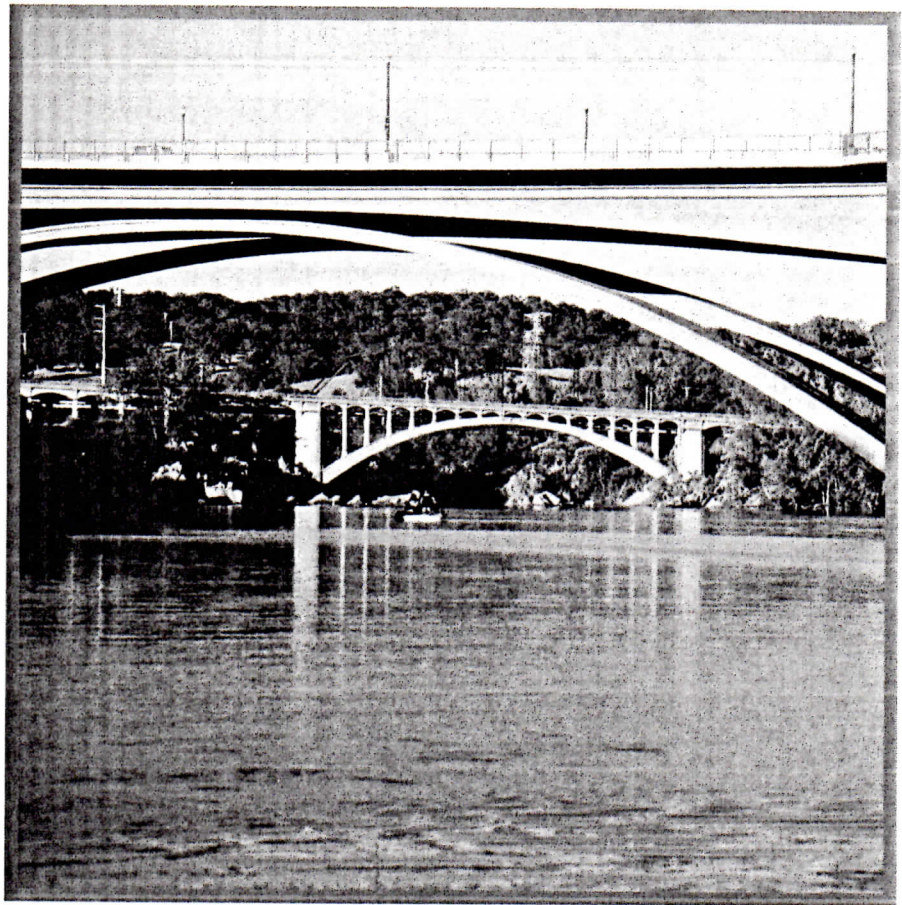


Folsom

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 2003 President: Christina Polley
 Chief Executive Officer: Joseph P. Gagliardi

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 CORPORATION

Manager: Joanne Kilmartin
Editor: Krista Minard
Contributor: Thea Marie Rood
Art Director: Grace Han
Production Manager: Stephen Rice
Advertising Sales: Mike Halle, Reg Holliday
Associate Publisher: Joe Chiodo
Publisher: Michael O'Brien

For advertising information, contact Joanne Kilmartin
Sacramento Magazines Corporation
 706 56th St., Suite 210, Sacramento, CA 95819
 916.452.6200

