

6

CITY LANDING GUIDES

SAN FRANCISCO



Key industries



Insider hints



Essential apps



Know before you go



Advice from local alumni



The University of Auckland and Kea, an organisation supporting New Zealanders living overseas, have combined forces to provide you with this City Landing Guide. It is packed with insider knowledge essential to know before you take flight.

San Francisco is an intoxicating mix of technology, culture, liberalism, urban sophistication and Californian sun all rolled into one. With a thriving arts and culture scene, the city caters for those who enjoy immersing themselves into everything a city has to offer.



Industry hotspots

Technology

San Francisco is synonymous with well-known technology brands such as Google, Apple and Facebook and the nearby Silicon Valley region has become the epicentre of the global technology sector. The success of the sector has seen a dramatic spike in real estate prices to the point where the city's median house price is now more than NZ\$2 million (US\$1.3 million) compared to a national median of NZ\$330,000 (US\$225,000).

Tourism

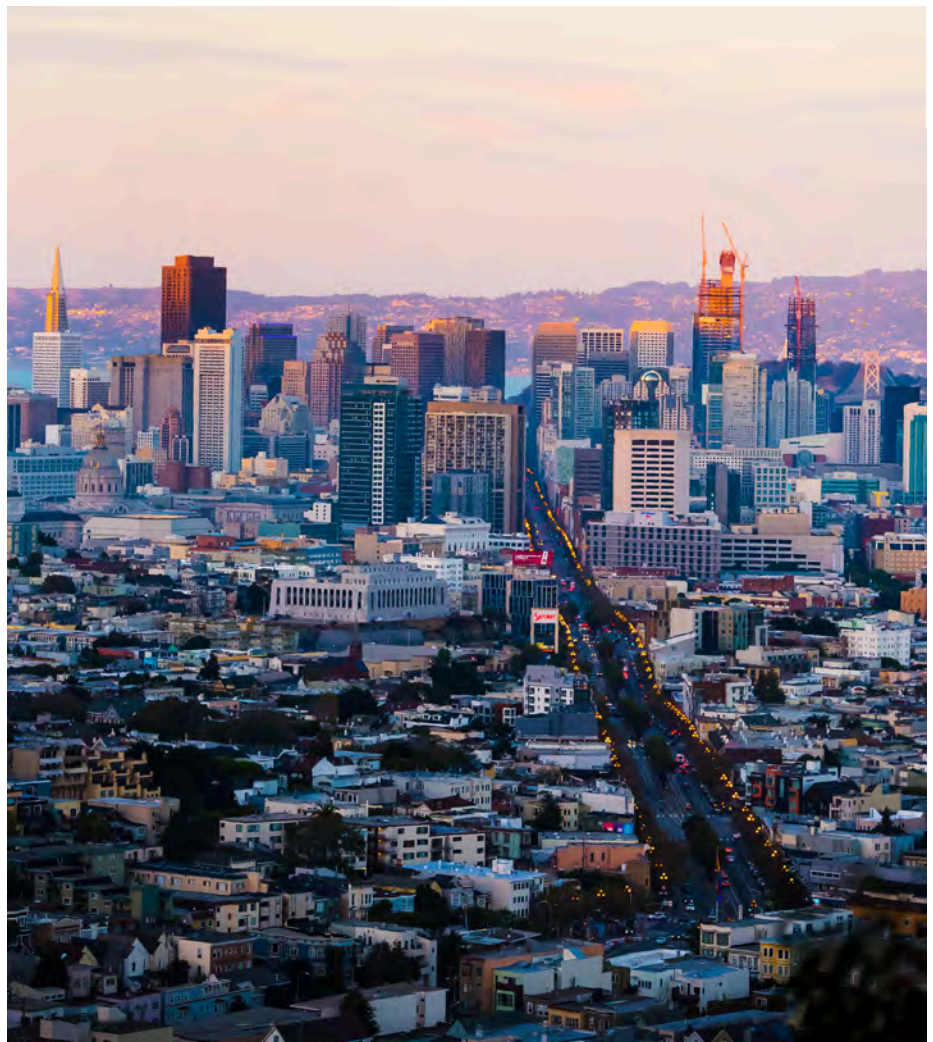
From Fisherman's Wharf to Alcatraz, San Francisco is a hub for tourism, which is one of the city's biggest industries. In 2018, tourism brought in nearly 26 million visitors to the city, who spent a total of \$10 billion. Tourism also fuelled more than 85,000 jobs in 2018.

