

# 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 first quarter (January-March) of 2015.

### TABLE OF CONTENTS

Commercial Real Estate .....	1
Residential Real Estate .....	2
Apartment Rentals .....	3
Film Permits .....	3
Sales Tax .....	3
Unemployment .....	4
Employment .....	5
Economic Development Office .....	6

### Commercial/Industrial Tenant Improvement by Type

Q1, 2015 Type	Square Footage
Restaurant	
Retail	96,477
Office	30,687
Manufacturing/Warehouse	13,701
<b>Total</b>	<b>140,865</b>

### Residential Building Permit Activity Q1, 2015



429

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

## COMMERCIAL REAL ESTATE

### Tenant Improvements/Alterations

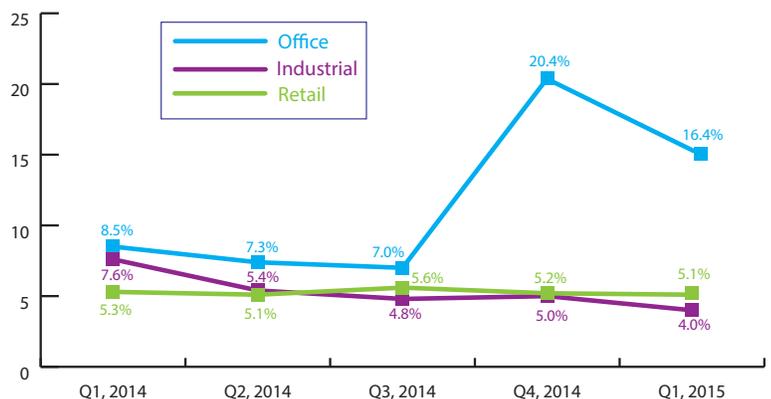
Commercial and Industrial construction outlook remains positive as businesses continue to relocate or expand operations within the City of Simi Valley.

- In Q1, 2015, a total of 60 tenant improvements were performed resulting in 139,316 of remodeled square footage and an additional 1,549 square footage of new retail space.
- Activity for Q1, 2015 included tenant improvements for Studio Movie Grill, Under One Roof, and the expansion of a wholesale bakery.

### Vacancy Rates

- Vacancy Rates for Q1, 2015 for all three sectors decreased when compared to Q4, 2014; of the three, Office increased when compared to Q1, 2014 rates.
- Available rates during Q1, 2015 increased for the Retail sector while Industrial and Office rates decreased when compared to Q4, 2015; of the three sectors, Office and Retail increased when compared to Q1, 2014 rates.
- The five-year average vacancy rate is 6.30% for retail, 6.90% for industrial and 7.70% for office.

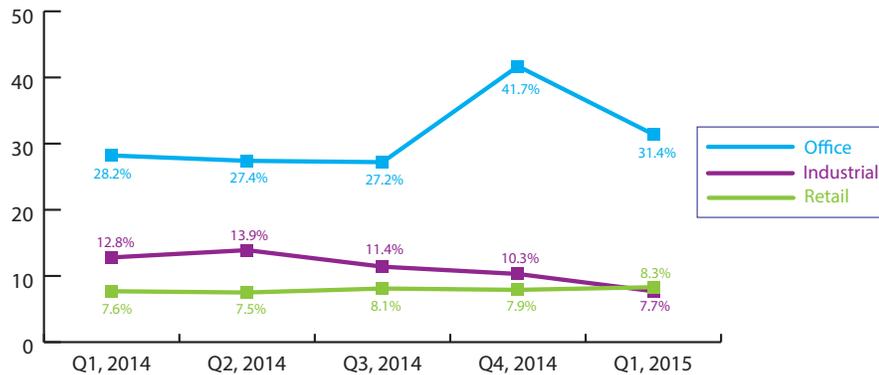
### Simi Valley Vacancy Rates



*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 8.50% for retail, 13.70% for industrial, and 19.90% for office.



