



# Economic Snapshot



Monthly Data

The Santa Clarita Valley Economic Snapshot contains important indicators, data, and statistics about the growth of our region such as construction permits, vacancy rates, residential real estate activity, employment statistics, tourism trends, the economic impact of filming, and local stock prices.

## Highlights

California added 30,000 jobs in September. Unemployment rate holds steady at 5.5%, compared to Santa Clarita's 4.8%

To date in 2016, the Santa Clarita Valley has gained 235 jobs on a seasonally-adjusted basis

The economic impact of filming in the Santa Clarita Valley during September 2016 was \$5,478,000

Santa Clarita Valley home sales post a 9% increase for September, compared to a year ago.

## COMMERCIAL REAL ESTATE | Santa Clarita Valley

Source: City of Santa Clarita; County of Los Angeles

### New Permits

Zero (0) permits for new commercial space were issued during September 2016 in the Santa Clarita Valley, five less than were issued in August 2016. There were zero permits for commercial space issued during September 2015.

### Tenant Improvements/Alterations

A total of ten (10) permits for tenant improvements were issued in the Santa Clarita Valley during September 2016, the same number issued in August 2016. There were eight (8) permits issued in September 2015.

In September 2016, twenty-seven (27) commercial alteration permits were issued, down 16% from thirty-two (32) permits in August 2016, and a decrease of 31% from thirty-nine (39) permits issued in September 2015.

### Certificates of Occupancy

In September 2016, a total of 56 Certificates of Occupancy were issued in the Santa Clarita Valley totaling 261,256 SF with 57,329 SF issued for commercial space. There were 76 permits issued in September 2015.

### SANTA CLARITA VALLEY PERMITS



New Residential



Residential Alteration



Certificates of Occupancy

## RESIDENTIAL REAL ESTATE | Santa Clarita Valley

Source: Southland Assoc. of Realtors/ MLS Statistics

Median home values decreased 2.6% in September 2016 to \$525,000, compared to \$539,000 in August 2016. A total of 228 single-family homes were sold in September, a decrease of 6% from August 2016, and an increase of 8.6% from the September 2015 sales volume of 210 homes.

Median condominium values increased 7% to \$372,000 in September 2016 from \$347,500 in August 2016; it is a 14.5% increase from September 2015 sales value of \$325,000. Condominium sales decreased 2% to 96 in September 2016 from 98 sold in August 2016; it is a decrease of 6% from September 2015 with sales volume of 102 condos.

SCV Residential Real Estate Summary					
	Sept-16	Aug-16	M/M % Chg	Sept-15	Y/Y % Chg
Median Home Value	\$525,000	\$539,000	-2.6%	\$515,000	2%
Number of Single Family Homes Sold	228	244	-6.5%	210	8.6%
Median Condominium Value	\$372,000	\$347,500	7%	\$325,000	14.5%
Number of Condominiums Sold	96	98	-2%	102	-6%
Avg. Days on Market (Single-Family - SCV)	73	72	1.4%	77	-5.2%
Single-Family Home Inventory (SCV)	613	597	2.7%	606	1.2%
	Sept-16	Aug-16	M/M % Chg	Sept-15	Y/Y % Chg
NODs recorded (SCV)	27	40	-32.5%	18	50%
	Q2 2016	Q1 2016	Q/Q % Chg	Q2 2015	Y/Y % Chg
Apartment Vacancy Rate	3.4%	3.3%	3%	3.5%	-2.86%
Avg. Apartment Rents	\$1,594	\$1,786	-10.75%	\$1,557	2.38%

### Unemployment Rate Comparison— Sept 2016

California	5.5%
LA County	5.2%
Glendale	5.0%
Lancaster	5.8%
Los Angeles	5.5%
Palmdale	7.0%
Pasadena	4.6%
Santa Clarita	4.8%

### UNEMPLOYMENT RATE

Source: Bureau of Labor Statistics

The current unemployment rate in Santa Clarita is 14% lower than the rate of 5.6% recorded September 2015.

