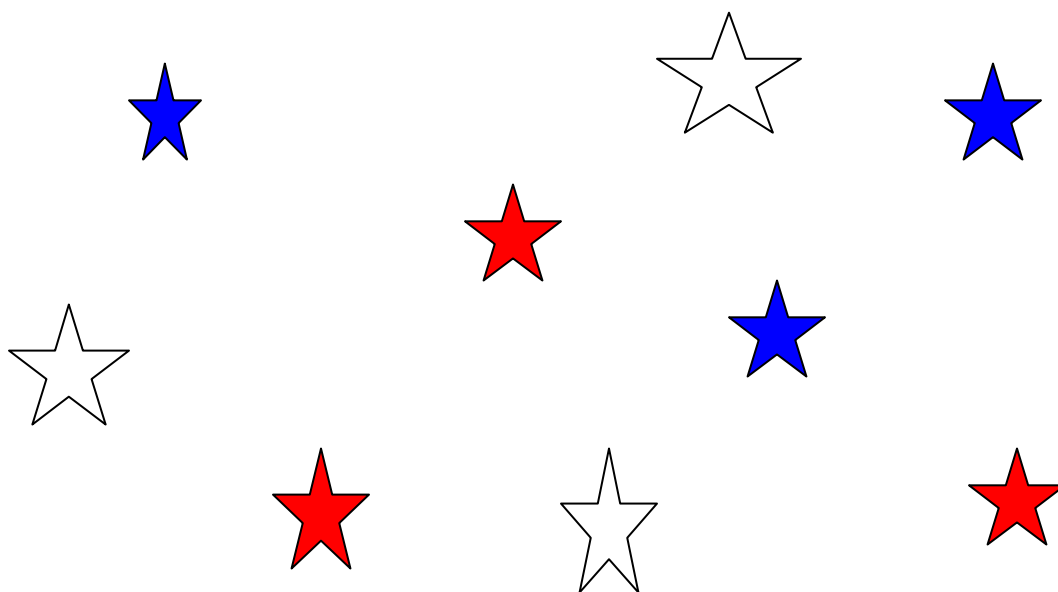




Community/Economic Profile
2009

MODESTO, CALIFORNIA

*W*ELCOME *T*O *M*ODESTO



www.modchamber.org

(209) 577-5757

A LITTLE MODESTO HISTORY

A banker from San Francisco named William C. Ralston founded Modesto in 1870. Modesto was to be named after Mr. Ralston but he declined; so, for his modesty, the town was named Modesto, meaning modest in Spanish. By 1910, Modesto's population reached 4,500 and was referred as the "most metropolitan and classy" of its size in California.



A FEW MODESTO QUICK FACTS

- The Modesto Arch was built in 1912, costing a total of \$1,200. Sam Harbaugh was paid \$3.00 for winning and coining the slogan "Water, Wealth, Contentment, Health."
- Modesto is home to the largest garden club in California, with over 700 members.
- In 2002, Modesto received the international "Enhancement of the Landscape" award for its flower clock, located in front of the Modesto Centre Plaza on K Street.
- The City maintains thousands of trees, in fact, it is estimated that there is one tree for every two people in Modesto and that's not including all the privately maintained trees.
- Modesto Junior College was the first Junior College in California.
- Modesto is the hometown of George Lucas and was his inspiration for *American Graffiti*.
- Modesto is also the hometown of Trish Venturini, a professional soccer player for the U.S. women's league.



MAJOR MODESTO ANNUAL EVENTS

The events listed below are just a few annual events. For information on most community events, you may contact the Modesto Convention & Visitors Bureau at (209) 526-5588. For Oktoberfest information and for other Chamber events, you may contact the Modesto Chamber of Commerce at (209) 577-5757.

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|-------------------------|--------------------------|------------------------------|
| • Concerts in the Park | • X-Fest | • Christmas Parade of Lights |
| • Earth Day in the Park | • International Festival | • Fourth of July Parade |
| • Picnic at the Pops | • Oktoberfest | • Graffiti Month (June) |

MODESTO CITY COUNCIL

Mayor	James E. Ridenour	(209) 571-5597
Councilmember	Kristin Olsen	(209) 571-5597
Councilmember	Janice Keating	(209) 571-5597
Councilmember	Dave Lopez	(209) 571-5597
Councilmember	Garrad Marsh	(209) 571-5597
Councilmember	Will O'Bryant	(209) 571-5597
Councilmember	Brad Hawn	(209) 571-5597

City Manager (appointed)	Greg Nyhoff	(209) 577-5223
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STANISLAUS COUNTY BOARD OF SUPERVISORS

District 1	William O'Brien	(209) 525-4440
District 2	Vito Chiesa	(209) 525-6440
District 3	Jeff Grover	(209) 525-6560
District 4	Dick Monteith	(209) 525-4445
District 5	Jim DeMartini	(209) 525-4470

Chief Executive Officer (appointed)	Rick Robinson	(209) 525-6333
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