

# SAN FRANCISCO

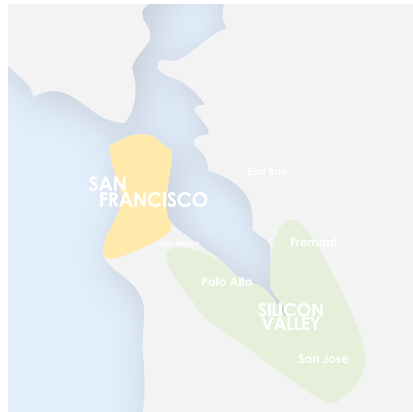
## AND THE BAY AREA

San Francisco is often referred to as being the high-tech center of the United States. A city rich in diverse cultures, San Francisco is continually attracting more and more creative workers to its metropolitan area.

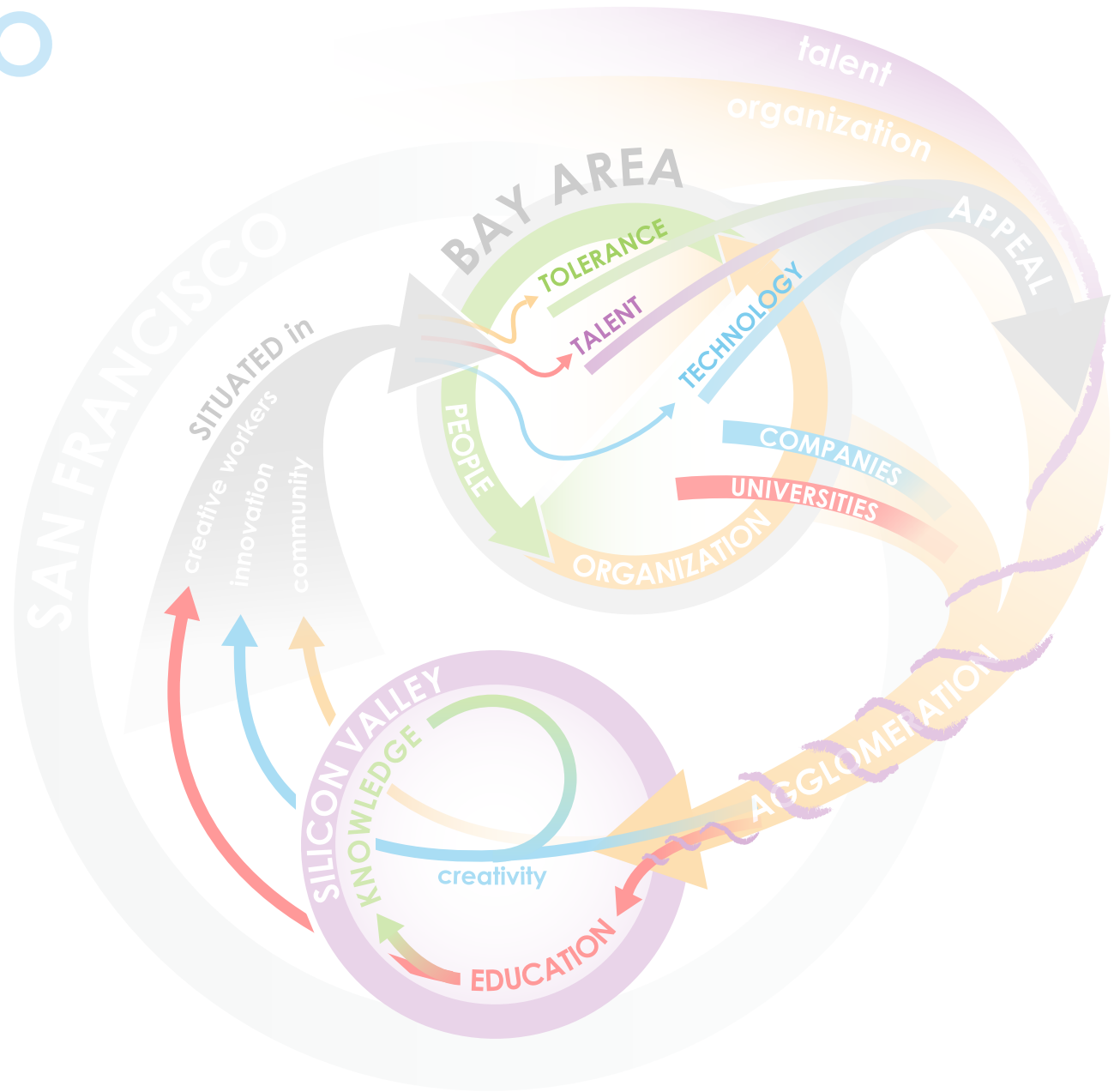
Situated near Silicon Valley, San Francisco thrives off of the innovations and creative workers within, which in turn improves the city's appeal to attract more talented people and more creative companies.

# SAN FRANCISCO

AS AN INNOVATIVE CITY



Being a part of the Bay Area's high-tech industry, including Silicon Valley, the vast amounts of creative workers, innovation and diverse communities adds appeal to the city's already outstanding reputation.



