

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 third quarter (July-September) of 2014.

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Commercial/Industrial Tenant Improvement by Type

Q3, 2014 Type	Square Footage
Restaurant	3,724
Retail	19,448
Office	30,729
Manufacturing/Warehouse	21,779
Total	75,680

Residential Building Permit Activity Q3, 2014



456

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

COMMERCIAL REAL ESTATE

Tenant Improvements/Alterations

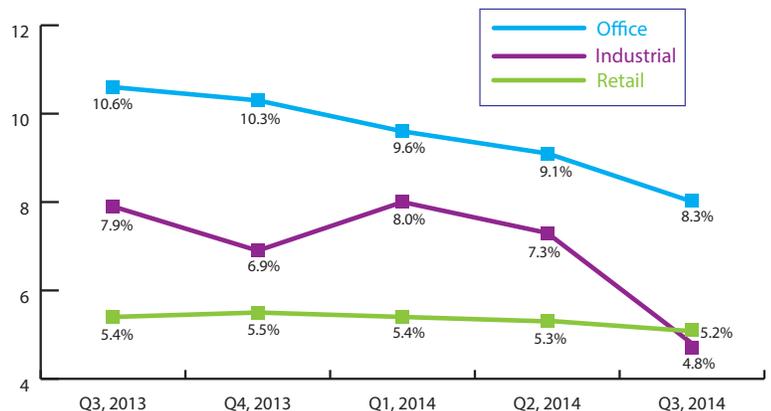
Commercial and Industrial construction continue to improve as businesses relocate or expand operations within the City of Simi Valley.

- In Q3, 2014, a total of 71 tenant improvements were performed resulting in 75,680 of remodeled square footage. In comparison, Q2, 2014 had a total of 64 tenant improvement projects for the second quarter.
- Activity for Q3, 2014 included tenant improvements for the Auto Club, Technocel, Madera Vision Mechanical, Children's Gymboree and the Vitamin Store. New construction included a food mart (2,764 sq. ft.) and a gas station canopy (2,002 sq. ft.).

Vacancy Rates

- Vacancy Rates for Q3, 2014 for Retail, Industrial, and Office decreased when compared to Q2, 2014; all three sectors presented decreases when compared to Q3, 2013 rates.
- Available rates during Q3, 2014 decreased when compared to Q2, 2014; of the three, both Retail and Office increased when compared to Q3, 2013.
- The five-year average vacancy rate is 6.40% for retail, 7.50% for industrial and 8.40% for office.

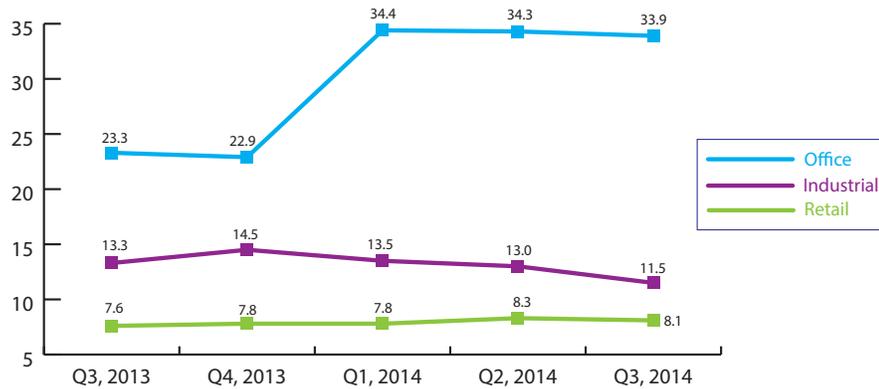
Simi Valley Vacancy Rates



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 8.50% for retail, 14.80% for industrial, and 21.40% for office.



