

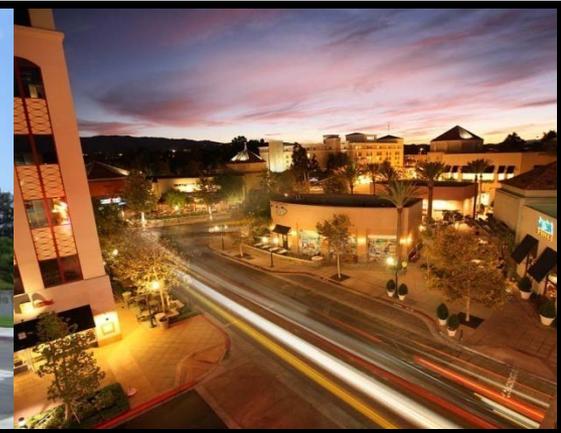


# Santa Clarita Economic Snapshot

## September 2010

*Published on November 24, 2010*

Created by the City of Santa Clarita  
Economic Development Division



# Overview

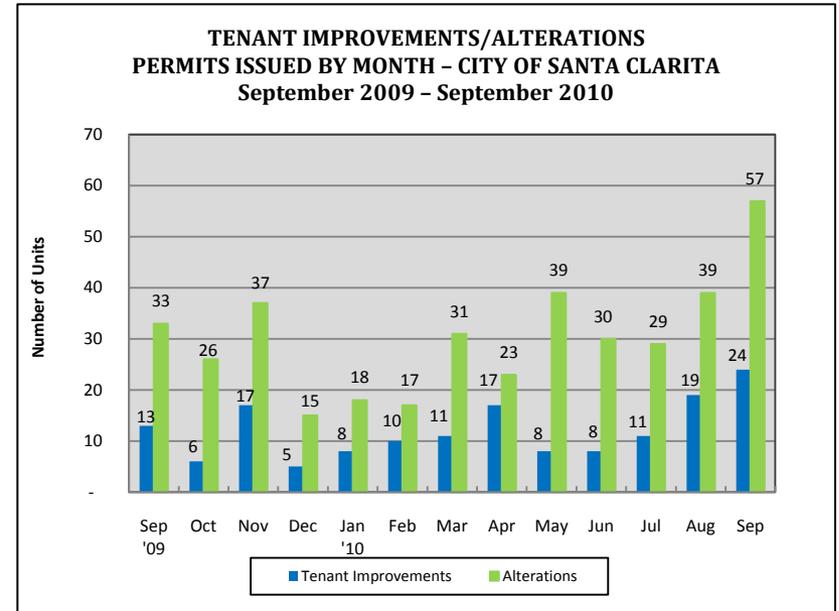
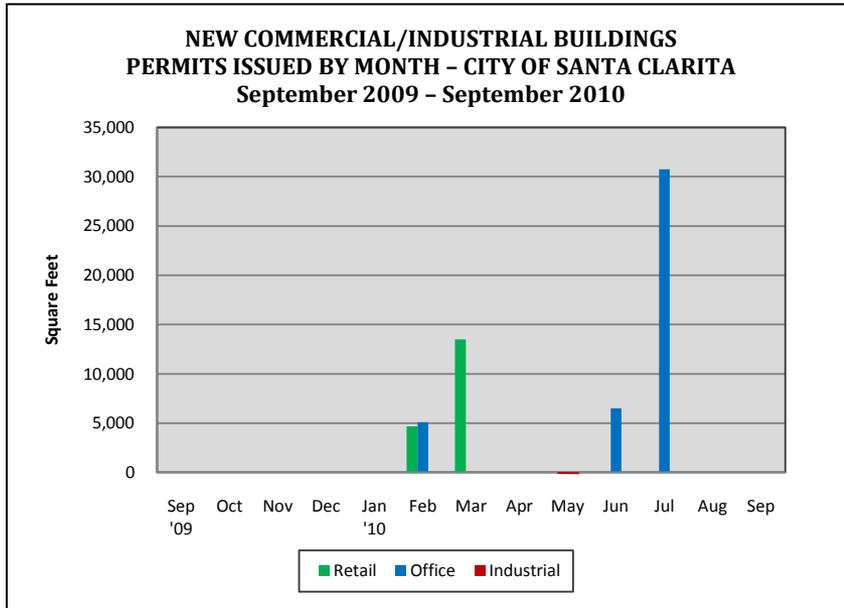
The information presented in this report helps to create a snapshot of the overall fiscal health of Santa Clarita. **The overall results are somewhat mixed with some indicators weakening and others continuing to strengthen.**

Indicators being tracked include:

- Residential, Commercial and Industrial building permits issued for new buildings as well as alterations, improvements, and additions;
- Certificates of Occupancy issued;
- Median value of single-family homes and condominiums;
- Total number of single-family homes and condominiums sold;
- Average number of days on the market and inventory levels for single-family homes;
- Apartment vacancy rates and average asking rents;
- Number of notice of defaults recorded in Santa Clarita;
- Economic impact of the film industry on Santa Clarita;
- Number of film permits and types of filming in Santa Clarita;
- Average room rate and occupancy rate of local hotels;
- Amount of sales tax revenue and transient occupancy tax generated;
- Vacancy rates for the office, commercial and retail sectors and available square footage;
- Stock prices of local companies in Santa Clarita;
- Jobs created/retained and tax savings in Enterprise Zone;
- Unemployment rates;
- Employment and wages in the City of Santa Clarita; and,
- Consumer price index measuring inflation.

Reports are generated monthly. Periodically, more detailed data are available quarterly or annually.

# Commercial Permits Issued



## New Commercial/Industrial Buildings

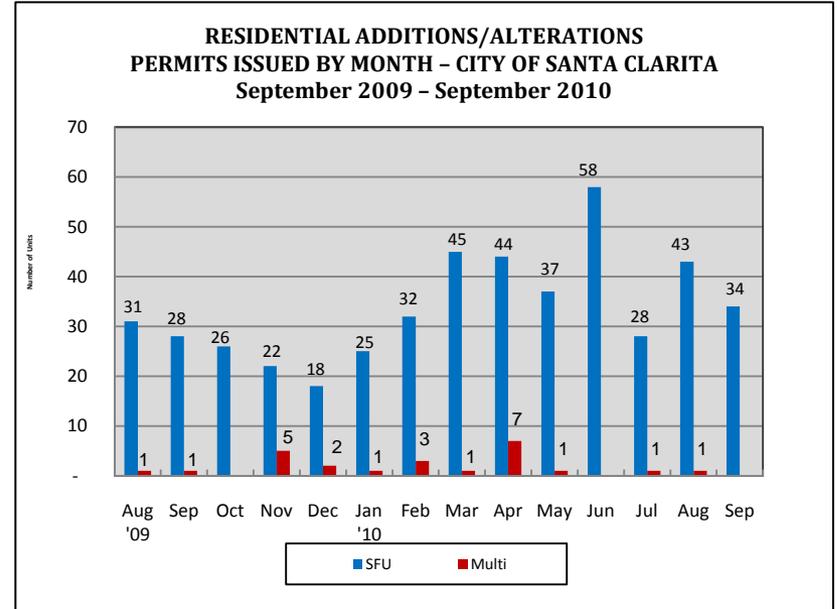
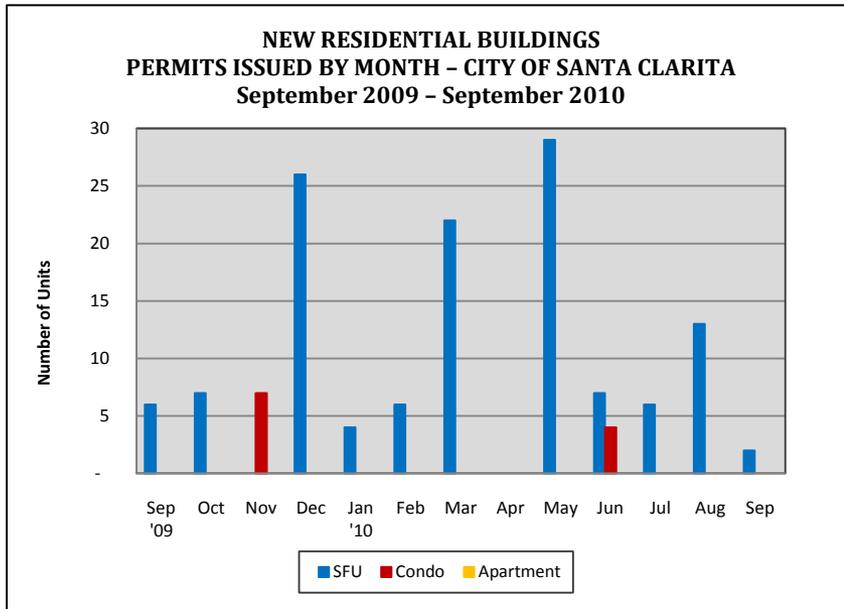
- No new permits for retail, office or industrial space were issued in September 2010 by the City of Santa Clarita, unchanged from the number of permits issued in September 2009.

## Tenant Improvements/Alterations

- A total of 24 building permits for tenant improvements were issued in September 2010, up 26% from the 19 permits in August 2010 and up 85% from the 13 permits in September 2009.
- In September 2010, a total of 57 permits for commercial alterations were issued, up 46% from the 39 permits in August 2010 and up 73% from the 33 commercial alterations in September 2009.
- Of the 57 commercial alterations permitted in September 2010, 23 or 40% were for fire protection equipment, 17 or 30% were for signage, 5 or 9% were for bus shelters, 4 or 7% were for tents, 2 or 4% were for awnings, and the remaining 5 or 9% were for other miscellaneous purposes.

A new building permit is issued when a new structure is being built. A tenant improvement permit is issued when a new business moves into an existing space. An alteration permit is issued when businesses makes changes to the space they currently occupy.