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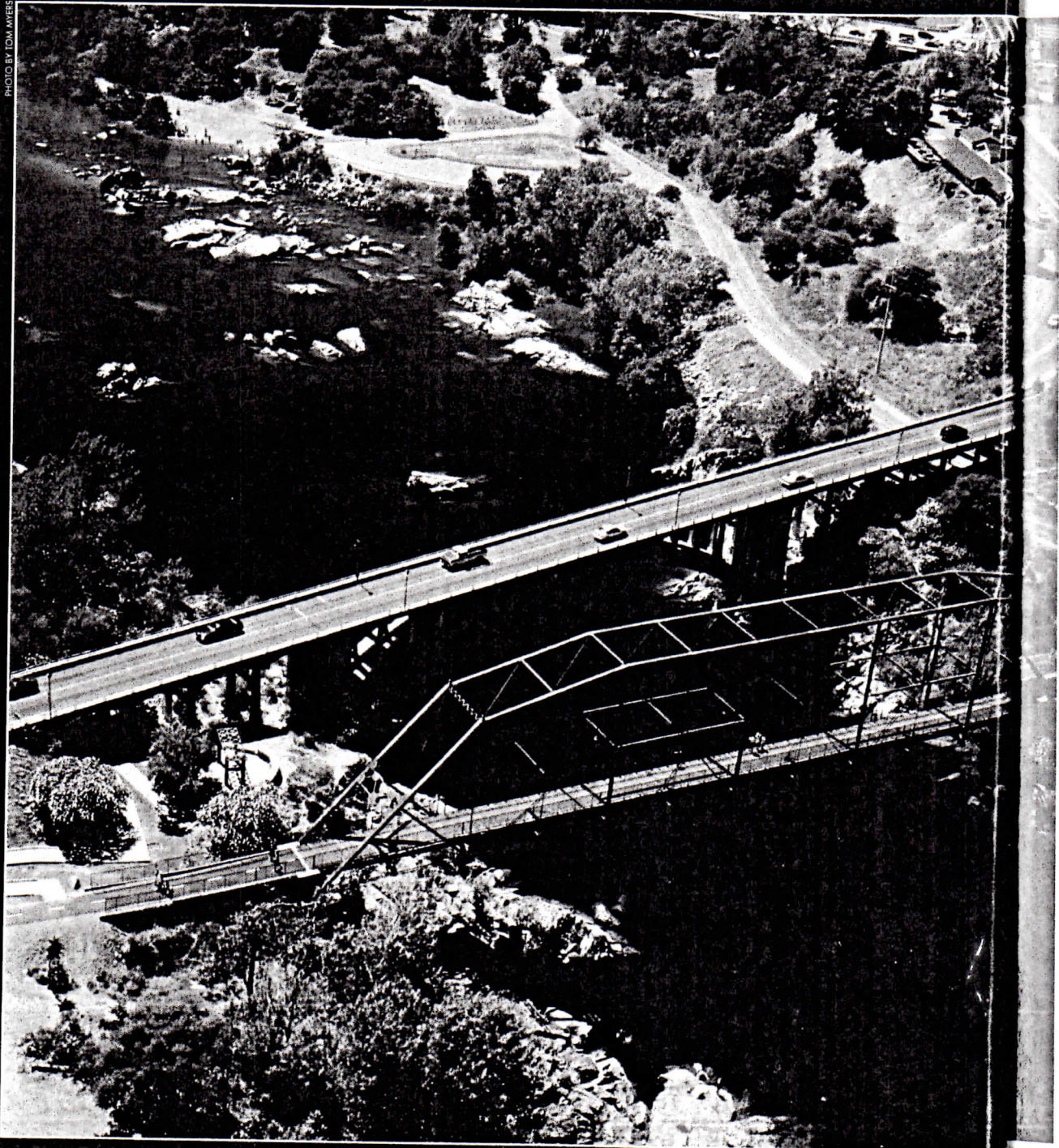
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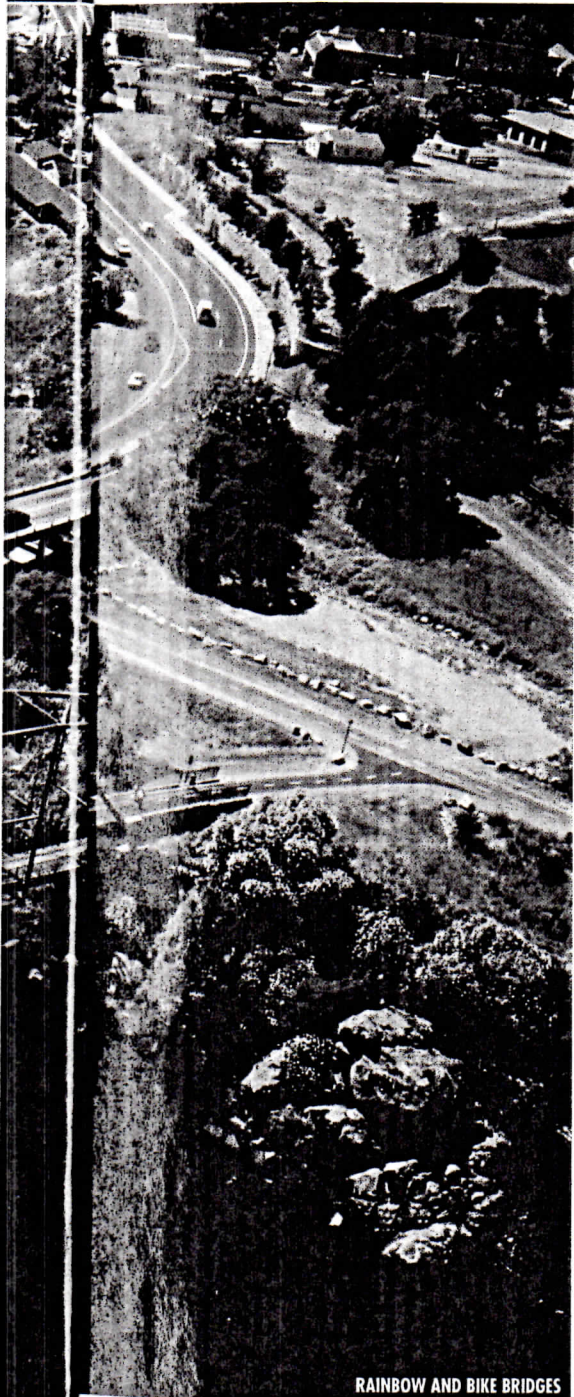
MOVE