California employers added 30,000 nonfarm payroll jobs in September, for a total gain of 2,363,100 jobs since the expansion began in February 2010, and the unemployment rate held steady at 5.5 percent for the third month in a row.

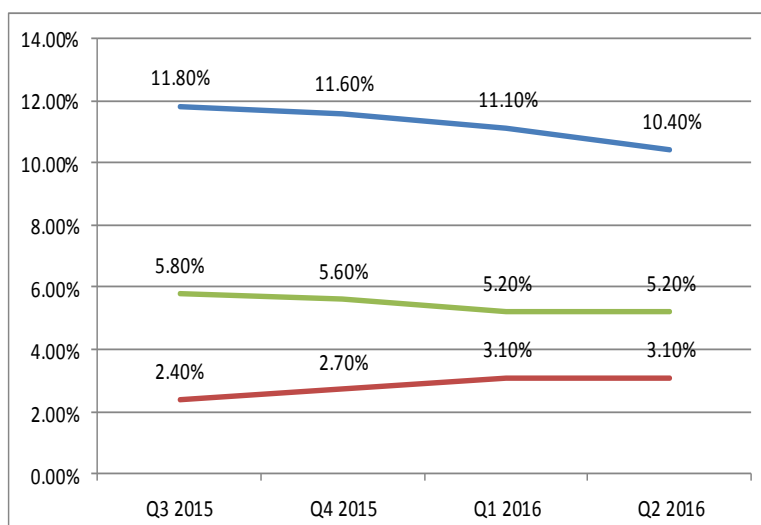
### COMMERCIAL VACANCY RATES

#### Santa Clarita Valley

Source: Co-Star Group

In the Santa Clarita Valley, Q2 2016 office vacancy rates decreased 6.9% while industrial and retail rates stayed the same.

During Q2 2016, Santa Clarita Valley's office vacancy rate was 10.4%; retail and industrial vacancy rates were 5.2% and 3.1%, respectively.



## TOURISM | City of Santa Clarita

Source: STR and TRENDS® Reports

STR reports that hotel occupancy in Santa Clarita was 92.9% in July 2016, an increase of 1.9% from the July 2015 rate of 91.2%.

By comparison, TRENDS reports the average occupancy rates at hotels for the Los Angeles region during July 2016 was 89.26%, a 0% change from 89.25% in July 2015.

Local average daily room rates (ADR) increased by 10% in July 2016 to \$161.94 from \$146.94 the previous year; LA region's ADR increased 7% to \$220.80 over the previous year at \$206.34.

## July 2016 Southern California Occupancy & Rate Summary

Tourism Sub-Region	Occupancy Rate July 2016	Occupancy Rate July 2015	ADR July 2016	ADR July 2015
Santa Clarita	92.9%	91.2%	\$161.94	\$146.94
San Fernando Valley	85.39%	89.14%	\$186.09	\$168.19
Pasadena	88.35%	89.64%	\$190.56	\$191.61
San Gabriel Valley	89.31%	88.17%	\$129.04	\$123.64
Hollywood	87.49%	86.33%	\$260.01	\$250.51
South Bay	91.23%	90.68%	\$194.52	\$182.82
Los Angeles Region	89.26%	89.25%	\$220.80	\$206.34

## FILM | Santa Clarita Valley

Source: City of Santa Clarita; Film L.A.

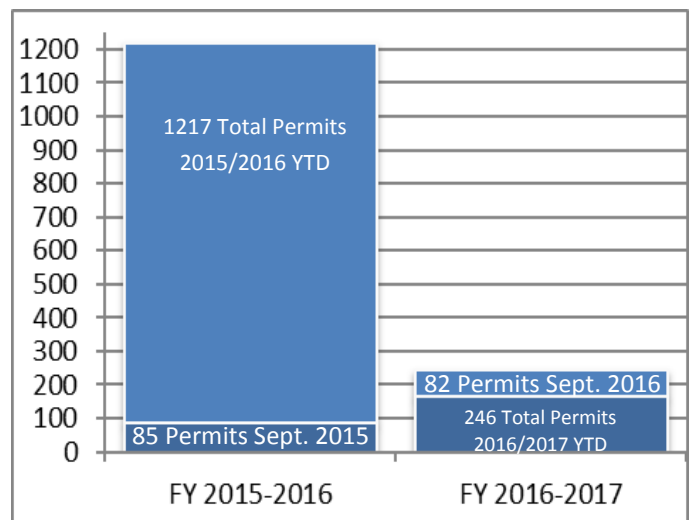
In September 2016, a total of 82 film permits were issued in the Santa Clarita Valley, for a fiscal YTD of 246 permits (July 2016 through June 2017.)