# Residential Permits Issued



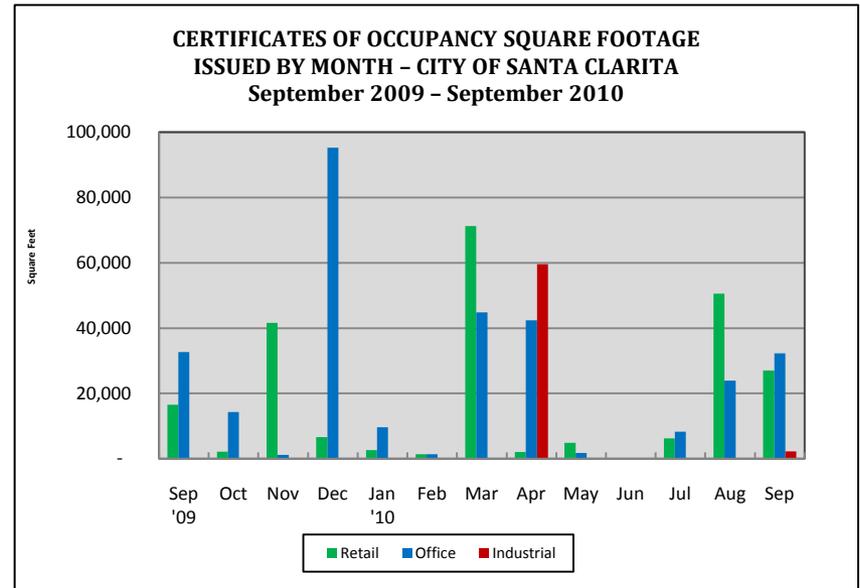
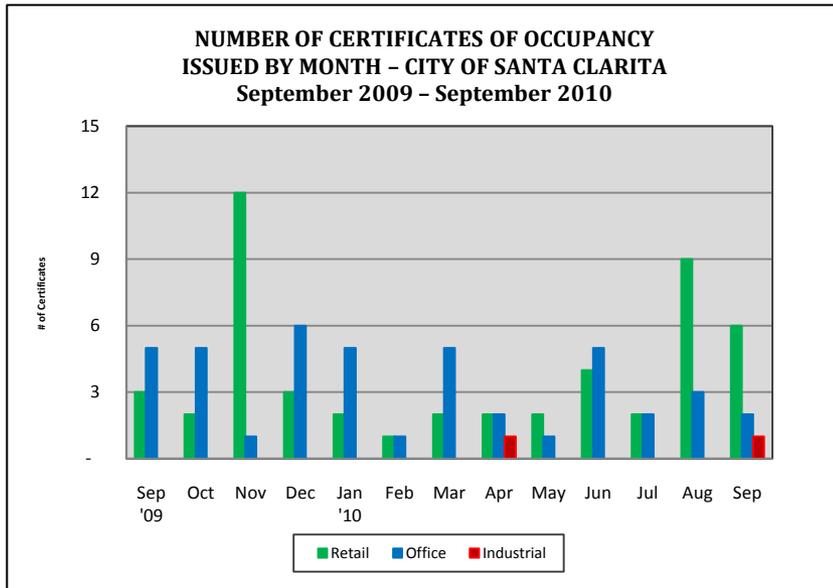
## New Residential Buildings

- A total of 2 new permits for single-family residential properties were issued in September 2010 by the City of Santa Clarita, down 67% from the 6 permits for single-family residences in September 2009.

## Residential Additions/Alterations

- A total of 34 single-family residential permits for additions and alterations were issued in September 2010, up 17% from the 29 residential permits for additions and alterations issued in September 2009.
- Of the additions/alterations in September 2010, 47% were for patio covers, 12% for block walls, 9% each for photovoltaic and roofs, 6% each for windows/doors/skylights and fireplaces/chimneys, and the remaining 12% were for other miscellaneous items.

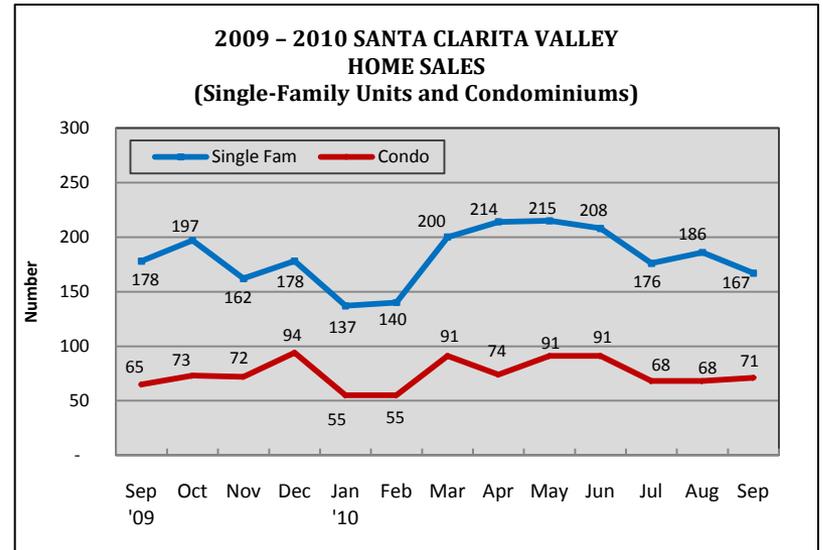
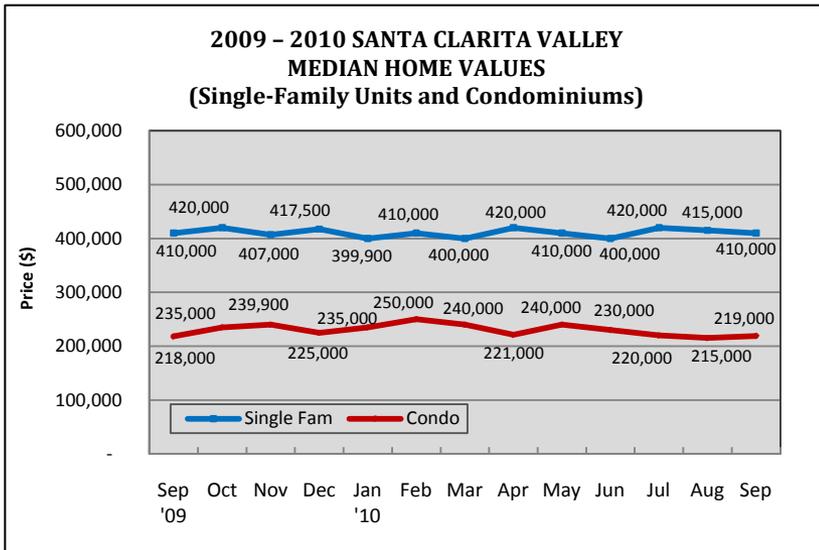
# Commercial/Industrial Certificates of Occupancy Issued



- In September 2010, a total of 9 Certificates of Occupancy were issued of which 6 were for retail space, 3 were for office space, and 1 was for industrial space. These 9 Certificates of Occupancy represented an increase of 13% from 8 Certificates of Occupancy in September 2009.
- Certificates of Occupancy for September 2010 represented a total of 61,485 square feet of which 52% was for office space, 44% was for retail space, and 4% was for industrial space. This represented a 25% increase from the 49,263 square feet of Certificates of Occupancy for retail, office, and industrial space issued in September 2009.

Certificates of Occupancy are issued prior to any building or structure being occupied and are required for all businesses in the City of Santa Clarita. A Certificate of Occupancy ensures the safety of occupants and the public by certifying the building meets the requirements for the occupancy group of the proposed business, California Building Codes, and local ordinances governing construction and occupancy.

# Santa Clarita Valley Housing Market (Including the City of Santa Clarita)



In the Santa Clarita Valley (inclusive of the City of Santa Clarita), single-family home values and sales continue to fluctuate.

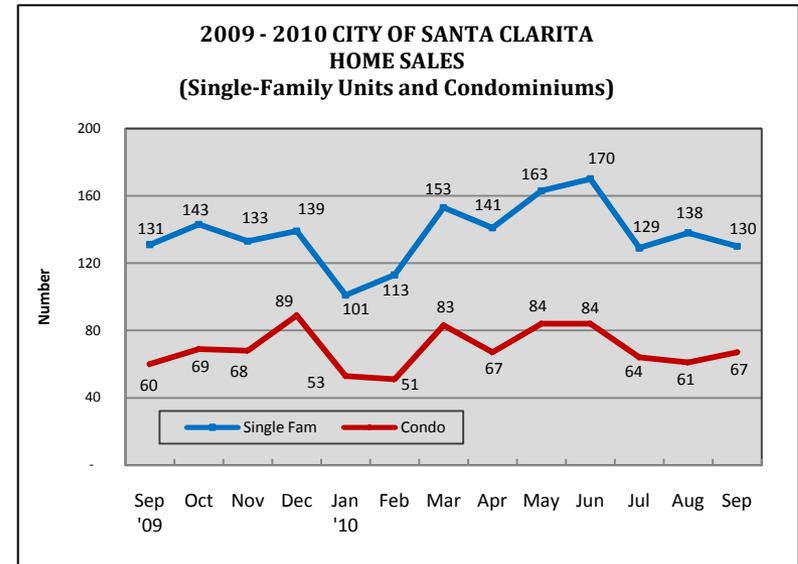
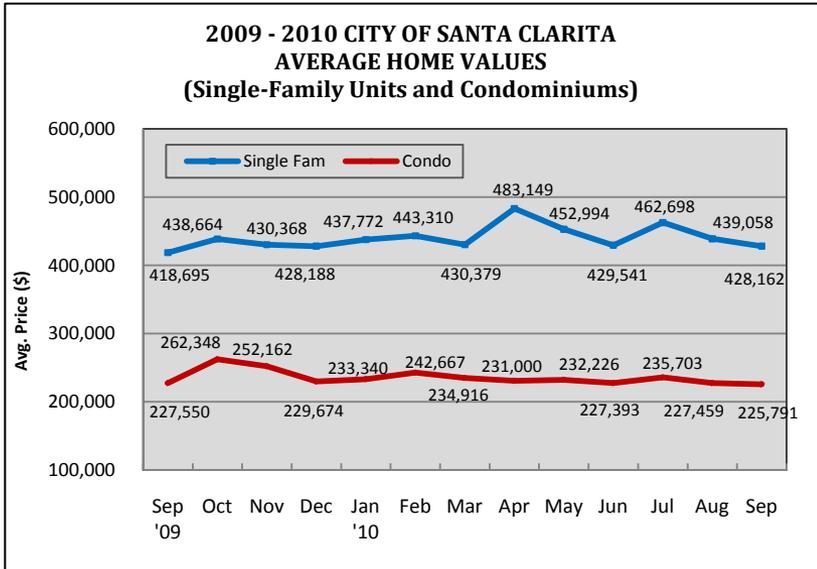
## Single-Family Homes

- Single-family median home values decreased 1% to \$410,000 in September 2010 from \$415,000 in August 2010, and were unchanged from September 2009.
- A total of 167 single-family homes sold in September 2010, down 10% from August 2010, and down 6% from one year ago.

## Multi-Family Homes/Condominiums

- Condominium prices increased 2% to \$219,000 in September 2010 from \$215,000 in August 2010, and were up less than 1% values in September 2009.
- Condominium sales rose 4% to 71 sales in September 2010 from 68 sales in August 2010, and were up 9% from September 2009.

