

## PROFILE SERIES

Surrounded by sun-drenched, chaparral-covered mountains that evoke the wild West, yet less than an hour from the bustle of Los Angeles, Santa Clarita is a seductive combination of big-city amenities and small-town friendliness. It's a city that writes its own script — a big-screen blockbuster, of course.

KEYS  
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CITY  
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# Santa Clarita



The X2 roller coaster at Six Flags Magic Mountain



Cowboy Festival at Melody Ranch Motion Picture Studio



AT&T Champions Classic at Valencia Country Club

### Ideal Setting

Santa Clarita's sprawling 55 square miles lie squarely in Southern California, and with a population of nearly 180,000, it ranks as the fourth-largest city in L.A. County, topping Pasadena, Santa Monica, and Burbank. Residents enjoy one of the safest cities in the country, family-friendly neighborhoods, and a school system that consistently ranks in the state's top 10 percent.

Santa Clarita's temperate climate is perfect for outdoor recreation. Locals love to show off the 20 municipal parks and 60 miles of interconnected walking paths and bike trails throughout the city. But the true gems are the emerald greens of the city's six golf courses, including Robinson Ranch, where golfers take their pick from two challenging 18-hole courses designed by Ted

Robinson Sr. At the Tournament Players Club at Valencia, well-manicured greens spread across the 150-acre Oak Preserve, offering some of the city's best panoramic vistas. The renowned Valencia Country Club, designed by legendary golf architect Robert Trent Jones Sr. is recognized as one of the most prestigious clubs in the country. Its 18-hole course has hosted the AT&T Champions Classic and attracts a slew of golf enthusiasts.

### Strong Cast

All those stunning courses also entice new businesses, which benefit from a slate of local incentives. Three years ago, the Los Angeles Economic Development Corporation named Santa Clarita the most business-friendly city in the county, highlighting its programs to

## KEYS TO THE CITY **OF SANTA CLARITA**

retain and attract business. As part of that initiative, the city doesn't require a business license fee, and doesn't impose a gross receipts tax or a utility user tax.

And businesses are taking note — Santa Clarita continues to grow in four key areas: aerospace, biomedical, technology, and most of all, film. The film industry has had a presence in the area for more than a century, after directors discovered the valley's landscape and mountain vistas were perfect for Westerns. Dubbed "Hollywood's Media Center North," today it's the go-to location for producers interested in stretching their dollars thanks to the city's film office, which works to provide incentives for production crews. All that hard work is paying off — the film industry generates more than \$20 million in revenue for the local economy every year, and Walt Disney Co. and ABC Studios plan to build a major sound stage and production complex at Disney's Golden Oak Ranch. The new project is expected to create 2,800 jobs and will add a dozen sound stages to more than 20 that are already used for television and movie filming in Santa Clarita.

Other sectors are expanding as well. Inner-ear implant maker Advanced Bionics recently leased a 150,000-square-foot, LEED-certified building — one of the largest new office leases in the county. Aerospace Dynamics International Inc., a Boeing contractor, has plans to build a 100,000-square-foot facility that will create 200 new jobs. And Westfield Valencia Town Center recently completed a \$100 million expansion to include an open-air boutique shopping and dining area.



In May, Santa Clarita hosts the Final Stage Start of the Amgen Tour of California.

### **Action-Packed Plot**

The action is in full swing this spring as Santa Clarita plays host to three major events. California's Western heritage gallops into town during the Cowboy Festival (April 27–May 1), which features chuck-wagon cooking, trick ropers, cowboy poetry, and Western music. It all happens at Melody Ranch Motion Picture Studio — the old stompin' grounds of Roy Rogers, John Wayne, and William S. Hart, who even has his own museum in town. The William S. Hart Museum provides lessons in history and Western culture. Located in Hart's former Spanish-style mansion, it includes the original furnishings, Native American artifacts, and his massive collection of Western art. Bonus: It's free and open to the public.

From country to rock 'n' roll: Tributefest (May 7) features the state's best tribute bands covering classics from the likes of The Beatles, Queen, The Rolling Stones,

and Johnny Cash. Then the Amgen Tour of California pedals into town (May 22). Professionals from around the world compete during the eight-day, world-class cycle road race throughout California. Santa Clarita is part of the race for the fourth year and hosts the Final Stage Start.

Speaking of heart-pounding action, Santa Clarita is home to Six Flags Magic Mountain and Hurricane Harbor, a 15-acre waterpark next door. With the addition of three new coasters this year, Magic Mountain snags the coveted "Coaster Capital of the World" title, featuring 18 roller coasters. Take your pick from more than 100 rides and games, or for the ultimate thrill, hop on the new Green Lantern — the first spinning coaster in the country that takes riders in a vertical zigzag pattern.

No doubt Santa Clarita is a blockbuster that deserves a sequel, and you'll want a front-row seat for all the action.



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