Source: CoStar Group

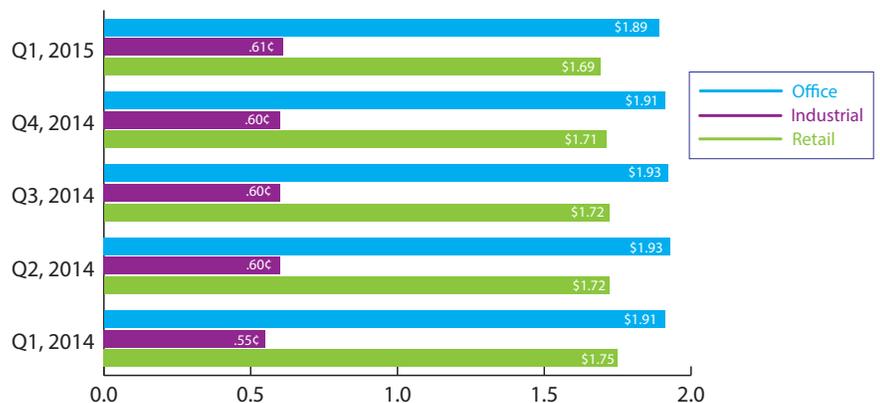
Available Rates refer to all space that is currently marketed for occupancy, includes space which may be currently occupied or which may be under construction or renovation.

## Preliminary Q1, 2015 Asking Rents

Type	Asking Rent
Retail	\$1.69 NNN psf
Industrial	\$0.61 NNN psf
Office	\$1.89 Full Service

Source: CoStar Group

## Asking Rents Q1, 2015



Source: CoStar Group

## RESIDENTIAL REAL ESTATE ACTIVITY

### Simi Valley Single Family Home & Condominium Sales Data

- The median home value has increased to **\$497,500** for the Q1, 2015 period, an increase of **4.74%** from the median home value of \$475,000 for Q1, 2014.
- A total of 232 single-family homes were sold during the Q1, 2015 period, an increase of **18.37%** when compared to home sales of 196 during Q1, 2014.
- The median condominium value increased to **\$325,500** for the Q1, 2015 period, an increase of **8.50%** when compared to the median condominium value of \$300,000 for Q1, 2014.
- A total of 64 condominiums were sold during the Q1, 2015 period, a decrease of **28.00%** from 50 condominium sales in Q1, 2014.

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 \$1,706 and \$1,963 respectively for Q1, 2015, and rental rates vary when compared with neighboring communities such as Moorpark, Thousand Oaks, and Camarillo. According to Hendricks-Berkadia Apartment Guide, market rents in the last 12 months appreciated at the fastest rate in the two highest rent areas in the county, the Thousand Oaks and Simi Valley/Moorpark markets.

### Asking Rents, Q1, 2015



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.

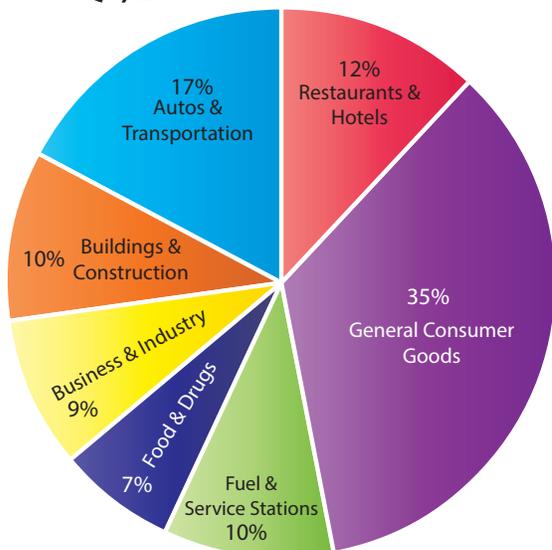
- In Q1, 2015, 30 film permits were issued, an increase from the 18 permits issued in Q1, 2014.
- The 30 permits represent a total of 85 filming days in Simi Valley for the quarter, up from 33 days in Q1, 2014.
- Q1, 2015 film days include: 74 for television shows and movies, 5 for commercials, 3 for reality television shows, and 3 for student films.

## SALES TAX - CITY OF SIMI VALLEY

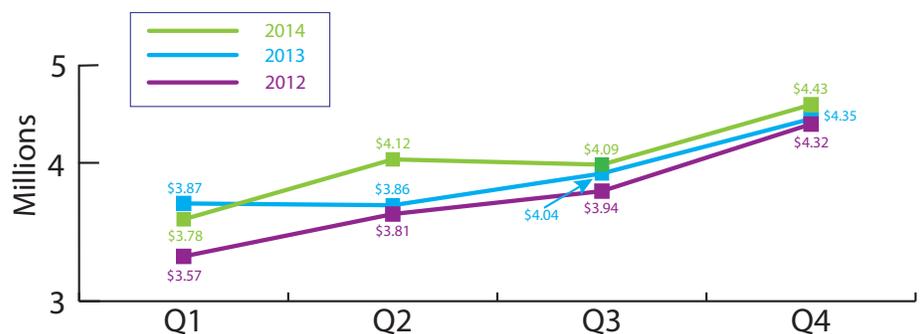
Sales Tax currently represents a significant source of income to fund City services and serves as a measure to evaluate local market conditions.

