


PETALUMA
SONOMA COUNTY
CALIFORNIA-USA

CAREER & LIFESTYLE GUIDE

FERTILE
GROUND
FOR
YOUR
LIFE



A scenic view of Petaluma, California, featuring a river with a bridge, buildings, and trees. The image is a high-angle shot looking down at the town. In the foreground, there are dense green trees. In the middle ground, a river flows through the town, with a bridge crossing it. Several boats are docked along the riverbank. In the background, there are more buildings and trees on a hillside. The sky is clear and blue.

PETALUMA
SONOMA CO
CALIFORNIA

**FERTILE
GROUND**
FOR

YOUR LIFE

WELCOME TO PETALUMA!



Dear Colleague:

Are you looking for a place where you can build your career without giving up your life? Are you interested in a community where there are interesting people and fun things to—and a healthy job market?

It's not a pipe dream. It's Petaluma.

In Petaluma, it is possible to find fulfilling work at global companies, in various industries, while also enjoying community connections, robust outdoor recreation, a vibrant downtown, an arts and music scene and plenty of locally made beer, wine and spirits.

When it comes to careers, Petaluma is home to hundreds of companies employing thousands of people. Many local companies are mission driven and innovative - so it is highly likely that whatever you do, you will make a difference. CamelBak, Enphase, Lagunitas, and World Centric are a few companies that come to mind. We are also near many other major job markets including Santa Rosa, San Rafael, Oakland and San Francisco.

You can live in Petaluma and build your career in the North Bay, or you can live nearby and broaden your career choices. Either way, we think you'll like it here. If you are already considering a job and have questions, give us a call. We'd love to learn more about you.

Sincerely,

Ingrid Alverde
Economic Development Manager
707-778-4549



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5 REASONS TO MOVE YOUR CAREER TO PETALUMA

1. LIFESTYLE

The Petaluma lifestyle combines country with city, quirky with conventional.

People here like to spend time outdoors—and there's plenty to do on nearby trails, bike paths, and waterways. At the same time, we like our indoor pursuits—the arts, music, shopping, and, of course, enjoying local food and beverages.

You can feel the Petaluma vibe whether you live here or work here. It's the stranger who says hello at the market and the co-worker who brings in tomatoes from the garden. It's the Sonoma Mountain ridgeline and the downtown skyline. It's hay trucks, Teslas, and bicycles. It's old-timers and newcomers—of every age and many cultures—living and working side-by-side.

2. SUSTAINABLE FOCUS

Want to save the world? Petaluma is right there with you.

Our business community includes companies that pioneered the sustainable movement, as well as businesses who've recently adopted eco-conscious practices in response to concerns about climate change.

Nonprofits like Daily Acts and Point Blue complement Petaluma's "Green Sector" through education and research focused on sustainability and wildlife conservation. Our school districts and city departments also have sustainability initiatives in place.



3. BAY AREA ACCESS

Petaluma is located near two of the country's leading metropolitan areas: the San Francisco Bay Area and the Sacramento Valley.

This large swath includes cities, the state capitol, Silicon Valley, Wine Country, and numerous micro-economies and job markets tied to suburban areas. As a result, you and your family will have many options when it comes to landing a job, pursuing a degree, or staying on the cutting edge of industry.

4. GROWTH POTENTIAL

Growth means different things to different people. Some see it in terms of pay or job title, while others consider skill development as primary. Many judge it by the quality of their professional relationships or their level of personal fulfillment. Often, things change depending on where you are in life and career.

In Petaluma, we have healthy economy fueled by businesses in many different industry sectors as well as nonprofits and public agencies. That means you'll find opportunities to achieve growth according to your own values, no matter what your stage in life.

5. GLOBAL IMPACT

Petaluma is well-known for its local loyalties and philanthropic efforts. But make no mistake—we're a town of world-class organizations making a global impact.

In recent years, several international brands have set up satellite offices here or acquired companies started in the Petaluma area. That's in addition to our local businesses' ever-increasing global expansion.

The bottom-line: When you're a Petaluma-based employee, you have the opportunity to make a difference in your own backyard while staying connected to the innovations and economies of the world.

PETALUMA CAREERS

The decision to move or change jobs involves many factors.
Get stats and stories to help you in the process.



BUSINESS SECTORS



INFORMATION & COMPUTER TECHNOLOGY

Petaluma has a high concentration of companies that manufacture communications and navigational equipment and electronic components like audio and video equipment. This cluster also includes publishers and broadcasters, software and internet publishers, computer system design, and other information service providers. Petaluma stars in this sector include Enphase, Ciena, Calix, Hydropoint Data, FIS Mobile, Vendini, and X2NSAT.



CONSUMER PRODUCTS

Petaluma is the corporate home to several leaders in the consumer products industry, including CamelBak, Core Brands, and World Centric. In the apparel and home goods industry, trendsetters like Jess Brown, Robindira Unsworth and catstudio bring Petaluma's eclectic, upscale vibe to the rest of the world. Our sustainably-minded, outdoors-oriented lifestyle helps Petaluma companies attract the talent they need to stay ahead of competitors.



HEALTHCARE & LIFE SCIENCE

Petaluma's health and life sciences sector includes healthcare services providers as well as pharmaceutical and biotech companies. Sutter Medical Group and Kaiser Permanente operate facilities here; we also have our own hospital and an award-winning community health center. Innovators in life science include Sonoma Pharmaceuticals and Biosearch, who benefit from our proximity to top-tier universities and research centers.



ADVANCED MANUFACTURING

If you thought all manufacturing had moved off shore, you will be surprised to know that many Petaluma companies make products locally. Products range from plastic laboratory products to small precision tools to components for high end bicycles. Petaluma is also home to a number of specialized machine shops that make prototypes and low volume products for global companies like Tesla and Medtronic.



FOOD & BEVERAGE PRODUCTION

Petaluma is a hotbed of new and growing food and beverage producers who are leading their industry. Lagunitas Brewing Company, Amy's, Cowgirl Creamery, Clover Sonoma, and Straus Family Creamery are all located in Petaluma. Many growing start-ups—like Miyoko's Kitchen and Three Twins Ice Cream—have moved to Petaluma to be closer to these industry leaders. Petaluma's wine, beer, and spirits industry is also flourishing.