# City of Santa Clarita Housing Market



In the City of Santa Clarita, average home values and sales volume has fluctuated from Spring 2010.

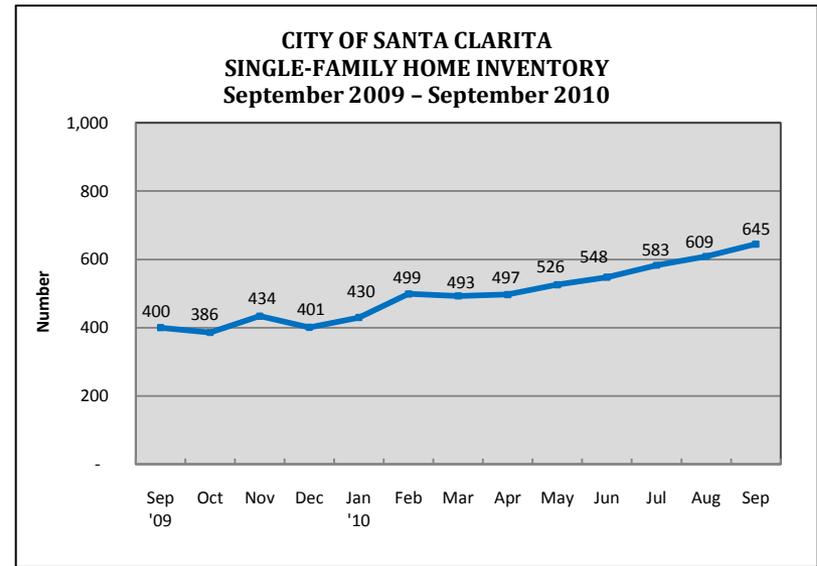
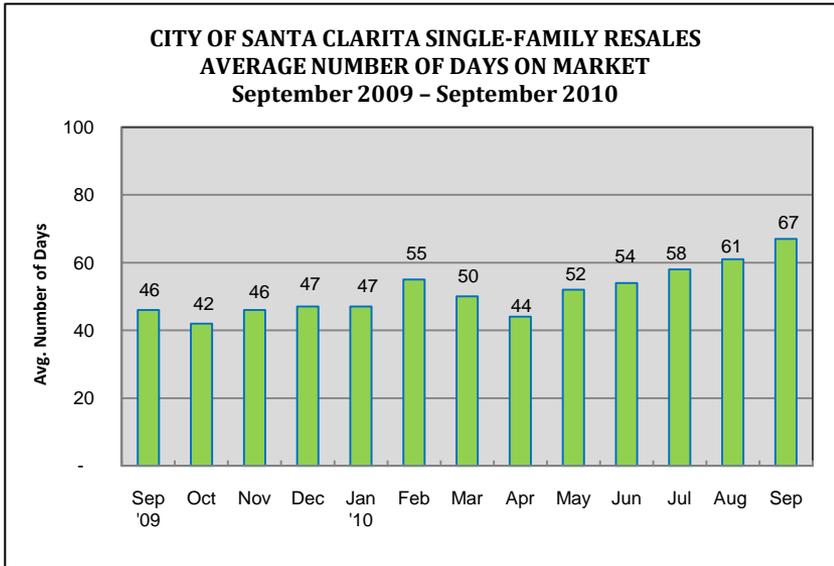
## Single-Family Homes

- Single-family average home values in September 2010 were \$428,200 or 2% below August 2010, yet 2% above September 2009.
- Sales fell 6% to 130 single-family homes in September 2010 from August 2010, and were 1% lower than sales in September 2009.

## Multi-Family/Condominiums

- Condominium prices fell 1% to \$225,800 in September 2010 from August 2010, and decreased 1% from September 2009.
- Condominium sales rose 10% to 67 units in the City of Santa Clarita in September 2010 from August 2010, and increased 12% from September 2009.

# City of Santa Clarita Housing Market: Average Days on Market & Inventory Levels

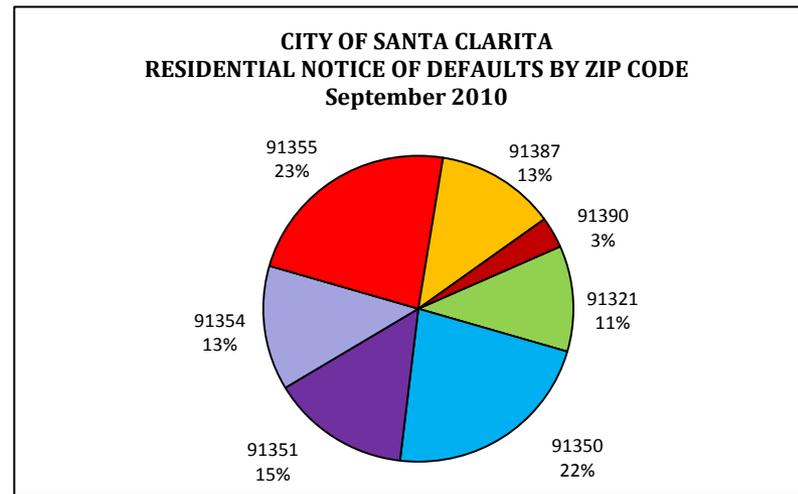
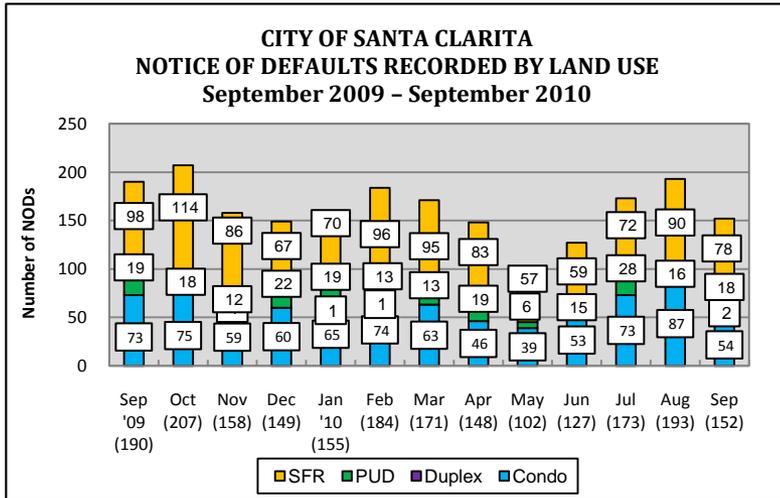


The City of Santa Clarita's housing market has weakened from one year ago as it now takes longer for homes to sell and inventory levels continue to grow.

- In September 2010, homes were on the market for an average 67 days or 2.2 months, compared to 1.5 months in September 2009.
- Single-family inventory levels rose 6% in September 2010 to 645 homes from 609 in August 2010, and were 61% above inventory levels in September 2009.

Another indicator of the strength of the housing market is average days on the market. A larger number of days indicates homeowners are having a harder time selling their homes.

# City of Santa Clarita: Notice of Defaults (NODs)



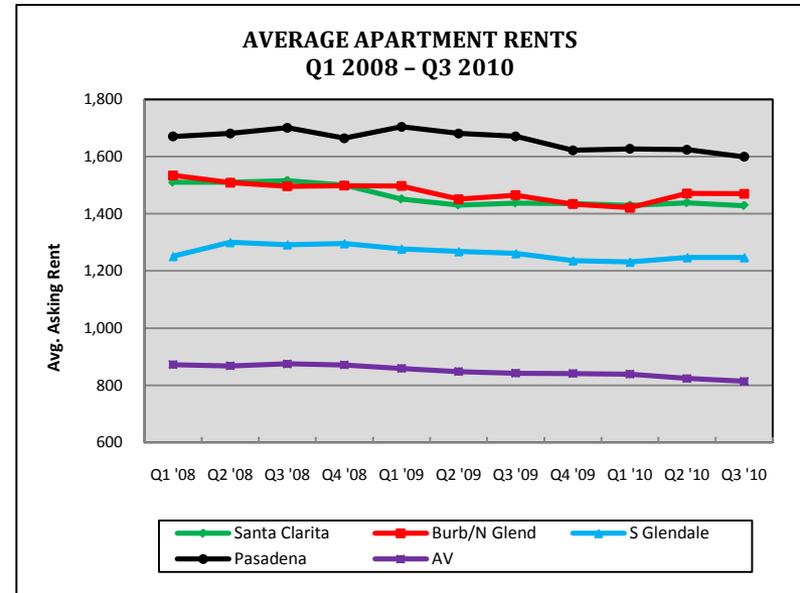
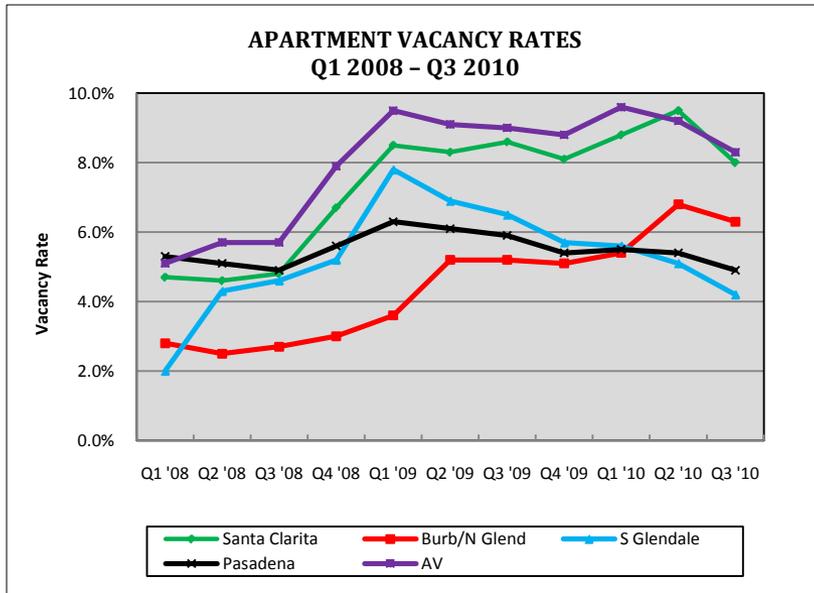
Notice of defaults are lower from one year ago, and have declined after three consecutive months of increases.

