

CITY OF SIMI VALLEY

Quarterly Economic Review

Welcome to the Simi Valley Quarterly Review, an economic snapshot of valuable information pertaining to the Simi Valley and Ventura County area. As there is always a delay in the reporting of most economic data, the statistics presented are affiliated with the fourth quarter (October-December) of 2014.

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Commercial/Industrial Tenant Improvement by Type

Q4, 2014 Type	Square Footage
Restaurant	
Retail	17,536
Office	25,650
Manufacturing/Warehouse	45,025
Total	88,211

Residential Building Permit Activity Q4, 2014



393

City of Simi Valley
Economic Development Division
(805) 583-6701

COMMERCIAL REAL ESTATE

Tenant Improvements/Alterations

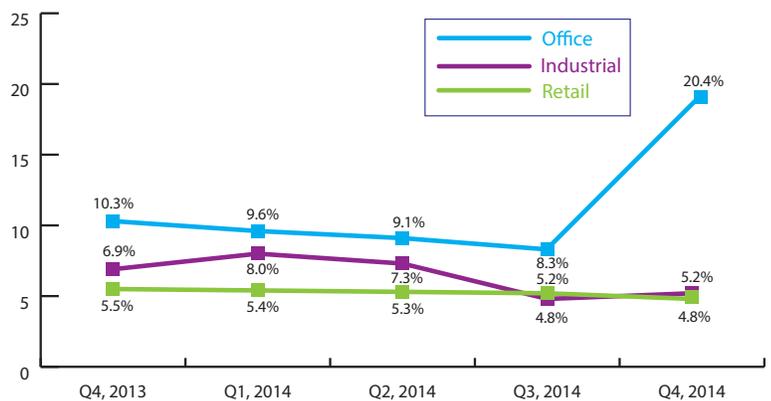
Commercial and Industrial construction outlook remains positive as businesses continue to relocate or expand operations within the City of Simi Valley.

- In Q4, 2014, a total of 51 tenant improvements were performed resulting in 88,211 of remodeled square footage. In comparison, Q3, 2014 had a total of 71 tenant improvement projects for the third quarter.
- Activity for Q4, 2014 included tenant improvements for ANS Extreme Performance Inc., American Martial Arts Academy, and Anytime Fitness.

Vacancy Rates

- Vacancy Rates for Q4, 2014 for Retail decreased while Industrial and Office rates increased when compared to Q3, 2014; of the three, both Retail and Industrial decreased when compared to Q4, 2013 rates.
- Available rates during Q4, 2014 increased for the Office sector while Retail and Industrial rates decreased when compared to Q3, 2014; of the three sectors, Industrial decreased when compared to Q4, 2013 rates.
- The five-year average vacancy rate is 6.20% for retail, 7.10% for industrial and 8.40% for office.

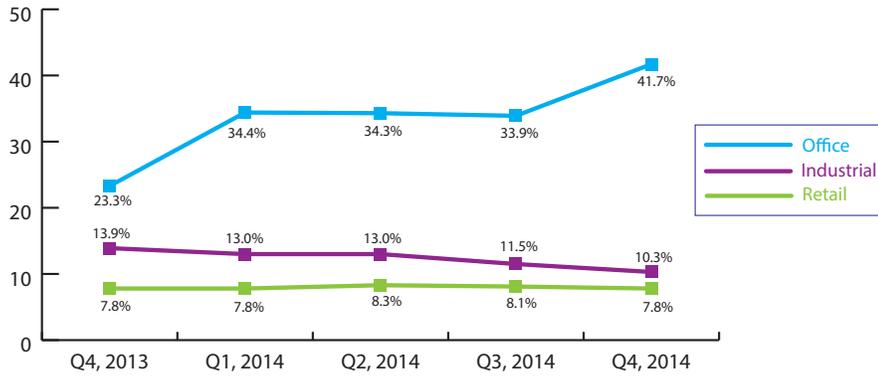
Simi Valley Vacancy Rates



Total Vacancy rates refers to space in existing buildings that are vacant and immediately available for direct labor lease, for sublease or sale.

