

SANTA CLARITA VALLEY Economic Snapshot

a publication of the Santa Clarita Valley Economic Development Corporation

Data through June 2011 | Published on September 1, 2011

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COMMERCIAL REAL ESTATE

New Permits

- No new permits for commercial space were issued in June 2011 by the City of Santa Clarita, compared to one new permit issued in June 2010.

Tenant Improvements/Alterations

- A total of 8 building permits for tenant improvements were issued in June 2011, up 14% from the 7 permits in May 2011 and unchanged from the 8 permits in June 2010.
- In June 2011, a total of 28 permits for commercial alterations were issued, down 3% from the 29 permits in May 2011, and down 7% from the 30 permits for commercial alterations in June 2010.

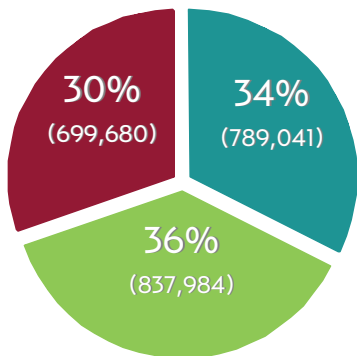
Certificates of Occupancy

- In June 2011, a total of five Certificates of Occupancy were issued, of which two were for retail and office space and one was for industrial space. This compares to 9 Certificates of Occupancy issued in June 2010.
- The Certificates of Occupancy issued in June 2011 represent a total of 179,871 square feet, of which 3% was for office/commercial space, 93% was for industrial space and the remaining 4% was for retail space. This represents a significant increase from the 20,258 square feet covered in Certificate of Occupancies issued in June 2010.

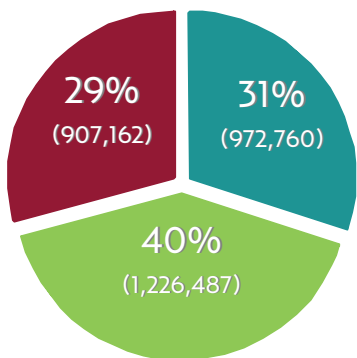
Vacancy Rates

- In the entire Santa Clarita Valley (including the City) office, retail and industrial vacancy rates have remained steady in Second Quarter 2011 from the previous quarter.
- During the Second Quarter 2011, the Santa Clarita Valley's office vacancy rate was 19.2% and retail and industrial vacancy rates were 7.3% and 6.0%, respectively.
- Within the City of Santa Clarita, the office vacancy rate was 17.1% and retail and industrial vacancy rates were 6.7% and 5.4%, respectively.

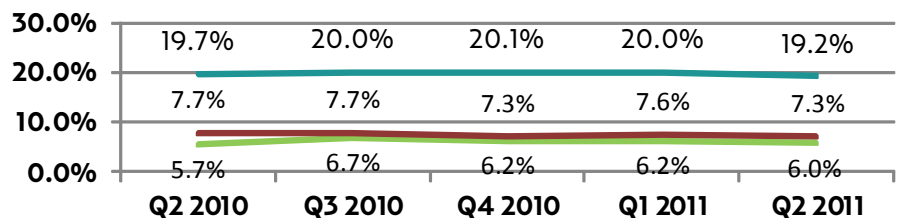
City of Santa Clarita
Square Footage Vacancy - Q2 2011