GREEN SERVICES & CONSTRUCTION

Petaluma has a high concentration of firms who offer innovative products and services in the construction, alternative energy, environmental consulting and resource management industry. Firms like Enphase and Hydropoint Data provide elegant yet sustainable solutions to global challenges around energy, water, and pollution.



COMPANY VALUES



PHILANTHROPY

Philanthropy is an important part of Petaluma's culture. We rally behind not just one cause but many—schools, the arts, buildings, people, pets, and more.

Petaluma companies embrace this philanthropic mindset. They make donations, offer in-kind products and services, and—importantly—support volunteerism among their employees.

“It’s heartwarming to know there are companies in Petaluma that understand the importance of supporting non-profits and their missions.”

– Vanessa Bergamo, Community Resource Manager



SUSTAINABILITY

Something about Petaluma attracts sustainability-minded people. Here, telecom engineers come up with ideas for renewable energy. Ex-hippies start capitalist ventures. Farm families go against convention to preserve animal health and the environment.

Being sustainable isn't always easy. In Petaluma, companies, schools, public agencies, nonprofits, and residents are sharing insights and costs through workgroups and programs.

“We redesigned our products and processes to be more sustainable and installed solar panels on our roof. Now we’re helping other Petaluma organizations reach their goals.”

– Mark Gmelin, Sustainability Manager



INNOVATION

CamelBak reinvents ways to stay hydrated. Enphase makes solar panels smarter. Digilock improves theft protection. Biosearch keeps cancer treatment on the cutting-edge.

Every day, Petaluma businesses like these discover new ways to solve the world's problems. They tap into a local brain trust that's smart and just unconventional enough to make life (and work) interesting.

“We’re driven by a relentless passion for healing and a commitment to innovative technologies and transparent research.”

– Matt Hayashi, Sonoma Pharmaceuticals



FAMILY FRIENDLY

Petaluma is a place that celebrates family. It's not unusual to see multiple generations out and about together—walking downtown, playing in the park, seeing a movie, getting a pedicure. There's plenty to do for all ages and plenty of options—from childcare to assisted living—when families need extra help.

Petaluma companies reflect this. Many offer flexible schedules and other benefits so employees can achieve a healthy work-life balance.

“As a mom, I need flexibility. As a tech professional, I need challenging projects and career growth. In Petaluma, I'm getting both.”

– Katie Parmeson, User Interface Designer



ACTIVE

Petaluma is a natural fit for people who want to lead a healthy, active lifestyle. You can join one of the health clubs in town or take your workout outdoors to our numerous trails, paths, and the river.

Many Petaluma organizations have developed formal wellness programs. For others, it's just part of the corporate culture to be active. We have several office parks adjacent open space, the river, and other great locales. So don't be surprised if your boss hands you a bike and invites you to get pedaling!

“We've aligned our professional talents and personal passions for a healthy and sustainable lifestyle with a location that represents our brand.”

– Kerri Tuuri, Vice President, Human Resources



ALWAYS GROWING

Petaluma offers the breathing room—and the resources—to grow. There are workshops, meetup groups, and organizations that cover everything from cheesemaking to app development.

Petaluma has a nationally ranked junior college campus and is a short drive from Sonoma State University. In addition to offering classes, these resources have mentorship and internship programs.

“Sonoma State is a terrific regional asset that provides talent we can nurture and grow.”

– David Favela, Director of Business Intelligence and Operations



NEIGHBORING JOB MARKETS

Whether for your own career or for your spouse's, it's good to know that there are thriving job markets within commuting distance.

SONOMA COUNTY

The 30-mile stretch of Highway 101 that includes Petaluma, Rohnert Park, Santa Rosa, and Windsor represents the heart of economic growth in Sonoma County. Top industry sectors are healthcare services, tourism & hospitality, advanced manufacturing, tech/biotech, and food & beverage production. Among the large employers are Medtronic, Keysight Technologies, Kaiser Permanente, and wine-related business such as Kendall-Jackson. This area is also home to Sonoma State University.

MARIN COUNTY

Marin County lies just south of Petaluma. Most professional jobs are located along the 30 mile stretch of Highway 101 from Sausalito to Novato. Economic growth in Marin County tends toward professional services. However, the area is trying to grow its tech and biotech sector, which already includes a mix of large global companies (Autodesk and BioMarin) as well as startups (SafetyCheck and Ultragenyx). Marin is home to Dominican University.

EAST BAY

The East Bay refers to a large area that includes Contra Costa and Alameda counties. Cities in the East Bay range from urban centers such as Richmond, Berkeley, and Oakland to suburban commercial districts in Pleasanton, Livermore, and Walnut Creek. As with other areas in the region, the East Bay is home to large organizations (such as Kaiser Permanente and Tesla) and startups.

NAPA COUNTY

Napa County, which begins about 25 miles east of Petaluma, is a world-renowned center for the wine industry. Not surprisingly, the Napa County economy is driven by businesses that serve that industry or its consumers—everything from hotels and restaurants to attorneys and marketers to bottling operations and trucking companies.

SAN FRANCISCO

Located about 40 miles from Petaluma, San Francisco—known as The City—is a renowned hub for the incubation and development of emerging markets. Six industry sectors in particular already have outstanding representation and are central to its long-term growth strategy. These include IT & Software; Social & Digital Media; Life Sciences & Biotech; Environmental & Cleantech; Professional Services; and International Business.

SACRAMENTO

Sacramento is just under 90 miles east of Petaluma off Highway 80. As the State Capitol, it is the political hub of Northern California with strong government and real estate sectors. Sacramento is also known for its thriving companies in health care, agriculture, clean technology, and education.



SONOMA COUNTY

NAPA COUNTY

★ PETALUMA

SACRAMENTO →

SOLANO COUNTY

MARIN COUNTY

SF

EAST BAY

SILICON VALLEY

SANTA CLARA COUNTY



MEET WILLIAM GORDON

Industrial Design Director, CamelBak

THE BACK STORY:

William Gordon is an industrial design expert whose career has included stints at Kohler, SC Johnson, and his own consultancy in New York City. In 2015, he was recruited by CamelBak and moved from Chicago to Petaluma.

