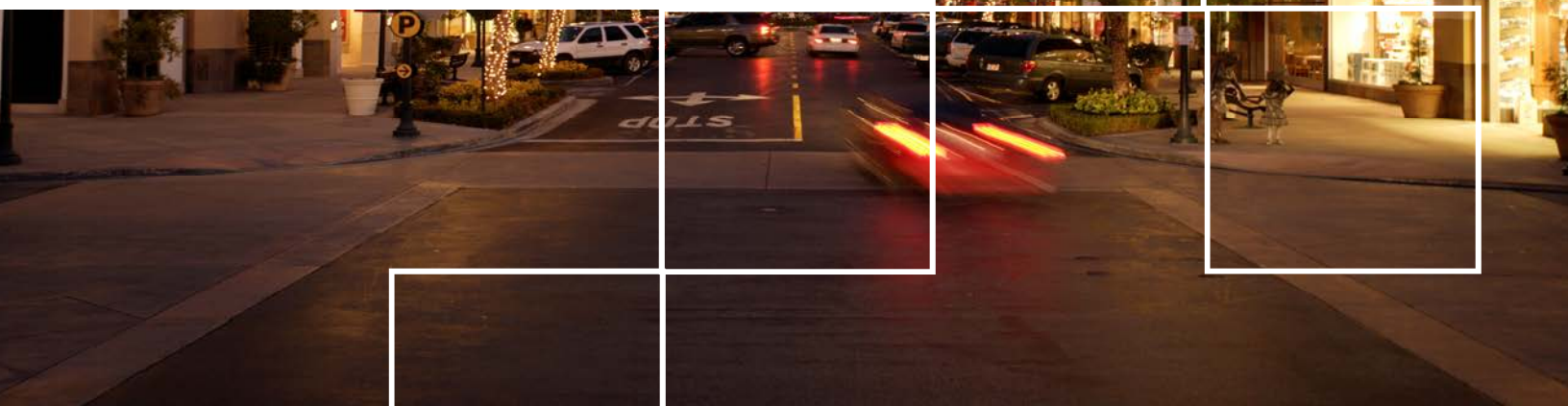




A NEW VISION >>>

2011
Annual Report

SANTA CLARITA VALLEY
Economic Development Corporation



A Message

From the Co-Chairs

During the great recession, a group of community leaders had a new vision for Santa Clarita Valley — that vision was to increase job creation, strengthen existing companies and unify our region's approach to economic development.

We recognized that our Valley has performed better than almost all other areas of Southern California. However, we also recognized a unique opportunity to charge ahead while many other communities had been forced to retreat. Our vision was to capitalize on this opportunity by forming a regional, public-private partnership for economic development.

In 2011, we turned that vision into a reality. Early in the year, we filled out our staff and focused on building an organization with the potential to benefit our residents for generations to come. As the year progressed, we kicked off our business attraction & retention campaign and added even more leadership to our Board.

Our approach has already delivered remarkable results. By working together as one region, our voice is stronger and we are able to help coordinate and build upon the economic development work of many partner organizations.

Over the next year, our intent is to refine the vision, further engage the community and help build a strong, diverse economy for all of those who call the Santa Clarita Valley home.

Bill Kennedy
Co-Chair ('10-11)



Don Fleming
Co-Chair ('11-12)



From the President/CEO

Wow, what a year! In 2011, we built an economic development corporation from the ground up, launched a targeted business attraction campaign, formed new partnerships and began providing a variety of regional business retention services. Our progress on each of these goals has been nothing short of amazing and we are just getting started.

The bar has been set high for our organization. To meet the challenge, we purposefully directed a significant amount of time and resources into strategy development and building the programs, tools and services that would enable us to be successful. Once that foundation was in place, we quickly transitioned to our real work of attracting and growing businesses.

Our preparation paid off in the form of remarkable results early on. As you can see in the following pages, a new Enterprise Zone, several company locates, a multi-faceted marketing campaign and direct assistance to local companies are just some of our wins from 2011.

