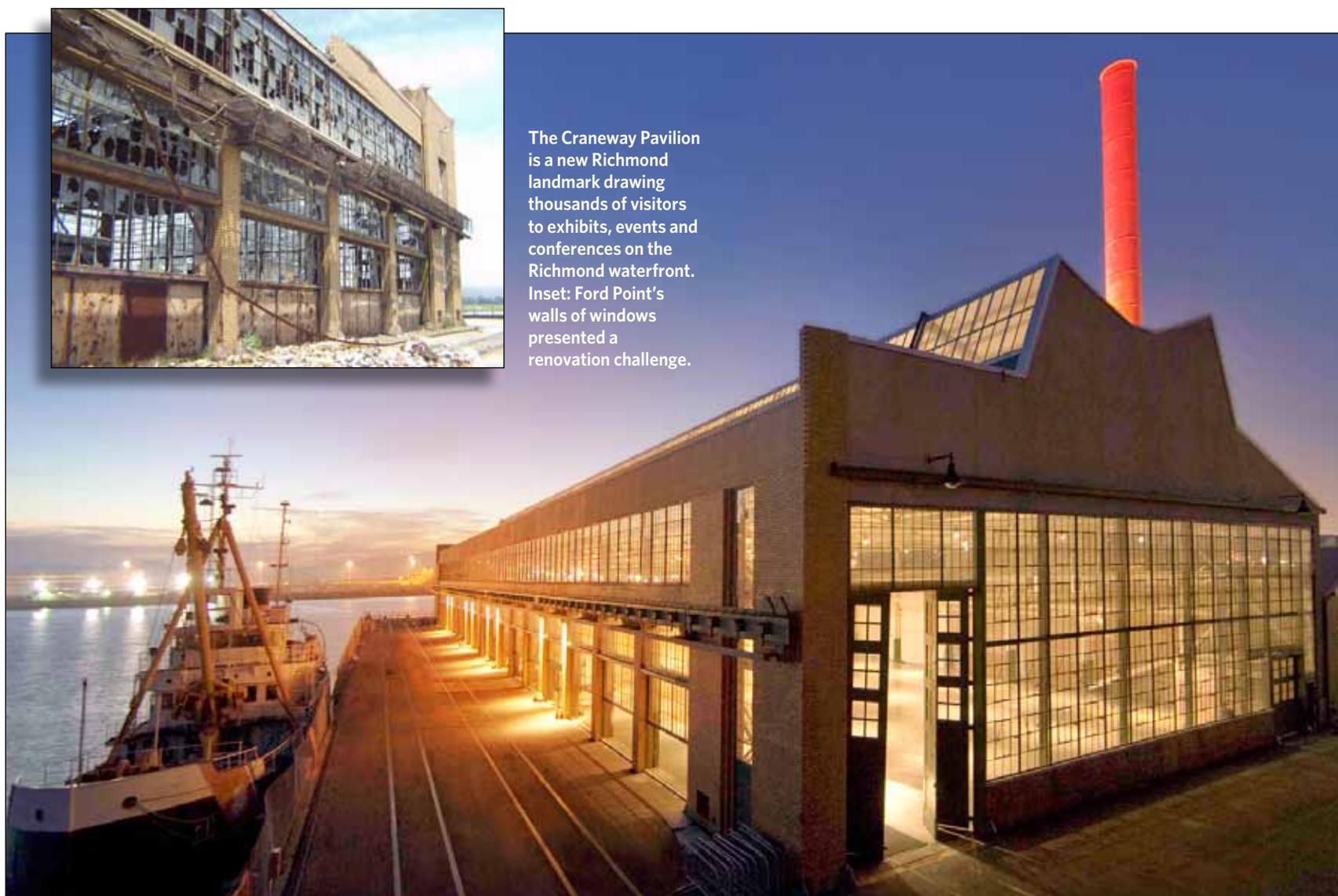
The Richmond Convention & Visitors Bureau is dedicated to helping visitors plan their visit, whether it's a meeting, event, reunion, sporting event, concert family-friendly activity, historic tour, walking tour, festival, cycling, sailing, birding, biking kayaking and dog recreation. Visit the Richmond Convention & Visitors Bureau at their office in historic Point Richmond.