WHY PETALUMA?

William has lived all over the world, but until 2015, never in California. He viewed the position at CamelBak as an opportunity to try West coast living while working for an exciting, dynamic company. He also hoped to shorten his commute, which in Chicago took an hour and a half.

The move to Petaluma has exceeded his expectations. William and his wife enjoy the walkability of their Petaluma neighborhood and the fact that William's commute is now a 15 minute bike ride. They also like the interesting mix of people they've met. Despite having lived in urban environments most of their lives, the couple and their two young daughters have become smitten with the area's farm-to-table lifestyle—especially the eggs from a neighbor's chicken.

"The town is not too urban or sprawling, but also not too small and provincial," explains William. "It feels just right."

WHAT IS HE UP TO NOW?

William's team at CamelBak includes many 20-somethings. At first, he was surprised to learn that most of them have chosen to live in Petaluma. Now he understands why.

"There's a whole scene here for people in their 20s and 30s," he says. "It's laid back and accommodating, and this group of young people don't seem to miss the City at all."

The job at uber-active CamelBak allows William to take advantage of the Petaluma area's "epic landscape" with farmland, coastline, and hiking galore.

Says William with some awe, "People come to the Petaluma area from all over the world to spend their vacation; I'm lucky enough to live here."

WILLIAM GORDON
Industrial Design Director, Camelbak



MEET ANNIE DAVIS

Director of Partnerships, World Centric

THE BACK STORY:

Annie Davis discovered Petaluma while planning her 2013 Sonoma County wedding. At the time, the Boston native and Harvard Business School alumna was enjoying an urban lifestyle and fulfilling career in Oakland. Yet she and her fiancé felt a strong sense of belonging on their weekend trips to the North Bay. So much so that they decided to leave the big city and move to Petaluma.

WHY PETALUMA?

The now-married couple liked Petaluma for its mix of rural-urban lifestyle and proximity to SF and the East Bay. A job offer from World Centric—a B-Corp that was also relocating to Petaluma—sealed the deal.

Once here, it was easy to put down roots. Annie says she and her husband were warmly welcomed by both long-time residents and newcomers like themselves.

“Petaluma attracts young families and young professionals who are in the same chapter in life that we are,” she explains. “All of us seek time and space for life outside of their jobs, yet meaningful work is still important. We’re finding that life-work balance in Petaluma.”

WHAT IS SHE UP TO NOW?

After working as World Centric’s marketing director for two years, Annie moved into business and partnership development for the company.

It’s a position that allows her to round out her skill-set while having more flexibility for other adventures—like serving on the Board of Directors for the Petaluma Area Chamber of Commerce and Petaluma Mothers Club, organizing events for Harvard Business School alums in the North Bay, or simply enjoying life with her family and friends.

“In all respects my life is sustainable,” she says. “It’s my own version of happily ever after.”



ANNIE DAVIS
Director of Partnerships, World Centric



MEET DR. FASIH HAMEED

Associate Medical Director, Intergrated Medicine, Petaluma Health Center

THE BACK STORY:

Dr. Fasih Hameed always felt he grew up on the wrong coast. He liked surf, sun, and snow—and his hometown in New Jersey fell a little short in those areas. So after earning a B.A. from Brown and an M.D. from Tulane University, Dr. Hameed and his wife, Sarah, headed west, to the UC San Francisco Family Medicine Residency program in Santa Rosa.

WHY PETALUMA?

The couple initially landed in Petaluma because it was halfway between Dr. Hameed's residency and Sarah's teaching job in Marin County. The two quickly discovered that living in Petaluma was ideal not only for their daily commute, but also for their sense of adventure.

"We'd drive out to the coast for an afternoon surf, and then head up to Tahoe and be snowboarding by the next morning," remembers Dr. Hameed.

WHAT IS HE UP TO NOW?

Dr. Hameed joined the Petaluma Health Center in 2009 and, since then, has built an award-winning Wellness and Integrative Medicine program with innovative approaches to chronic pain management, diabetes prevention, and family health.

"Our model empowers patients to move past the barriers that are preventing them from being well," he explains. "We help patients make relatively simple lifestyle changes which result in dramatic improvements in health."

Dr. Hameed is happy to call Petaluma home. He and Sarah have two daughters now, and he's grateful his position at the Petaluma Health Center offers the time and the space for him to be a dad.

"Staying in Petaluma represented a win for everyone," he says. "I got a dream job within biking distance of my home, and Petaluma Health Center got a champion for the whole-person approach they believe is the future of medicine."

DR. FASIH HAMEED
Associate Medical Director, Intergrated
Medicine, Petaluma Health Center



MEET KATIE PARMESON

User Interface Designer, Blue Planet Division, Ciena

THE BACK STORY

In 2012, Katie Parmeson had a comfortable life in Houston: good job, big house, three kids in great schools. Then her software engineer husband made a life-changing request. Would she be willing to uproot the family so he could pursue his dream career of making wine in Sonoma County?

WHY PETALUMA?

A former software developer turned user experience expert, Katie knew the Bay Area was a tech hub but wasn't sure what Sonoma County had to offer in her niche. She did a Google search and saw an opening at a telecom startup in Petaluma.

"The startup factor appealed to me," she says. "I wanted to directly impact the end product and improve the end user experience."

Katie got the job, relocated her family, and was three years in when fiber optics leader Ciena acquired the startup. Though her employer is now a multi-billion dollar company, Katie says the culture at work continues to be hands-on and innovative.

WHAT IS SHE UP TO NOW?

Katie and her family settled in Healdsburg, about 30 miles north of Petaluma, where her husband opened a family winery. She's traveling farther than she did in Houston, but the commute is not as stressful, or as long, because Ciena allows her to adjust her schedule if necessary.

Explains Katie, "As a mom, I need flexibility. As a tech professional, I need challenging projects and career growth. At Ciena, I'm getting both."

Katie calls Ciena a "wonderful company" that supports Sonoma County's more relaxed lifestyle. With a flexible schedule combined with interesting work, she's able to enjoy a rich family life as well as a fulfilling career.