PHOTO BY TOM AYERS



Of course, your goal is getting to gymnastics, or soccer practice, or the sale at Target. But in Folsom, these ordinary commutes include some of the most gorgeous scenery outside of the Bay Area—a sparkling river surrounded by rustic bluffs, snow-capped mountains above a blue-green lake, architecturally stunning bridges, rolling hills.

As a regional center, however, locals are not the only ones treated to these views. Fortunately, the city planned for regional traffic—and has more tricks up its sleeves to improve the flow in and around Folsom.



RAINBOW AND BIKE BRIDGES

The city has done a good job," says Will Kempton, formerly a partner in a Sacramento transportation, consulting and government relations firm—Smith, Kempton & Watts—and now Folsom's newest assistant manager. "Building the \$50 million bridge at Lake Natoma, for example—which the city did on its own—is a major accomplishment."

New Bridges

Indeed, August 1999 saw the completion of the Lake Natoma Crossing, providing Folsom with a much-needed second bridge within the city limits. It connects Folsom-Auburn Road and Folsom Boulevard, two major arterial roads, and offers easy access to Highway 50 for both local and regional commuters. The new four-lane bridge was designed to complement the nearby

"NPR (National Public Radio) was here last year doing a story on outstanding open space in growing cities. Folsom was used as a model city because of our trail system."

Rainbow Bridge, built in 1917, and includes visually compatible arches. Because it borders Historic Folsom, the bridge has details such as "horse and buggy" overlooks, and old-fashioned railings and lights. The bridge's exceptional design won the 2000 California Cities Helen Putnam Award.

Folsom also is committed to a third bridge crossing at Folsom Dam, and is actively seeking federal funding. Mayor Steve Miklos has taken the lead on this issue since 1995 and recently testified before a subcommittee of Congress, says the city "has a good shot. It's supported by everybody—the region, security and the Corps of Engineers." Although security of the dam has been heightened since Sept. 11, Miklos says in the end it's a traffic issue, with the dam road currently being used by 20,000 cars a day. "Folsom is caught between three

counties," he says: Sacramento, Placer and El Dorado. "So you've got people coming through from Rancho Cordova to Roseville or Rocklin, and from Roseville to El Dorado Hills." The new bridge, when it's approved, is expected to cost \$66 million and will follow what is now an access road. "Cars will never be on the dam," says Miklos.

Another bridge success story—but not one that involves vehicles—is the Folsom Historic Truss Bridge, which was originally built in 1893, but dismantled and moved to Siskiyou County in 1931. It was returned to Folsom and placed back in its original position across Lake Natoma, officially opening in April 2000. It, too, is visually striking and carries bicyclists and hikers, linking the trails on both sides of the lake.

Trail System

In fact, the trail system in Folsom has garnered the city national attention. "NPR (National Public Radio) was here last year doing a story on outstanding open space in growing cities," says Miklos. "Folsom was used as a model city because of our trail system." The city has been aggressive—and consequently successful—in securing federal grants to complete the trails. Used for recreation and commuting, they ring Lake Natoma, run from Granite Bay to downtown Sacramento and connect the city. "This is one of the most bicycle-friendly towns in the state," says City Councilman Jeff Starsky, a 17-year Folsom resident and

father of an 11-year-old. "My daughter and I are active bicyclists, and we can take a 20-mile ride and only about five of those miles are on city streets." Most major employment centers can be easily reached on Class I or II bike trails as well: these include Lake Forest Technical Center, Intel Corporation, Parkshore Office Plaza and Iron Point Business Park. There are also existing trails to the community college campus, Mercy Hospital and the planned Light Rail stations.

Light Rail

In May 1998, the California Transportation Commission formally approved \$32 million to extend Regional Transit's Light Rail system to Folsom. Since then, there have been minor delays, but, "Light Rail will come to

Folsom," says Kempton. "That is absolutely not in question." City leaders predict trains will run by 2004.

Kempton says delays are most common during the design phase of a major transportation project, not during construction. "And the design is now complete," he says. Miklos agrees, adding, "We just approved the designs for the Light Rail stations—they will be at Iron Point Road and Folsom Boulevard, Glenn Drive and Folsom Boulevard, and the Sutter Street lid, which will be a kiss-and-ride."

