



# Insight

SUMMER 2002

A NEWSLETTER OF THE CONCORD ECONOMIC DEVELOPMENT PROGRAM

## Concord: A Premier Place To Do Business

The City of Concord markets itself as a premier place to do business. However, with Concord the proof is not just found in promotional brochures, but with successful companies that are already located here and new companies that are moving to Concord.

This edition of Economic Insight illustrates how Concord is a premier location by showcasing Concord companies that are involved in cutting-edge technology, successful companies that are headquartered in Concord, and retail businesses that are leaders in their fields. While most of these companies have been in Concord for quite some time, some are new or coming to Concord. At the City of Concord, we are proud that these companies have chosen Concord as their home and are eager to promote them to our community. ♦

## Concord: A Long History of High Technology

The City of Concord has a history of attracting high-technology companies. In 1985, Bank of America chose downtown Concord as the site for its one million square foot Technology Center

Since that time, the Technology Center has remained one of the largest employers in the City of Concord. The Technology Center currently houses approximately 3,200 employees that oversee Bank of America's computer systems responsible for everything from automated teller machine transactions to basic record keeping. Since its merger with NationsBank, Bank of America has committed to keeping its Technology Center in Concord, stating that the center is still an integral part of the bank's future.

In addition to the Bank of America Technology Center, Concord is also the home to a number of other companies whose businesses involve cutting-edge technology. Concord offers these companies a number of advantages. One advantage is Concord's central location in



*Bank of America Technology Center*

relation to higher-learning educational centers located throughout the Bay Area. The ability to attract employees from these institutions is a key advantage. Another component to employee attraction and retention for these firms is the availability of a wide variety of employee housing in Concord. Concord's inventory includes homes with a range of prices affordable to first-time buyers and executives. A third advantage cited by businesses, is the competitive leasing rates that Concord offers in relation to other cities around the Bay Area.

*Continued on page 2*

## High Technology

*Continued from page 1*

### Siemens Medical Solutions – Oncology Care Systems Group

Siemens Medical Systems is a leading supplier of advanced medical electronic systems and products. The Oncology Care Systems Group, based in Concord, develops and markets a wide range of radiation oncology products for the worldwide market. The company collaborates with major cancer treatment centers around the globe in developing equipment that meets the demands of emerging treatment techniques. The Oncology Care Systems' line of linear accelerators and related equipment offers a compact, modular design that can be upgraded or enhanced, so users don't have to redesign space or construct a costly new office. In 1999, the State of California awarded Siemens Oncology Care Systems the prestigious Quality Award for Overall Excellence. Some of their clients include: Fox Chase Cancer Center in

Philadelphia, Dana-Farber Cancer Institute in Boston, St. Jude Children's Research Hospital in Memphis and the San Francisco Medical Center.

### Cerus Corporation

Cerus Corporation is a world-renowned biopharmaceutical company that was formed in Concord in 1991. The company has developed a revolutionary technology that is designed to strip viral and bacterial infections from donated platelets, plasma and red blood cells that are used in blood transfusions. Cerus is also pursuing therapeutic applications of this technology to treat and prevent other serious diseases, such as sickle cell anemia. Cerus recently received approval from the European Regulatory Commission to market its Intercept Blood Purification System for platelets. This approval marks the culmination of more than 10 years of work by Cerus and its partner, Baxter International. The approval is expected to be the first of several



*Sea Tel stabilized antenna platform*

blood-purification systems that Cerus will submit for approval in Europe and the United States over the next three years.

### Sea Tel, Inc.

Sea Tel is the world's largest manufacturer of commercial shipboard stabilized antenna platforms used for satellite communications, satellite television and satellite weather systems. The company was founded in 1978 and established its current headquarters and manufacturing facilities in Concord in 1990. Sea Tel makes antenna platforms as large as 12 feet for Navy vessels and cruise ships, and as small as 12 inches for private boats. Sea Tel has outgrown its current facility and is in the process of constructing a new 50,000 square foot, state-of-the-art facility in north Concord.

### BEI/Systron Donner Inertial Division

Systron Donner's Inertial Division manufactures and supplies precision inertial sensors that are used in the

*Continued on page 3*



*Systron Donner gyrochip*

## High Technology

*Continued from page 2*

automotive, aerospace, commercial, military and industrial markets. The Inertial Division has been located in Concord for over 40 years. A sample of the Inertial Division's product applications include the following: stability control and anti-lock brake systems in automobiles; increased flight electronics, information and stability control systems for military and commercial aircraft; and inertial devices and gyrochips used by NASA for untethered astronaut spacewalks and in the Mars Sojourner rover. The Inertial Division has received worldwide acclaim and holds more than 50 United States and international inertial sensor technology patents.