"I'm doing what I love and so is my husband," she says. "We've gained so much by moving here."



KATIE PARMESON
User Experience Designer,
Blueplanet (CIENA)

PETALUMA LIFE

Living in Petaluma lets you embrace the trends of today while holding onto the character of yesterday. Raise a family. Find your passion. Build a career. Have a life.



LOCAL HOUSING

Petaluma is building new homes to accommodate increased demand while protecting its Urban Growth Boundary through smart growth initiatives.

 **\$617k**
MEDIAN HOME PRICE

PETALUMA....\$617k

ROHNERT PARK....\$472k

SANTA ROSA....\$505k

SONOMA....\$672k

WINDSOR....\$554k

VALLEJO....\$328k



ENTRY-LEVEL HOMES

Entry-level homes and townhomes start in the \$500,000 range. Larger homes over 2,000 square feet start around \$600,000 and go up depending on the location and the square footage. Typically, homes near the Downtown sell at a premium, as do historic homes, particularly if they are well maintained.



LARGER PROPERTIES

If you can spend \$800,000 or more, you will find a variety of nicely upgraded, large homes with amenities such as pools, gardens, and barns. If you like the idea of having property, there are a variety of ranchettes on large lots. If you can afford \$1.5 million, you could find a large home on multiple acres with upgraded horse barns and pools.



RENTALS

If you are in the market for a rental apartment, townhouse or condo, there are a variety of options in Petaluma. Many include high end amenities such as pools, gyms and community rooms. Some are located in Petaluma's historic downtown within walking distance to great restaurants and entertainment venues.

 **\$2,622**
AVG. MONTHLY RENT

PETALUMA....\$2,622

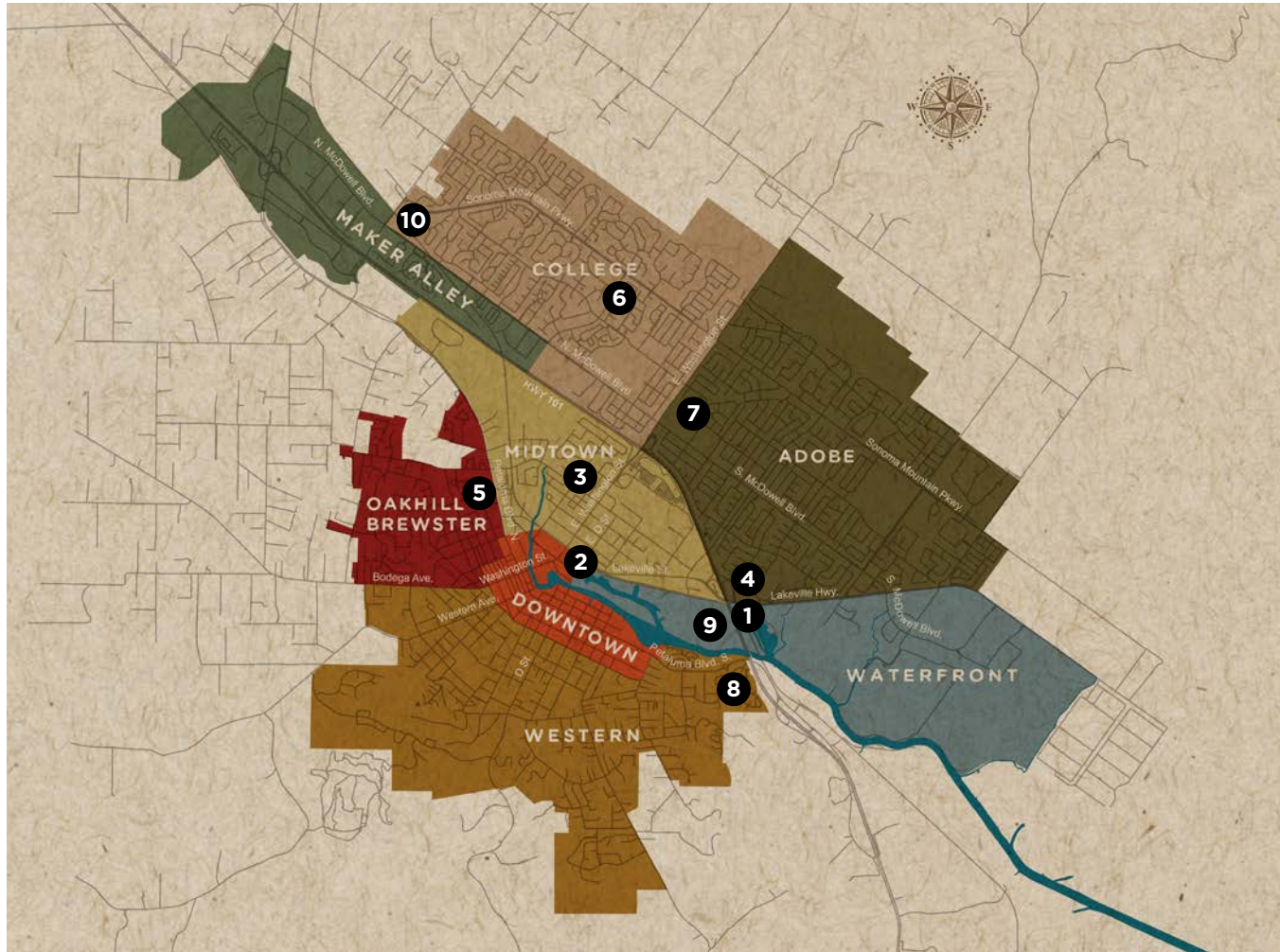
ROHNERT PARK....\$2,479

SANTA ROSA....\$2,495

SONOMA....\$2,575

WINDSOR....\$2,594

VALLEJO....\$1,854



NEW HOUSING COMING SOON

1. MARINA DRIVE APARTMENTS
80 Apartments
2. BURDELL BUILDING CONDOS
24 Condos
3. EAST WASHINGTON
COMMONS
24 Apartments
4. ALTURA APARTMENTS
150 Apartments
5. KELLER COURT COMMONS
8 Single Family Homes
6. AVILA RANCH
21 Single Family Homes
7. ADDISON RANCH
APARTMENTS
100 Apartments
8. QUARRY HEIGHTS
272 Single Family Homes
9. RIVER FRONT
273 Residential Units
10. BRODY RANCH
199 Residential Units



FINDING YOUR NEIGHBORHOOD



DOWNTOWN

MAIN STREET

Circa 1870's iron fronts, river-oriented warehouses, and a mill are repurposed to sell kitchenware, clothing, books, antiques, art, entertainment and delicious food. Mini districts thrive along the walkable streets and vintage buildings.