Finance

San Francisco is a key player in the finance industry and is home to more than 30 international financial institutions, most of which are based in the Financial District. The district is also home to a range of Fortune 500 companies including Charles Schwab, Salesforce and Gap.

Science

As well as having a booming technology sector, San Francisco is rapidly growing as a hub for biotechnology and life sciences. There are four world-class research universities specialising in these areas and the city is home to more than 200 life sciences companies that employ around 13,000 people.



Insider hints

- Crime in San Francisco is higher than the national average and given the city's wealth, the extent of homelessness in the inner-city often comes as a shock to visitors.
- San Francisco's Chinatown is the largest Chinatown outside of Asia and has more visitors each year than the Golden Gate Bridge, so it's certainly worth a visit.
- Make sure you check out Eventbrite and sf.funcheap.com to discover the area's best street fairs, festivals, happy hours, free museum days and local events.
- The fog in San Francisco has its own Twitter account @karlthefog which shares people's foggy photos alongside witty captions.
- If you enjoy yoga head to the Grace Cathedral to take part in the country's biggest yoga class for a small donation.



Essential apps

- **Moovit:** A great way to get around San Francisco with all transport options available in one app, as well as a GPS.
- **Off the Grid Markets:** Track down the best food truck markets and street cuisine San Francisco has to offer and follow your favourite vendors so you can find them again as they travel through the city.
- **Golden Gate Park:** Discover gardens, lakes, trails, monuments and a plethora of cultural venues, events, and activities at Golden Gate Park. There's also an interactive 3D map and points of interest nearby.
- **SFArts Express:** Explore San Francisco's legendary creative scene with this app. View and bookmark upcoming events, find art venues on an interactive map, get links to tickets, read articles about artists and check out events highlighted by the curators.
- **Pocket Penguins:** Great for those who fall in love with the African penguins at the California Academy of Sciences, this app enables real-time streaming of the penguins going about their day. You can also listen in to the biologists' seminars during feeding times.



Know before you go

Visas

NB. The following information is intended as a general guide only. Obtaining a visa to enter the US for an extended period can be both a lengthy and at times complex process and you should consult the relevant US Government and related websites for more detailed information.

US immigration laws are complex, and applicants typically must apply for Visas at embassies or consulates abroad in order to stay in the US to work or study which usually will require going through an interview process. The type of visa required is defined by immigration law and the purpose of the applicant's travel and will be determined by consular or embassy staff. Requirements, fees,



processing times, work eligibility and benefits all vary so it pays to allow plenty of time for applications to be processed. To estimate the expected wait time for your visa interview to be scheduled, the US Department of State has a useful online tool that also calculates expected processing times.

Employment

For more than a decade San Francisco's economy has exploded following the success of the global technology boom centred around both the city itself and nearby in Silicon Valley. It has also been labelled as one of the smartest locations on the planet, with a very high concentration of ivy league university graduates drawn to the area to work in the technology sector.

The region's labour statistics show worker productivity is twice the national average, more patents are produced here than anywhere else in the US and almost a third of the total venture capital available in the US is held within San Francisco and its surrounding regions.

Related sectors with growing labour requirements include IT and software

design, social media, professional services and international businesses. The largest employers in San Francisco include banking giant Wells Fargo, which has 7,900 employees, Salesforce, which has 7,000 people on its roster and Uber Technologies, which has 5,000 members of staff.

Living costs

Success comes at a price and San Francisco is the priciest and most expensive city on the West Coast. In fact, it is 95 percent more expensive to live in this city than it is to live in the average US town.