Source: CoStar Group

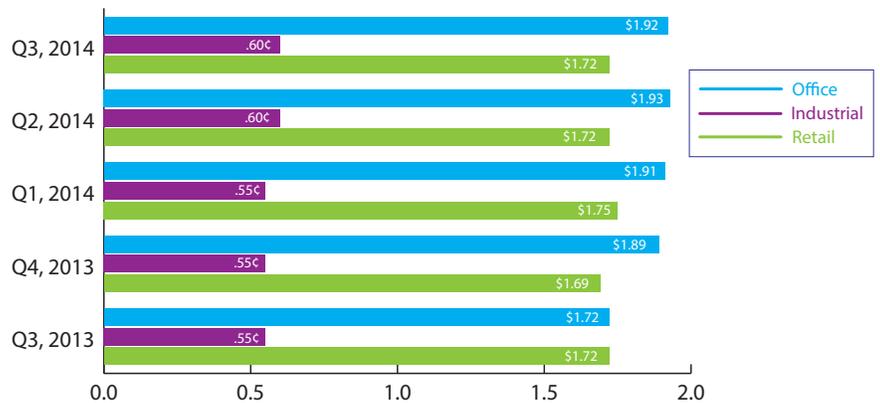
Available Rates refer to all space that is currently marketed for occupancy, includes space which may be currently occupied or which may be under construction or renovation.

Preliminary Q3, 2014 Asking Rents

Type	Asking Rent
Retail	\$1.72 NNN psf
Industrial	\$0.60 NNN psf
Office	\$1.92 Full Service

Source: CoStar Group

Asking Rents Q3, 2014



Source: CoStar Group

RESIDENTIAL REAL ESTATE ACTIVITY

Simi Valley Single Family Home & Condominium Sales Data

- The median home value has increased to **\$505,000** for the Q3, 2014 period, an increase of **9.90%** from the median home value of \$459,500 for Q3, 2013
- A total of 322 single-family homes were sold during the Q3, 2014 period, a decrease of **5.85%** when compared to home sales of 342 during Q3, 2013.
- The median condominium value increased to **\$305,000** for the Q3, 2014 period, an increase of **1.67%** when compared to the median condominium value of \$300,000 for Q3, 2013.
- A total of 67 condominiums were sold during the Q3, 2014 period, a decrease of **21.18%** from 85 condominium sales in Q3, 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 \$1,598 and \$1,912 respectively for Q3, 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 appreciated 3.2% year over year to \$1,700 per month.

Asking Rents, Q3, 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.

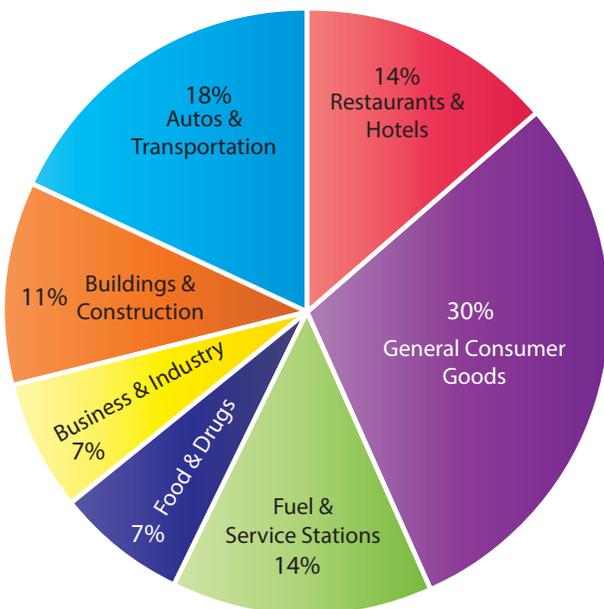
- In Q3, 2014, 15 film permits were issued, an increase from the 14 permits issued in Q3, 2013.
- The 15 permits represent a total of 50 filming days in Simi Valley for the quarter, down from 70 days in Q3, 2013.
- Q3, 2014 film days include: 43 for television shows and movies, 2 for commercials, and 5 for reality television shows.

