

SANTA CLARITA VALLEY
ECONOMIC DEVELOPMENT CORPORATION



2022 BUSINESS SURVEY

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VALLEY

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ACKNOWLEDGMENTS

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A special thanks is offered to the following SCVEDC Board members who participated in the 2022 Business Survey Taskforce and their valuable contributions to the survey content:

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2022 Santa Clarita Valley Business Survey

EXECUTIVE SUMMARY

The Santa Clarita Valley Economic Development Corporation (SCVEDC) is a public-private partnership whose leadership comprises representatives from the City of Santa Clarita, County of Los Angeles, Santa Clarita Valley private sector leadership, and SCV academic institutions. SCVEDC has a singular mission -- to retain and grow quality jobs throughout the Santa Clarita Valley, thus facilitating economic prosperity in our region. This mission is executed through strategically coordinated programs in Business Retention, Business Attraction, Marketing of our business and residential community, and regular analysis and reporting of regional Economic Data.

Given the backdrop of the past two years in grappling with the effects and aftermath of the COVID-19 pandemic, the SCVEDC conducted a comprehensive Business Survey outreach to local businesses in March 2022 as a post-pandemic extension of SCVEDC's ongoing business retention program. Business input through the survey process was utilized to assess the current and forecasted business climate, as well as identify actionable needs and priorities of existing industry in the Santa Clarita Valley.

Companies included in the survey represent different business sectors within the Santa Clarita Valley, with a proactive outreach to key industry clusters that necessitate skilled labor, experienced leadership, and higher wages, larger companies whose presence in Santa Clarita Valley make a significant economic impact, and the SCVEDC Board of Directors. 155 survey responses comprise the findings in this report, including follow-up qualitative research conducted with 22 SCV survey respondents in a diversified range of business sectors and sizes. Comments from a few survey respondents have been included herein to further illustrate survey findings. Anonymity was assured to respondents completing the survey.

Key Findings

To begin on a positive note, both Santa Clarita Valley business climate and quality of life received extraordinarily high marks from survey respondents, with 82% and 91% 'good' or 'extremely good' rankings respectively.

The workforce in the Santa Clarita Valley has largely been restored from the immediate shocks of the pandemic, though a majority of businesses faced increases in wages/salaries/benefits to remain competitive in retaining and recruiting employees. Remote work flexibility for amenable positions and functions is also recognized as a critical component to attract new talent and retain employees.

Still, availability of qualified workers remains a top employer challenge in SCV, almost equally matched with outspoken frustration and ever-growing concern on the cumulative impact of California fees, taxes and regulatory requirements affecting their ability to operate profitably here. Business forecasts for the next three years indicate that workforce headcounts in the Santa Clarita Valley are expected to remain stable, though 47% of respondents plan to expand outside of the Santa Clarita Valley versus only 27% stating expansion plans within SCV.

Employers were asked to identify priority needs in four areas. Infrastructure priority found broadband and internet access as the top priority. In the Development category, reduced fees and taxes are ranked highest. Crime/theft leads the priority in Public Safety and finally, availability of more dining/culinary options tops desired SCV Amenities.

Recommendations

This survey provided significant insights to develop actionable recommendations for the SCVEDC that will address several key concerns and needs of local businesses. Highlights include:

- Deliver tools to aid worker recruitment efforts and attract talent to the Santa Clarita Valley.
- Work with the City and other partners to expand broadband access and ensure reliable communications to business locations based on expanded network availability.
- Create a set of incentives and promotions to support small, non-chain independent restaurants in SCV.
- Establish business community forums with the Sheriff's Department to address Public Safety concerns.
- Work with COC to inform new training programs based on business needs and increased visibility of existing programs desired by employers.
- Establish a Best Practices Executive Leadership Network for peer-to-peer interactions to facilitate learning, collaboration, networking, and synergistic business opportunities.
- Promote an integrated, valley-wide economic development approach to policy, planning, infrastructure, and regulation that anticipates future growth, technology changes, and demographic shifts.