Santa Clarita Valley (includes City)
Square Footage Vacancy - Q2 2011



Santa Clarita Valley Vacancy Rates



● Office ● Industrial ● Retail

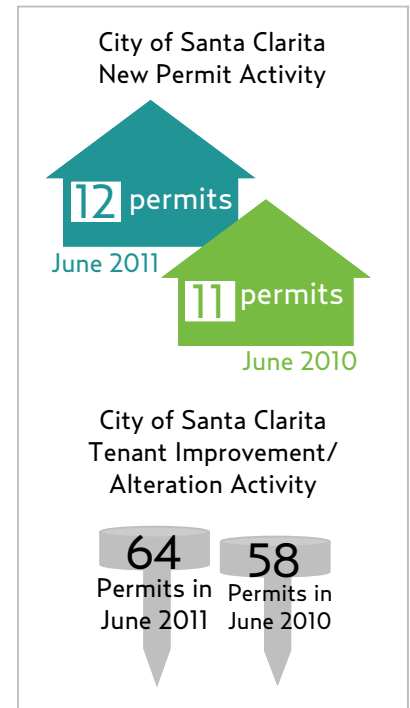
RESIDENTIAL REAL ESTATE ACTIVITY

Santa Clarita Valley Home Values & Sales

- In the Santa Clarita Valley (including the City of Santa Clarita), single-family sales volume continued rise, though values are still below the beginning of the year.
- Single-family median home values dipped 3% to \$370,000 in June 2011 from \$379,000 in May 2011, still lagging the \$400,000 median home value seen in June 2010.
- A total of 217 single family homes were sold in June 2011, up 25% from May 2011 and 4% more than June 2010.
- Median condominium values decreased 11% to \$200,000 in June 2011 from May 2011, down 13% from the \$230,000 median value seen in June 2010.
- Condominium sales rose 1% to 80 sales in June 2011 from May 2011, yet were down 12% from 91 sales in June 2010.

City of Santa Clarita Home Values & Sales

- In the City of Santa Clarita, single-family home values declined, while sales volume increased from the early Summer of 2010.
- Single-family average home values in June 2011 were \$398,800 or 5% below May 2011, and 7% below June 2010.
- A total of 159 single family homes were sold in June 2011, up 14% from May 2011, yet down 6% from June 2010.
- Condominium prices slipped 11% to \$208,600 in June 2011 from May 2011, and 8% below one year ago.
- Condominium sales volume rose 6% to 76 units in June 2011 from May 2011, but remain 10% below sales in June 2010.



APARTMENTS

Vacancies and Rents

- The Apartment vacancy rate during Q2 2011 in Santa Clarita was 6.5%, which is lower than the Q1 2011 rate of 8.8% and the Q2 2010 rate of 9.5%.
- Despite the downward trend, vacancy rates for Q2 2011 in Santa Clarita continue to exceed those in comparable L.A. Metro communities over the past year.
- Average apartment rents in Santa Clarita remain steady at \$1,433.

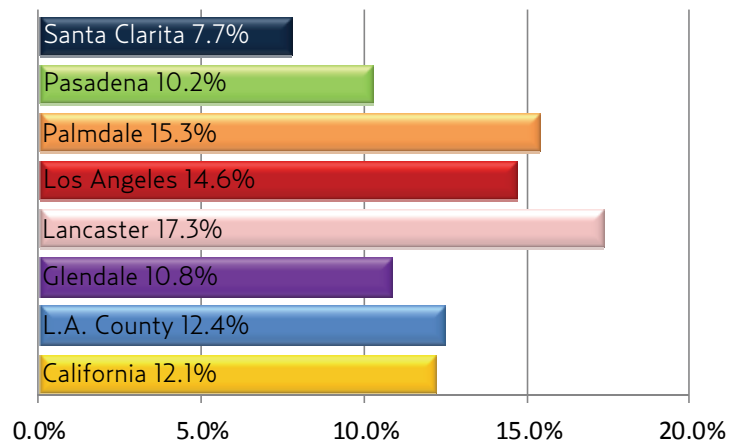
February 2011 SCV Residential Real Estate Summary

	JUNE 2011	JUNE 2010	% Chg.
Median Home Value	\$370,000	\$400,000	-8%
# of Single Family Homes Sold	217	208	4%
Median Condominium Value	\$200,000	\$230,000	-13%
# of Condominiums Sold	80	91	-12%
Avg. Days on Market (Single-Family) (City)	59	54	9%
Single-Family Home Inventory (City)	573	548	5%
Apartment Vacancy Rate (Q1 2011 v. 2010)	6.5%	9.5%	-32%
Avg. Apartment Rents (Q1 2011 v. 2010)	\$1,433	\$1,438	-0.3%
NODs recorded	122	127	-4%