OAKHILL BREWSTER

A PIECE OF PETALUMA'S PAST

Tree-lined streets with Victorians, Bungalows, and Craftsman style homes that overlook Petaluma's Historic Downtown and the Sonoma Valley beyond.



WESTERN

PETALUMA'S PARK PLACE

Historic mansions and restored Victorians lead the way to newer subdivisions and generous open space on the west end of town.



MIDTOWN

MID-CENTURY MODERN MEETS 21ST CENTURY MODERN

Where compact homes, small shops, and major shopping centers meet. This hub connects the Downtown, Oakhill Brewster, Waterfront, College, and Adobe districts. It's also home to the City's rapid transit center, which serves local and regional bus and train lines.



WATERFRONT

OPEN SPACE ON THE RIVER

This river-facing, industrial district on the south end of town surrounds marshlands, the river, and dedicated open spaces for easily-accessed hikes and bike rides.



ADOBE

QUIET AND FRIENDLY

Historically agricultural land, this area's adobe soil is still fertile farmland and the foundation for homes, parks, and recreation opening to vistas stretching east to Sonoma Valley.



COLLEGE

FAMILY HOMES AND WALKING TRAILS MEET COLLEGE TOWN

Spacious homes surround the Petaluma Campus of Santa Rosa Junior College, the hospital, and a series of trails linking the north end to the south.



MAKER ALLEY

WHERE REALLY GOOD THINGS ARE MADE

Bikes, beer, wine, distilled spirits and more are made in this inventive, industrial neighborhood on the northeast end of Petaluma.



SCHOOLS

Petaluma offers choices and excellence when it comes to schools.

PETALUMA CITY SCHOOLS

www.petalumacityschools.org
707-778-4813

1. Grant Elementary
2. McNear Elementary
3. Petaluma High
4. Valley Vista
5. Mary Collins at Cherry Valley Elementary & Middle School
6. Mckinley Elementary / Petaluma Accelerated Charter
7. McDowell Elementary
8. Petaluma Junior High / Sixth Grade Academy
9. Casa Grande High
10. Kenilworth Junior High
11. Live Oak Charter

OLD ADOBE UNION SCHOOL DISTRICT

www.oldadobe.org
707-778-4813

12. Miwok Valley Language Academy
13. La Tercera Elementary
14. Loma Vista Immersion Academy
15. Sonoma Mountain Elementary Charter
16. Old Adobe Elementary Charter
17. River Montessori Charter School

WAUGH ELEMENTARY SCHOOL DISTRICT

www.wesd-ca.schoolloop.com
707-765-3331

18. Meadow Elementary
19. Corona Creek Elementary

CINNABAR SCHOOL DISTRICT

www.cinnabar.k12.ca.us
707-765-4321

20. Cinnabar Charter & Elementary School

WILMAR UNION ELEMENTARY

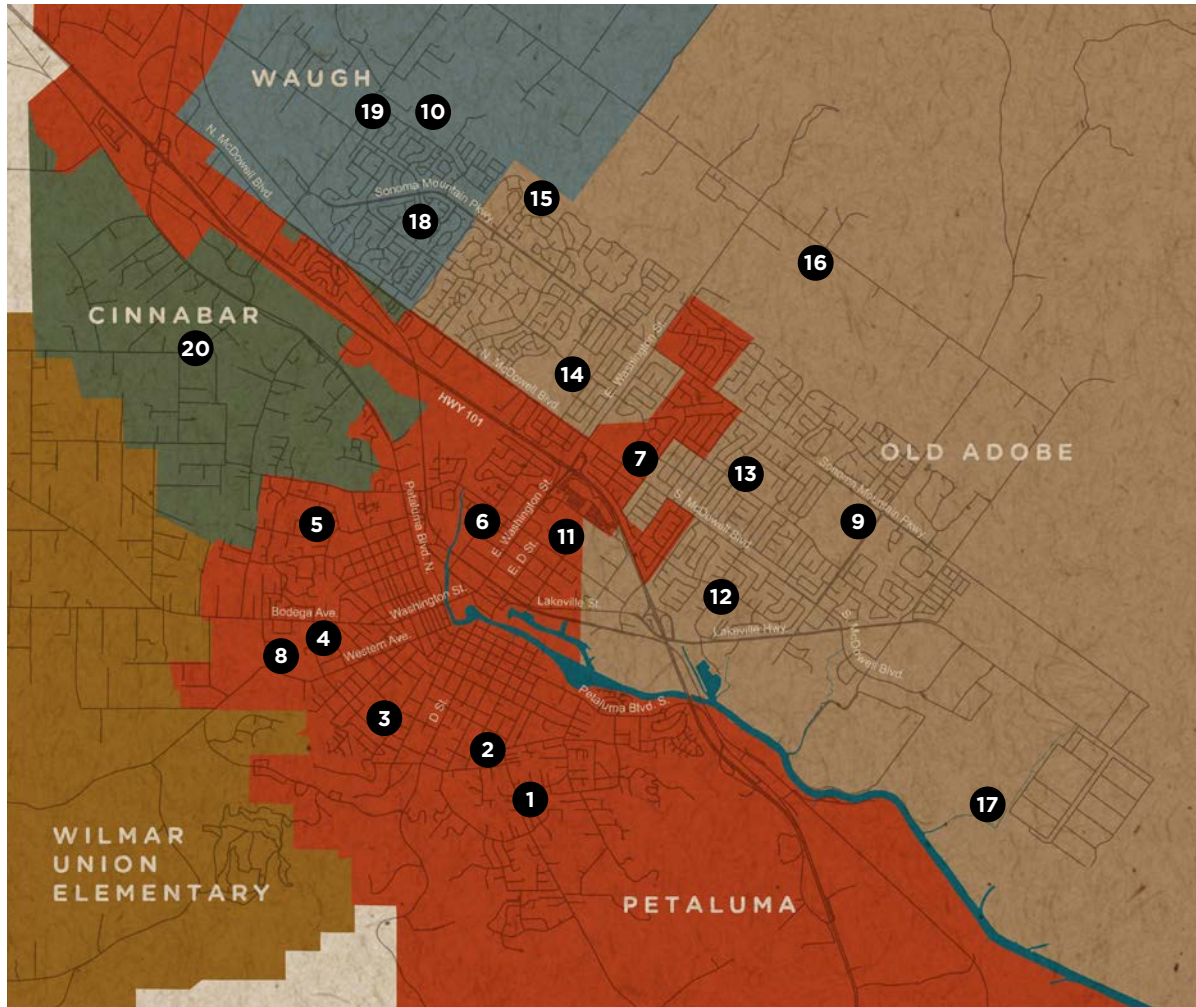
www.wilsonschoolorpetaluma.org
707-765-4340