Beth Javens, Executive Director
 201 W Richmond Ave., Ste. B
 510-237-1403
www.VisitRichmondCa.com



Richmond Convention and Visitors Bureau





The Craneway Pavilion is a new Richmond landmark drawing thousands of visitors to exhibits, events and conferences on the Richmond waterfront. Inset: Ford Point's walls of windows presented a renovation challenge.

Ford Point and Craneway Pavilion

Icons of Richmond's Revival

Thanks to the vision of developer Orton Development, Inc., the design of Marcy Wong Donn Logan Architects and the leadership of the City of Richmond, the historic Ford Assembly Plant has taken on new life as a focal point for Richmond's emerging new economy.

Re-dubbed Ford Point, the award-winning 525,000-sq. ft. structure, designed in 1930 by renowned architect Albert Kahn, sits on 25 acres of prime waterfront property and is on the National Register of Historic Places.

The thousands of large windows and skylights that Kahn employed to bring natural light to the factory floor – revolutionary for its time – constituted the biggest renovation challenge. Kahn's forward-thinking, south-facing sawtooth rooftop design has been brought into the 21st century with tenant SunPower's installation of a one-megawatt rooftop solar plant, one of the largest in the country.

A private wharf can accommodate private vessels, and, eventually, ferries from San Francisco or Marin.

The building is fully leased, housing, in addition to SunPower, Ekso Bionics, Mountain Hardwear and Title Nine Sportswear; Assemble restaurant; and the stunning Craneway Pavilion.

The popular Rosie The Riveter WWII Home Front National Historic Park Visitor Education Center, commemorating America's World War II home front civilian workers, is located in the former Oil House adjacent to the Bay Trail.

CRANEWAY PAVILION

At the southwest end of the building, the striking, glass-enclosed Craneway Pavilion is a new Richmond landmark on San Francisco Bay. The

Craneway's spectacular 180-degree views, unique architecture and state-of-the-art infrastructure has created a one-of-a-kind venue that's as high-tech as it is historic. (For more, visit www.craneway.com.)

The Craneway hosts more than 100 events a year, from Richmond's Independence Day celebration and fireworks to concerts by top headliners, a Merce Cunningham-John Cage collaboration designed just for the space, corporate galas and even Women's Roller Derby!

The 45,000 square foot Craneway can accommodate from 50 to 5,000 guests. There's a 20,000 square foot wharf patio and a 40,000 square foot Conference Center that offers flexible breakout and meeting space. Access from Interstate 80/580 is easy, and parking plentiful.

RICHMOND 'BEST VALUE'

While developer Eddie Orton recognizes the value Ford Point brings to Richmond, drawing thousands to special events at the Craneway and employing some 600 people in its thriving businesses, he also praises the value Richmond brings to his effort.

"There's a constellation of cities in the Bay Area that are focused on job creation and service to their communities, and Richmond is right up there with the best of those," says Orton. "It's the best value in the Bay Area."

Among Richmond's selling points, says Orton: "Bill Lindsay, one of the best city managers in California, and Chris Magnus, one of the top cops in the state. Ford Point area offers a welcoming, safe environment."

Management of the facilities at Ford Point is a family affair. Orton's son Nick oversaw the build-out of the visitor center, and son Joey spearheads Craneway marketing events.



Above: Ford Point, the renovated site of the historic Ford assembly plant with the Craneway Pavilion in the foreground.

Below: The Craneway can accommodate up to 5,000 guests for an array of special events and business meetings.