- Sales Tax figures reported for Q4, 2014 amount to \$4,434,426, which are higher when compared to Q3, 2014.
- Sales tax revenues for Q4, 2014 represents a 8.33% increase from the \$4,093,498 generated in Q3, 2014 and a 1.72% increase from the \$4,359,234 generated in Q4, 2013.

### Sales Tax by Major Industry Groups Q4, 2014



### Sales Tax



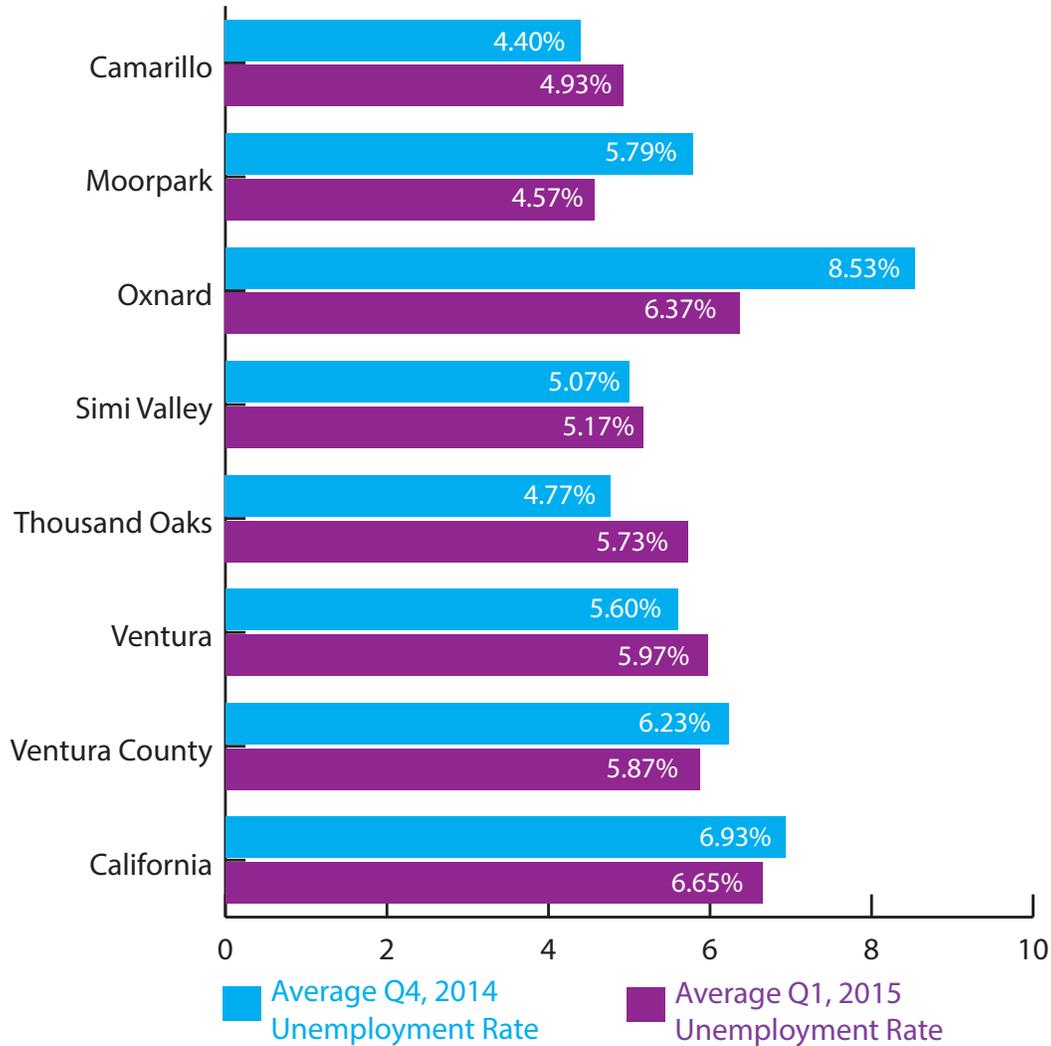
Source: City of Simi Valley

**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 5.17% for the City in Q1, 2015 compared to 5.87% for Ventura County and 6.65% for California.
- The City's current preliminary unemployment rate average is lower than the average for Q1, 2014 when the rate was 6.00%.
- 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  
Q4, 2014/Q1, 2015**