21. Wilson Elementary (not on map)

LIBERTY SCHOOL DISTRICT

www.libertysd.org
707-795-4380

22. Liberty Elementary (not on map)





FUN

How can you have fun in Petaluma? Let us count the ways!



SPECIAL EVENTS

Petalumans love festivals, parades, and other special events—many of which also raise money for local charities. These events occur throughout the year, so there’s always something to do on the weekend. Cruise the boulevard during our American Graffiti Days or commandeer a kayak during a Day on the River. Look for antiques at our Spring Fair or discover a steam punk take on history at Rivertown Revival. Enjoy special food, drink, music, and shopping at each event.

RECREATION

Petaluma is the place to be if you like the great outdoors. In town, you’ll find trails and open space for cycling, bird-watching, or hiking; facilities for tennis, swimming, and ball sports (even bocce ball); and of course, the Petaluma River, where you can paddle-board, kayak, row, or sail. Find more outside the city limits, including world-class equestrian centers, regional and national parks, and miles of coastline.

FOOD

Petaluma’s food scene is all about options—all good, all different. We have upscale restaurants and no-frills pizza joints; old-timey ice cream parlors and new-fangled beer gardens; American burgers and ethnic cuisine; one-of-a-kind cafés and familiar chains. Plus—delis, bakeries, and food bars when you need a quick bite on the run.



FARMS

The Petaluma area's numerous farms and ranches add a special something to the lifestyle here. Imagine buying ripe strawberries directly from the person who grew them. Sending your kids to camp at a working sheep farm. Touring a vineyard or a farm or a dairy—and tasting the results.

If you prefer to make a special meal at home, check out at one of our many specialty food shops for everything from hand-selected spices to hand-crafted spirits. And then there's our farmer's markets, where you can find seasonal, local products year round.



KIDS

Kids of all ages can keep busy or chill out in family-friendly Petaluma. City parks offer everything from play structures and sandboxes for tots to lacrosse fields and skateboard jungles for teens. Shops offer special kid-focused events throughout the year as well as every-day access to books, movies, and high-quality toys. Children—and their parents—grow in a community loaded with support systems, including school, organized sports, religious organizations, and neighborhood associations.



SHOPPING

Petaluma boasts a charming, walkable downtown shopping district with boutiques and galleries that offer one-of-a-kind clothing, art, kitchenware and other specialty items. Elsewhere in town, you'll find an outlet mall and several neighborhood shopping centers that feature a mix of major retailers and locally-owned stores. Truly, you can find whatever you need in Petaluma!



ARTS

Petaluma's rustic charm belies a sophisticated music and arts scene.



PETALUMA ARTS CENTER

The Petaluma Arts Center (PAC) is a nonprofit whose mission is to build community through art and conversation. The PAC hosts exhibitions and cultural performances; offers workshops and educational events for people of all ages and means; and provides space for artists to create, present, and market their works.

PAC fosters community engagement through programs like The Idea Lounge, a discussion series that invites audiences to discover the connection between art and life.



CINNABAR THEATER

Cinnabar Theater presents a wide range of theatrical, musical, and operatic works. Cinnabar was founded in the 1970s by Marvin Klebe, a professional opera singer who transformed a two-room schoolhouse in Petaluma into a space where creative people could collaborate and experiment.

Cinnabar serves the entire community. In addition to staging works by professionals, Cinnabar offers community choirs that welcome anyone with a desire to sing. It also has a nationally-recognized Young Repertory Theater program that trains youth in the performing arts.



MCNEAR'S MYSTIC THEATRE & MUSIC HALL

The Mystic Theatre & Music Hall is described by many as the North Bay's premier music venue. Built in 1911, the theater hosted vaudeville groups and other popular acts until the 1930s, when it was rewired to show "talkies." It remained a movie house until 1990, when new owners began hosting live music once again.

Today, the Mystic books nationally-touring acts such as Snoop Dogg as well as emerging talent and local tribute bands. It can accommodate live music performances for up to 550 guests.



GREEN MUSIC CENTER

Located on the Sonoma State University campus, the Green Music Center (GMC) presents year-round programming of classical, contemporary, jazz, chamber, and world music artists in concert. The GMC campus includes the 1,400-seat Weill Hall, the intimate 240-seat Schroeder Hall, as well as the highly unique summertime concert-going experience of Weill Hall + Lawn.



PUBLIC ART PROGRAM

The City of Petaluma funds a public art program through a fee charged on new developments. The program seeks to enhance the appearance and cultural richness of the City by incorporating works of art into public places and fostering art within public view or access in private developments. The program is implemented by a Public Art Committee comprised of City staff and seven appointees.



COMMUNITY CREATIVES

You never know what will happen when creative Petalumans from different disciplines put their minds together. Here are two examples:

The AQUUS café hosts everything from live music and trivia nights to juggling events. West Side Stories Petaluma gives people a stage, an audience, and a chance to tell their stories—in five minutes or less, with prizes at the end.