### Eltegra, Inc.

**E**ltegra is a software technology company that was founded in 1988. The company is a graduate of the Contra Costa Software Business Incubator and has clients that include Bank of America, General Electric, Commerce One, Hitachi, Next Card and other innovative companies. Eltegra's flagship product line, known as EXADEL, is a design and deployment platform that allows clients to create new software solutions and increase software functionality and capabilities without having to buy new software applications. Eltegra's products also allow programmers to quickly compose new solutions by rearranging the capabilities of existing systems within and beyond the Internet firewall. ♦

## Concord: Headquarters for Industry-Leading Companies

**A** world-renowned antenna platform manufacturer. A leading engineering firm. A chocolate factory. A top logistics provider. What do all of these companies have in common? All of them have chosen Concord to be the location for their headquarters. These companies cite a number of reasons for choosing Concord, including access to a quality workforce, quality employee housing, central location, proximity to vendors, and a pro-business attitude. These reasons show why Concord is a premier place to do business.

Though the following companies are involved in different business endeavors, they all have two things in common: all are headquartered in Concord and all are leaders in their field.



**Harris & Associates**

### Harris & Associates

**L**ocated in North Concord, Harris & Associates is a private, employee-owned, consulting and engineering firm that has been headquartered in Concord since 1974. From its inception, the company has been serving the planning, design and construction management needs of public agencies throughout the western United States. The company has over 300 employees in 11 regional offices located throughout California

and the western states. *Engineering News Record Magazine* ranked Harris & Associates among the top 50 construction management firms in the United States!



### RetailersMarketXchange

**R**etailersMarketXchange (RMX) provides the software and services infrastructure to make it easier for convenience stores and service stations to purchase from their suppliers. The company is a collaboration between Philip Morris USA, Chevron, Oracle and McLane Corporation, a division of Wal-Mart and the largest convenience store distributor in the United States.

RMX recently signed a contract with Marathon Ashland Petroleum to provide services for the Marathon network. Marathon is the nation's fifth largest refiner with retail locations in 21 states. RMX moved its Concord headquarters to the Gateway Office Towers in January 2001. The company currently hosts more than 450 business-to-business extranets, an intranet that is partially accessible to authorized outsiders through a password system. They operate the world's largest marketplace focused on fuel and convenience retailers, with over 12,000 registered users to date.

*Continued on page 4*

## Industry-Leading Companies

*Continued from page 3*



### Grand Avenue Chocolates

**G**rand Avenue Chocolates began in 1984 in the home kitchen of Rachel Dunn. Her impetus to create beautiful, handmade chocolates came from her love of cooking in the kitchen with her mother. In the last 18 years, the company and its clients have grown to include Grammy award winning artists, royalty, United States Presidents, and celebrities.

Grand Avenue Chocolates made Concord its home in 1995. Since 1995, the company and its founder have won numerous awards. Rachel Dunn was honored with the NAWBO Entrepreneur of the Year Rising Star Award, and has appeared on national radio and TV broadcasts, including The Rosie O'Donnell Show in January 2001. Grand Avenue Chocolates specialty products and cookies are available by mail order, at upscale retailers and on select airlines. The company's headquarters is located in Concord at 1011 Detroit Avenue. ♦

## Concord: A Regional Draw For Successful Retailers

**T**he City of Concord has become a regional draw for many successful businesses. For retailers and service providers, Concord provides an opportunity to draw customers from

---

The 2002 edition of the "California Retail Survey" showed that Concord had the highest average retail sales per store of any city in Contra Costa County

---

not only Concord, but the entire East Bay region. Retailers, shopping centers, restaurants and auto dealers have all benefited from being located in Concord. Based on 2000 retail sales results, the 2002 edition of the "California Retail Survey" showed that Concord had the highest

average retail sales per store of any city in Contra Costa County. It also showed that Concord was ranked 22<sup>nd</sup> out of the top 100 cities in all of California based on this same category. Because the City has created a successful environment for these existing businesses to flourish, Concord has also attracted a number of new retail companies.

The following list of companies and business entities have benefited from a Concord location or have recently chosen Concord as a new retail location.

### EXPO Design Center

**E**XPO Design Center was launched in 1991 as a division of Home Depot. EXPO offers one stop shopping for all of a customer's interior design needs, from gathering ideas to complete design and installation services. Each store has eight designer showrooms to showcase design ideas for every part of the home. EXPO Design Center opened its first Northern California store in Concord in November 2000. In addition to Concord, the company currently has 45 stores in 14 states.

*Continued on page 5*



*Sunvalley Shopping Center*

## Successful Retailers

*Continued from page 4*

### Sunvalley Shopping Center

**Sunvalley** is one of Northern California's largest shopping centers with over 1.4 million square feet of retail space. Macy's, Sears, JCPenney and over 150 other specialty shops and services are located in the center.