# SAN FRANCISCO BAY AREA

## THE THREE T'S OF ECONOMIC GROWTH

### TOLERANCE

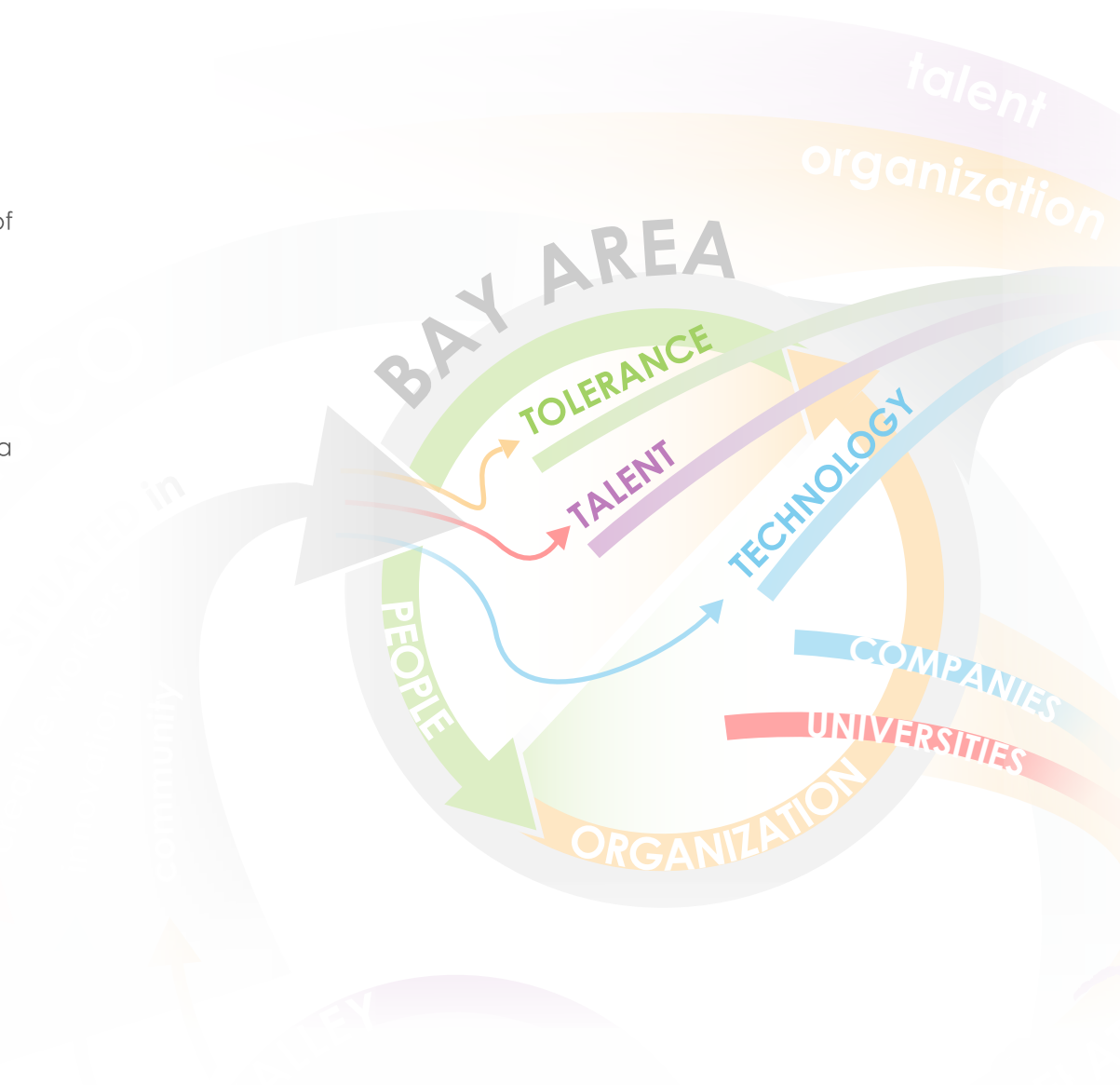
San Francisco has one of the best reputations in the United States for cities who are tolerant towards other cultures. Because the city is so diverse in race, lifestyle and sexual orientation, that open acceptance attracts talented people of similar lifestyles.

### TALENT

Within the past twenty-five years, San Francisco has spawned a rich culture of contemporary art. From the architecture to the local art community, San Francisco and its lifestyle amenities have improved the city's appeal for creative workers.

### TECHNOLOGY

There is a huge web presence in San Francisco. Many of the most visited websites today started in San Francisco, including **craigslist** and **digg.com**. *Forbes* recently rated San Francisco as the fourth most wired city in the United States (2006).