Looking forward, the SCVEDC is expected to deliver big results in 2012. Together, our leadership and thoughtful preparation have positioned the SCVEDC to deliver on the "New Vision" of our leaders and making it one of the most productive economic development corporations in California. The future looks very bright for the Santa Clarita Valley and SCVEDC.

Great things are ahead – come join us!

Jonas Peterson
President/CEO



Regional. United. Focused.

Representing the united effort of regional industry and government leaders, the Santa Clarita Valley Economic Development Corporation (SCVEDC) works to provide an integrated approach to attracting, retaining and expanding a diversity of business and industry in the Santa Clarita Valley. Our overarching goals are to support the creation of high-paying jobs for our trained workforce, stimulate economic activity that grows the regional tax base and strategically position the Santa Clarita Valley and its businesses to better compete in the global economy. To accomplish these goals, the SCVEDC action plan is structured around four focus areas:

- 1. Recruit high-value companies**
- 2. Retain and expand existing companies**
- 3. Market the region as Southern California's premier business location**
- 4. Provide regional economic information**



Business Attraction

Bringing High Quality Jobs to the Valley.

In order to be successful at business recruitment, SCVEDC spent the first half of 2011 gathering competitive information about specific industry sectors that are expected to thrive in the Santa Clarita Valley over the next 5 years. Our research identified the following industry targets:

1. Digital Media & Entertainment
2. Aerospace & Defense
3. Medical Devices
4. Advanced Manufacturing
5. Information Technology
6. Tourism

BUSINESS RETENTION & ATTRACTION CAMPAIGN

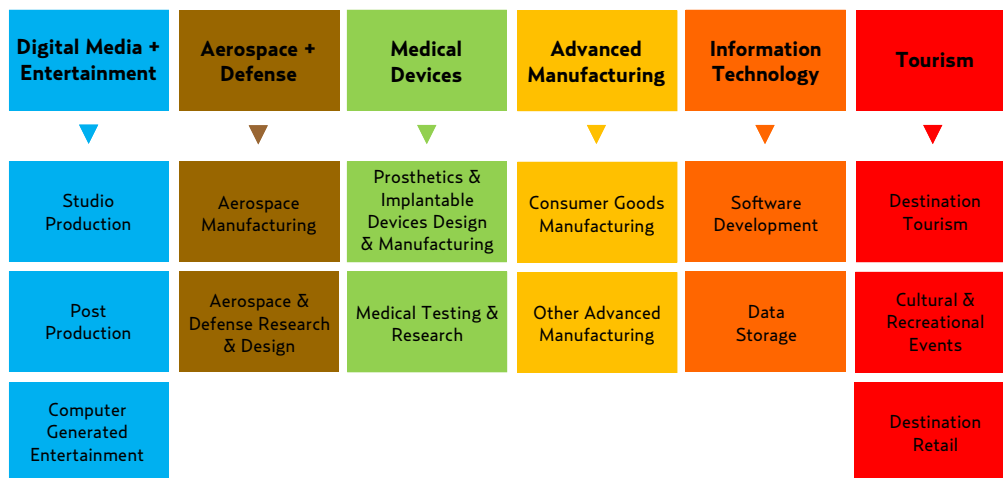
(Since June 1, 2011)

10	BUSINESSES ATTRACTED/RETAINED
615	JOBS

We used our research and projections to form a detailed marketing and business attraction plan. The marketing plan will guide our course of action over the next few years and has already led to remarkable results.

Since the kick-off our attraction campaign on June 1, 2011, **SCVEDC has pitched relocation to over 350 companies** through custom proposals, direct mail and sales calls. We currently have **34 prospects** that are actively evaluating the Santa Clarita Valley as a potential location as a result of our efforts. **10 companies have been attracted or retained with assistance from SCVEDC.**

SANTA CLARITA VALLEY TARGET INDUSTRIES AND SECTORS



Business Retention

Providing Direct and Indirect Assistance to Local Businesses.

At the SCVEDC, we recognize that over 80% of all new jobs created will come from existing companies. We also know that it is much easier to retain existing companies than it is to attract new prospects. For both of those reasons, we are focused on strengthening existing firms and continuously improving our local operating environment.