Dining and Shopping

Popular Franchises and Local Favorites

Richmond's dining scene is home to recognized names, including Starbucks, IHOP and Chevy's, in addition to an impressive array of specialty cuisine reflecting the city's diverse communities. Following is a sampling of local favorites:

- The Baltic serves traditional German and American entrees in the oldest tavern in historic Point Richmond.
- Little Louie's, another Point Richmond favorite, is renowned for its fresh, contemporary American and Italian cuisines, with a nod to the local boating scene.
- The Hacienda Grill and PortuMex, off MacDonald Ave., are popular for their authentic, award-winning Mexican food.
- Mississippi Catfish's and CJ's Barbeque and Fish rank among the top soul food restaurants in the Bay Area.
- SawWaDee is a popular Thai destination for its authentic cuisine and fresh ingredients.
- The Up & Under Pub & Grill in Point Richmond features a rugby-themed menu and an extensive beer and wine list.
- Assemble, adjacent to the Craneway Pavilion, is the newest addition to Richmond's dining scene, featuring award-winning New American cuisine.

SHOPPING & SERVICES

From popular chains like Costco, Target and Home Depot to proprietor-owned businesses large and small, Richmond hosts a variety of retail activity that continues to thrive as the city's population grows.

Richmond Hilltop Mall, anchored by Macy's, J.C. Penney, Sears and Walmart, is attracting renewed interest from retailers and mixed-use developers.

The Pacific East Mall is a destination Asian shopping and dining mecca, anchored by Ranch 99 Market, the largest Asian supermarket chain in the United States, and including more than 50 shops and restaurants, such as Daimo and Asian Pearl.

Marina Bay's Harbor Gate shopping center is anchored by CVS Pharmacy and includes Quiznos, Maxwell the Cleaner, Olé Pan American Fusion and Cafe Teatro.

Williams Natural Foods and El Cerrito Natural Foods compliment the city's thriving organic farmers' markets to provide residents with multiple options for health, fresh food.



Menbere Aklilu welcomes guests to Salute e Vita.

"Richmond will work with you to help you succeed."

Menbere Aklilu, Salute

Why Salute chose Richmond

Salute E Vita Ristorante serves up fresh Italian cuisine in a 100-year old Cape Cod Victorian overlooking the Marina Bay waterfront. Guests are treated to a welcoming fireplace dining room, an indoor veranda and an outdoor patio with stunning views of San Francisco.

Owner and Italian native Menbere Aklilu offers creative, freshly prepared dishes reminiscent of her homeland that attract diners from around the Bay Area.

Aklilu had only been in America for a week when she dined with an Italian friend at the restaurant and was offered a job on the spot. Six years later, the owners were ready to sell and convinced Aklilu she was the right person to take over the growing business.

"The decision was easy," says Aklilu. "Salute is a destination for people who enjoy waterfront dining."

Aklilu encourages other businesses to choose Richmond.

"The city's population is growing and new businesses are discovering Richmond," she explains, adding that the city is very helpful to new business owners, providing advice and guidance, from planning to public health and permitting.

For her part, Aklilu gives back to the city that's done so much for her. She hosts an annual Thanksgiving dinner for 600 homeless individuals and takes time to give hope and inspiration to girls by sharing her story of rising from homelessness in Rome to entrepreneurial success in Richmond. Her success and dedication earned her an honorary doctorate from Holy Names College in Oakland.

"I started with zero and now I'm planning to open a restaurant in a second Richmond location," says Aklilu. "If I can do it, anybody can!"



ELLEN GAILLING

The historic Hotel Mac Restaurant & Bar is a favorite Richmond gathering place.

Why the Hotel Mac Restaurant and Bar Chose Richmond

The Hotel Mac, located in the heart of Point Richmond, was built in 1911 and is listed in the National Register of Historic Places. The beautifully restored Restaurant & Bar has long been a favorite watering hole for business people, civic leaders and locals alike, who are attracted by the comfortably elegant decor, traditional American fare, excellent wine list and fully stocked bar.

It was the Hotel Mac's historic ambiance that first attracted new proprietor, Lara Ahn Choe, to the Restaurant & Bar. Choe, who has been in the food business for 40 years, was looking for a new opportunity and liked what she saw the minute she walked in the door.

"The place just has a very special feel," says

Choe. "It's a combination of the history and the good feelings of the people who work and dine here."

"To a lot of people this is a home away from home," adds Choe. "Our waiters, many of whom have been here for 30 years or more, know our customers' names and what they like."

Choe was also attracted to Point Richmond's small town feel, and is enthusiastic about the welcome she received.