Overall climate is good. The SCV is a strong place to live and work and boxes way above its weight. Lots of support for business in a growing community.



SURVEY BACKGROUND

The Business Survey covered five topics, including:

- COVID Impact
- SCV Business Climate
- Company Business / Forecast
- Company Operations
- SCV Resources / Business Needs

Approximately 300 surveys were sent to executives in targeted companies, including largest private employers in SCV, industry sectors comprising aerospace & defense, advanced manufacturing, medical device and bioscience, IT, entertainment & digital media, and SCVEDC's investor board. The business community at large was also invited to participate, yielding a total of 155 responses in a range of B2B and B2C sectors. Because of the targeted nature of SCVEDC's outreach, 30% of respondents were in Manufacturing NAICs codes 31 – 33. These responses were separately compared to the rest of respondents to determine any notable differences. Breakdown of all respondents by NAICs is as follows:

- 30% Manufacturing
- 16% Professional Services
- 11% Real Estate and Rental and Leasing
- 9% Finance and Insurance
- 6% Arts, Entertainment, and Recreation
- 6% Other Services
- 5% Construction
- 5% Retail
- 12% All other combined

Larger companies (>100 employees comprising 27% of respondents) were also compared to the rest of respondents to assess any notable differences. Breakdown of respondents by company size is as follows:

- 45% - 25 or fewer employees
- 14% - 26-50 employees
- 14% - 51-100 employees
- 17% - 101-250 employees
- 10% - greater than 250 employees

Additionally, follow up interviews were conducted with 22 companies in SCVEDC's targeted sectors to deepen understanding of responses, advance business retention engagement, and solicit input from business leaders on addressing specific issues and/or advance economic resiliency in our region.



SURVEY FINDINGS

COVID Impact

- The COVID-19 pandemic caused a reduction of employees by about one-third across the board. More than 50% increased pay/ benefits for their remaining employees, especially in manufacturing sectors.
- 28% of survey respondents have employees working remotely more than 50% of the time. Post-pandemic, more than 50% said remote work will either not be available or will be available but less frequent. manufacturer responses increased to more than 60%.
- 41% of respondents overall introduced new products or services because of the pandemic. Non-manufacturing businesses reported 47%, while only 30% of manufacturing respondents reported new product or service introductions.
- 82% of respondents accessed the Payroll Protection Program, while 35% accessed the Economic Injury Disaster Loan and 24% accessed the Employee Retention Tax Credit.

SCV Business Climate

- Attitudes and impressions about the Santa Clarita Valley as a location to do business were highly positive. 82% reported that the current business climate is good or extremely positive, though only 56% say it is better or somewhat better over the past five years.
- Even higher marks were offered on the quality of life in the Santa Clarita Valley. 91% said current quality of life is somewhat or extremely good. However, only about half said it is somewhat or much better over the past five years.
- 55% of companies reporting data stated strong to very strong growth over the next three years. Of these, 27% plan to expand facilities in the Santa Clarita Valley, while 46% plan to expand outside of this region.
- Strong capital investment was also reported, with 57% of respondents indicating such investment plans in the next three years.
- Broadband and Internet Access was reported to be the most important Infrastructure priority in SCV overall, with 46% of respondents identifying this a key priority. However, manufacturers believe Roads are most important priority, followed by Broadband.
- Reduced Fees/Taxes dominated priority in the Development area as cited by nearly 50% of respondents, along with Crime/Theft concerns in the Public Safety arena reported by 63%.

- More Dining/Culinary Options topped the list of desired Amenities in Santa Clarita with 63% identifying this as a top priority.
- California's difficult regulatory environment, taxes, and cost of doing business in the state, along with current workforce availability, are the top challenges facing businesses here.