Folsom is fortunate in several ways with regard to rail service: One is that existing track left over from the town's early railroad days leads to some of the most convenient spots—the hospital and the community college, for example. Folsom also is lucky to have city leaders willing to push the issue, since RT's original plans called for extending the line to Folsom by the year 2020. Then-Mayor Robert Holderness and other city officials threatened to run their own train service—using self-propelled diesels made in Germany—and the Transit Authority moved up its extension date by nearly two decades.

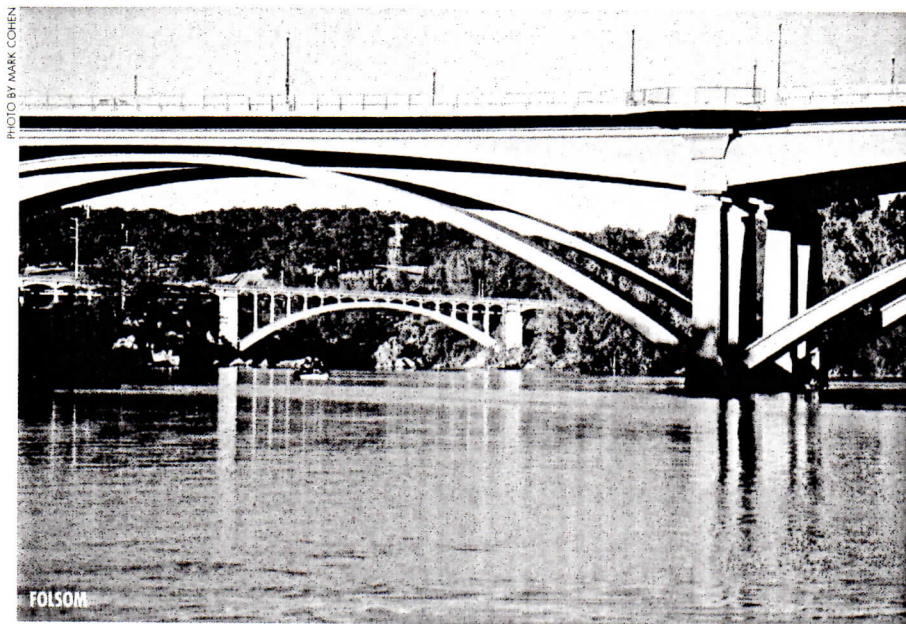
According to Kempton, the city also is currently involved in a study—along with the El Dorado County Transportation Committee—that will examine extending the Light Rail line to El Dorado Hills.

Highway 50

Highway 50 provides Folsom convenient access to El Dorado Hills, Placerville and South Lake Tahoe to the east, and downtown Sacramento, Interstate 80 and Interstate 5 to the west. However, as the population grows along this corridor, rush-hour commutes are becoming increasingly impacted. In addition to train feasibility studies, city officials are working to correct this situation in several ways.

One is a series of recently completed interchange projects, including a joint effort by the city and CalTrans at Iron Point Road near Intel Corporation. The Bidwell interchange has been reconstructed as well, a \$12 million project financed in part by area developers. The Folsom Boulevard interchange improvements also are finished, with the addition of two lanes on Highway 50 to Hazel Avenue, a former bottleneck during early morning hours. Car-pool lanes also have opened on Highway 50, making the morning and evening commute much easier between Folsom and Sunrise boulevards.

A second improvement—a joint project between Folsom and Sacramento County—is the widening of Folsom Boulevard to four



lanes throughout the city to Sunrise Boulevard in Rancho Cordova, creating a convenient alternative to Highway 50.

Around Town

The city has also made getting around town easily a priority—getting around town and not disturbing residents, we should add. "Opening up the Riley Street extension was of huge significance," says Miklos. "It really gets the traffic out of neighborhoods and onto a major thoroughfare."

Folsom also is thinking about its nearest neighbors to the east—a growing population that comes to Folsom for shopping and recreation. "[Traffic to and from] El Dorado Hills is a serious issue for the city now," says Kempton, who adds Iron Point Road will be eventually extended to EDH, as will a new Empire Ranch Road. "It will take local traffic off the freeway," he says, and relieve congestion on Green Valley and East Natoma.

Lastly, Folsom is concerned about traffic safety and noise, with new code enforcement areas around the city, and the discovery of a substance everyone, everyone, everyone needs: rubberized asphalt. "It's made from chopped-up tires," says Kempton, "and makes for a much quieter ride." Miklos confirms the city has plans to begin repaving most major arterial roads with rubberized asphalt in the near future.