In early 2011, a huge victory was realized when the Valley received conditional designation for a new, expanded Enterprise Zone. Our victory was quickly put in jeopardy by legislative attempts to reduce and/or eliminate the program statewide. However, thanks to an organized lobbying effort, **the SCV Enterprise Zone was protected and is on track for final designation in early 2012.**

To organize and direct the many business resources available to local firms, the SCVEDC established the Business Expansion and Retention (B.E.A.R) program. With the help of our BEAR partners, each year the SCVEDC provides no-cost, confidential one-on-one business assistance visits with primary industry employers. Information gathered through the BEAR program is used to locate potential business expansion opportunities, identify at-risk companies and develop appropriate assistance solutions. Information is analyzed on an aggregate basis to allow the SCVEDC to share with area decision-makers ways that they can continue improve the regional business climate.

And finally, to better track and organize information about existing companies, **the SCVEDC built the SCV Business Directory.** The Directory is the most complete database of existing firms in the Santa Clarita Valley. Through our robust GIS infrastructure, we track a variety of business information points such as employment, annual sales and location. Users can search for firms by keyword, NAICS code and business type. Also, specific firms and industry clusters can be mapped, color coded and analyzed.

SANTA CLARITA VALLEY ENTERPRISE ZONE



BEAR

Business Expansion
and Retention Program

SCV > *Business Directory*

Community Marketing

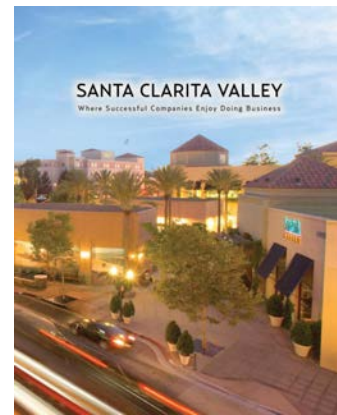
Showcasing Southern California's Premier Business Location.

The Santa Clarita Valley continues to be one of the most productive and business-friendly locations in Southern California. Unfortunately, all too often we come across companies and individuals that simply do not have an accurate perception of our Valley. At the SCVEDC, we work to shift those perceptions by promoting the Santa Clarita Valley as the premier destination for business development in Southern California.

In 2011, our community marketing focus was on building the tools called for in our Marketing Plan. We started with an **industry leading, marketing focused website (scvedc.org)**. The site is designed to highlight competitive advantages of our target industries, share key information about our operating environment and serve as the backbone for our marketing, social media outreach and news service.

To support our direct mail outreach, we created a variety of print media. **A 10-page overview brochure was published** to provide clients with a summary of our key strengths. **A 50+ page Economic Development magazine was created** to showcase the region's growing Aerospace & Defense industry and **target industry inserts were developed** to quickly showcase our competitive position for each of our industry targets.

While building our marketing outreach we also initiated a community engagement program to leverage our best spokespeople —existing residents and community leaders. Social media (Twitter, Facebook and LinkedIn) are all used frequently to help get the word out about key projects and to engage our community. Also a bi-weekly newsletter, **SCV Business Update, now goes out to over 8,000 local business leaders**, providing yet another point of contact and opportunity to generate conversations around key issues.



Information + Research

Delivering Accurate & Reliable Economic Information.

Accurate and reliable information is essential to business development. Companies need clear information about the status of the local economy and credible projections about what the future holds.