The permits represented a total of 233 filming days in Santa Clarita for September 2016, an increase of 28% from 181 filming days in September 2015.

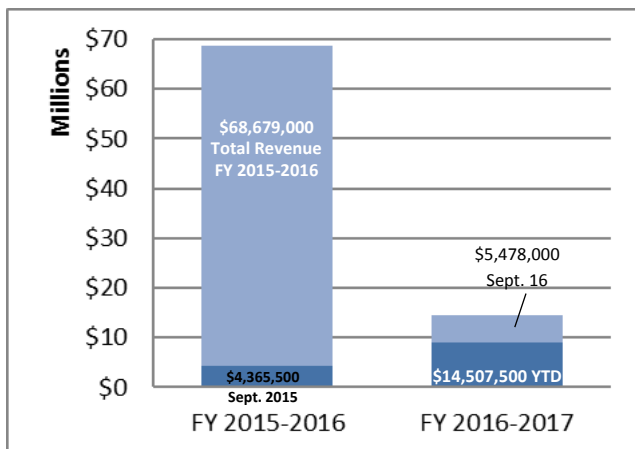
The September 2016 film days included: 110 television shows, 22 student/other projects, 31 commercials, 51 features, 9 still shoots and 1 music videos.

The estimated economic impact in Santa Clarita from location filming in September 2016 is \$5,478,000 which is a 25% increase from \$4,365,500 in September 2015.

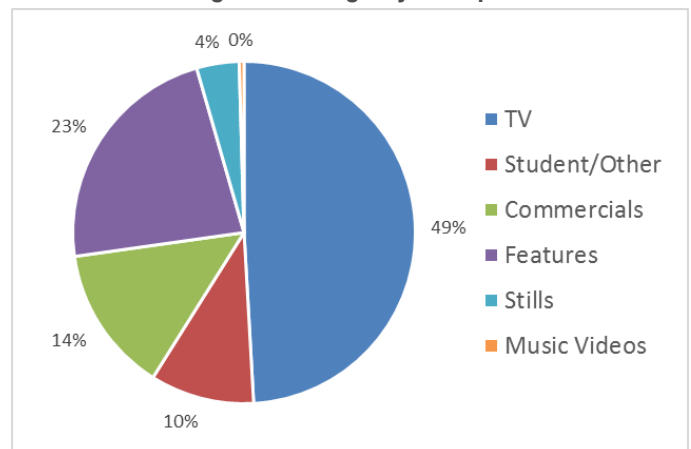
### Number of Film Permits Issued in September 2016



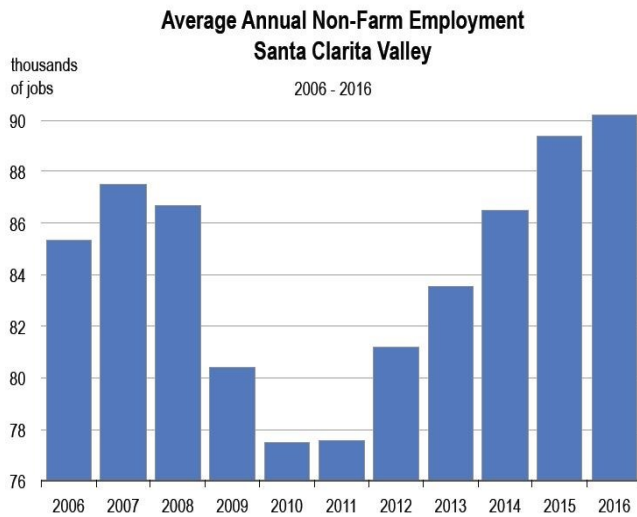
### Estimated Economic Impact of Filming in September 2016



### Percentage of Filming Days—September 2016



## NON-FARM EMPLOYMENT



On an annual average basis, non-farm employment is on pace to rise at a moderate rate in 2016. If the trend from the first four months of the year persists, the region's labor market will expand by 0.9 percent.

