

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 2013.

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Commercial/Industrial Tenant Improvement by Type

Q4, 2013 Type	Square Footage
Restaurant	9,803
Retail	1,980
Office	42,312
Manufacturing/Warehouse	0
Total	54,095

Residential Building Permit Activity Q4, 2013



464

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

COMMERCIAL REAL ESTATE

Tenant Improvements/Alterations

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

- In Q4, 2013, a total of 52 tenant improvements were performed resulting in 54,095 of remodeled square footage. In comparison, Q3, 2013 had a total of 79 tenant improvement projects for the third quarter.
- DCH Toyota was the largest tenant improvement project for the fourth quarter with a 27,000 square foot showroom remodel.

Vacancy Rates

- Vacancy Rates for Q4, 2013 for Retail increased slightly while both Industrial and Office rates decreased when compared to Q3, 2013; of the three, Retail vacancy presented the only decrease when comparing current to Q4, 2012 rates.
- Available rates during Q4, 2013 increased slightly for both the Industrial and Retail sectors with Office remaining the same when compared to Q3, 2013; all three sectors presented increases when comparing current to Q4, 2012.
- The five-year average vacancy rate is 6.50% for retail, 7.90% for industrial and 9.00% for office.

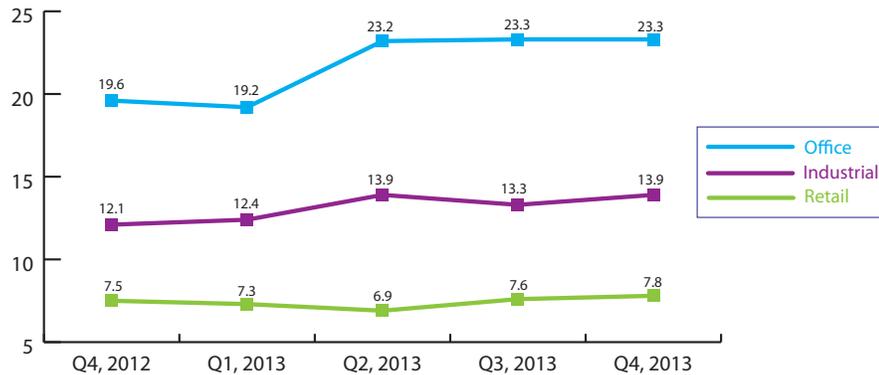
Simi Valley Vacancy Rates



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, 15.80% for industrial, and 18.80% for office.



Source: CoStar Group

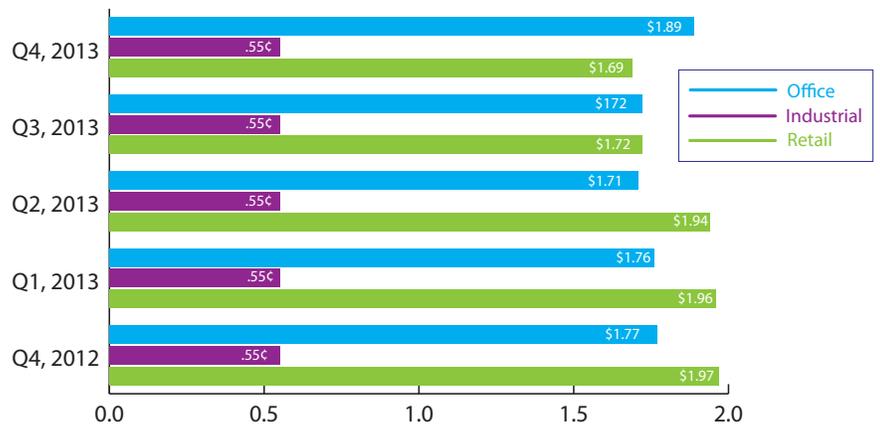
Available Rates refer to all space that is currently marketed for occupancy, includes space which may be currently occupied or which may be under construction or renovation.