- A total of 152 NODs were recorded in September 2010 in the City of Santa Clarita. The level of NODs is down 20% from the level in September 2009 and down 21% from August 2010.
- Of the September 2010 NODs, 51% or 78 were on single-family residences followed by 36% or 54 on condominium properties, 12% or 18 NODs were on PUDs, and 1% or 2 on duplexes. In comparison, in September 2009, 52% were on single-family homes, 38% were on condominiums, and 10% were on PUDs.
- In September 2010, approximately 23% of the NODs were recorded in the 91355 zip code followed by 22% in 91350, 15% in 91351, 13% each in 91354 and 91387, and 11% in 91321. The remaining 3% were in 91390.
- Approximately one-third or 33% of the NODs were on homes that previously sold in the \$200,000 - \$349,999 range while 26% sold in the \$350,000 - \$499,999 range. Additionally, 19% sold below \$200,000, 9% were in the \$500,000 - \$599,999 range, and 8% sold for at least \$600,000. The price range was unknown for the remaining 5%. In September 2010, 52% of the NODs were on homes that previously sold below \$350,000 compared to 44% in August 2010, 51% in July 2010, 47% in June 2010, 40% in May 2010, 41% in April 2010, and 49% in March 2010.

A "PUD" is a unit or building owned by an individual who reside there and the common space is owned by others in the association for benefit of all owners. An "SFR" is a single-family residence. A "condo" is a condominium or townhouse. A "duplex" is a two-unit residential home.

# Apartments: Vacancies & Average Rents

(Updated Quarterly)



## Apartment Vacancy Rates

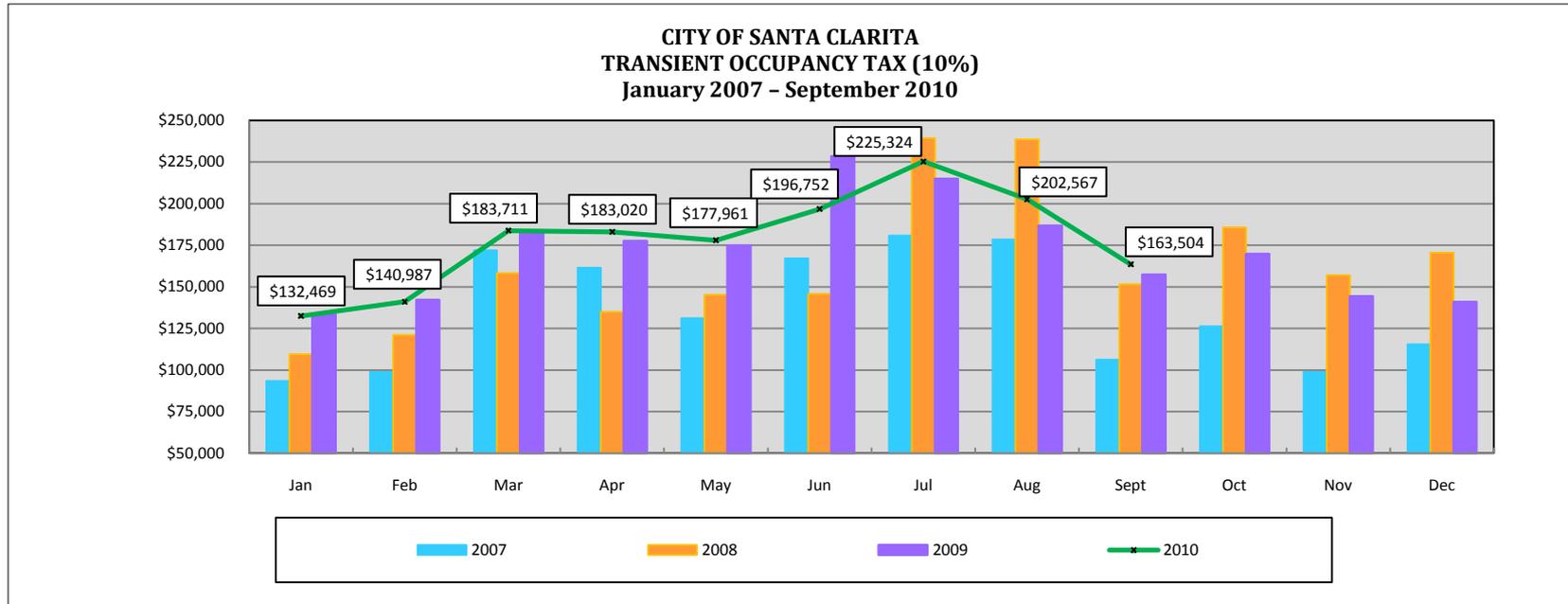
- The apartment vacancy rate during Third Quarter 2010 in Santa Clarita was 8.0%, which is lower than the Second Quarter vacancy rate of 9.5% as well as the 8.6% vacancy rate during Third Quarter 2009.
- In comparison, vacancy rates in Santa Clarita exceeded vacancy rates in Burbank/North Glendale, South Glendale/Highland Park, and Pasadena areas.
- Santa Clarita's vacancy rate during Third Quarter 2010 was higher than the rates of 4.9% for the Los Angeles metro area, 6.2% for the Western U.S., and 7.1% for the entire U.S.

## Average Rental Rates

- Average rents in Santa Clarita of \$1,428 during Third Quarter 2010 were slightly lower than rents of \$1,437 during Third Quarter 2009, and tend to be comparable to those in the Burbank/North Glendale area and below those found in Pasadena.
- For studios and 1-bedroom apartments, rents in Santa Clarita are lower than those in the Los Angeles metro area by \$37 and \$24, respectively. Rents in Santa Clarita are lower than those in Los Angeles for two- and three-bedroom apartments by \$154 and \$279, respectively.

Apartment data are released quarterly. Fourth Quarter 2010 data will be available in the December 2010 economic snapshot.

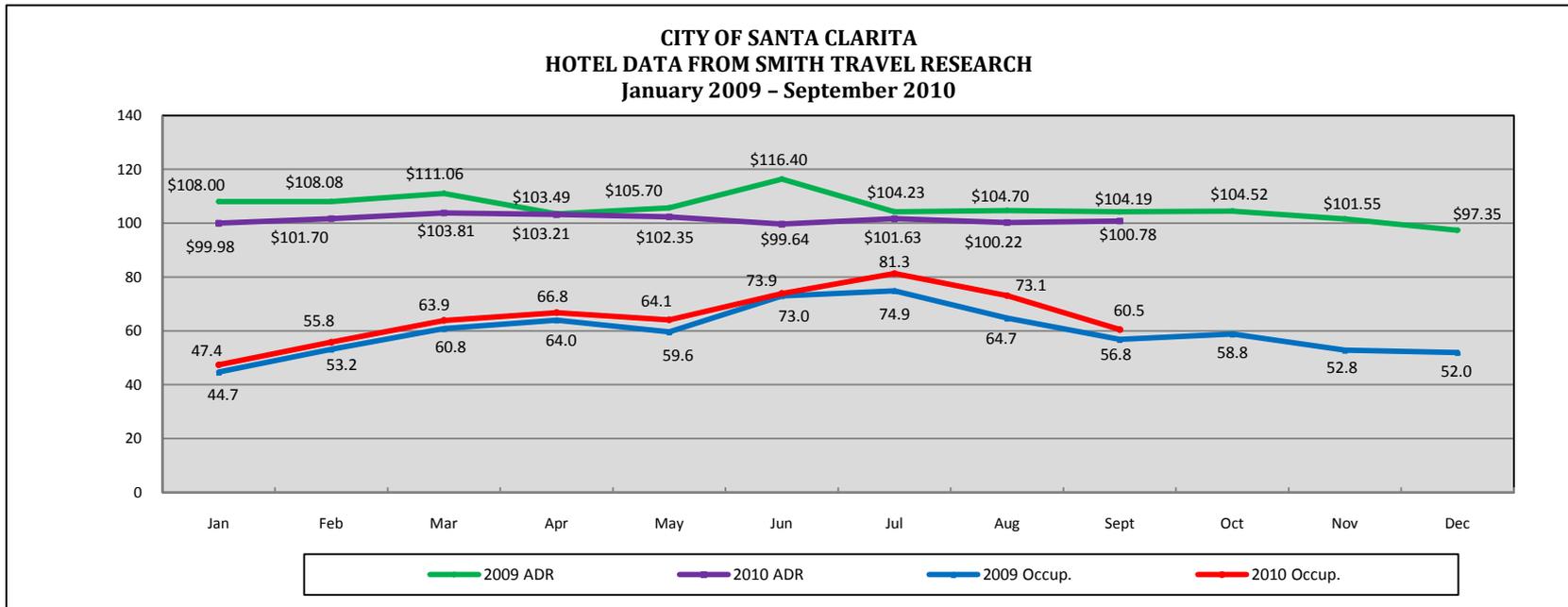
# Tourism: Transient Occupancy Tax



- In September 2010, the City of Santa Clarita collected \$163,504 in TOT, up 3.9% from \$157,409 in September 2009.
- During the month of September, TOT was the highest in 2010 compared to the previous three years.
- Collectively for September 2010 year-to-date, the City received \$1,606,295 in TOT, less than 1% higher than the \$1,598,704 for the same time period in 2009.
- TOT has increased on a year-to-date basis from \$1.29 million during September 2007 YTD to \$1.44 million for September 2008 YTD to \$1.60 million in September 2009 YTD and \$1.61 million in September 2010 YTD.

City hotels include: Super 8, Travelodge, Hyatt, Holiday Inn, Embassy Suites, Best Western, and Courtyard by Marriott.