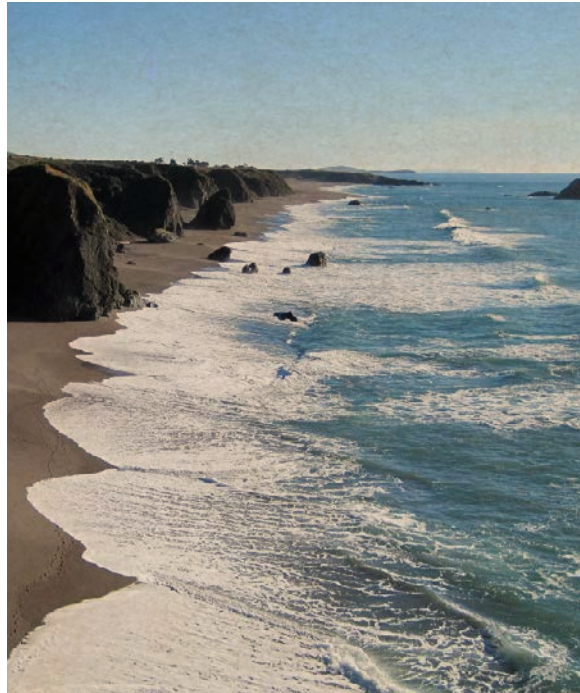
LIVE LIKE A TOURIST

Daytrips & weekend getaways in your own backyard.



REDWOODS

Sonoma County's Redwoods will transform you. Hike beneath the soaring canopy and experience the quiet magnificence of trees that have lived more than a thousand years.



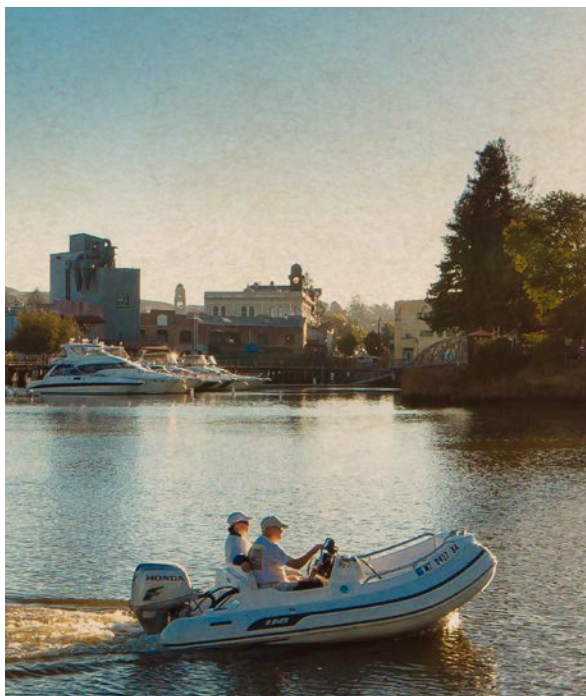
BEACHES

Sonoma County's coastline is rugged, dramatic, and scenic, yet approachable. It's perfect for relaxing at the beach for the day, taking a hike, camping, or planning a romantic, private picnic.



WINE

Sonoma's wineries range from small family-run wineries to internationally heralded wine houses. There are 17 American Viticulture Areas (AVAs) to explore - each with its own distinctive characteristics.



RIVERS

Sonoma County's three rivers - the Russian River, the Gualala River, and the Petaluma River - provide outdoor recreation and boating options that reach to the Pacific Ocean and the San Pablo and San Francisco Bays.



FARM TOURS

Farm tours are designed to give visitors an inside look at what life is really like on the American farm. Most experiences include destination history, interactions with animals, and some form of tasting at the end.



FOOD

Sonoma chefs use local produce, organically grown vegetables, cheeses, olive oils, meats, fish, wines, and beers in Michelin- and Zagat-rated restaurants, breweries, farms and farmer's markets.



SOMETHING FOR EVERYONE

Wherever you are in your life, you will find your place.



GROWING UP

Ask any Petaluma native and they will tell you that Petaluma is a great place to grow up. From family friendly events like the Butter and Egg Days Parade and the annual fair, to ice cream shops and toy stores, there is something for every kid—even teens.



SINGLES

Nightlife, outdoor recreation and weekend festivals make Petaluma a fun, hip and exciting place to land—especially if you want big city fun in a smaller town. Petaluma’s venues attract well-known music acts. Petaluma’s open space makes room for biking, hiking and everything river—think kayaks, paddleboards, outrigger canoes and full scale rowing rigs. With over 45 festivals, there is hardly a summer weekend without a party.



30 SOMETHINGS

In Petaluma, you can find a home with room to grow. You can build your career while enjoying the nearby coast, the redwoods, and local wine, beer and spirits. There are plenty of downtown bars and restaurants where you can meet friends before a music show. There are also plenty of ways to give back, from community gardening projects and river clean ups to fundraising dinners and music festivals.



FAMILIES

It's official: you are a parent. You want to maintain your exciting career, and you want time for your family. You want safe parks, great schools, local places to shop, and a community that supports you. You will find all of that while you are embraced by neighbors, local parenting groups, and a community that loves kids! Balancing family, friends and work is a challenge no matter where you live; in Petaluma, there's plenty of support to make the journey easier and more enjoyable.



MID-LIFE PROFESSIONALS

Your career is rockin', and you've got the time and extra income to enjoy the finer things in life. In Petaluma, fine dining, art galleries, and high end boutiques fill the walkable downtown. Great bookstores, idea lounges and film festivals nurture your interest in the world and the possibility of ideas. Professional associations, community giving, and local events help you connect and find friends.



RETIRED AND LOVIN' IT

You're ready to retire, or maybe you're a few years in. You want to stay active with volunteer activities, yet you also want flexibility to travel, spend time with friends, or take a nap if you feel like it. Petaluma is an ideal place for this next phase in life. You can be involved as you'd like while still enjoying the good life. And when you need more support, it's here.



A COMMUNITY THAT CARES

Lending a hand is part of how we live.

Each year, Petalumans donate millions of dollars in products, services, equipment, volunteer hours, and cold hard cash to support local causes.

Yes, we take philanthropy seriously. But we also like to have fun.

That's why we'll turn any activity—from holiday decorating to facial hair trimming—into a fundraiser.