Preliminary Q4, 2013 Asking Rents

Type	Asking Rent
Retail	\$1.69 NNN psf
Industrial	\$0.55 NNN psf
Office	\$1.89 Full Service

Source: CoStar Group

Asking Rents Q4, 2013



Source: CoStar Group

RESIDENTIAL REAL ESTATE ACTIVITY

Simi Valley Single Family Home & Condominium Sales Data

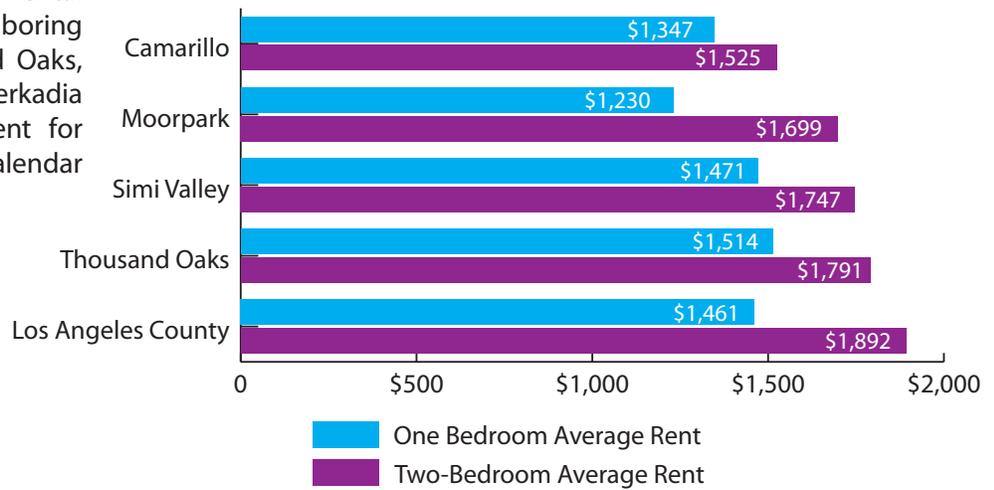
- The median home value has increased to **\$460,000** for the Q4, 2013 period, an increase of **15.29%** from the median home value of \$399,000 for Q4, 2012
- A total of 472 single-family homes were sold during the Q4, 2013 period, an increase of **40.90%** when compared to home sales of 335 during Q4, 2012
- The median condominium value increased to **\$290,000** for the Q4, 2013 period, an increase of **16.47%** when compared to the median condominium value of \$249,000 for Q4, 2012.
- A total of 110 condominiums were sold during the Q4, 2013 period, up **39.24%** from 79 condominium sales in Q4, 2012

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 \$1,471 and \$1,747 respectively for Q4, 2013, 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 was \$1,628 for the 2013 calendar year.

Asking Rents, Q4, 2013



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.

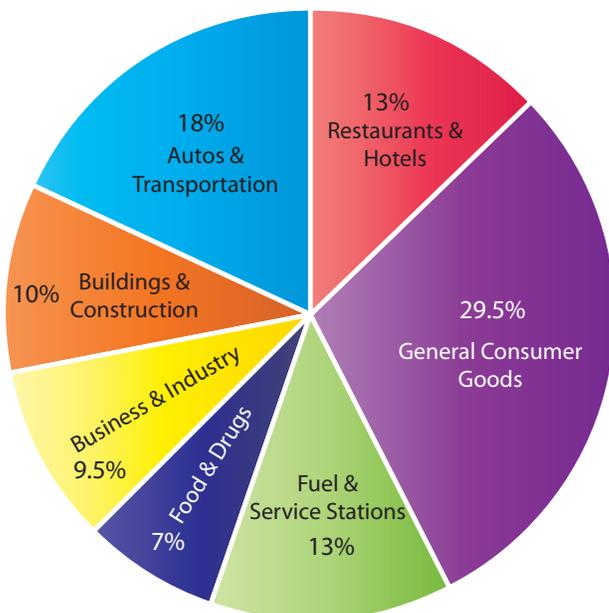
- In Q4, 2013, 27 film permits were issued, an increase from the 19 permits issued in Q4, 2012.
- The 27 permits represent a total of 49 filming days in Simi Valley for the quarter, up from 36 days in Q4, 2012.
- Q4, 2013 film days include: 28 for television shows and movies, 15 for commercials, 5 for reality television shows, and 1 for music videos.