Available Rates

- The five-year average available rate is 8.40% for retail, 14.20% for industrial, and 22.50% for office.



Source: CoStar Group

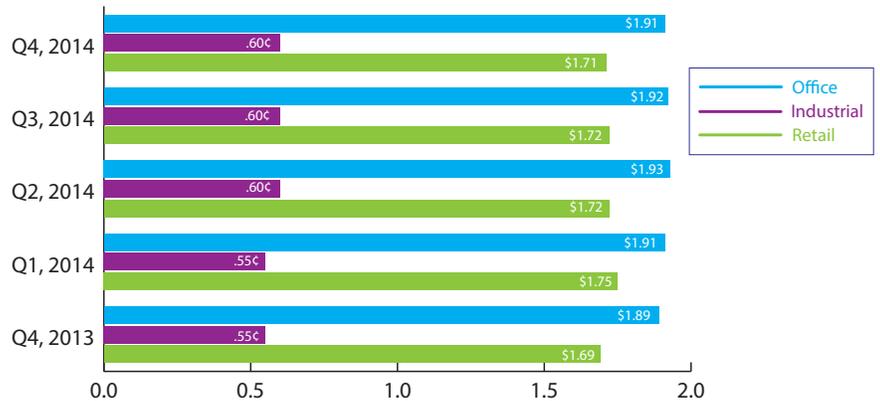
Available Rates refer to all space that is currently marketed for occupancy, includes space which may be currently occupied or which may be under construction or renovation.

Preliminary Q4, 2014 Asking Rents

Type	Asking Rent
Retail	\$1.71 NNN psf
Industrial	\$0.60 NNN psf
Office	\$1.91 Full Service

Source: CoStar Group

Asking Rents Q4, 2014



Source: CoStar Group

RESIDENTIAL REAL ESTATE ACTIVITY

Simi Valley Single Family Home & Condominium Sales Data

- The median home value has increased to **\$490,000** for the Q4, 2014 period, an increase of **5.36%** from the median home value of \$465,000 for Q4, 2013
- A total of 277 single-family homes were sold during the Q4, 2014 period, an increase of **2.21%** when compared to home sales of 271 during Q4, 2013.
- The median condominium value increased to **\$318,500** for the Q4, 2014 period, an increase of **9.83%** when compared to the median condominium value of \$290,000 for Q4, 2013.
- A total of 54 condominiums were sold during the Q4, 2014 period, a decrease of **19.40%** from 67 condominium sales in Q4, 2013.

Source: Area Market Survey, Local Multiple Listing Service

APARTMENT RENTALS

Average apartment rents for a one and two-bedroom unit in Simi Valley amounted to \$1,632 and \$1,963 respectively for Q4, 2014, and rental rates vary when compared with neighboring communities such as Moorpark, Thousand Oaks, and Camarillo. According to Hendricks-Berkadia Apartment Guide, the average asking rent for Ventura County remained at \$1,452 per month for the last six months.

Asking Rents, Q4, 2014



Source: RentJungle.com, findthedata.com, apartmentupdate.com

FILM PERMITS AND PERCENTAGE OF FILMING DAYS

The City of Simi Valley encourages filming projects within the City and recognizes the economic benefits it provides to our community.