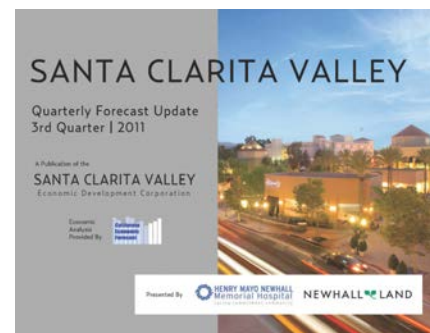
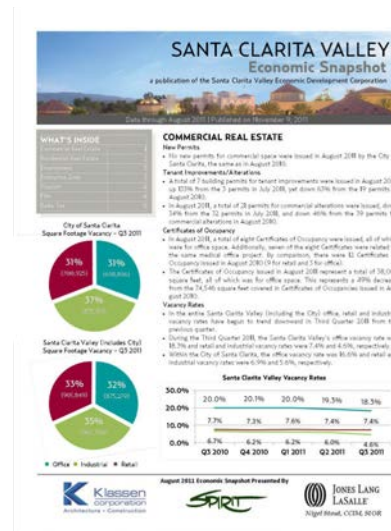
For years, economic information in the Santa Clarita Valley has been housed within separate organizations making it difficult for businesses and site selectors to access. At the SCVEDC, our goal is to centralize existing economic information and to publish additional studies, reports and data sets to meet the needs of business.

In 2011, we hosted the Economic & Real Estate Outlook conference with the College of the Canyons. The Outlook supported our assumption that the Santa Clarita Valley is positioned to outperform almost all areas of southern California in job creation. Through the Outlook event, we are now able to make credible, third party projections and research to clients.

In addition to the annual Economic Outlook forecast, we began publishing monthly Economic Snapshots and quarterly Economic Forecast Updates. Permitting activity, real estate transactions, unemployment, vacancy rates, occupancy rates and sales tax figures are just some of the many indicators now tracked on a regional basis. Together, these two publications are designed to keep business leaders informed about the status and direction of our local economy.

To provide clients with real estate information, we built a GIS enabled buildings & sites database, scvsitesearch.com. The database is frequently updated and contains profiles of over 300 available buildings and sites. Users can compare and contrast key features or run reports on typical inquiries such as demographics, labor force, consumer spending and proximity to competing businesses.

2011 ECONOMIC & REAL ESTATE OUTLOOK



Performance

Measuring Our Progress.

In addition to tracking the performance of our local economy, the SCVEDC also works to measure organizational performance. Although much of early 2011 was devoted to organization building, we were able to begin tracking performance. For 2012, we will track a full slate of performance metrics. Based on our early performance, the **SCVEDC is on track to be one of the most productive economic development corporations (based on budget and staff performance) in California.**

Performance Metric	2011 Actual	2012 Target
Businesses Attracted/Retained	10	31
Jobs Attracted/Retained	615	1350
Active Prospects	30	40
Attraction Outreach (# of Businesses)	350	550
Budget (Including In-Kind)	\$744,000	\$825,000
Events/Workshops (Led or Supported)	8	11
Number of Publications	31	40
Social Media/Publication Audience	6,500	7,000
Media Article Placements	7	15



Leadership

Engaged Leaders Working Together to Strengthen Our Valley.

EXECUTIVE COMMITTEE

Bill Kennedy – Co-Chairman
Wingspan Business Consulting

Don Fleming – Co-Chairman
Valencia Acura

Calvin Hedman – CFO
Hedman Partners

Dr. Dianne Van Hook – Secretary
College of the Canyons

Tim Burkhart
Six Flags Magic Mountain

Nate Butcher
Real Estate Nate, Inc.

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Newhall Land

Ken Pulskamp
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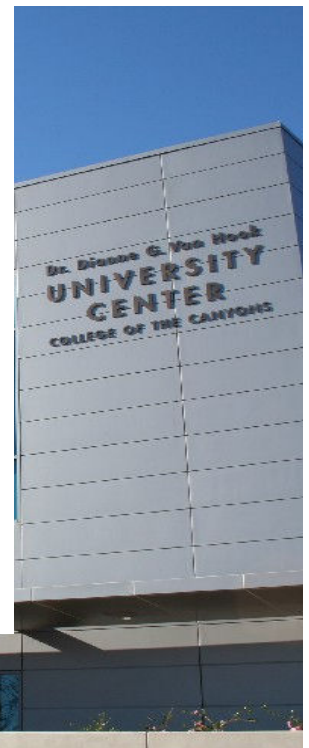
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Ken Wiseman
AMS Fulfillment



Investors



Real value in a changing world



TRIPLE C



ELECTRIC INCORPORATED





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