"Richmond is exceptionally good to business," she says. "I'd tell anyone who's interested in opening a business in Richmond that they will benefit from the help they'll receive from the city."

"We're not just selling food, we're part of the city's history."

Lara Ahn Choe,
Hotel Mac
Restaurant and Bar

Diverse Neighborhoods

For Living & Doing Business

Located 16 miles northeast of San Francisco on the western shore of Contra Costa County, the City of Richmond offers unparalleled access to the entire Bay Area, rich cultural diversity, an enviable year-round climate, a wealth of recreational options and a diversity of neighborhoods.

From the East Richmond hills to Bay front homes in Marina Bay, the cottages and well-preserved Victorians of Point Richmond to the comfortable bungalows of the Richmond Annex and more dense affordable housing clustered in the Downtown, Richmond offers neighborhoods and housing options to suit a wide variety of lifestyles.

HILLTOP DISTRICT

A growing business district surrounded by beautiful residential areas (many of which offer bay views) Hilltop is located on the far northern end of the city, adjacent to Hilltop Mall. The Mall is anchored by Macy's, JC Penney, Sears and Walmart, as well as the Century 16 movie theater complex. La Revolucion and Chevy's restaurants are popular eating destinations for residents and visitors.

23RD STREET BUSINESS DISTRICT

Like San Francisco's Mission District, Richmond's 23rd Street is the hub of the Richmond's vibrant Latino business district. Stretching east/west from I-580 to the City of San Pablo, the thoroughfare offers an authentic cultural experience, with a variety of locally owned restaurants, bodegas and bakeries. Residents frequent 23rd Street's varied retail stores, professional services and supply shops. Portumex, a local favorite, delights fans and critics alike with their cozy environment and tasty selection of traditional Mexican dishes. The iconic Pepito's Deli Mexicatessen has been serving patrons for generations. 23rd Street is also home to Bob's Cleaners, one of Northern California's first green-certified cleaners.

The 23rd Street Merchants Association supports continued business growth, development and community outreach, and sponsors the annual Cinco de Mayo Festival, one of the largest in Northern California.

CIVIC CENTER/MACDONALD AVENUE

Stretching a mile from 23rd Street east to San Pablo Avenue, the Civic Center/Macdonald Avenue Corridor is a commercial and residential neighborhood known for its architecture and cultural events. At its heart is the historic Richmond Civic Center Plaza, housing the city's government offices. Completed in 1951 by Milton Pflueger, the Civic Center was America's first modern post-World War II civic center. Restored in 2009 to LEED™ Gold certification, the building serves as the hub of an area that attracts Bay Area visitors to events and conferences at the Memorial Auditorium, classes at the nationally known Richmond Art Center, the popular Juneteenth celebration and Richmond's famed Casper's Hot Dogs, featured in *Saveur Magazine*. East of Civic Center is Nicholl Park, the city's "central park," and an array of locally owned businesses. Target, the Macdonald 80 Shopping Center, Grocery Outlet and Planet Fitness anchor the eastern-most end of the district.

DOWNTOWN RICHMOND MAIN STREET DISTRICT

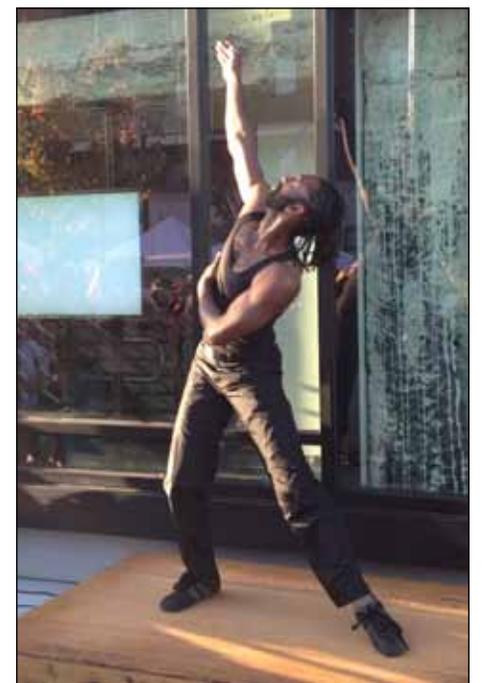
The Richmond Main Street Initiative is dedicated to revitalizing historic Downtown