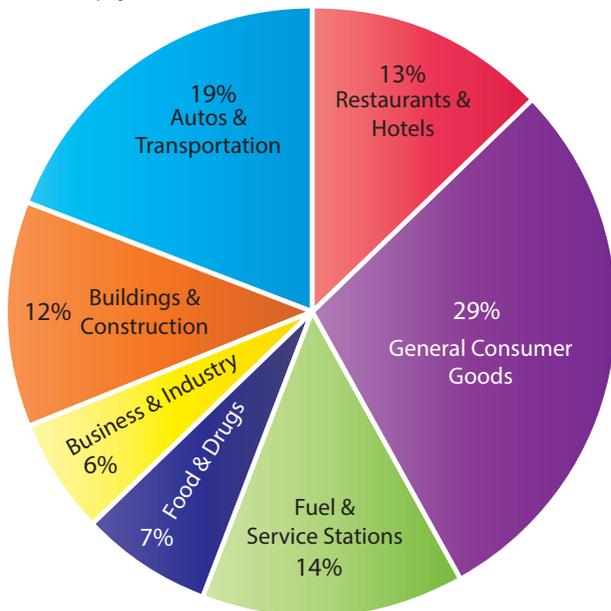
- In Q4, 2014, 21 film permits were issued, a decrease from the 27 permits issued in Q4, 2013.
- The 21 permits represent a total of 36 filming days in Simi Valley for the quarter, down from 50 days in Q4, 2013.
- Q4, 2014 film days include: 19 for television shows and movies, 3 for commercials, 10 for reality television shows, 1 for music videos, 1 for still photo shoots, 1 for student films, and 1 for web series.

SALES TAX - CITY OF SIMI VALLEY

Sales Tax currently represents a significant source of income to fund City services and serves as a measure to evaluate local market conditions.

- Sales Tax figures reported for Q3, 2014 amount to \$4,093,498, which are lower when compared to Q2, 2014.
- Sales tax revenues for Q3, 2014 represents a .78% decrease from the \$4,125,886 generated in Q2, 2014 and a 1.23% increase from the \$4,043,498 generated in Q3, 2013.