# Tourism: Hotel Occupancy

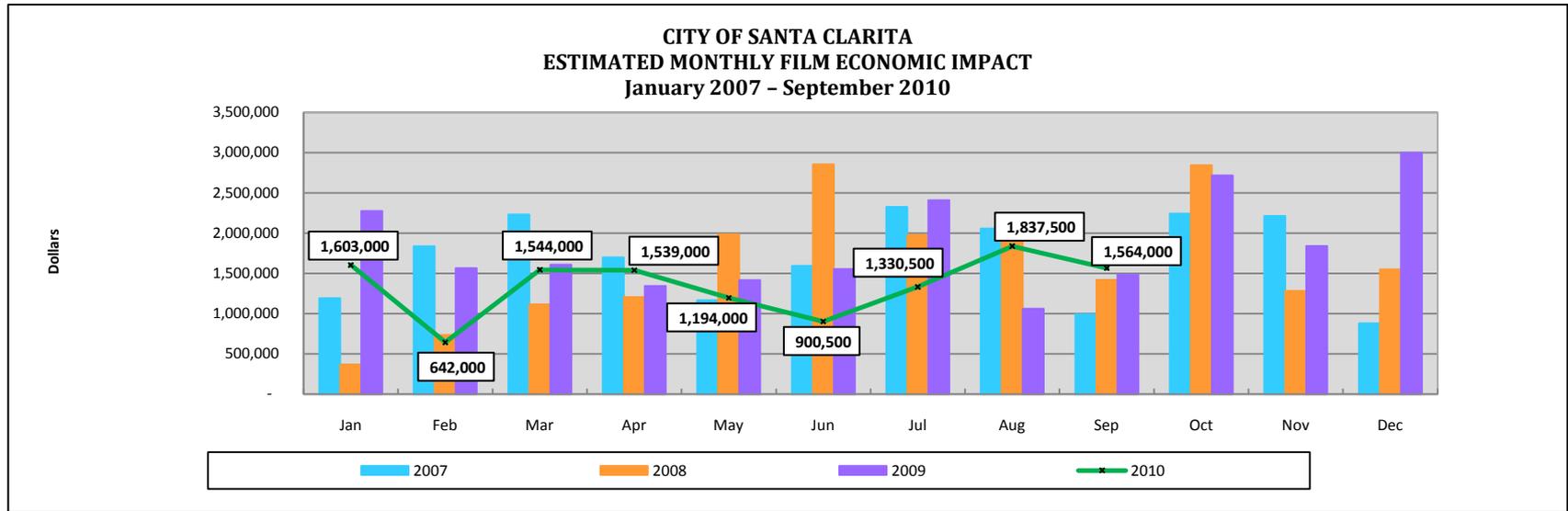


## Occupancy and Average Daily Revenue

- Smith Travel Research reported hotel occupancy in the City of Santa Clarita was 61% in August 2010, higher than the reported occupancy of 57% in September 2009.
- An average of 534 rooms of 882 available in the City were sold in September 2010 compared to 501 rooms of 882 available rooms in September 2009.
- In comparison, occupancy rates at hotels nationwide in September 2010 were at 60%, up 7% from September 2009.
- While occupancy rates increased nationwide, average daily revenue rose 2% to \$99.31, suggesting total revenue collected nationwide in September 2010 increased from September 2009.

City hotels include: Super 8, Travelodge, Hyatt, Holiday Inn, Embassy Suites, Best Western, and Courtyard by Marriott.

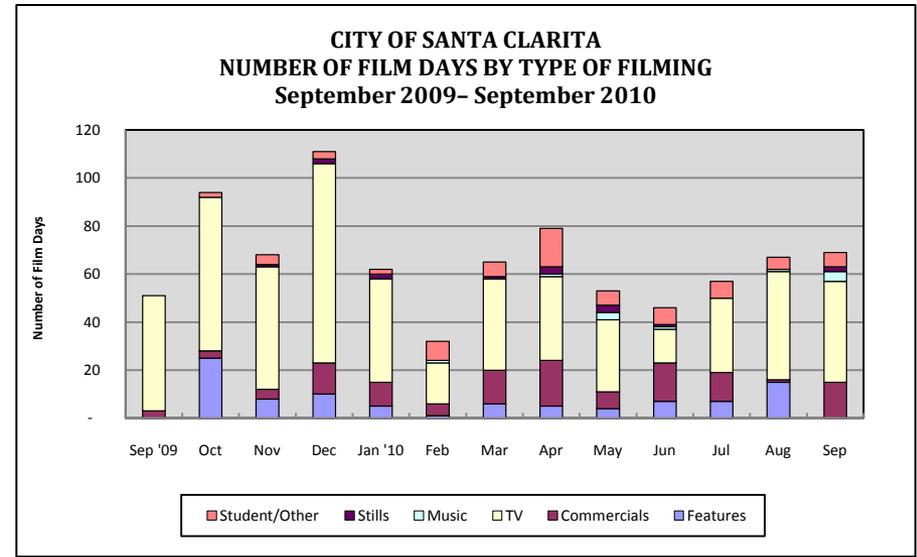
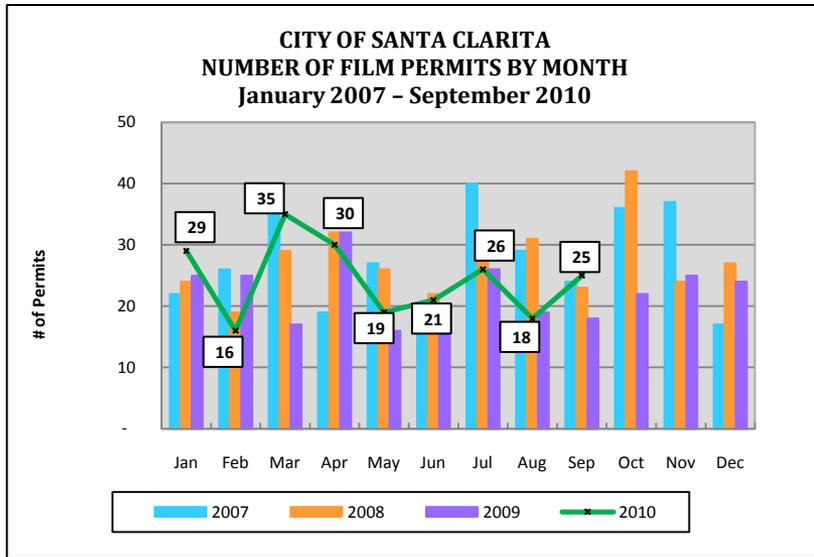
# On-Location Filming in The City of Santa Clarita



- Most productions are working on reduced budgets and as a result are spending more time in studios rather than on-location filming. The City does not track the activity of studio filming.
- The Economic Impact from location filming for September 2010 of \$1,564,000 was 5% above the impact in September 2009 of \$1,485,000.
- In September 2010 year-to-date, the economic impact from location filming was \$12,154,500, down 17.4% from \$14,710,500 during September 2009 YTD.

Estimated economic impact is the estimated money spent by production companies at local businesses including, but not limited to, location rental, food/catering, hotels, gas, expendables, building supplies, and arts & crafts supplies. Data contained on this page includes the economic impact of on-location filming only and does not include filming completed in studios or soundstages.

# On-Location Filming in The City of Santa Clarita

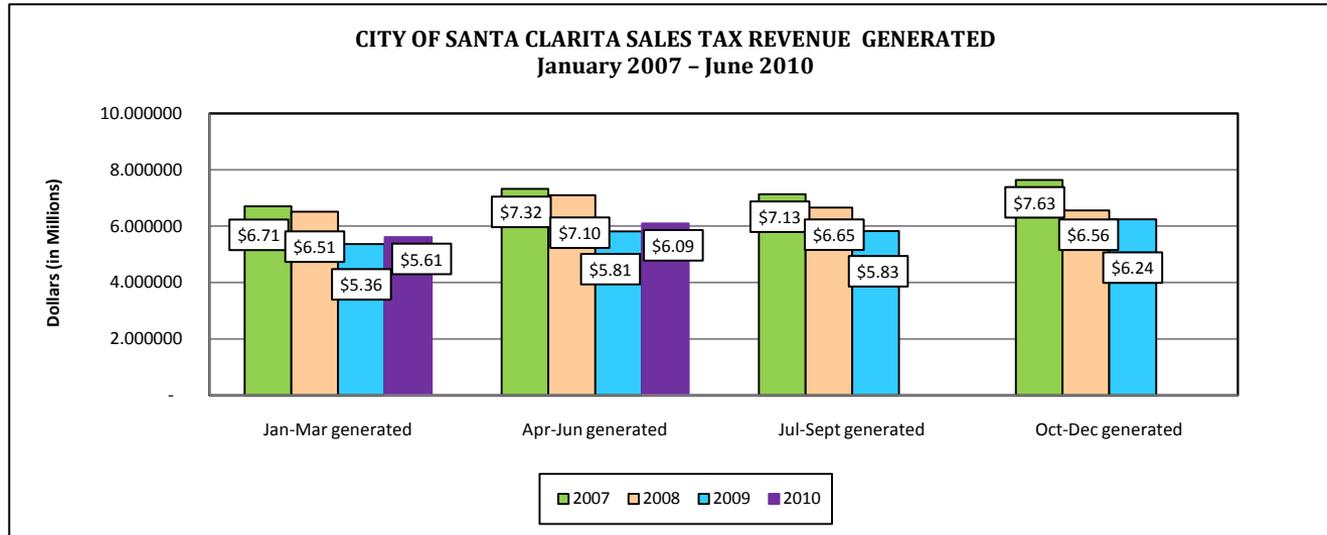


- In September 2010 a total of 25 film permits were issued within the City of Santa Clarita, up 39% from the 18 permits issued in September 2009.
- For September 2010 year-to-date, a total of 219 film permits have been issues in the City of Santa Clarita, up 12.9% from the 194 permits issued in September 2009 YTD.
- There were a total of 69 filming days in September 2010, up 35% from 51 filming days in September 2009.
- September 2010 film days included: 61% for television shows, 22% for commercials, 9% for student/other projects, 6% for music video production, and 3% for stills. No features production occurred in September 2010 in the City of Santa Clarita.

Estimated economic impact is the estimated money spent by production companies at local businesses including, but not limited to, location rental, food/catering, hotels, gas, expendables, building supplies, and arts & crafts supplies. Data contained on this page includes the economic impact of on-location filming only and does not include filming completed in studios or soundstages.

