



PRESS RELEASE

FOR IMMEDIATE RELEASE

August 5, 2015

Contact: Tracy Dunne
925.931.5044

Pleasanton Ranks in Top 20 as Best Place to Start Business *NerdWallet Analyzed Nearly 200 Cities*

Pleasanton, CA—Pleasanton came in among the top 20 places to start a new business in Northern California, according to a recent survey conducted by NerdWallet.

“Business expansion and incubation is very important to us here in Pleasanton, and it’s exciting to get this recognition for our efforts to cultivate a business-friendly climate, said Nelson Fialho, Pleasanton City Manager.”

NerdWallet looked at 177 places throughout Northern California to identify where entrepreneurial efforts thrived. They focused their analysis on those places with populations of 10,000 or more. Part of their findings determined that in addition to the Fortune 500 companies like Oracle, Google, and Facebook, small companies did well, in some measure due to the fact that the state has a network of Small Business Development Centers designed to assist small business owners.

“Our efforts to foster new business helps us increase revenue and decrease unemployment, said Fialho. That said, we are also mindful of the fact that we need to strike the proper balance between cultivating a robust local economy while simultaneously retaining our small town charm, he concluded.”

Other key factors for a thriving economy included geographic proximity to the Bay Area and key tourism destinations. 8 out of the top 10 cities were in Alameda, Contra Costa, Marin, San Mateo and Santa Clara counties, all a drive or commute away from San Francisco, considered the economic epicenter.

Proximity to iconic destinations, such as Yosemite National Park, Monterey, San Francisco and California’s northern coastline were also found to be important.

[About the City of Pleasanton](#)

The City of Pleasanton is a vibrant Northern California community of 70,000 residents situated at the crossroads of Interstates 580 and 680, in close proximity to the San Francisco and San Jose metropolitan areas. The city's location has historical significance as a major trading route of early Native Americans and later along the route of the [First Transcontinental Railroad](#). Pleasanton is a major suburb identified by the U.S. Census as one of the wealthiest middle-sized cities in the nation and, in 2010, was included on Money Magazine's list of the '100 Best Small Cities to Live in America.' Among Pleasanton's many attractions are an excellent school system, a highly educated workforce, 1,200 acres of parkland and recreational open space, a nationally recognized business park, a regional retail shopping mall, and a historic downtown district. For more information, please visit www.pleasantonca.gov

-PLEASANTON-