Company Business/Forecast

- Strong to very strong growth is projected by 55% of respondents. 27% plan to expand facilities in the Santa Clarita Valley within three years, while 46% plan to expand outside of SCV.
- 76% say it is unlikely or very unlikely that company will downsize, outsource, or close their facilities in SCV.
- More than two-thirds of respondents say availability of workforce continues to be the most influential factor on their company's location decisions.
- Finding qualified candidates continues to challenge businesses, with executive level and 3-5 years relevant experience hardest to fill, and more specifically software developers, IT professionals and engineers the most challenging skillsets to hire.

Company Operations

- Nearly 60% overall lease property for operations in the Santa Clarita Valley. Lease vs. own was almost equally split between 'fewer than 100' and 'more than 100' employees.
- The vast majority of business ownership/ management are located in the Santa Clarita Valley.
- 60% of employees live in SCV.
- 77% of businesses overall report having a current business continuity/disaster plan in place, with larger companies having a much higher percentage.
- DEI plans followed a similar trend, though only 56% have a current plan in place.
- Workplace culture/reputation is the most significant factor for companies' ability to recruit and retain employees, with almost 85% reporting this as a somewhat or extremely positive influence.
- 61% of manufacturers import raw material or finished product, and more than 75% of export products. Of these, 90% export to three or more countries.

SCV Resources/Business Needs

- College of the Canyon's workforce training and development resources (Employee Training Institute, School of Personal and Professional Learning, and the new Advanced Technology Center) have fairly high awareness, ranging from 61 – 82%.
- SCVEDC's free job board, LiveWorkSCV.com also rated high in awareness at 72%.
- Industry-specific technical skills training is the top workforce development need as identified by almost half of respondents, followed closely by professional skills, computer skills, and customer service skills.
- 35% of respondents reported an interest in transition/ succession planning program.



DISCUSSION

The survey explored five key topics with SCV companies to provide SCVEDC and community leaders with perspective on the state of the business community as we emerge from two years of pandemic-induced uncertainty.

- COVID Impact
- SCV Business Climate
- Company Business / Forecast
- Company Operations
- SCV Resources / Business Needs

As previously stated, the target population for the survey was largely companies in SCVEDC priority business sectors, SCVEDC Board members and other community business leaders.

COVID Impact

The COVID-19 pandemic hit the Santa Clarita Valley business community hard. SCV's two largest employers – Six Flags Magic Mountain and Princess Cruises – were shut down for over a year, and the SCV's large aerospace manufacturing sector saw orders drop precipitously. As a result, surveyed companies reported employee reductions of about 1/3. At the same time, they felt the onset of inflationary pressures, with more than 50% increasing pay and benefits for their remaining employees.

Several questions about remote work indicated that in general, survey respondents preferred in-person work. Even for those positions that have the ability to work remotely (unlike many manufacturing and production-related positions), employers have limited remote work and indicate that they intend to have less remote work as pandemic-related disruptions ease. In follow up interviews, respondents indicated that having all employees in their facilities, at least some of the time, made communications and culture-building easier and created fewer issues between production-floor and office-based employees. For those companies

When we find the best candidate for a job or a great employee needs remote flexibility, we know we may have to be accommodating to remain competitive.

who primarily have office-based employees, it is not surprising that a great number allowed remote work, including a handful of companies that are operating almost entirely remotely. These companies appear to have found a balance that works for them, with the largest number saying they do not anticipate changing policies when the pandemic ends. A handful of companies indicate that they anticipate that remote work will increase, suggesting that they may recruit future employees from outside the local area.

These responses appear to reflect the broader debate about the future of remote work. In nearly all interviews, company leaders indicated that flexibility is critical to employee recruitment, retention, and success, while simultaneously recognizing the challenges of balancing that flexibility with accountability, compliance, and production demands.

As a result, companies recognize that some level of work-from-home or remote work will be part of their future, which is why many cited the need for improved broadband access as one of the critical infrastructure needs for the Santa Clarita Valley. (See below)

Companies also displayed impressive resilience and adaptability, with 41% indicating they introduced new products or services during the pandemic. Non-manufacturing businesses had an even higher percentage, likely due to changes in retail, restaurants, and other consumer-facing business practices during the pandemic.