# City of Santa Clarita Sales Tax

(Updated Quarterly)



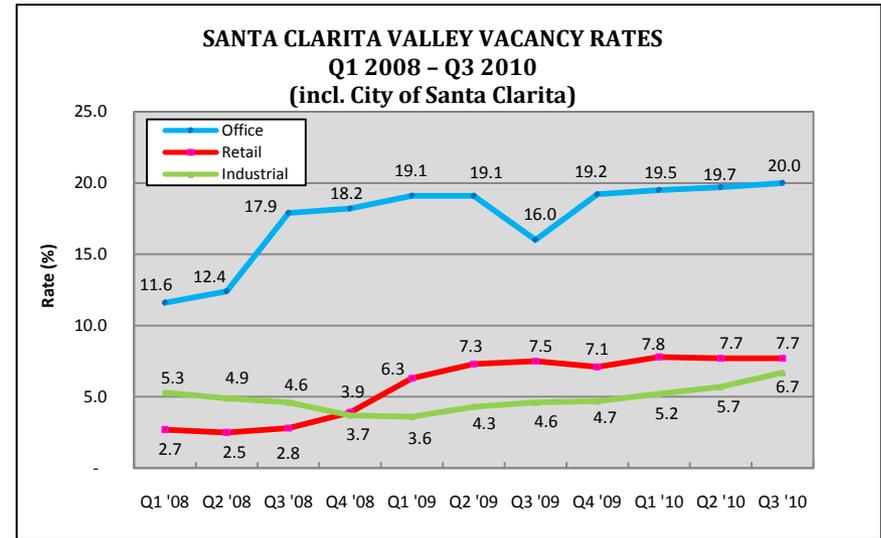
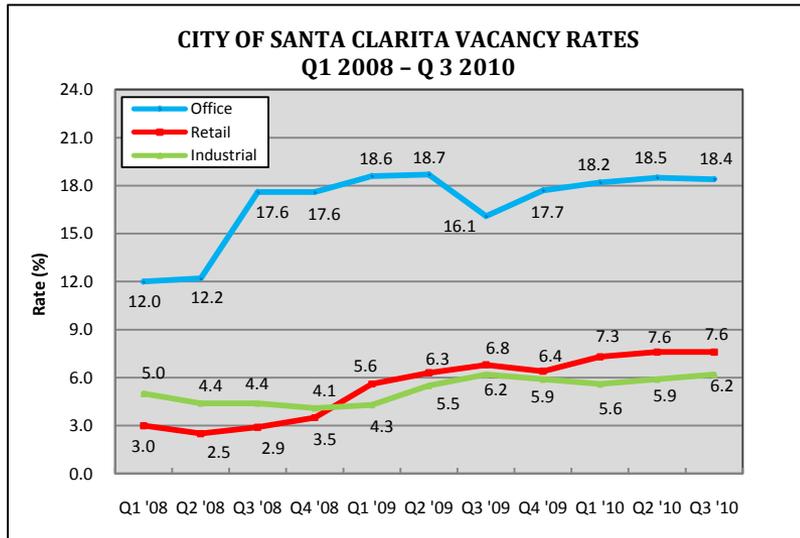
Sales tax generated in Second Quarter 2010 was above that generated during the Second Quarter 2009.

- In April – June 2010, a total of \$6.09 million in sales tax revenue was generated, up 5% from \$5.81 million generated in April – June 2009, but down 17% from the high in Second Quarter 2007.

The sales tax figures presented in this slide are adjusted for economic data, by removing retroactive payments with an absolute value of \$5,000 or more into the quarter the sale was generated.

Sales tax revenue is presented quarterly. The most current update is for Second Quarter 2010. Third Quarter 2010 data will be published in the December 2010 Economic Snapshot. The sales tax figures contained in this slide represent Point of Sale revenue received only and does not include State and County pool allocations.

# Commercial Vacancy Rates: City of Santa Clarita and Santa Clarita Valley



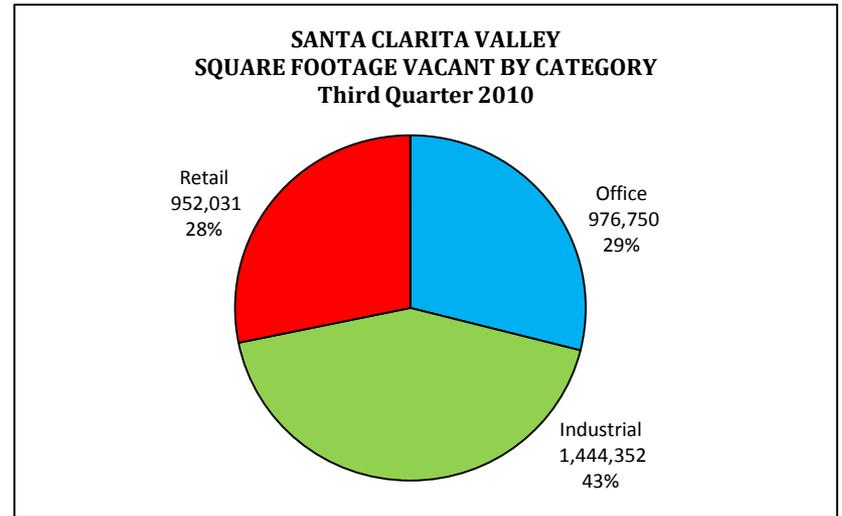
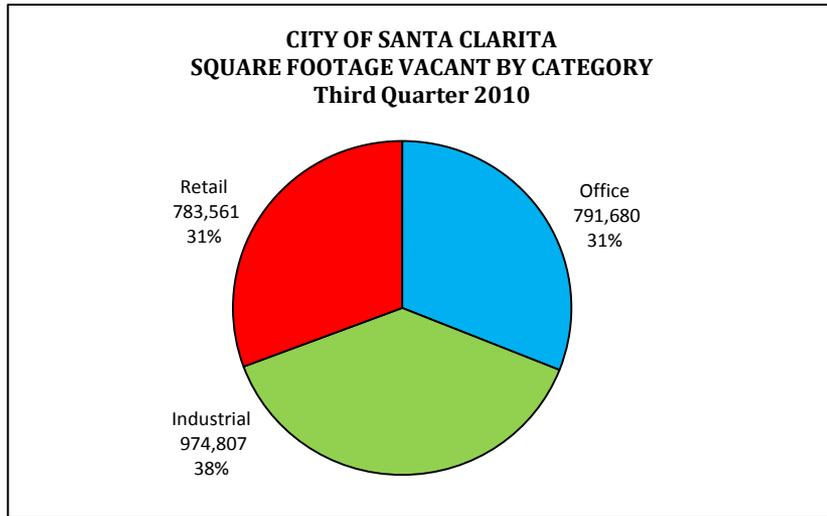
## City of Santa Clarita

- In the City of Santa Clarita, industrial vacancy rates increased in Third Quarter 2010 while retail vacancy remained unchanged and office vacancy rates decreased.
- The City's office vacancy rate was 18.4% while the retail and industrial vacancy rates were 7.6% and 6.2%, respectively.

## Santa Clarita Valley (includes the City)

- In the entire Santa Clarita Valley (including the City), office and industrial vacancy rates increased in Third Quarter 2010 from the previous quarter, while retail vacancy rates remained unchanged.
- The Santa Clarita Valley's office vacancy rate was 20.0%, while retail and industrial vacancy rates were 7.7% and 6.7%, respectively.

# Square Footage Vacant: City of Santa Clarita and Santa Clarita Valley



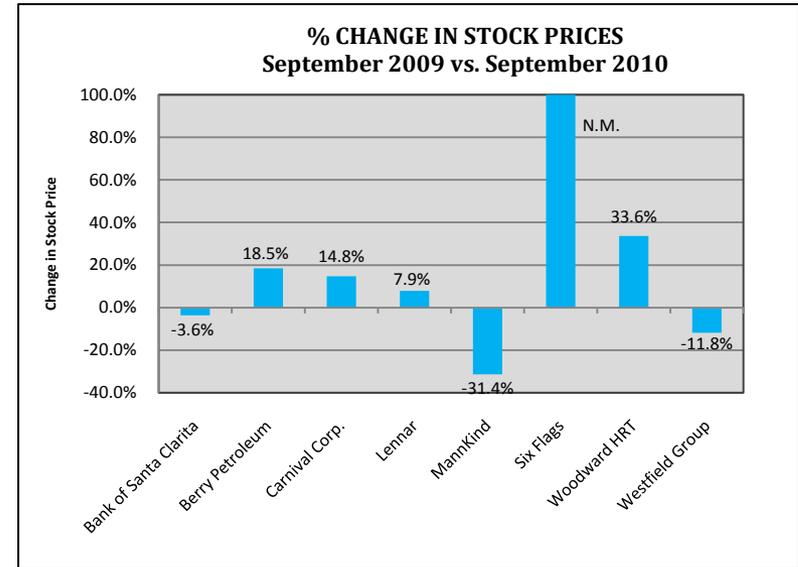
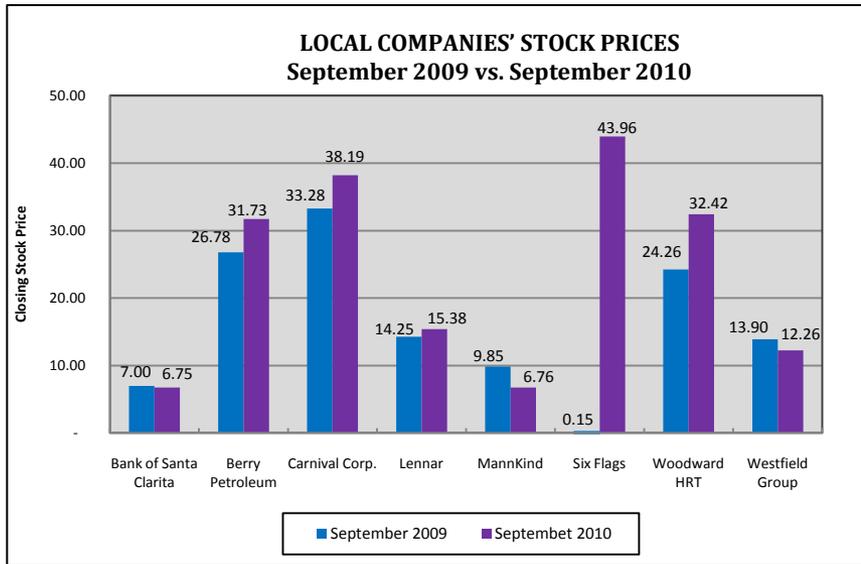
## City of Santa Clarita

- Within the City of Santa Clarita there is a total of 28,963,711 existing square feet for businesses of which 53% is industrial, 34% is retail, and 13% is office space.
- Only 8.8% or 2,550,048 square feet of the total space for businesses in the City is vacant. Of that amount vacant, 38% is industrial space and 31% each is office and retail space.

## Santa Clarita Valley (includes the City)

- In the entire Santa Clarita Valley there is a total of 38,662,792 existing square feet for businesses of which 57% is industrial, 31% is retail, and 12% is office space.
- Only 8.7% or 3,373,133 of the total space for businesses in the Santa Clarita Valley is vacant. Of that amount, 43% is industrial, 29% is office space, and 28% is retail space.