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, 2013 amount to \$3,975,112, which are higher when compared to Q2, 2013.
- Sales tax revenues for Q3, 2013 represents a 5.33% increase from the \$3,773,841 generated in Q2, 2013 and an .85% increase from the \$3,941,837 generated in Q3, 2012.

Sales Tax by Major Industry Groups Q3, 2013



Sales Tax



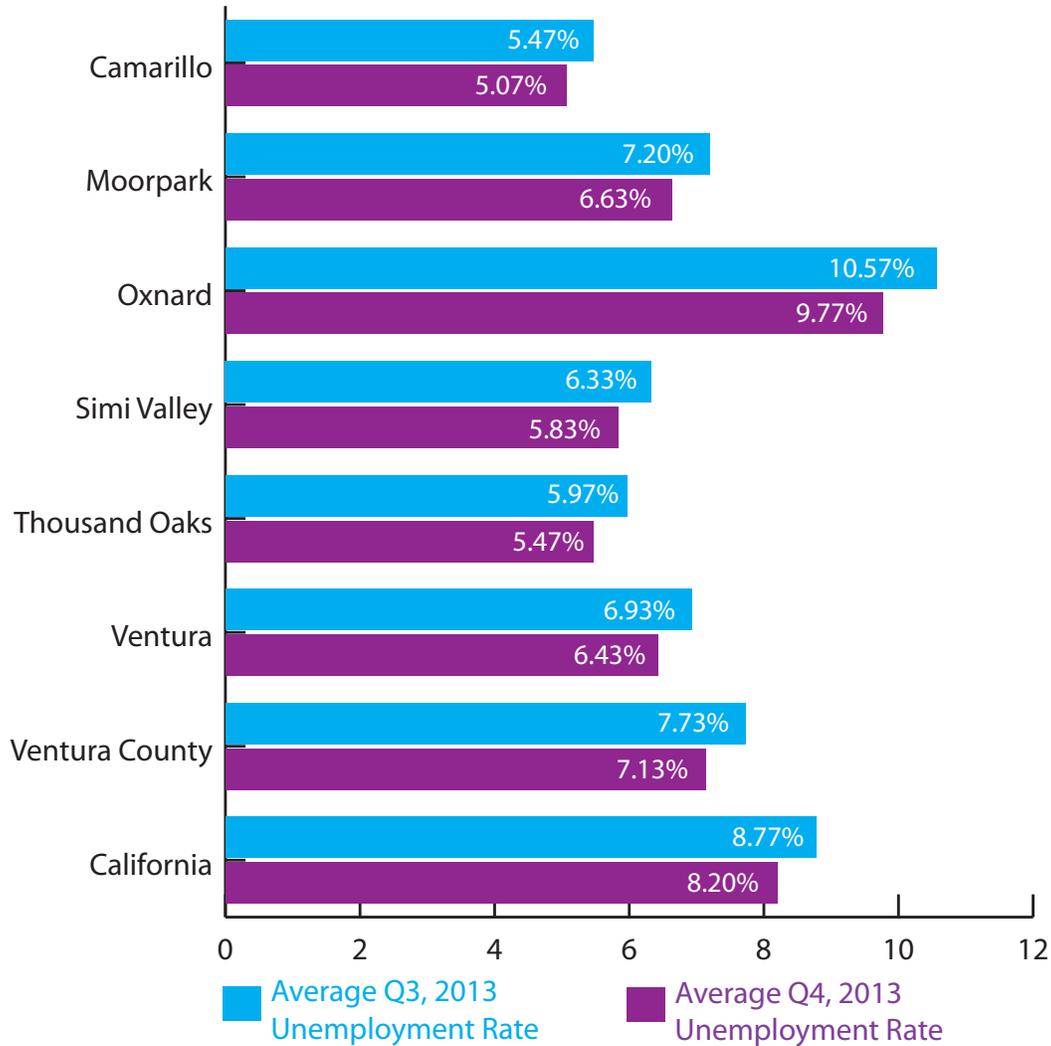
Source: City of Simi Valley

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 5.83% for the City in Q4, 2013 compared to 7.13% for Ventura County and 8.20% for California.
- The City's current preliminary unemployment rate average is lower than the average for Q4, 2012 when the rate was 7.07%.
- 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, 2013/Q4, 2013**