Richmond – the Bay Area's only multimodal transit hub with connections to BART, AC Transit and Amtrak – as a pedestrian-friendly urban village. Products, services, arts and entertainment reflect the community's rich and diverse heritage. The newly formed Downtown Richmond Property Business Improvement District (DRPBID) provides daily cleaning and maintenance services, and busi-

ness assistance to area merchants. Together, the DRPBID and Main Street Initiative host signature activities, such as Music on the Main, the Downtown Holiday Festival, the Spirit & Soul Festival, Art In Windows, the 5th Annual Summer Youth Entrepreneur Program, a weekly certified farmers market, fitness classes and other community events.

Kaiser Medical Center and the Social



Clockwise from top right: The Cinco de Mayo celebration in the 23rd Street Business District; dancer Antoine Hunter performs in the East Bay Center for Performing Arts Street Festival; the Hilltop District; a stroll down the tree-lined streets of Point Richmond.

Security Administration's Western Region Processing Center are located Downtown, bringing in more than 6,000 daytime workers. The recently renovated East Bay Center for the Performing Arts attracts thousands to the area to enjoy theater, dance and music by nationally and internationally recognized artists as well as local youth and children.

POINT RICHMOND/BRICKYARD COVE

Unsurpassed bay views are just one reason Point Richmond attracts new residents and visitors each year. Designated a national Historic District, the neighborhood has a mix of businesses, boutiques, artists' studios, bars and dining options. Icons of the district include the historic Hotel Mac and the beautifully restored Richmond Natatorium – "the Plunge" – which attracts swimmers and recreation-seekers from across the Bay Area. Adjacent Brickyard Cove features a beautiful marina, high-end housing, the Richmond Yacht Club, the Golden State Railroad Museum and the popular Miller-Knox Regional Shoreline.

RICHMOND ANNEX

The Richmond Annex, with its rolling hills and tree-lined streets, is located at the southernmost point of the city. The Annex is a quaint, charming neighborhood minutes from Albany, El Cerrito and Berkeley, and just

Neighborhood Policing Improving Public Safety

"My top priorities are to reduce crime and improve public safety in Richmond," says Police Chief Chris Magnus. "People who live in Richmond care about their city.

Magnus has reorganized the police department using a "neighborhood beat" policing model designed to build relationships between police officers and the public in every area of the city.

"As in any urban area, we recognize that many factors influence crime and violence in our city," says Magnus, "but we believe that active neighborhood and community groups partnering extensively with the police department are a big part of the reason we are making progress towards a safer Richmond."



Police Chief Chris Magnus greets a Richmond neighbor.

"Active neighborhood and community groups partnering extensively with the police department are a big part of the reason we are making progress towards a safer Richmond."

Chris Magnus,
Richmond police chief

south of the proposed Richmond Bay Campus. An active neighborhood council, founded in the 1940s, works to sustain the neighborhood's stable, family-oriented character, which has contributed to its growing popularity. Conveniently located close to both BART and AC Transit, many of the Richmond Annex's amenities are also within walking distance for residents, including popular parks, shops, restaurants, bars, movie theatres, a natural foods grocery store and the Pacific East Shopping Mall.

SOUTHERN GATEWAY/RICHMOND BAY CAMPUS

The Southern Gateway is Richmond's southern business portal. Situated next to both rail and I-80/I-580, the area has attracted a number of businesses, including the Costco, USPS and Safeway distribution centers. The area is also the proposed home of the new UC Berkeley/ Lawrence Berkeley National Laboratory's Richmond Bay Campus – and famously hosts the Point Isabel Dog Park, one of the largest public off-leash dog parks in the nation.

MAY VALLEY/CARRIAGE HILLS

The May Valley and Carriage Hills communities are located in the hills of Richmond, and are best known for their quiet location and suburban feel. The area is near Richmond's Kennedy Grove Regional Recreational Area, where residents and visitors can bike, boat, fish and hike.