UNEMPLOYMENT RATE

- The City of Santa Clarita's unemployment rate was 7.7% in June 2011 compared to 12.4% for Los Angeles County and 12.1% for California
- Unemployment in Santa Clarita is slightly lower from one year ago when the rate was 7.6%
- The SCVEDC continues to work with the City of Santa Clarita, College of the Canyons and the Santa Clarita WorkSource Center to attract jobs, create hiring opportunities and provide training programs for the region. For more information on the available programs, please contact or the SCVEDC at (661) 288-4400.

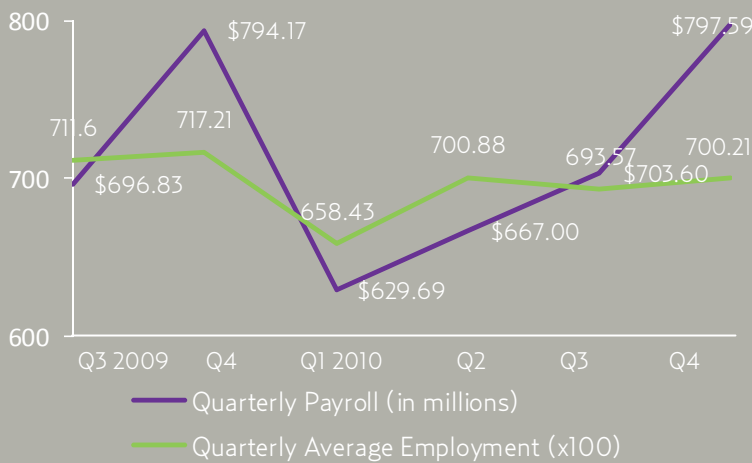
Unemployment Rate Comparison - June 2011



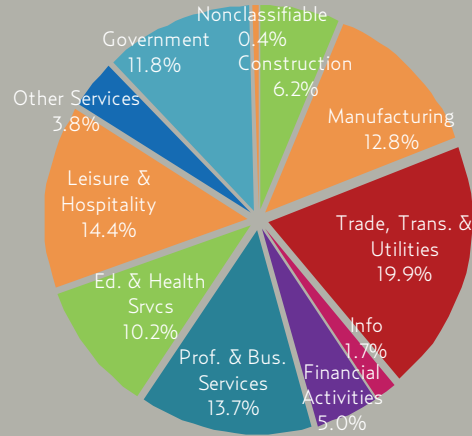
EMPLOYMENT | Santa Clarita Valley†

- In the fourth quarter of 2010 there were a total of 6,051 establishments reporting employment and wages, down 0.4% from the 6,074 in fourth quarter of 2009.
- Total employment in the Santa Clarita area was down 2% to 70,021 jobs in the fourth quarter of 2010 from the same period in 2009.
- Employment fell during the fourth quarter 2010 from the previous year in every sector except construction, which rose 8%.
- Quarterly wages in the Santa Clarita area were up 0.4% to \$797.59 million in fourth quarter of 2010 from \$794.17 million in fourth quarter 2009.

