

ALAMEDA COUNTY FAIR PLEASANTON

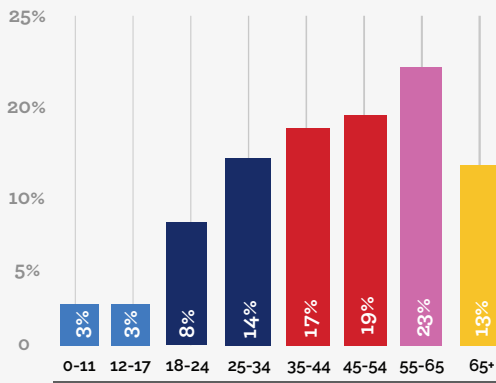
JUNE 19-JULY 12



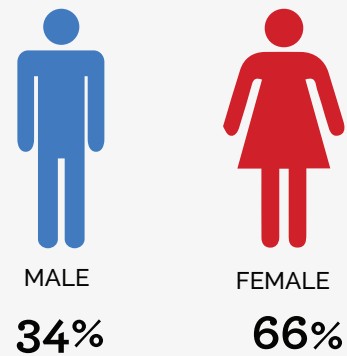
The Alameda County Fair is the largest event in Alameda County and has a wide range of attractions and activities including live horse racing, agricultural & competitive live stock exhibits, ethnic and cultural days, home art & technological competitions, specialty foods, nightly concerts, exciting carnival thrill rides and live action sports: extreme rodeo, monster trucks, and demolition derbies. The Alameda County Fair takes place in Pleasanton, California and is operated by the Alameda County Agricultural Fair Association, a private, non-profit 501(c)3 corporation. History of the Alameda County Fair goes back to the first Fair that took place in October 1912. The Alameda County Fair racetrack is the Oldest One-Mile Horse Racing Track in America, dating back to 1858.

Demographics

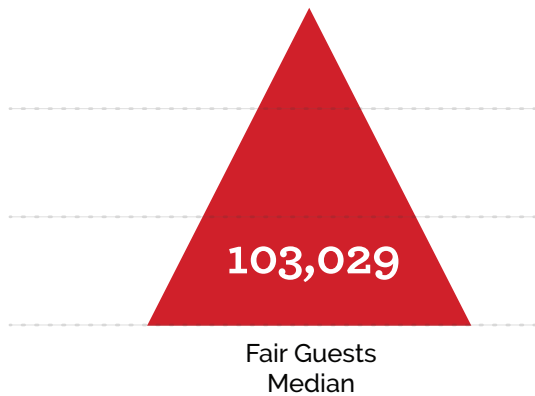
Age



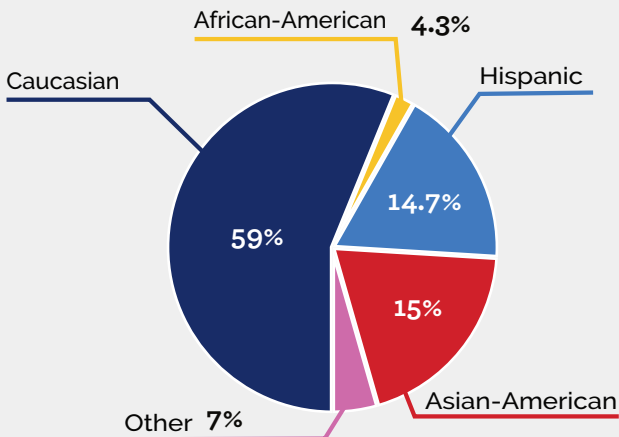
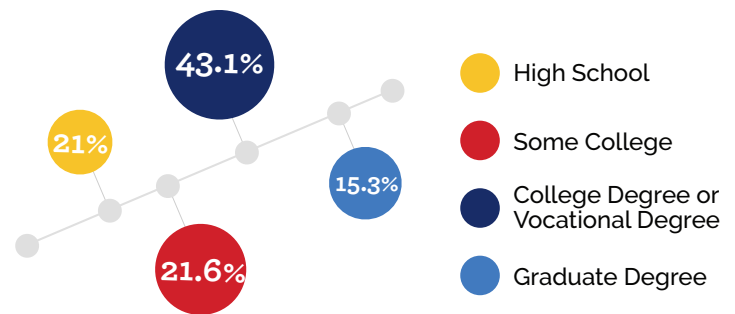
Gender