# Stock Prices of Local Employers

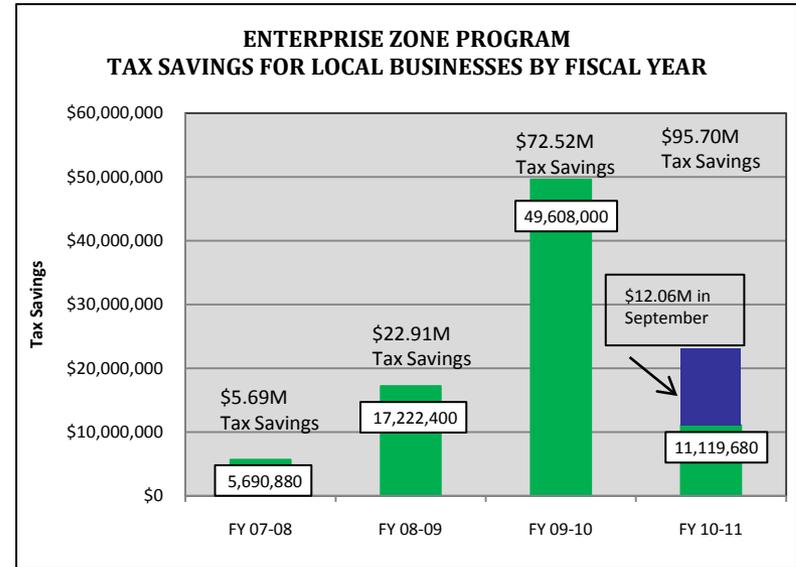
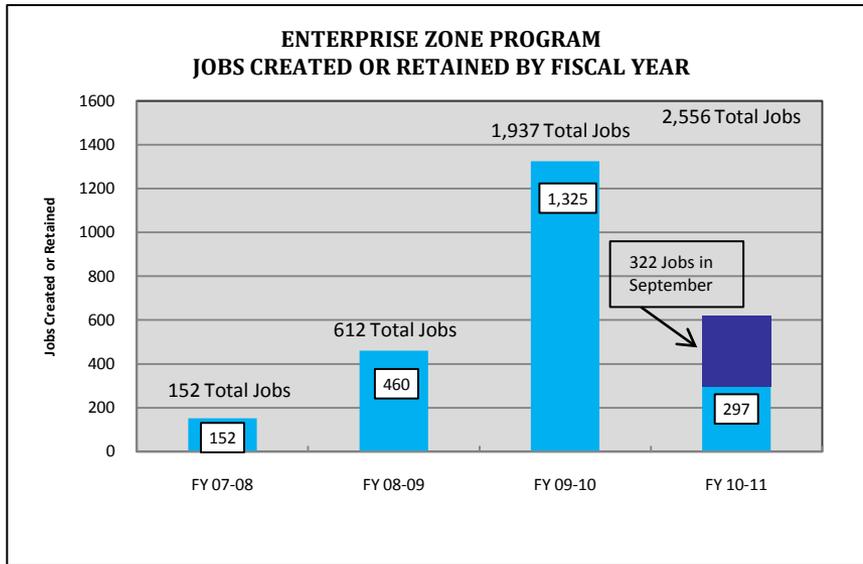


Stock prices for five of the eight companies in Santa Clarita whose stock prices are being tracked have increased year-over-year, as did the entire stock market. The stock prices of Bank of Santa Clarita, Westfield Group, and MannKind decreased during the time period represented.

- At the end of September 2010, the stock price of Six Flags was the highest at \$43.96 followed by that of Carnival Corp. at \$38.19.
- The Dow rose 11% to 10,788.05 on September 30, 2010 from 9,712.28 on September 30, 2009.
- Only the stock prices of Lennar and MannKind underperformed the decrease of the entire market.
- On April 30, 2009, Six Flags was delisted from the NYSE and traded on the over-the-counter (OTC) Bulletin Board due to failure to meet the NYSE's guidelines as a result of the company's high debt load on its balance sheet. On May 3, 2010, Six Flags emerged from Chapter 11 restructuring and has since resumed trading on the NYSE under its previous call letters "SIX".
- The percentage change in Six Flags' stock price is not meaningful since it emerged from Chapter 11 in early May 2010 and its new stock price reflects a new financial structure from one year ago.

Closing stock prices on the last trading day of the month are shown in the graphs above. Call letters for each company are as follows: BSCA.OB (Bank of Santa Clarita), BRY (Berry Petroleum), CCL (Carnival Corp.), LEN (Lennar), MNKD (MannKind), SIXFQ.OB on September 30, 2009 and SIX on September 30, 2010 (Six Flags), WGOV (Woodward HRT), and WDC.ax (Westfield Group).

# Enterprise Zone Program: Job Activity and Tax Savings

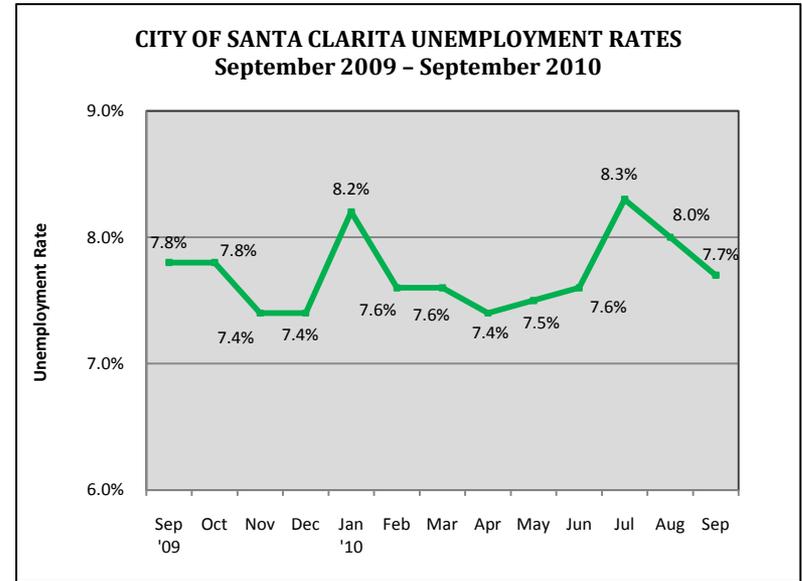
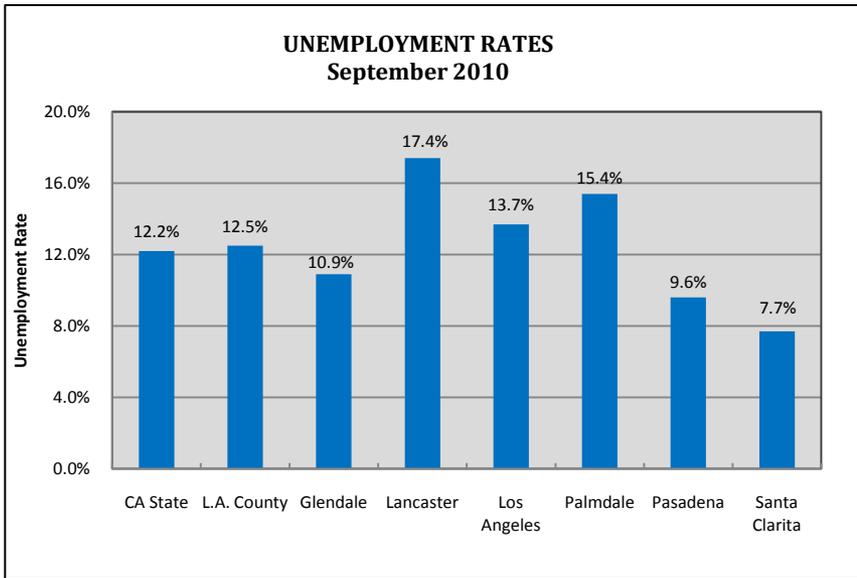


The Santa Clarita Enterprise Zone is a program that saves businesses money by providing special tax incentives from the State of California to businesses.

- Since the City's designation as an Enterprise Zone in 2007, a total of 2,556 jobs have been created or retained, which represents a potential tax savings to businesses of over \$95 million.
- In September 2010, 322 vouchers were issued for jobs created or retained as a result of the Enterprise Zone, representing over \$12 million in potential tax savings.

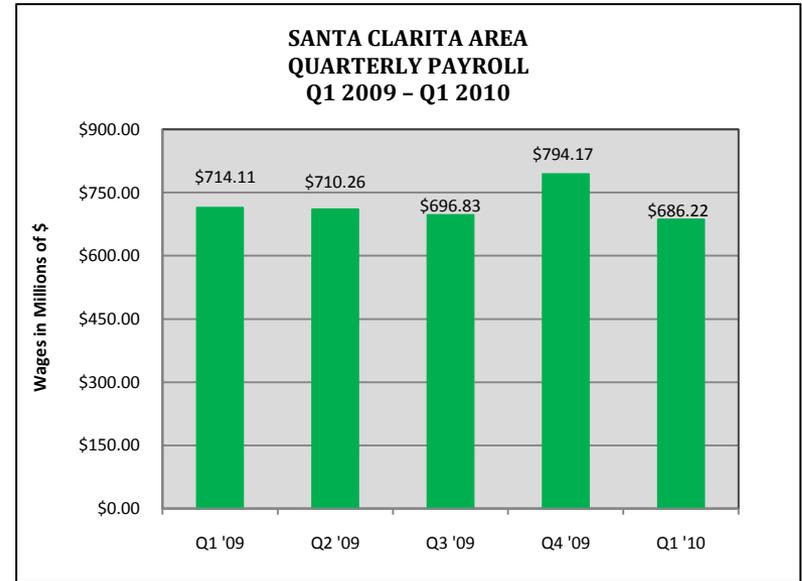
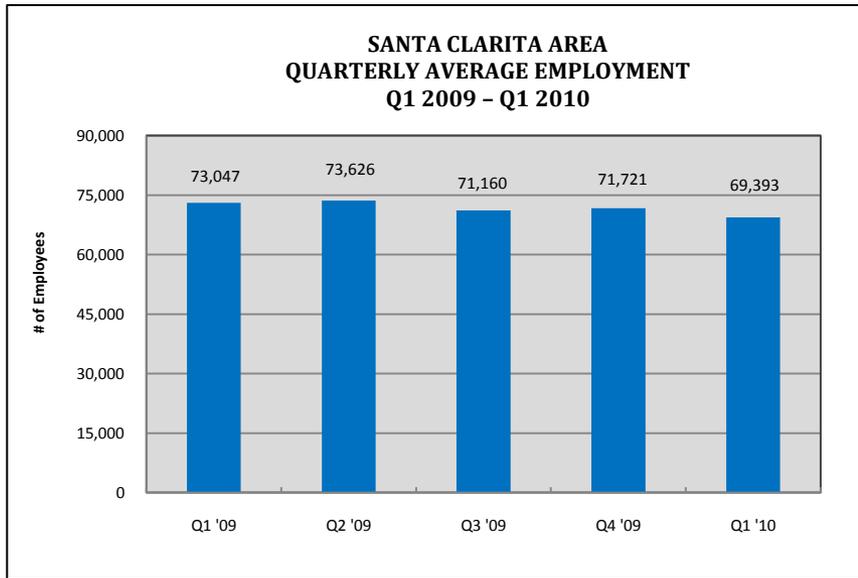
The City of Santa Clarita was awarded one of the State of California's 42 Enterprise Zone designations in 2007. The Enterprise Zone program provides tax incentives for businesses that locate in Santa Clarita and hire "qualified" employees or make "qualified" purchases. More information on the Enterprise Zone program can be located by visiting: <http://www.scenterprisezone.com> or contacting the City's Economic Development Department at (661) 255-4347.