SANTA FE/SOUTHSIDE/RICHMOND HARBOR

Named after the historic railway that traveled across its Northern border, the community has transformed the railway right-of-way into miles of open space, trails and gardens that form the Richmond Greenway. The southern reaches of the area include the Richmond Harbor, home to some of the Bay Area's finest boats and marine businesses, including yacht brokerage, yacht repair, boat repair, and boat construction.

PARCHESTER VILLAGE/NORTH RICHMOND

Point Pinole Regional Shoreline borders this historic neighborhood with its scenic landscapes that attract thousands of visitors each year. One of the first neighborhoods where African-Americans could own homes, Parchester Village is still housing many of the original shipyard "Rosies" to this day.

MARINA BAY

Located along Richmond's Inner Harbor, Marina Bay is a breathtaking waterfront community featuring a mixture of apartments, townhouses, single-family homes, and an abundance of open space. Quickly accessible by I-580 and just across the Bay from Marin County via the Richmond/San Rafael Bridge, Marina Bay offers well-designed, affordable waterfront living. A walk or bike ride along the Bay Trail takes nature lovers from the city's nationally recognized dog park in the south to the Craneway Pavilion and the Rosie the Riveter WWII Home Front National Historic Park to the north. Restaurants here include The Artisan Kitchen, Armini's By the Bay, Botto's Bistro and Salute E Vita Ristorante. Marina Bay is in close proximity to many businesses, including ACE Hardware, Galaxy Desserts, SunPower, Ekso Bionics, Mountain Hardware and Title Nine Sportswear at historic Ford Point.



Marina Bay sailing.

Miller Knox East Bay Regional Park.



Building a Healthy Community

“Our focus is on providing city services through the prism of community health.”

Richmond City Manager Bill Lindsay

The City of Richmond is one of the first cities in the country to include a comprehensive Health and Wellness Element in its General Plan. The Health and Wellness Element targets the social, economic, physical and environmental causes of health inequities and works toward building health equity. The Richmond City Council is implementing the General Plan through an innovative Health in All Policies approach.

Together, the city, community leaders and others in Richmond are working with partners like The California Endowment, UC Berkeley, Kaiser Permanente and community organizations to support healthy living and healthy behavior. Activities range from supporting community gardens and farmers' markets, to renovating parks, improving access to exercise classes and health care.

“We are in the business of health,” says Richmond City Manager Bill Lindsay.

“Whether it's our police force, planning department or public works, our focus is on providing city services through the prism of community health.”

HEALTHY ENVIRONMENT, HEALTHY ECONOMY

Building a healthy community is one of the most common-sense ways to improve the quality of life for residents and the backbone of a thriving business environment.

“Employers around the country are searching for ways to support the health and wellness of their employees and their families, while also struggling with the high costs of health care,” says Lindsay. “In Richmond, we're changing the environment to promote a healthy community, a healthy workforce and a healthy economy.”

Richmond's efforts to date have attracted more than \$10 million in grants for environmental and health-related projects, and to support the public-private partnerships that “are critical for improving health outcomes,” says Lindsay.

In 2012, the city formed the Richmond Health Equity Partnership (RHEP), which includes Contra Costa Health Services, West Contra Costa Unified School District, UC Berkeley Professor of Public Health Jason Corburn and The California Endowment.

INNOVATION IN CITY GOVERNANCE

One of the promising new developments in city operations is a Health in All Policies (HiAP) strategy that “shifts the science of cities to a more integrated, participatory and action-oriented” model where “urban needs are identified by residents along



Left: Engaging kids in exercise for healthy bodies. Below: Learning how food grows can encourage healthy eating.

PHOTOS / ELLEN GAULING



with professionals,” according to UC Berkeley's Jason Corburn.

By supporting pedestrian-friendly communities; an array of healthy food outlets; high-quality, clean and well-utilized parks; and safe places for social interaction, Richmond is giving all residents an opportunity to make healthy choices.