The sectors that have experienced the strongest growth in the past year include private education (+17 percent); information (+10 percent); and transportation and warehousing (+9 percent).

The largest losses were in management (-6 percent); finance and insurance (-5 percent); and arts and entertainment (-3 percent).

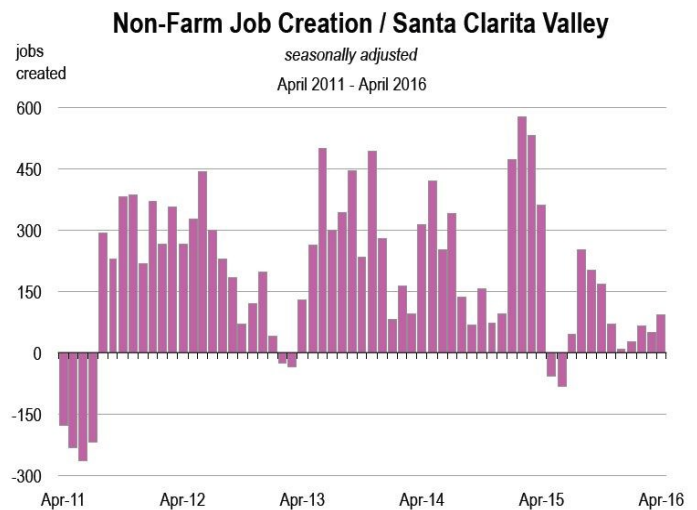
*Source:* Labor Market Information Division / California Economic Forecast

## NON-FARM JOB CREATION

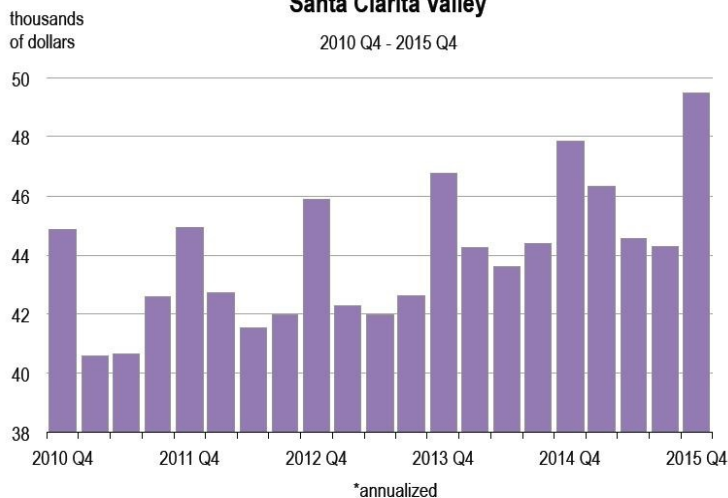
So far in 2016, the Santa Clarita Valley has gained 235 jobs on a seasonally-adjusted basis.

Although job creation has slowed from last year, 2016 is still on pace for moderate growth.

*Source:* Labor Market Information Division / California Economic Forecast



## Average Non-Farm Salary per Worker\* Santa Clarita Valley



## AVERAGE SALARIES

In the fourth quarter of 2015, the average non-farm worker earned an annualized salary of \$49,500.

Salary rates are always higher in the fourth quarter, when employees tend to receive year-end bonuses.

Average salaries have risen by 3.4 percent over the past four quarters. Rapid wage increases are occurring in several job markets throughout the state, including Los Angeles and the San Francisco Bay Area.

*Source:* Labor Market Information Division / California Economic Forecast