# Unemployment



- Santa Clarita's unemployment rate was 7.7% in September 2010 compared to 12.5% for Los Angeles County and 12.2% for the state.
- Unemployment in Santa Clarita in September 2010 of 7.7% was comparable to the unemployment rate reported in September 2009 of 7.8%, and was below the unemployment rates in January and July 2010.

# Employment and Wages

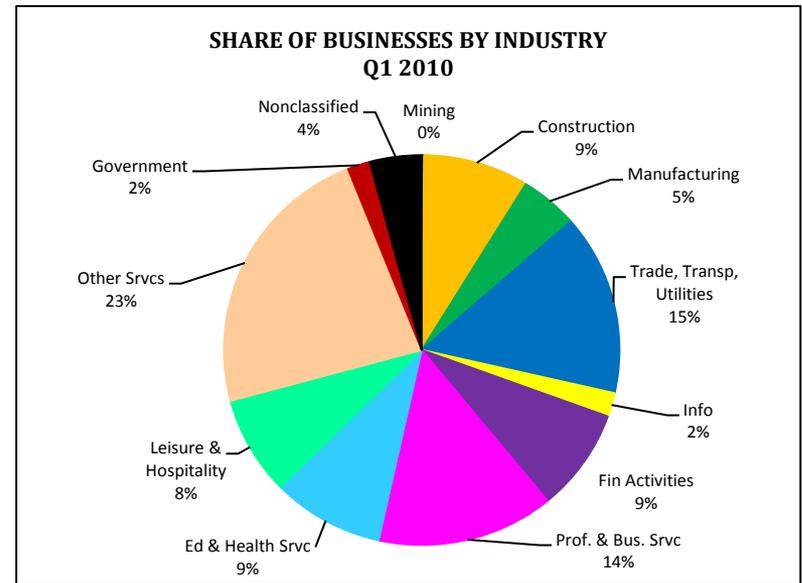
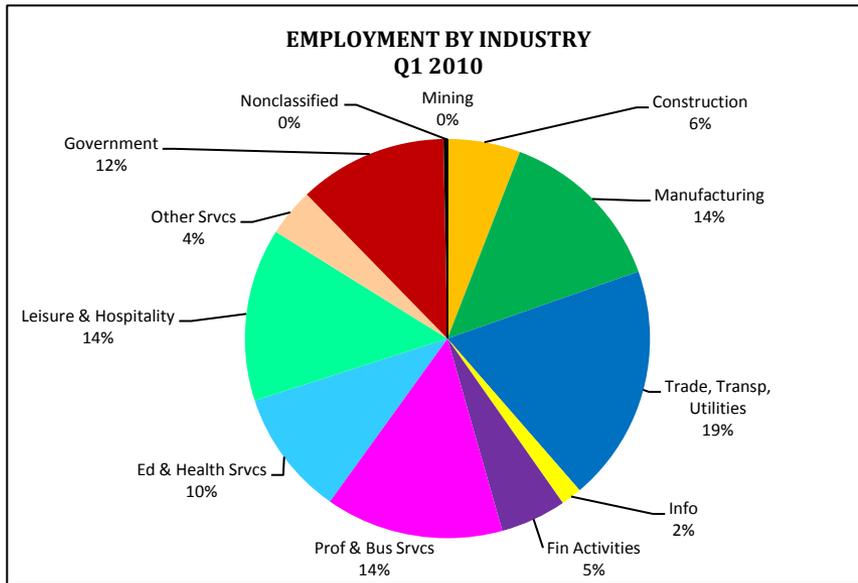


Employment as well as payroll in the Santa Clarita area have trended down from one year ago.

- In First Quarter 2010 there were a total of 5,800 establishments reporting employment and wages, down less than 1% from the 5,820 establishments in First Quarter 2009.
- Total employment in the Santa Clarita area was down 5% to 69,393 jobs in First Quarter 2010 from the same time period in 2009.
- Employment fell during First Quarter 2010 from the previous year in every sector except financial activities which rose 2% and nonclassifiable which remained unchanged.
- Quarterly wages in the Santa Clarita area were down 4% to \$686.22 million in First Quarter 2010 from \$714.11 in First Quarter 2009.

Employment and wages are reported for the 11 industry super-sectors as defined by the California Employment Development Division. The data represent a census of companies located in the following zip codes 91321, 91350, 91351, 91354, 91355, 91387, and 91390, regardless of where employees reside.

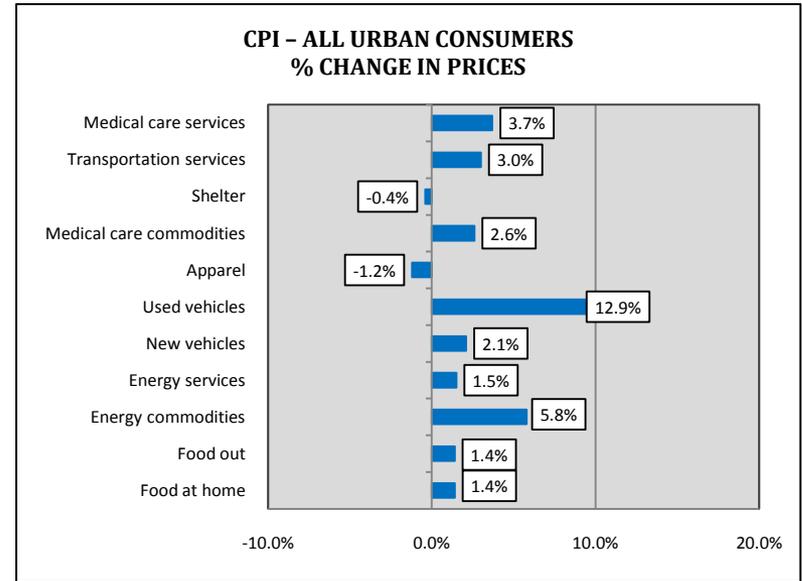
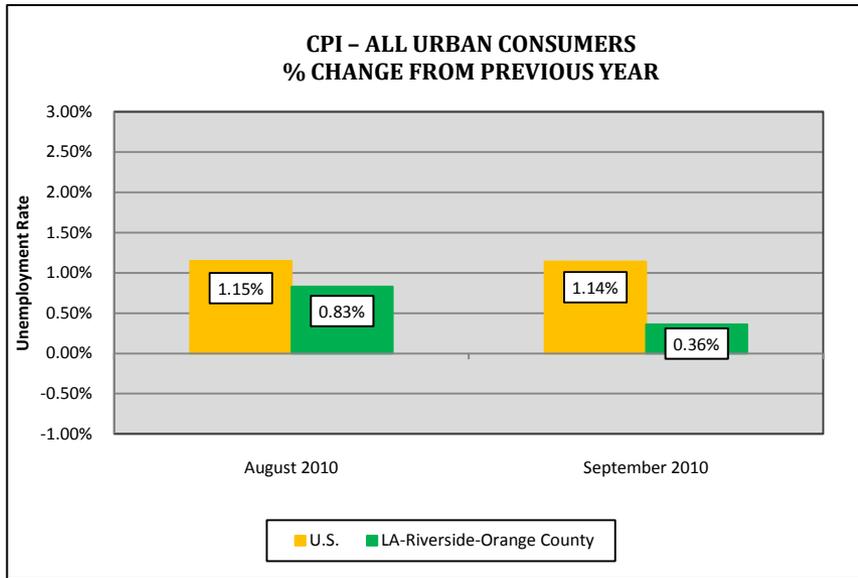
# Employment by Industry



- Trade, transportation, & utilities account for 19% of employment in the Santa Clarita area, but only 15% of the businesses.
- Manufacturing, professional & business services, and leisure & hospitality each account for 14% of the number of people employed, yet only represent 5%, 14%, and 8% of the number of businesses, respectively.
- In contrast, other services (equipment repair, religious organizations, personal care, dry cleaning/laundrying, and gardening) account for 4% of the employment yet 23% of the businesses.
- Similarly, financial activities (finance, insurance, & real estate) account for 5% of the employment yet represent 9% of the businesses.
- Compared to Q1 2009, leisure & hospitality accounted for 12% of the employment compared to 14% during Q1 2010.
- In Q1 2009, professional & business services accounted for 15% of the businesses and other services accounted for 22% of the businesses compared to 14% and 23%, respectively in Q1 2010.

Employment and wages are reported for the 11 industry super-sectors as defined by the California Employment Development Division. The data represent a census of companies located in the following zip codes 91321, 91350, 91351, 91354, 91355, 91387, and 91390, regardless of where employees reside. Data are understated for all but other services, government, and nonclassifiable to protect the confidentiality of the data for subsectors with a small number of businesses.

# Inflation



- Year-over-year inflation for September 2010 among all urban consumers for Los Angeles-Riverside-Orange County increased 0.4% compared to the national increase of 1.1%. Inflation in the Los Angeles metro area is lower than inflation levels in August 2010.
- The slightly higher inflation rate in September 2010 from one year ago reflects cost increases in almost all services and commodities with the exception of declines of 0.4% in shelter and 1.2% in apparel.
- The highest year-over-year increase was seen in used vehicles with a 12.9% increase from the previous September. In comparison, gasoline increased by 5.1% year-over-year compared to a 4.4% increase in August and fuel oil increased 11.8% compared to 10.6% in August.

# Data Sources

## Sources:

Permits / Certificate of Occupancy: City of Santa Clarita, Building and Safety Division

Housing Market: San Fernando Valley Association of Realtors

Notice of Defaults: First American RealQuest Pro

Apartment Data: Reis, Inc.

Film Data: City of Santa Clarita, Film and Tourism Office

Hotel Data: Smith Travel Research

Sales Tax Data: California Board of Equalization data from City of Santa Clarita, Finance Division

Vacancy Rates: CoStar Property

Stock Prices: Yahoo! Finance

Enterprise Zone: City of Santa Clarita, Economic Development Division

Unemployment Rate: CA Employment Development Department

Employment and Wages: CA Economic Development Department

Inflation Rate: Bureau of Labor Statistics