Bus Service

Another component to Folsom's transportation system are the buses. Known as Folsom Stage Lines, it offers three types of service: a fixed route that takes riders around the city and meets up with Sacramento's Regional Transit bus system; the Dial-A-Ride program for senior citizens; and the commuter bus service, which currently makes stops in Rancho Cordova,

connects with Light Rail, and takes riders on an express route to downtown Sacramento. A shuttle bus service also will be instituted on the north side of the river to bring riders to Light Rail stations in Folsom.

Planes and Trains

The Sacramento and Roseville Amtrak stations are within 20 miles of Folsom, and several nearby airports exist. The Sacramento International Airport is 35 miles from Folsom, and taxi, limousine and shuttle services are available. The Cameron Park Airport, 15 miles east of Folsom, and the converted Mather Field Air Force Base in Rancho Cordova, offer service for corporate jets, small private planes and business shipping.

DID YOU KNOW . . .

that Theodore Judah designed the Sacramento Valley Railroad that went from Third and R streets in Sacramento to Sutter Street in Folsom? It was the first railroad in the West and was, politically at least, an uphill battle. Historians say Judah gained the nickname "Crazy Judah" for his relentless campaigning for funds for the project.



BROADSTONE MARKETPLACE PHOTO BY JULIUS PAUL

If you showed an out-of-towner, say, a map of Northern California, he might conclude that Folsom—located 25 miles east of the state capital—is a suburb. Or a little river town whose inhabitants must travel to the *real* city—Sacramento—for anything more complicated than groceries.

But that out-of-towner would be wrong.

in the . business

Far from being a suburb or a poky little town, Folsom is a vibrant regional center for a tri-county area, including Placer, El Dorado and Sacramento counties. People come here from miles around to shop, eat, go to the doctor, buy a new car, be entertained.

In fact, according to a report published last year by the Sacramento Regional Research Institute, “the city of Folsom and some of its adjacent areas form an economic area of influence or a node in the extended Sacramento Region.” The report suggests the Folsom Economic Trade Area includes all of El Dorado County (except for the Tahoe Basin), the southeastern portion of Sacramento County and the town of Granite Bay, which is located in Placer County.

Whew. Who knew?

Lots of people, it turns out. Many of whom have been here for more than 25 years. Take G.F. Cloud and his wife, Penny, for exam-

ple, who came to Folsom in the late '70s and opened up Clouds, a pottery and porcelain shop, on Sutter Street. “We chose [the city] because it was a natural crossroads,” says Cloud. “We looked at Folsom Boulevard, Folsom-Auburn Road, Highway 50 and realized everything seemed to go through this town—and it has since the train came here in the 1850s. It’s really central—the axis where everything comes together.”

What the experts are now confirming—and what some forward-thinking business owners have known for some time—is that Folsom is the center of a region that not only is growing, but growing with people who need things: window coverings and deck material for that new house, landscaping for the yard, a minivan to carry

the kids to soccer and, of course, clothes and books and food and furniture and art.

So retail is the booming business story in this lovely city by the river, this regional center, this economic node. As is health care and commercial space and industry. There’s a lot here now, and more exciting stuff to come.

MAJOR RETAIL

Central Folsom—Major retailers here include Wal-Mart and Target—and the soon-to-arrive Mervyn’s. Also located in this area of town are OfficeMax, Petco, Orchard Super Hardware and Lowe’s Home Improvement Warehouse. (The eagerly awaited Trader Joe’s store will go in next to Lowe’s.)

Markets—In addition to Trader Joe’s, predicted to open this fall, several chain grocery stores are in Central Folsom as well, includ-

Far from being a suburb or a poky little town, Folsom is a vibrant regional center for a tri-county area, including Placer, El Dorado and Sacramento counties. People come here from miles around to shop, eat, go to the doctor, buy a new car, be entertained.

ing Raley’s, Food Source and Albertsons. Vic’s IGA and a Ralphs store are located across the river in North Folsom. And a second Ralphs is located in East Folsom—where a second Raley’s is planned. A Bel Air Market and Longs Drugs opened in November 2002 and Costco Wholesale is being built near the Power Center in East Folsom. Sam’s Club is under construction.

Power Center—Anchored by The Home Depot and Borders Books, Music & Cafe, the Power Center also includes Old Navy, Ross Dress For Less, Linens-N-Things, PETS MART and Michaels arts and crafts store. Recently opened are Pier 1 Imports, Cost Plus World Market and Babies R Us.

The Folsom Auto Mall—A major retail player is the Folsom Auto Mall, located on Folsom Boulevard at Highway 50. It includes



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The Folsom Premium Outlets and the Century Folsom 14—The Folsom Premium Outlets, which include Off 5th-Saks Fifth Avenue, The Gap and Carter's, and the Century Folsom 14 multi-screen theater—both which have recently undergone expansion—are popular regional draws located on Iron Point Road.