---

Sunvalley is one of Northern California's largest shopping centers

---



*CompUSA and Nevada Bob's in the Willows Shopping Center*

Sunvalley is one of Northern California's highest-volume shopping centers and is ranked among the country's top 50 shopping centers in sales. It draws more than 12 million shoppers annually from Concord and the neighboring communities of Pleasant Hill, Walnut Creek, Orinda and Lafayette. The Macy's store in Sunvalley is ranked as the highest volume Macy's in the East Bay marketplace.

### Willows Shopping Center

**The Willows Shopping Center** is home to 13 specialty retail shops, 7 restaurants and 2 banks, all in a pleasant outdoor setting. The center also contains The Willows Theatre Company, as well as a Gymboree and The Jungle children's play areas.

As a successful retail center, the Willows continues to attract new tenants to add to its mix of industry-leading stores. In addition, some of these tenants have expanded or have plans to expand in the center. The Willows' Claim Jumper Restaurant is currently ranked number two in a chain of 29 restaurants, and the Old Navy store recently underwent a successful expansion. Fuddrucker's is planning a complete remodel and expansion in the near future and the center is eagerly anticipating the proposed addition of Krispy Kreme by the end of summer 2002.

### Costco Wholesale

**Costco Wholesale** is a membership warehouse club dedicated to bringing its members the best possible

prices on quality brand-name merchandise. Costco has over 335 locations worldwide, including stores in Canada, Mexico, Taiwan, Korea, Japan and the United Kingdom. Locally, Costco opened its Concord location in July 2000. Since its opening, the store has performed even better than expected. The Concord store currently ranks 22 out of 335 stores throughout the world. In California, the store ranks 8<sup>th</sup> out of 90 locations. In addition to the new jobs created and the sales tax generated, the store has had a positive impact on the Monument Blvd. corridor and the local elementary schools that the company supports.

*Continued from page 6*

## Successful Retailers

Continued from page 4

### Mini Cooper

The Mini Cooper has come to Concord. The Mini Cooper is a re-engineered version of the Austin Mini car that was formerly produced in England. Concord BMW was chosen as one of only 70 dealers across the United States to carry the

car. Concord BMW has built a separate Mini Cooper showroom to house the new cars. Demand was high even before the new cars arrived, and will likely exceed supply, as each dealer is slated to receive only 22 to 25 cars per month. ♦

### Business Property Checklist

Enclosed with this issue of *Economic Insight* is a business property maintenance checklist. The checklist will allow you to evaluate your business property for potential maintenance issues before they become problems that may impact the health, safety and general welfare of the community and your business performance. Maintaining

your property and place of business in good condition is “good business” and will help attract more business. The City of Concord prides itself in being a premier place to live, work and do business. Please take a moment to review this checklist and help make what’s good for Concord, good for your business too. ♦

## Need an Answer?

[www.ci.concord.ca.us](http://www.ci.concord.ca.us)

[www.concordfirst.com](http://www.concordfirst.com)

Economic Development Program (800) 727-2254

Helen Bean	<a href="mailto:helenb@ci.concord.ca.us">helenb@ci.concord.ca.us</a>
John Montag	<a href="mailto:johnm@ci.concord.ca.us">johnm@ci.concord.ca.us</a>
Dwayne Dalman	<a href="mailto:ddalman@ci.concord.ca.us">ddalman@ci.concord.ca.us</a>
David Griffith	<a href="mailto:davidg@ci.concord.ca.us">davidg@ci.concord.ca.us</a>

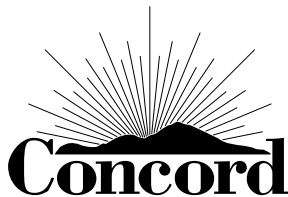
#### CONTACTS

Business license*	(925) 671-3307
Flood Zone Inquiries	(925) 671-5425
Graffiti Hotline	(925) 671-3080
One-Stop Shop/Building Permits	(925) 671-3454
Planning Department	(925) 671-3152
Police Services, Information	(925) 671-3232
Potholes	(925) 671-3228
Redevelopment Agency	(925) 671-3355
Shopping Cart Hotline	(925) 671-5080
Street Trees	(925) 671-3230

\*application is available on website above

#### CITY COUNCIL

Bill McManigal	Mayor
Mark A. Peterson	Vice Mayor
Helen M. Allen	Councilmember
Laura M. Hoffmeister	Councilmember
Michael A. Pastrick	Councilmember
Lynnet Keihl	City Clerk
Thomas Wentling	City Treasurer
Edward R. James	City Manager
Dwayne Dalman	Economic Development Specialist and Editor



City of Concord  
1950 Parkside Dr., MS 1B  
Concord, CA 94519-2578

Presorted  
Standard  
U.S. Postage PAID  
Concord, CA  
Permit No. 207