The city is also working with the school district to develop

Full-Service Community Schools that can become neighborhood hubs. Schools that combine academics, health and social services and community engagement can improve student learning, while helping to develop stronger families and healthier communities. Through these initiatives, the City of Richmond supports the idea that health starts where people live, work, learn, and play.

Kaiser Permanente is Key to Richmond's Healthy Future



WIKIMEDIA COMMONS

Kaiser inaugurated the Permanente Health Plan for its employees in 1942, and after WWII, extended coverage to families.

The same innovative spirit that fueled the famed Kaiser Richmond Shipyards was evident in the pioneering health care services offered to shipyard workers.

Kaiser inaugurated the Permanente Health Plan for its employees in 1942 to provide high quality, affordable health care to working people of modest incomes who could not afford to get sick or injured on the job – or to pay fee-for-service care. Kaiser's prepaid insurance plan was a direct precursor of today's health maintenance organizations (HMOs).

The health plan was extremely popular with workers and, after the War, extended to include their families.

KAISER TODAY: A TOP URBAN HOSPITAL

Today, Kaiser Permanente is among the nation's largest and most influential health care providers. Some 700 physicians and 5,600 employees at the Richmond and Oakland Medical Centers serve more than a quarter of a million members yearly. Kaiser Richmond Medical Center offers an array of primary and specialty services, and is a leader in Richmond's programs to keep the community healthy.

In 2012, Kaiser Richmond was included on The Leapfrog Group's list of top urban hospitals in the country for the third year in a row and, in 2013, won the



A Kaiser Medical Center-sponsored wellness event.

Healthgrades Bariatric Surgery Award for Excellence.

“Kaiser Richmond enjoys a feeling of ‘friends and family’ since so many of the patients and staff are neighbors,” says Dr. Tim Batchelder, the Medical Center's physician in chief. “At the same time, they take pride in the complex and preventive care they can provide by belonging to a large, supportive health-care system.”



**"I work here.
I grew up here.
This community
is everything
to me."**

My father graduated from Richmond High. I was raised here, and went to school here, and I love this community. I want people to understand that I care about what happens here and that I take our performance seriously. As someone who works closely with so many of us here, I'm proud of the work I do every day, and I'm proud to be a part of Chevron. We're focusing on what we need to do now and going forward to always maintain safety as our first priority.

Suzanne Jackson

Suzanne Jackson
eProcurement Coordinator, Richmond Refinery

Meet your neighbors at
ChevronRichmond.com



CHEVRON, the CHEVRON Hallmark and HUMAN ENERGY are registered trademarks of Chevron Intellectual Property LLC. © 2013 Chevron U.S.A. Inc. All rights reserved.



This is Richmond!

More Than Thirty-one Miles of Bay Trail
 Art | Music | Festivals | Events
 Nostalgia and Discovery | Fun for All Ages
 Historic Preservation | Museums
 Recreation | Cycling | Walking Tours
 Convention and Event Venues | Amenities
 Hotels | Motels | Boutique Properties
 Convenient Transportation in the Heart of the Bay Area

Richmond Convention and Visitors Bureau

866.977.7282 | www.visitrichmondca.com



Photo: Top Dog Events

CRANEWAY PAVILION

45,000 SQ FT OF PREMIER EVENT SPACE ON THE SAN FRANCISCO BAY

Spectacular San Francisco Skyline & Bay Views
 Open Flexible Floor Plans: 50 to 5000 Guests | Catering & Full Bar
 Meyer Sound System | BARCO Video Walls
 StagingConcept Modular Stage | 300mbps Dedicated Bandwidth
 Private Dock | Ample Secure Parking | Historical Location at Ford Point



CRANEWAY CONFERENCE CENTER

40,000 SQ FT OF ADDITIONAL SPACE | FLEXIBLE GENERAL SESSION AREA
 FOUR SEPARATE BREAKOUT ROOMS



ASSEMBLE RESTAURANT

NEW AMERICAN CUISINE AND REGIONAL CLASSICS
 SPECIAL EVENTS | CATERING



WWW.CRANEWAY.COM
 510.215.6000 | EVENTS@CRANEWAY.COM