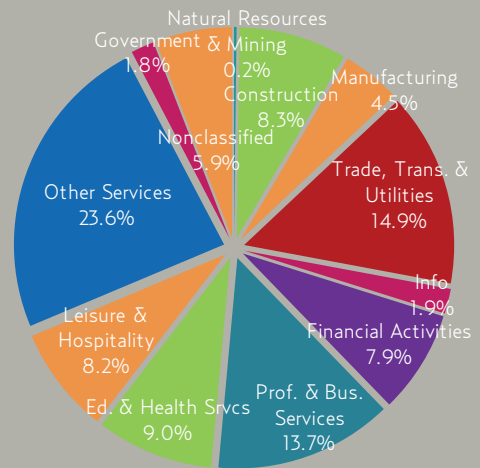
Total Number of Area Jobs an Payroll



Employment by Industry | Q4 2010



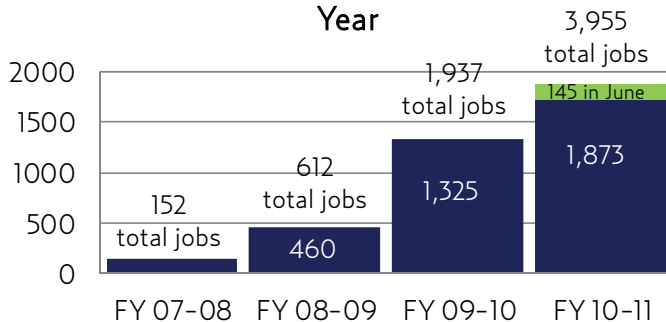
Share of Business by Industry | Q4 2010



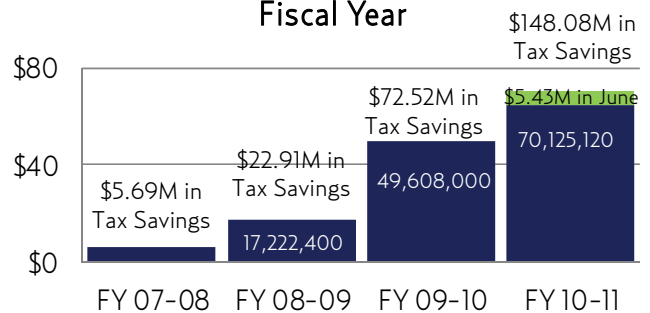
SANTA CLARITA VALLEY ENTERPRISE ZONE

Since 2007, the award-winning Santa Clarita Valley Enterprise Zone has been creating jobs, encouraging local investment and saving businesses money. For more information on how your business might benefit, visit www.scvedc.org/enterprise_zone.

Jobs Created or Retained by Fiscal Year



Tax Savings for Local Business by Fiscal Year



TOURISM | Santa Clarita Valley

- PKF Consulting reported hotel occupancy in Santa Clarita was 81% in June 2011, higher than the reported occupancy of 75% in June 2010.
- In comparison, occupancy rates at hotels in Los Angeles County were at 80%, up 1% from June 2010.
- The year-over-year increase in occupancy rate in Santa Clarita continues to outperform most of the region, trailing only Long Beach and the San Gabriel Valley.
- Local average daily room rates (ADR) increased 5% in June 2011 to \$107.83 from the previous year.
- The region's ADR also increased 5% to \$150.52 in June 2011 from the previous year.
- In June, Santa Clarita's year-to-date (YTD) occupancy rates increased 10% to 72%.
- The City of Santa Clarita collected \$215,452 in transient occupancy taxes (TOT) in June 2011, up 9.5% from June 2010.

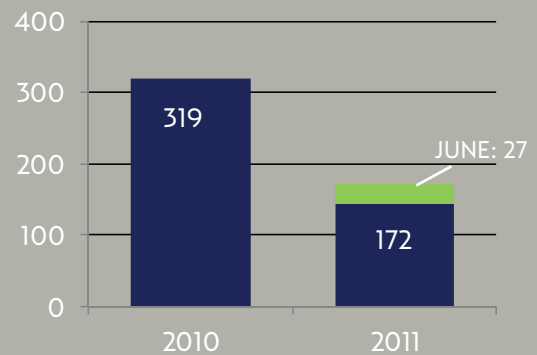
June 2011 Southern California Occupancy & Rate Summary

TOURISM SUBREGION	OCCUPANCY RATE JUNE 2011	OCCUPANCY RATE JUNE 2010	ADR JUNE 2011	ADR JUNE 2010
Santa Clarita	80.66%	74.80%	\$107.83	\$102.44
San Fernando Valley	78.11%	73.54%	\$131.09	\$126.75
Pasadena	82.96%	77.36%	\$146.74	\$140.32
Long Beach	76.79%	71.19%	\$122.14	\$122.66
San Gabriel Valley	74.27%	68.15%	\$97.14	\$94.16
Los Angeles Region	80.34%	78.52%	\$150.52	\$143.96