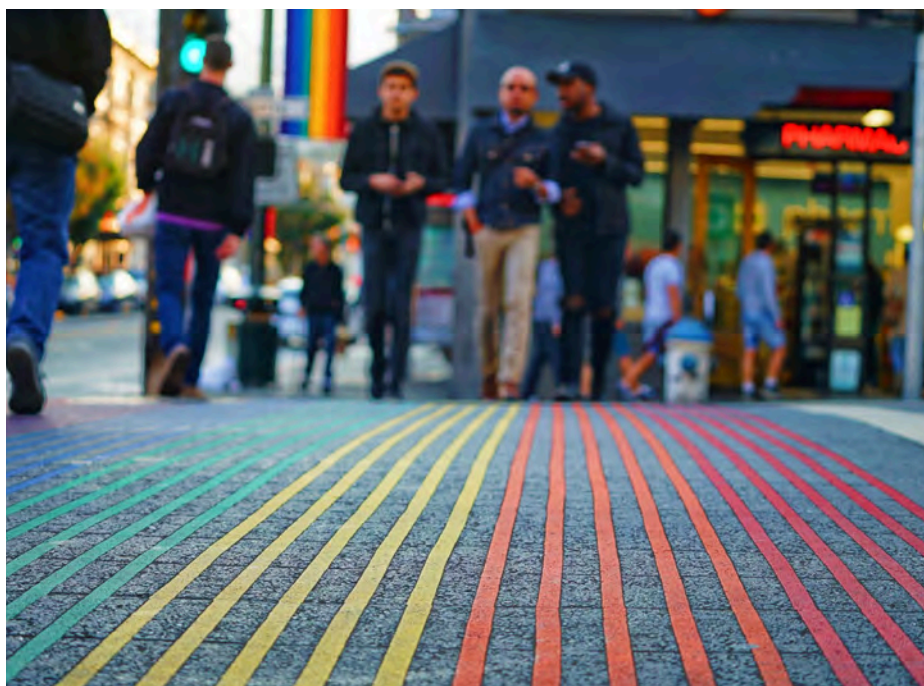
According to one estimate, groceries cost 30 percent more, utilities 18 percent more and transport 35 percent more than the average town. But, not surprisingly, it's housing costs where the pain is really felt, costing a whopping 275 percent more than the national average. Nearly 70 percent of San Franciscans rent as they can no longer afford to buy. The median rent for a one-bedroom apartment in the city has dropped slightly in recent years but is still an eye-watering US\$3,253 per month (NZ\$4,785).



Top tips

Head to Fog Harbour Fish House on Pier 39 for an award winning clam chowder in a bread bowl for a delicious treat.

Check out Fillmore Street, which is less touristy than other areas in San Francisco, but still has plenty of things to see, do and buy.



Advice from local alumni

“Visit Alcatraz. You get to see a lot of San Francisco from here and the island itself has interesting features – but make sure you book ahead.”

– Gus

“I would recommend people check out Golden Gate Park. There are a variety of things to do in the park, from museums to gardens to disc golf.”

– Paul

“Legion of Honor is a fine arts museum with truly exquisite portraits, sculpture and furniture on display spanning across four centuries of history. The museum is also notable for its majestic architecture and magnificent view of the Bay. A nice perk is that admission during the last 45 minutes is free. I personally love the peaceful atmosphere inside and the feeling of grandeur one gets from the outside of the museum.”

– Gia



Where do Kiwis flock to?

- Alumni networking events are hosted by the University of Auckland across the world. Be sure to keep your contact details up to date so we can notify you of upcoming networking opportunities in your city.
- The University also has an international network of Volunteer Alumni Coordinators (VACs) who organise informal events and provide advice for alumni who are new to the area.
- To update your details go to **alumni.auckland.ac.nz/update** and to find your local VAC contact go to **alumni.auckland.ac.nz/networks**
- There is also a Facebook group which has a wealth of information available for Kiwis living in San Francisco: **facebook.com/sfkiwis**
- Checking out Kea’s website, **keanewzealand.com**, is another excellent way to connect with fellow Kiwis. From events, job listings, business networks and more, Kea supports a prospering community around the globe.



Instagrammable locations

- Chinatown
- The Mosaic Staircase
- The Palace of Fine Arts
- Baker Beach
- Tonga Room
- Clarion Alley

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