SMALL RETAIL

Central Folsom—Small retail flourishes in Central Folsom. Examples include Folsom Travel, Handley's Western Wear, Maternal Expressions, Kinko's and Carperteria.

Sutter Street—Perhaps the most unique shopping district in the region, this three-block area is Folsom's original downtown, with buildings dating from the 1860s. Retailers include Setnik's In Time Again, Olde Towne Antiques, and Snook's Candies & Ice Cream (which, by the way, recently moved to a much bigger store on the corner of Sutter and Wool streets). It also is the site of four annual street fairs and the Thursday Night Market during the summer.

Lakes Specialty Center—This shopping center—which is adjacent to the Lake Natoma Inn—features a variety of small businesses, including Bicycles Plus.

North Folsom—There are three major shopping areas in North Folsom. One known as Folsom Pavilion Shopping Center is located on Folsom-Auburn Road near Greenback Lane. Shops here include Coffee Republic, Tuesday Morning and Hoshall's Salon and Spa. A second shopping center, at Oak Avenue and American River Canyon Drive, contains Vic's Market and Postal Annex. Lastly, located in a shopping area on Greenback Lane are Longs Drugs, a Ralphs grocery and BJ's Pool Supply.

HEALTH CARE

Folsom's thriving medical community is not only an important factor for residents, but a regional draw as well. In addition to the hospital and medical groups listed below, Folsom has a wide choice of highly qualified private practice physicians, dentists, optometrists and other health professionals.

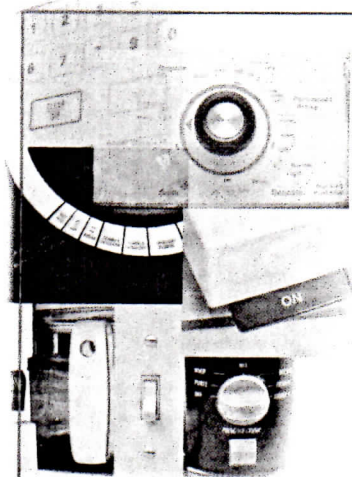
Mercy Hospital of Folsom—In 1989, Mercy built a new 95-bed, full-range, acute care hospital on Creekside Drive, the first in the area to offer family birthing suites. The hospital currently has 236 full-time

employees and 232 physicians with hospital privileges, many of whom have offices in the adjacent Creekside Medical Building. Mercy specializes in cardiovascular care, hospice, ICU/CCU, nuclear medicine, OB-GYN, orthopedics, pediatrics, perinatology,

pulmonary medicine and surgery, and has a 24-hour emergency room. In fact, expansion of the emergency department will be completed within the next two years. According to Don Hudson, hospital president, the ER will go from its current facili-

ty of seven bays to 25 bays, and will see an increase from 3,000 square feet to 18,000 square feet. "We don't need 25 bays now—and we won't need them the day we open [the new facility]—but we're taking the long-range approach and looking ahead to

Mercy specializes in cardiovascular care, hospice, ICU/CCU, nuclear medicine, OB-GYN, orthopedics, pediatrics, perinatology, pulmonary medicine and surgery, and has a 24-hour emergency room. In fact, expansion of the emergency department will be completed within the next two years.



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the year 2020," he says. In addition to more space, Hudson says the emergency department will include a fast-track urgent care center to process such patients more quickly.

Kaiser Permanente—Kaiser Permanente, the largest HMO in the state and one that currently covers more than a quarter of Folsom residents, opened medical outpatient offices here last October. In fact, there are 78 health-care providers—half of whom live in the city—and 300 support staff members. "The new medical office building is not only close to home to many of our members, but also to several of our physicians who live in Folsom and who are pleased to be able to practice in the community they love," says Chris Palkowski, M.D., medical director of the Folsom site.

PHOTO BY JULIUS FAVA



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Kaiser is located in the Folsom Corporate Center on Iron Point Road in a 116,000-square-foot, three-story building. Services include pediatrics, women's health, adult medicine, mental health, occupational medicine, optometry, optical sales, radiology, a pharmacy, laboratory services, a health education center and a minor-injury clinic. The Folsom Kaiser offices also will have state-of-the-art defibrillators designed to improve the survival rate for sudden cardiac arrest.

UC Davis Medical Group in Folsom—A satellite office of the widely respected University of California, the UC Davis Medical Group offers a wide range of routine and preventive outpatient services, including pediatrics, OB-GYN and family practice.