SCV Business Climate

A key focus of the survey was to assess the SCV Business Climate and identify opportunities to remedy problems or invest for continued success. Respondents were on the verge of being effusive in their praise of the SCV business climate, almost as much as they were stridently frustrated with the overall climate in the State of California. 82% indicated that the business climate is good or extremely good in the SCV. When asked the open-ended question of the biggest challenge facing companies, remarks about the CA tax and regulatory environment abounded.

If the positivity about the SCV business climate wasn't enough, responses about the quality of life in SCV were stunning. 91% answered that the quality of life was somewhat or extremely good, of which 57% said extremely good!

That said, there are areas that deserve attention, whether it be to meet new needs or in anticipation of the future.

As indicated above, the need for fast, reliable broadband is the most significant infrastructure need. The second most important need is improvements to roads. The exception here is that manufacturers prioritized roads over broadband, due to goods movement demands. The largest companies also stressed the need for energy reliability because of significant disruptions in recent years from PSPS incidents.

Crime and theft issues are on the minds of business leaders, leading the ranking of public safety issues. In further discussions with business leaders, much of this reflects media coverage on local crime such as smash and grab incidents and catalytic converters thefts, though several did report direct theft or vandalism at their place of business. Traffic congestion and safety services were a virtual tie for second priority.

The length of stay in our hotels by outside visitors is longer than most of the surrounding areas yet we have less to offer them than cities like Burbank and Pasadena; particularly dining and shopping.

interesting dining venues could further improve community satisfaction.

We really have to get in front of all this population growth to keep up our quality of life in our great town.

Businesses overwhelmingly feel the cumulative impact of California fees, taxes, and regulatory restrictions on their opportunities for growth. (See below) But they are also constrained by the limited supply of industrial space and ongoing issues with supply chain.

The desire to improve dining/culinary options in SCV topped the list of desired amenities across the board, suggesting that a stronger focus on new and



Company Business/Forecast

As the pandemic eases, companies appear optimistic about the next three years, with 55% responding that they anticipate strong to very strong growth. Just over one-quarter of companies plan to expand facilities in the Santa Clarita Valley, which supports the above-noted concern about availability of industrial buildings. Of concern is that another 46% plan to expand but indicate that this will be in areas outside of the SCV. These locations are generally outside of California and related to the many frustrations expressed with the CA regulatory and tax environment.

The SCV is very business-friendly but that can't undo California policies.

Despite this, companies anticipate that employment will remain stable, with very few indicating that there will be closures or major staffing reductions in the next three years. As noted above, a lack of new industrial space is a concern for those companies that do intend to expand within the Santa Clarita Valley.

The most significant stressor for companies in the SCV, as in most places, is the ability to find workers. SCV's ability to provide workers is critical to attracting and retaining companies and is cited as the most significant factor in location decisions.

At the moment, most companies believe that their workforce is stable, though many companies, especially manufacturers, noted increasing "wage wars" are leading to real-time wage and salary negotiations to retain employees.

While many of the factors that affect their ability to recruit and retain employees are largely outside of their control, such as housing costs and offers from other employers, leaders believe that what they can control – workplace culture – is the key. Respondents' attention to building culture as they navigate new workplace expectations of remote work and work-from-home flexibility takes on additional importance in this light. New attention to DEI issues is resulting in more than half of companies having DEI plans in place, although the majority (62%) of smaller companies did not have such plans in place.

Companies also recognize that the training and development they provide assists in recruiting and retaining employees. Nonetheless, they see deficits in their ability to recruit workers with computer skills, specifically software developers and IT. Engineering needs are also in demand as well as those with manufacturing skills. Industry-specific technical skills were the top training need cited by respondents, especially manufacturers, closely followed by professional skills and computer skills. Non-manufacturers favored customer service skills training. Though workforce training and development programs at COC appear to be fairly well known (see below), this suggests that stronger community-wide marketing of COC's programs would be beneficial to businesses here.