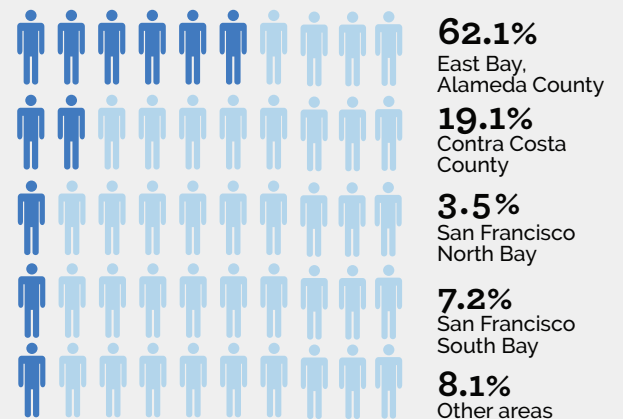
Household Income



Education



Residence



ALAMEDA COUNTY FAIR

JUNE 19-JULY 12

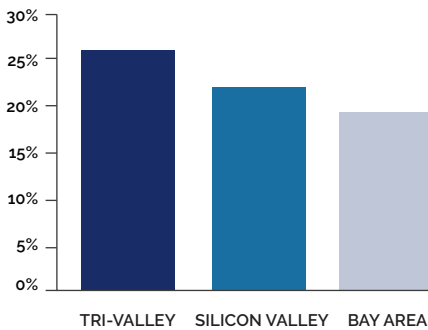
PLEASANTON

Area Demographics

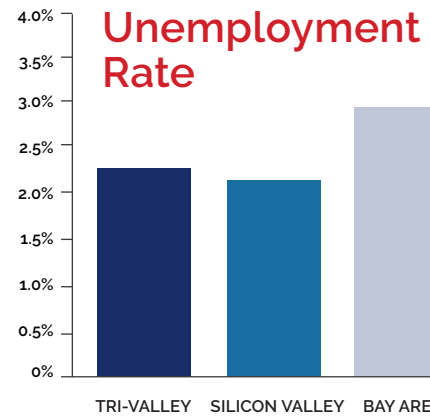
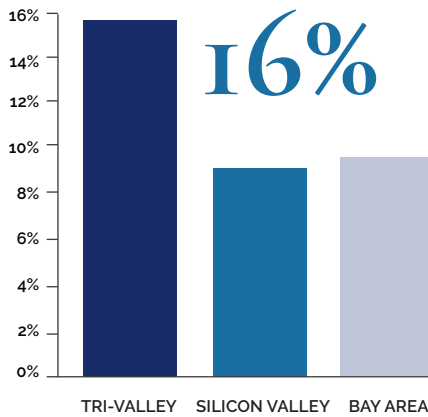
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A Growing, Highly Educated Population

PERCENTAGE OF ADULT POPULATION WITH A MASTER'S DEGREE OR HIGHER

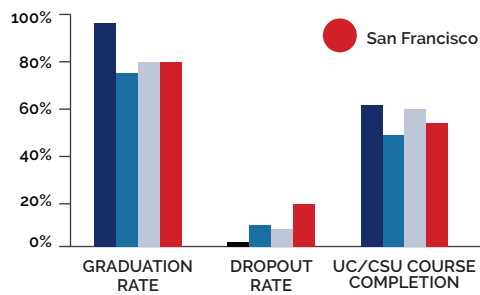


Population Growth (2010-2018)



Graduation & Dropout Rates (2010-2018)

(2010-2018)



Residences



A Unique Geographic Advantage



Attractive Real Estate

RESIDENTIAL REAL ESTATE COSTS

40%
LESS THAN
SAN FRANCISCO

COMMERCIAL RENTS

| Location | Office Rent |
|-------------------------|-------------|
| Tri-Valley | \$2.66 |
| San Francisco | \$7.66 |
| San Jose/Silicon Valley | \$4.40 |