(Data not seasonally adjusted)

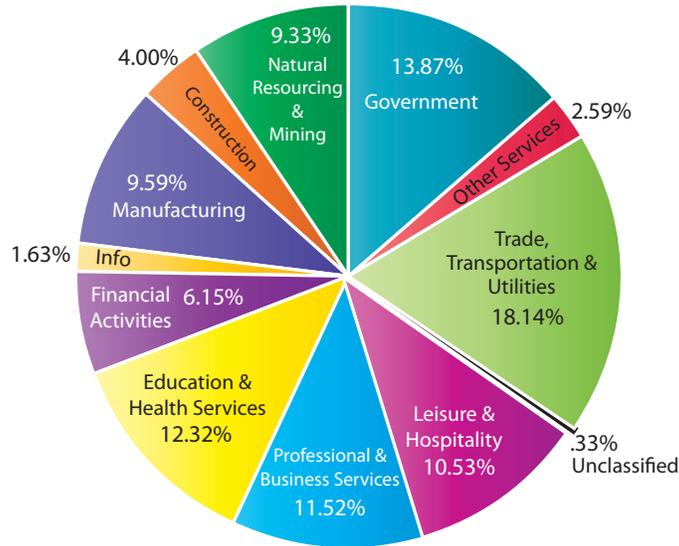
Source: California Employment Development Department

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.

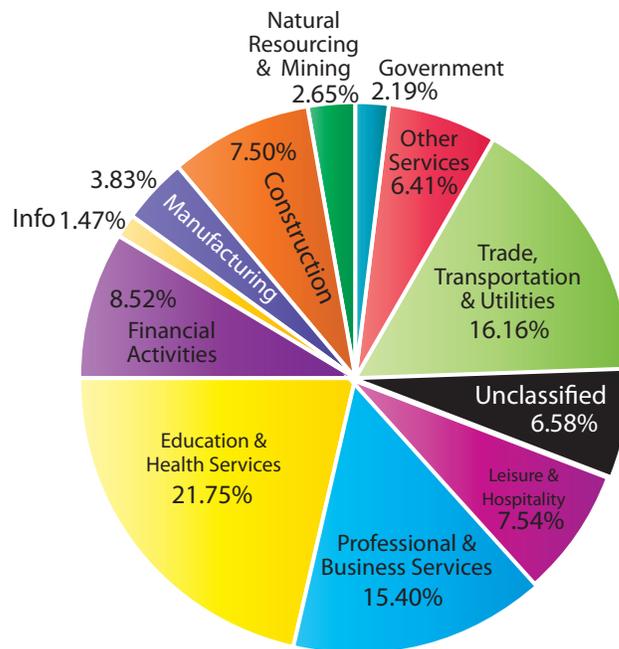
EMPLOYMENT - VENTURA COUNTY & CITY OF SIMI VALLEY

- The preliminary average for total employment in the City of Simi Valley for Q4, 2013 amounted to 67,128 jobs. Employment figures for Q4, 2013 increased .78% when compared to the average of 66,611 jobs for Q3, 2013 and increased 1.25% when compared to the Q4, 2012 average of 66,296.
- The most recent Occupational Employment Survey reports that the mean annual wage for all occupations in Ventura County for Q1, 2013 was \$49,354 with a mean hourly wage of \$23.72.

Most Recent Employment by Industry Ventura County - Q1, 2013



Business by Industry Ventura County - Q1, 2013



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.edc-vc.com/sbdc.htm

(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.venturascore.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.