# SAN FRANCISCO BAY AREA

THE REGION SURROUNDING SAN FRANCISCO CITY

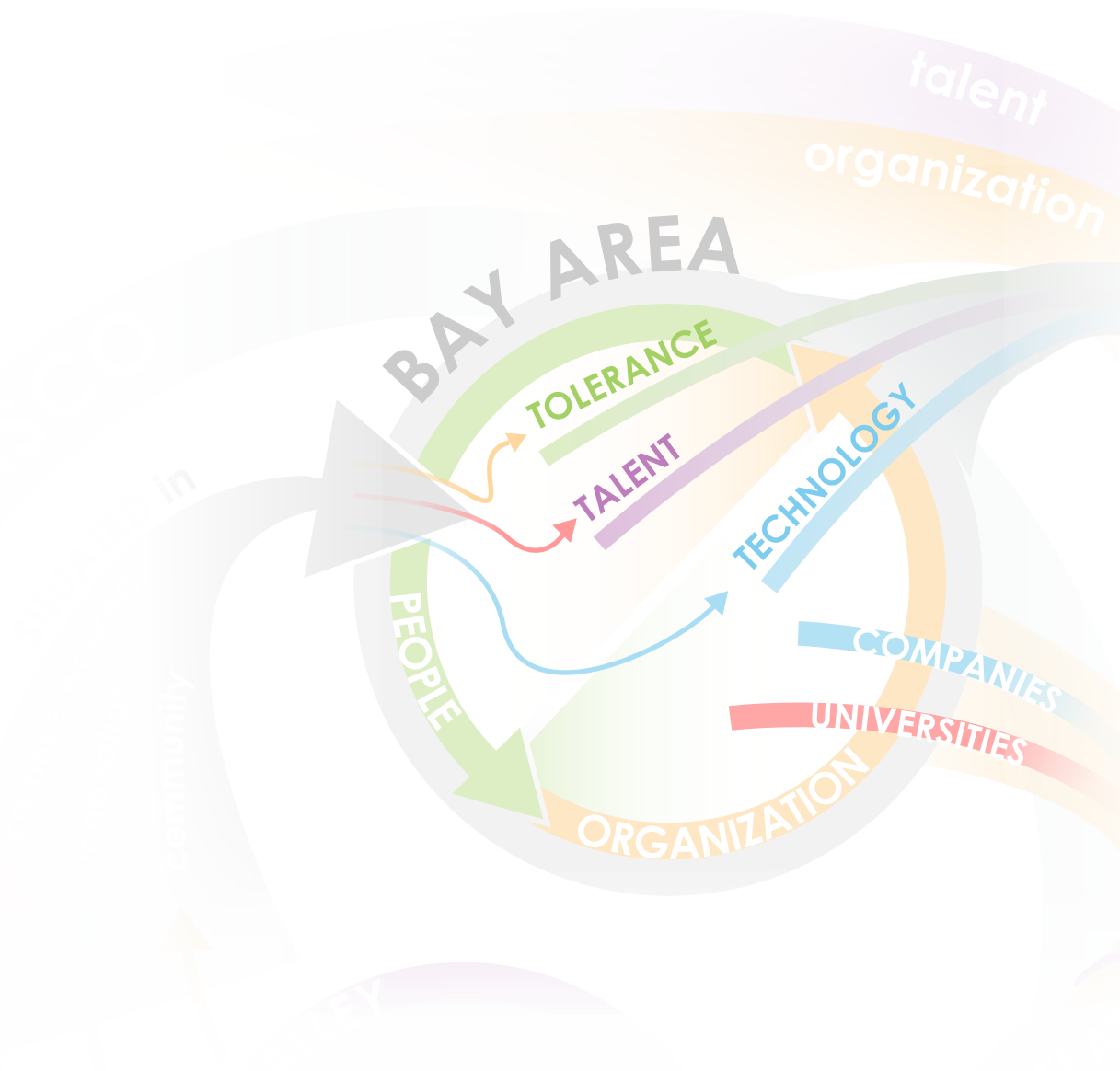
## UNIVERSITIES

The **University of California, in San Francisco** is leading the way in biomedical engineering. This school attract knowledge workers who specialize in health sciences and engineering.

As its reputation as "the institution that pioneered Silicon Valley," **Stanford University** attracts many talented creative people through their programs of engineering, business and the sciences. With such a close proximity to Silicon Valley, there is a greay opportunity for collaboration with high tech companies.

## COMPANIES

Silicon Valley is the high tech hub of the United States. **Apple's** roots are in Cupertino, and **eBay** began in San Jose. **Industrial Light and Magic** emerged in San Francisco as a leader in film special effects.



# SILICON VALLEY

A CREATIVE CENTER POWERED BY AGGLOMERATION

## AGGLOMERATION

With the extreme success of Silicon Valley combined with the quality of life San Francisco has to offer, many companies have relocated to become surrounded by innovation and to become innovative themselves. **IDEO** started in Silicon Valley and also opened up another branch in San Francisco to further the connection with Silicon Valley. **Wikimedia**, has plans to move their headquarters from Florida to San Francisco.

## KNOWLEDGE

With the close proximity to Stanford University, Silicon Valley has a lot of companies starting out from graduates. With a technological foundation from surrounding organizations, companies such as **Google** and **SUN Microsystems** took off.