Sales Tax by Major Industry Groups Q3, 2014



Sales Tax



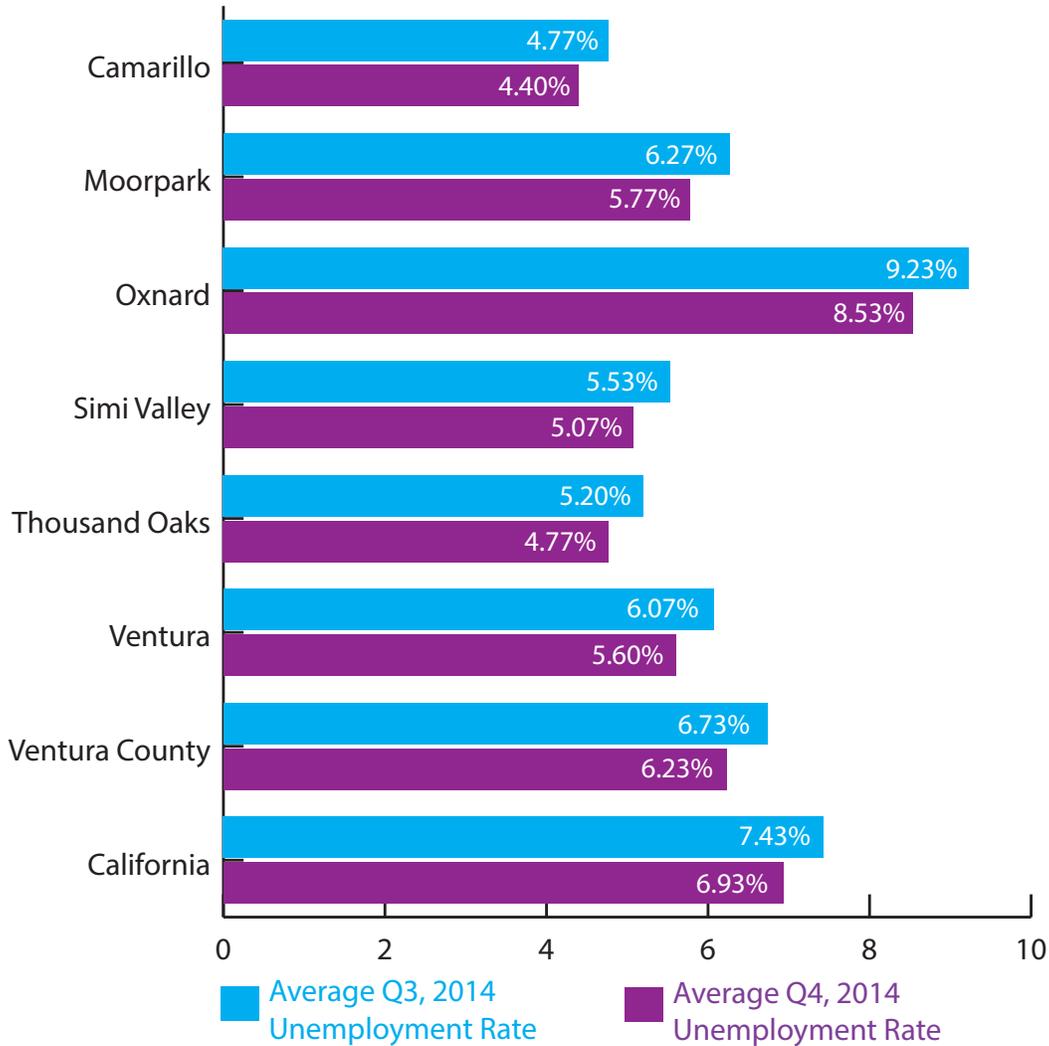
Source: City of Simi Valley

Note: Sales Tax revenue figures presented are adjusted for economic data, which removes retroactive payments of \$5,000 or more into the actual quarter the sale was initiated.

UNEMPLOYMENT RATE

- The preliminary unemployment rate averaged 5.07% for the City in Q4, 2014 compared to 6.23% for Ventura County and 6.93% for California.
- The City's current preliminary unemployment rate average is lower than the average for Q4, 2013 when the rate was 5.97%.
- The Chamber of Commerce, the Ventura County Workforce Investment Board, the Simi Valley City Council and the Economic Development Division work diligently to attract employers, create hiring opportunities, and provide training programs for the area.

**Average Unemployment Rate Comparison
Q3, 2014/Q4, 2014**



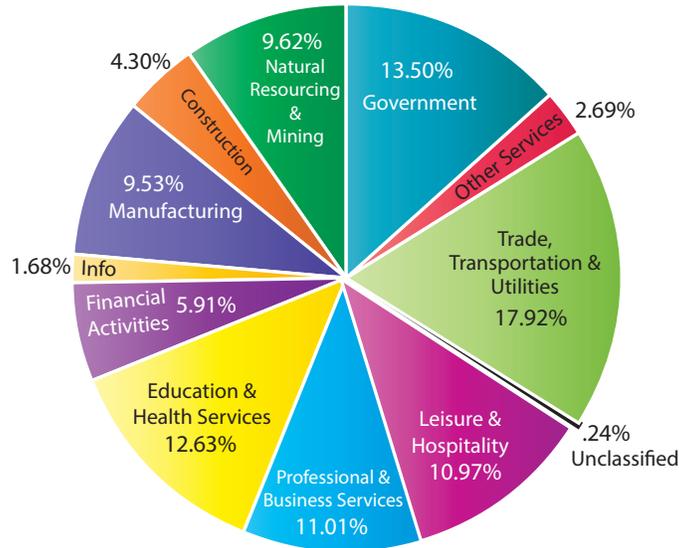
*(Data not seasonally adjusted)
Source: Bureau of Labor Statistics*

The East County Jobs and Career Center, located in Simi Valley, provides a variety of no cost, high value employment and training services to employers and job seekers. The East County Jobs and Career Center offers a variety of services to business owners and resources to job seekers who are entering or re-entering the workforce. And, all services are FREE! For more information regarding the East County Jobs and Career Center, call (805) 955-2282 or visit www.venturacountyjcc.org.