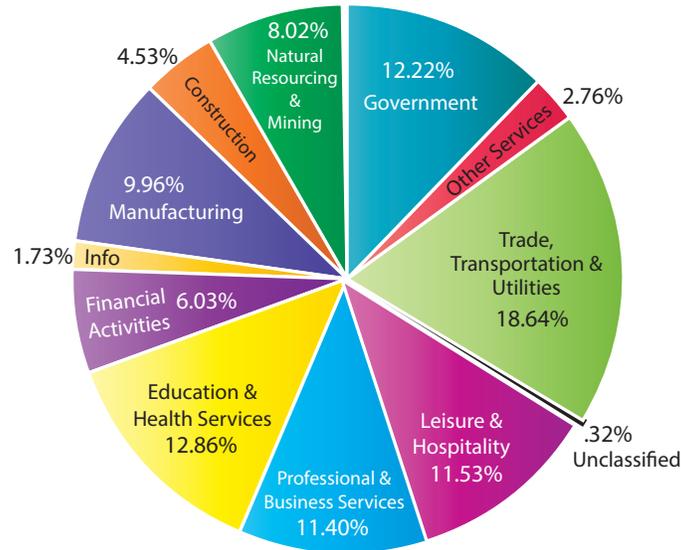
*(Data not seasonally adjusted)  
Source: Bureau of Labor Statistics*

**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](http://www.venturacountyjcc.org).**

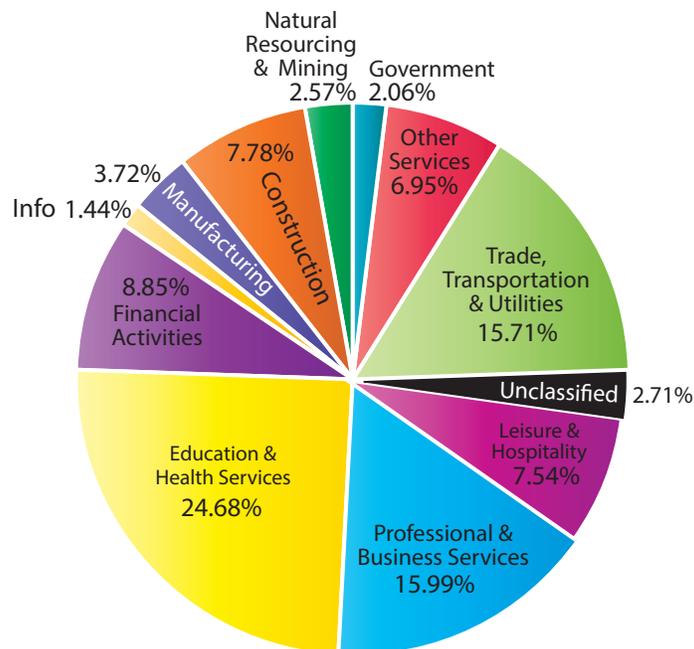
## EMPLOYMENT - VENTURA COUNTY & CITY OF SIMI VALLEY

- The preliminary average for total employment in the City of Simi Valley for Q1, 2015 is 66,144 jobs. Employment figures for Q1, 2015 increased 1.01% when compared to the average of 65,482 jobs for Q4, 2014 and increased .33% when compared to the Q1, 2014 average of 65,926.
- The current Quarterly Census of Employment and Wages (QCEW) for Q3, 2014 reports an estimated average weekly wage of \$956.86 resulting in an average annual salary of \$49,757 for Ventura County.

**Employment by Industry - Monthly Average  
Ventura County - Q3, 2014**



**Business by Industry - Monthly Average  
Ventura County - Q3, 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](http://www.edc-vc.com)

(805) 384-1800

### **Small Business Development Center**

[www.edcsbdc.org](http://www.edcsbdc.org)

(805) 384-1800

### **Workforce Investment Board - Ventura County (WIB)**

[www.wib.ventura.org](http://www.wib.ventura.org)

(805)477-5306

### **East County Jobs and Career Center (JCC)**

[www.venturacountyjcc.org](http://www.venturacountyjcc.org)

(805) 955-2282

### **Service Corps of Retired Executives (SCORE)**

[www.ventura.score.org](http://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.**

