

# ALAMEDA COUNTY FAIR

## JUNE 19-JULY 12

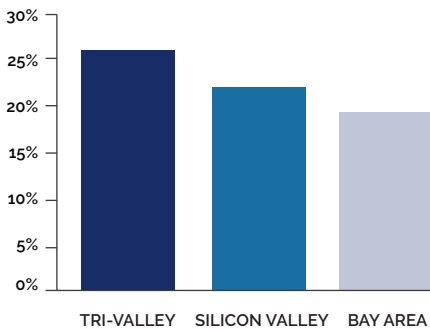
### PLEASANTON

# Area Demographics

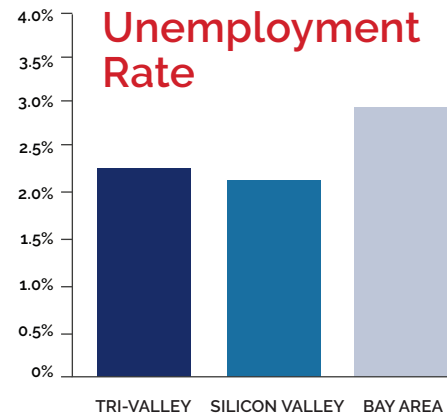
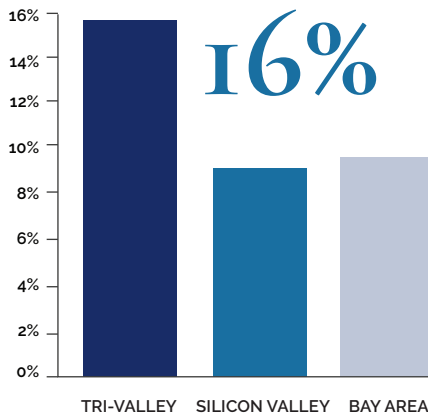
The Alameda County Fair is the largest event in Alameda County and has a wide range of attractions and activities including live horse racing, agricultural & competitive live stock exhibits, ethnic and cultural days, home art & technological competitions, specialty foods, nightly concerts, exciting carnival 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. Source: Mirador Capital Partners, Tri-Valley Demographics 2019 and 2019 Alameda County Fair Survey

## A Growing, Highly Educated Population

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

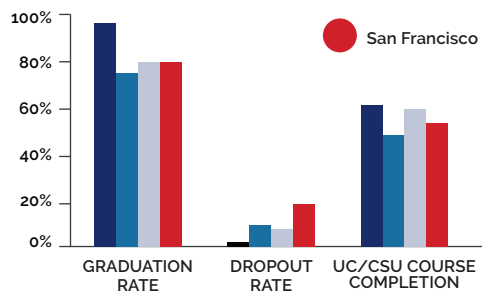


## Population Growth (2010-2018)



## Graduation & Dropout Rates (2010-2018)

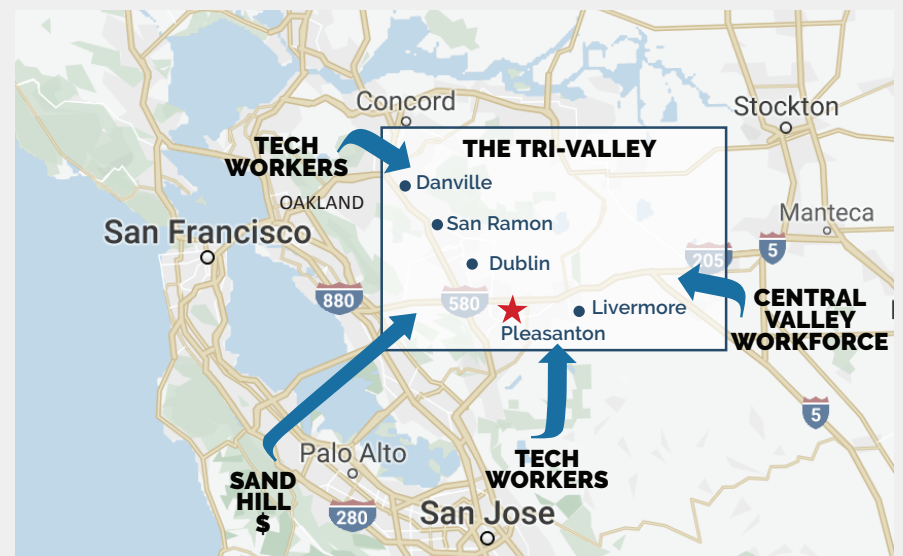
(2010-2018)



## 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