

<b>SF Business Times Content Description</b>
<b>Cover</b>
<b>Welcome/introductory Letter:</b> From the mayor or city manager
<b>Alameda By the Numbers</b>  Make decision on data points
<b>Development Map</b>  List of the projects you'd like to showcase
<b>Why Alameda</b>  Tie in sense of community  Highlight Alameda's central location in the Bay Area and transportation choices
<b>Alameda Point</b>  Updates & future plans  Where to locate your business based on different features – Alameda Point, Harbor Bay and Research Park
<b>Alameda Power/Energy</b>  Separate article mainly about AMP but also highlight the other energy companies
<b>Arts in Alameda</b>  Separate article?
<b>Industry focus article</b>  Who to highlight based on space – Clean Tech, Bio Tech and Blue Tech