And why we transform every charitable event into a party replete with hot food, cool music, and the most interesting people you'll ever meet.

Giving back not only feels good. In Petaluma, it's the fastest way to make friends for life!



Photo by Crissy Pascual, Argus-Courier

HUMAN NEEDS

Petaluma has a strong and collaborative network of social services nonprofits.

These organizations do more than provide our neediest residents with subsistence-level support. They offer programs that enable everyone in our community to take what they need and give when they can.

No surprise, then, that Petaluma is home to a nationally-recognized health center and homeless shelter, volunteer requirements for our public school students, and thriving community gardens that enable everyone to access fresh, healthy food.



KIDS

Petaluma kids find support in many different places—from schools and enrichment programs to the skate park and downtown music hall.

Our larger youth-based nonprofits work across the community—making it easy for you to match your interests and capacity to give with what's needed.

Petaluma kids benefit from adult mentors that can provide extra support and friendship and school enrichment programs funded by community wide non profits.



THE ENVIRONMENT

Petaluma is home to several nonprofits focused on sustainability and environmental issues. Some focus on local projects, such as the revival of the Petaluma River. Others have a more regional or even global impact.

Across these organizations, you'll find leaders who are highly approachable and appreciative. You'll find that even nonprofits that focus outside the Petaluma area greatly value local donors and volunteers.

You might even benefit from our community of lawn busters—volunteers who help residents build drought-friendly gardens.



CIVIC PROJECTS & THE ARTS

Make a difference by volunteering for a City service project or serving on one of the City's many commissions and committees. Topic areas include trails, technology, parks and recreation, development, and art.

Speaking of art...Petaluma offers numerous ways to support visual and performing arts programs, in schools, private theaters, and public organizations.



THE UNEXPECTED

Bad things happen everywhere. But unlike anywhere else, when they happen in Petaluma, we organize a fundraiser, send out a press release, and ask anyone and everyone to help out.

This kind of “pop-up philanthropy” succeeds in part thanks to our tightly-networked business and nonprofit leaders. These organizations provide oversight and expertise to ensure help gets to where it's needed.



NEXT STEPS

Changing jobs and moving to a new community is a journey. We are here to help.

ACTIONS

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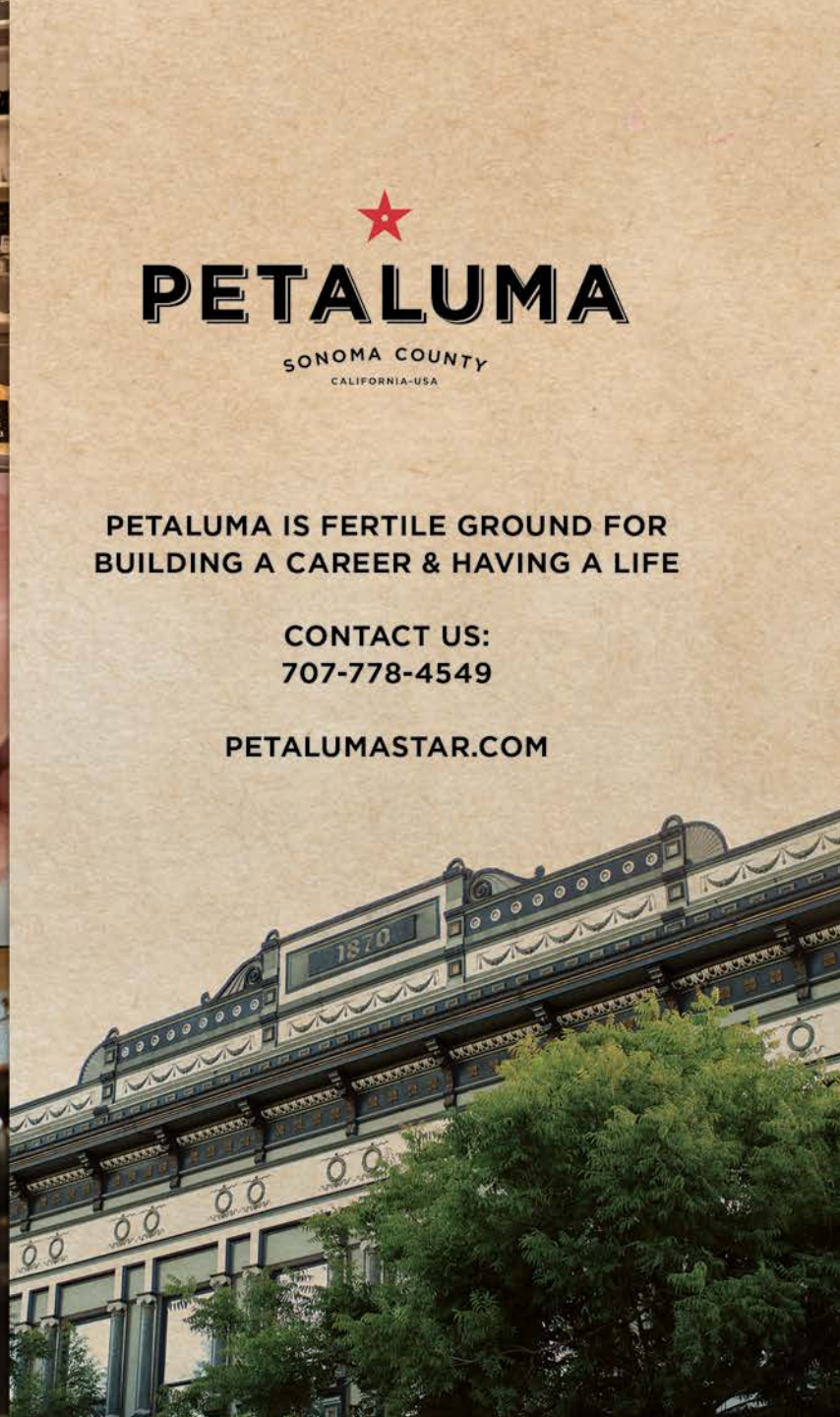
WE CAN'T WAIT
TO MEET YOU!



44 YEARLY
EVENTS & FESTIVALS



300 ACRES
LOCAL RECREATION



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