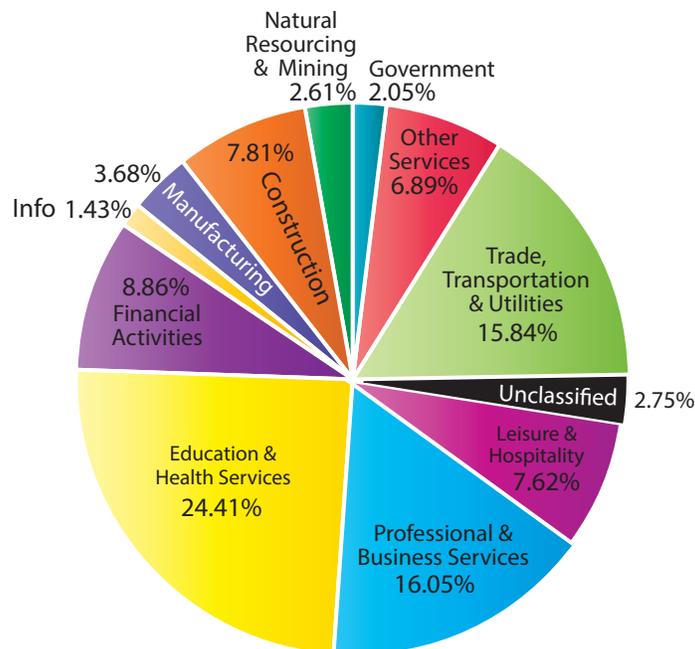
EMPLOYMENT - VENTURA COUNTY & CITY OF SIMI VALLEY

- The preliminary average for total employment in the City of Simi Valley for Q4, 2014 is 67,280 jobs. Employment figures for Q4, 2014 increased 2.13% when compared to the average of 65,872 jobs for Q3, 2014 and increased 2.18% when compared to the Q4, 2013 average of 65,841.
- The current Quarterly Census of Employment and Wages (QCEW) for Q2, 2014 reports an estimated average weekly wage of \$952.72 resulting in an average annual salary of \$49,542 for Ventura County.

**Employment by Industry - Monthly Average
Ventura County - Q2, 2014**



**Business by Industry - Monthly Average
Ventura County - Q2, 2014**



Source: California Employment Development Department
 1) Quarterly Census of Employment and Wages
 2) Occupational Employment Statistics (OES) Survey

Partnering Agencies

Economic Development Collaborative - Ventura County (EDC-VC)

www.edc-vc.com

(805) 384-1800

Small Business Development Center

www.edcsbdc.org

(805) 384-1800

Workforce Investment Board - Ventura County (WIB)

www.wib.ventura.org

(805)477-5306

East County Jobs and Career Center (JCC)

www.venturacountyjcc.org

(805) 955-2282

Service Corps of Retired Executives (SCORE)

www.ventura.score.org

(805) 204-6022

City of Simi Valley - Office of Economic Development

Are you starting a new venture, growing an existing business or looking to relocate to Simi Valley? Look no further as the City's Economic Development Office has dedicated staff waiting to assist you. Did you know that the City subscribes to proprietary software, which gives staff the ability to provide custom reports of available properties and vacant spaces? Our reporting services can include listings of building and tenant spaces available, asking rents and sales prices, comparable data for lease rates, demographic and analytical property data. Moving, building, or simply expanding, we understand the urgency to getting a business up and running. Our staff partners with business owners to ensure that deadlines are met; the Office of Economic Development will assemble staff project teams to assist business owners from the beginning stages of development permit processing through construction inspection and obtaining a Certificate of Occupancy. Our services don't end here. Through local partnerships, the City is able to call upon persons and organizations with expertise in various fields to help businesses in our community succeed. So, if training, recruitment, staffing, or loan financing becomes a concern, let us call upon our partners to lend a helping hand to your organization. **For more information regarding services offered by the City's Office of Economic Development, contact Brian Gabler at (805) 583-6701 or Linda Swan at (805) 583-6853.**