TOURISM AND HOSPITALITY

Major Attractions

Folsom Lake State Recreation Area—This area—which includes Folsom Lake, Lake Natoma and the bike trails—attracts as many as 4 million visitors a year for boating, fishing, biking, horseback riding, swimming and camping.

Folsom Rodeo—The Chamber-sponsored Folsom Rodeo has been held annually for more than 40 years and draws as many as 30,000 attendees. The rodeo is part of a



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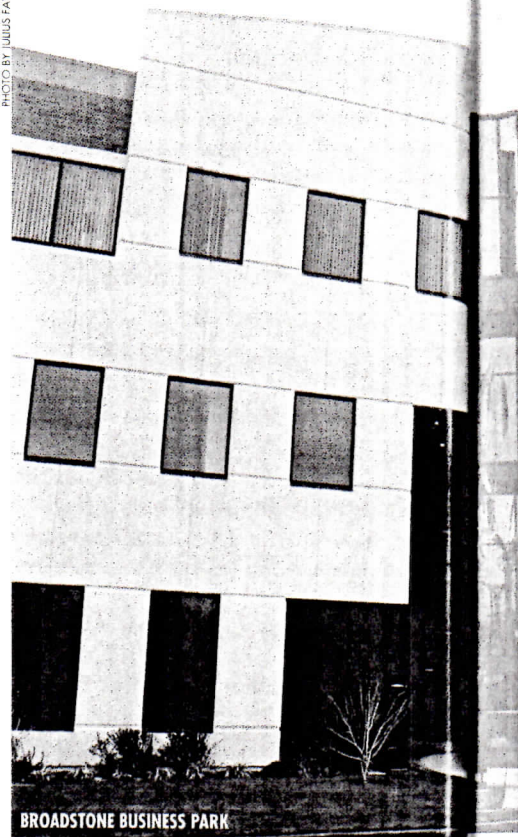
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national circuit, and city events surrounding it include a cattle drive and nightly fireworks shows.

Christmas Craft Faire—Also attracting crowds of approximately 30,000 people, the Christmas Craft Faire, held on Sutter Street, coincides with other popular Christmas activities the first weekend in December, such as the annual tree lighting, lighting of the luminaria (candles that line the streets of Historic Folsom) and a live nativity scene.

Other Sutter Street Events—Drawing crowds of approximately 20,000 are the Antique Fair in April, the Spring Arts & Craft Fair in May and the Peddlers' Fair in September. Throughout the summer months, Sutter Street merchants host the Thursday Night Market, which attracts anywhere from 2,000 to 5,000 people.

Other Chamber Events—In October, the Chamber sponsors Taste of Folsom, which features live music, local restaurants and wine tasting. This event draws 5,000 people to Folsom.

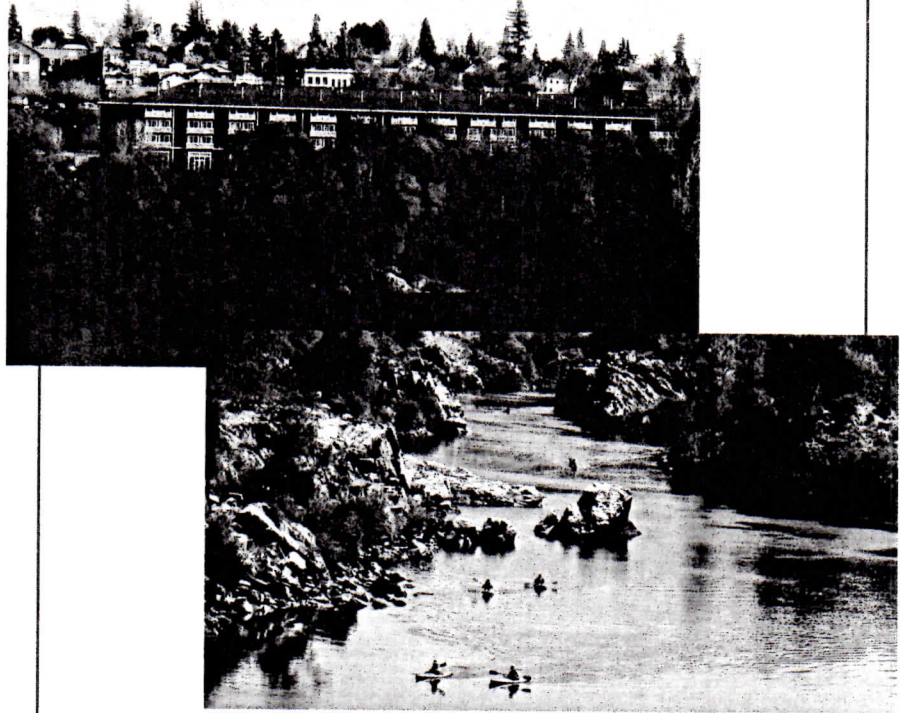
COMMERCIAL REAL ESTATE

Iron Point Business Park, a Class A office complex, opened at the end of 2000 and provided the city with 200,000 square feet of space. Amenities include a jogging track and a shared conference room with video conference capabilities. A second recently completed project is the Broadstone



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Business Center, which added 240,000 square feet and five buildings of Class A office space. Finally, the Natoma Station Corporate Center, with 105,000 square feet, became available at the end of 2001. About 750,000 square feet of additional space is either under construction or planned for future development.