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 Q2, 2014 amount to \$4,125,886, which are higher when compared to Q1, 2014.
- Sales tax revenues for Q2, 2014 represents a 8.97% increase from the \$3,786,291 generated in Q1, 2014 and a 6.73% increase from the \$3,865,546 generated in Q2, 2013.

Sales Tax by Major Industry Groups Q2, 2014



Sales Tax



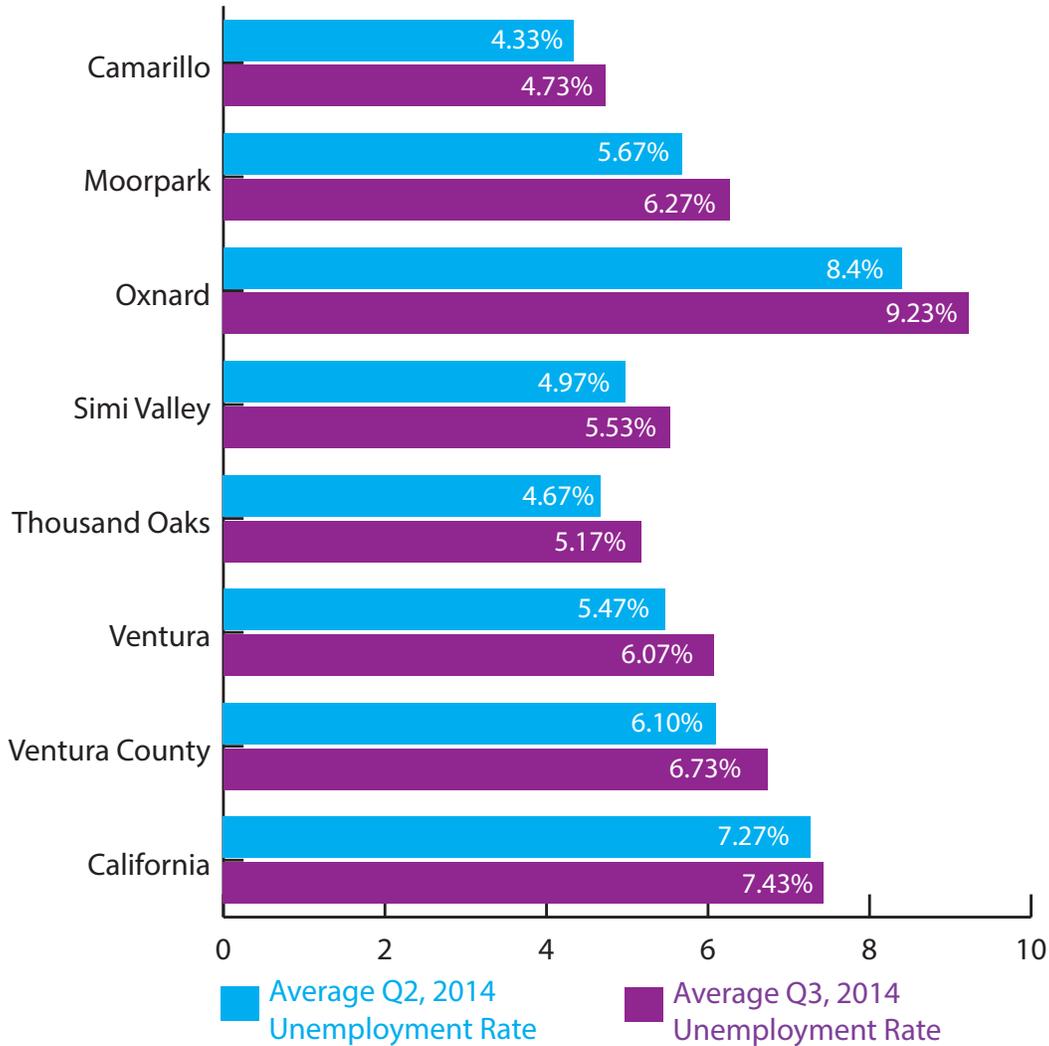
Source: City of Simi Valley

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 5.53% for the City in Q3, 2014 compared to 6.73% for Ventura County and 7.43% for California.
- The City's current preliminary unemployment rate average is lower than the average for Q3, 2013 when the rate was 6.33%.
- 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
Q2, 2014/Q3, 2014**