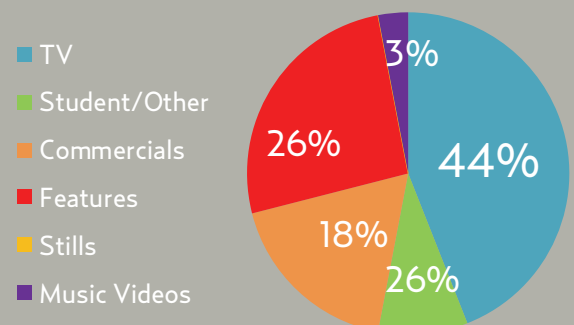
FILM | City of Santa Clarita

- In June 2011 a total of 27 film permits were issued within the City of Santa Clarita, up 29% from June 2010
- Year to date, 172 film permits have been issued in 2011, up 15% from the same period in 2010
- The 27 permits represent a total of 66 filming days in June 2011, up 43% from 46 filming days in June 2010
- June 2011 film days included: 44% for television shows, 26% for features, 18% for commercials, 9% for student/other projects, and 3% for music video production. No still shoots occurred in June 2011.
- The estimated economic impact from location filming in June 2011 was \$1,599,500, 78% above the \$900,500 in June 2010.
- Despite the June 2011 increase over previous year, the year-to-date economic impact, is up 9% to \$8,124,000 versus \$7,422,500 in 2010.

Number of Permits Issues



Percentage of Filming Days



Estimated Economic Impact of Filming



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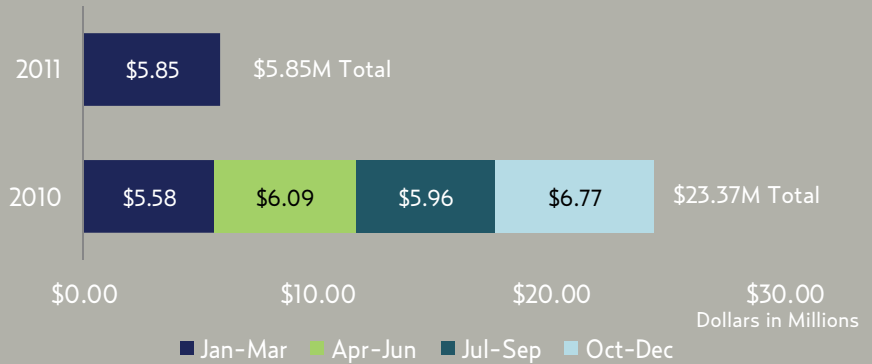
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Jones Lang LaSalle

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AMS Fulfillment

SALES TAX | City of Santa Clarita†

- Sales tax generated in First Quarter 2011 was above that generated in during First Quarter 2010
- Total First Quarter Sales Tax revenue was \$5.85 million, up 4.8% from the \$5.58 million generated in First Quarter 2009
- The sales tax revenue figures presented are adjusted for economic data, by removing retroactive payments of \$5,000 or more into the quarter the sale was generated



REFERENCES

The Santa Clarita Valley Monthly Economic Snapshot is a publication of the Santa Clarita Valley Economic Development Corporation, using information provided by the following sources:

- City of Santa Clarita, Building & Safety Division
- Southland Association of Realtors
- First American RealQuest Pro
- Reis, Inc.
- City of Santa Clarita, Film & Tourism Office
- PKF Consulting
- California Board of Equalization Data from City of Santa Clarita, Finance Division
- CoStar
- City of Santa Clarita, Economic Development Division
- CA Employment Development Department
- Bureau of Labor Statistics

†Updated quarterly. The next update will in the September Economic Snapshot to be released November 2011.

ECONOMIC DEVELOPMENT NEWS from scvedc.org

- SCV Business Benefitting From EZ Credits THE SIGNAL
- Deluxe Media Leases in Valencia THE SIGNAL
- SCV Firms Make Annual Fastest-Growing List INC. MAGAZINE

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