INDUSTRIAL

Folsom State Prison/California State Prison, Sacramento—The medium-security Folsom State Prison, and the recently built maximum-security California State Prison, Sacramento, are together one of Folsom's largest employers. The facilities own 1,000 acres along East Natoma Street and employ more than 2,000 people. The Prison Industry Authority also manages the city's successful recycling program.

Gekkeikan Sake (U.S.A.), Inc.—Gekkeikan Sake established a Folsom plant in 1989 and was the first international company to come here. Its 552,000-square-foot facility on Sibley Street employs 20 people and includes a tasting room. The 360-year-old company—which ships to all its major markets from Folsom—was attracted to the city by the clean water and nearby rice fields.

Kikkoman Foods, Inc.—Kikkoman Foods, best known for its soy sauce production, opened its plant on Glenn Drive in summer 1998. The company employs approximately 30 people and chose Folsom over several other Northwest sites because of Folsom's

LAKE RIDGE



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good transportation and clean water. Verizon Wireless—Verizon Wireless set up shop on Parkshore Drive near Kikkoman Foods, Inc. The 200,000-square-foot facility employs approximately 1,000 people. A light-rail stop also is planned for this area.

HIGH TECH

Intel Corporation—The largest of the high-tech companies here is Intel, which brought its 236-acre research and development facilities to Folsom in 1984. Located at Iron Point and Prairie City roads, Intel currently employs approximately 6,000 people, the majority of whom live in the city. The company has a large volunteer program that involves employees in reading programs in the schools, trail clean-up days and coaching. The company also sponsors Sundays at the city's public library during the school year.

which is 'relatively new'—has been well-received. "We'd like to expand to a weekly publication as soon as possible," he says.

The Sacramento Bee, Folsom Bureau—In September 2002, *The Sacramento Bee* merged its Neighbors and Metro staff. The Folsom bureau covers Folsom, El Dorado County and Rancho Cordova, and the paper is published twice a week—Thursday and Sunday. "We're very glad to be in a growing community like Folsom, where people are interested in community news," says Folsom Bureau Chief Yvonne McKinney. "It's the first step in increasing *The Sacramento Bee's* coverage of the suburbs and growing places like Folsom."

City of Folsom—The City of Folsom communicates to residents and business owners with a website (folsom.ca.us), a bimonthly newsletter and its own radio station (1500 AM). All three sources contain meeting

The company has a large volunteer program that involves employees in reading programs in the schools, trail clean-up days and coaching. The company also sponsors Sundays at the city's public library during the school year.

Lake Forest Technical Center—The Lake Forest Technical Center, tucked away off Blue Ravine Road, is the site of several smaller high-tech firms. Companies located here include International Business Systems (IBS) and Video Products Distributors, Inc.

MEDIA

The Folsom Telegraph—*The Folsom Telegraph* is a local weekly paper that has been in existence for more than 140 years. It covers the school district, the city council and neighborhood issues.

Folsom Life—Published on the first and third Thursday of each month, *Folsom Life* is a "community newspaper covering news of Folsom—government, people, school, environment, everything that affects the city of Folsom and its residents," says Jim Webb, publisher, who says the paper—

schedules, event calendars and updates on ongoing projects.

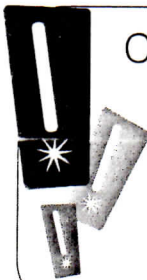
The Chamber of Commerce—The Chamber publishes an annual magazine and membership directory, a monthly business newsletter and communicates with the public via its website (folsomchamber.com).

WHAT'S PLANNED

Retail—Recent retail announcements for Central and East Folsom include Mervyn's, Trader Joe's, Costco, Sam's Club and Best Buy.

Railroad Block—A \$20 million restoration project is planned between Wool and Reading streets in Historic Folsom. Plans include replicating buildings from the 1860s to house shops and cafes, and the possibility of lofts or apartments above retail. —

ONLY IN FOLSOM . . .



Where else does the mayor donate a dog drinking fountain to a neighborhood park in honor of his own beloved retriever?