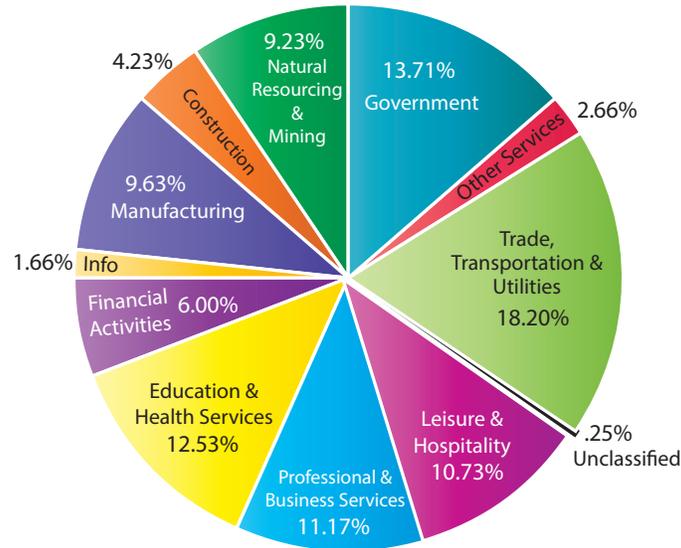
*(Data not seasonally adjusted)
Source: Bureau of Labor Statistics*

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.

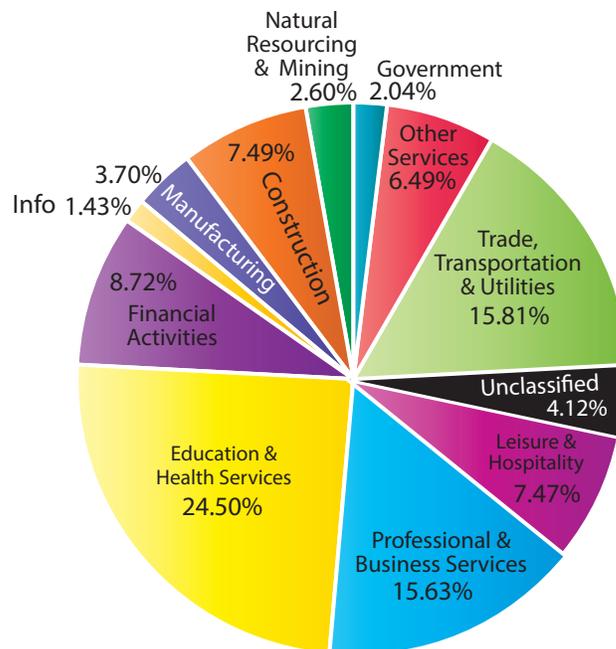
EMPLOYMENT - VENTURA COUNTY & CITY OF SIMI VALLEY

- The preliminary average for total employment in the City of Simi Valley for Q3, 2014 is 65,843 jobs. Employment figures for Q3, 2014 increased .08% when compared to the average of 65,788 jobs for Q3, 2014 and increased 1.20% when compared to the Q3, 2013 average of 65,059.
- The current Quarterly Census of Employment and Wages (QCEW) for Q1, 2014 reports an estimated average weekly wage of \$1,090.50 resulting in an average annual salary of \$56,706 for Ventura County.

**Employment by Industry - Monthly Average
Ventura County - Q1, 2014**



**Business by Industry - Monthly Average
Ventura County - Q1, 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.**