The much-reported "Great Resignation," or at least the component of it attributed to the Great Retirement, is evident in the responses, as companies are finding it difficult to find executives. Perhaps up to one-third of respondents may be thinking about their own retirement, as 35% of respondents indicated that programs relating to succession/transition planning would be helpful to them.



Company Operations

60% of the survey respondents lease their space, likely a reflection of the market trend in SCV of new developments being delivered under lease rather than sales conditions. While there is a strong desire by companies here to hire locally for improved employee satisfaction and retention, only about 60% of employees live in the Santa Clarita Valley. As mentioned previously, with the need for balance between remote work flexibility and desire to have employees present in the workplace, it is difficult to predict future trends on local workforce.

Not surprisingly, almost two-thirds of manufacturers import raw material for finished product and three-quarters also export. Only about a third of non-manufacturers import with only a handful exporting product. Of those companies that export, the vast majority are already working with three or more countries, though follow up interviews emphasize that the backlog in shipping ports is creating increased supply chain disruptions.

In follow up discussions with business executives in SCV, the theme emerged for a strong desire for peer-to-peer connections to gain support, exchange ideas on best practices and unique solutions to challenges and discover possible synergistic business opportunities.

“I don’t know my neighbors, and I’ll bet there are business opportunities right here in my back yard.”

SCV Resources/Business Needs

SCV workforce training and development resources provided by College of the Canyons have fairly high awareness. 82% of respondents are aware of COC’s Employee Training Institute and two-thirds are also aware of COC’s School of Personal and Professional Learning. SCVEDC’s Live Work SCV (liveworkscv.com)

“SCV is different from the County as a whole. We need to have our own solutions – the County’s one-size-fits-all process is ineffective.”

job board has equally high awareness, as evidenced by the growing number of job postings and new companies utilizing this service. However, other resources such as COC’s JobSpeaker job board, the Santa Clarita America’s Job Center, and non-profit organizations supporting employment of individual with disabilities were far less recognized. Improving visibility of these resources to SCV businesses may aid in filling the gaps of much-needed workforce here.

There is a strong need for training, particularly in professional skills, computer skills, customer service skills and industry-specific technical skills. These were top selections by 43%-47% of survey respondents. Manufacturers ranked industry specific skills highest at 67%, while 50% of non-manufacturers cited customer services skills as the greatest need. Follow up interviews with manufacturing sector employer indicate needs in assembly, electronics, and quality, as well as basic machine operations.

As mentioned earlier, more than a third of respondents expressed an interest in transition/succession planning programs. SCVEDC plans to address this in new programs that will emerge as a result of survey findings.



SCVEDC ACTIONABLE OPPORTUNITIES AND RECOMMENDATIONS

This survey revealed a range of concerns, from broader issues at the State and Federal level to actionable opportunities at the more local level. While SCVEDC will continue communications with State and Federal representatives to deliver feedback and information from the SCV business community, we believe there are new opportunities to support business success and address leadership concerns expressed by Santa Clarita Valley business leaders. The following are actionable recommendations to support the business community based on survey findings.

Addressing broadband concerns

SCVEDC will work with the City and other partners to expand broadband access and ensure reliable communications to business locations based on expanded network availability. New providers are being sought by the City of Santa Clarita. SCVEDC will continue to work with the City to identify priority locations, and work with providers to expand access outside of City limits.

Addressing public safety and crime/theft concerns

SCVEDC will work with the Sheriff's department to coordinate business community forums on public safety. These forums will provide location-based dialog so that businesses increase their familiarity with available resources, understand expectations, and identify local strategies. The forums will be organized by industrial park location, such as:

- Valencia Commerce Center
- Valencia Industrial Center/Rye Canyon Loop Business Park
- Centre Pointe/surrounding areas

Addressing need for increased dining/culinary options

While the attraction of restaurant and retail entities is not historically a focal part of SCVEDC's mission, the call to increase the availability of small, independent restaurants by SCVEDC employers was overwhelming. To respond to this demand, SCVEDC will work with City and other partners to support the creation of incentives and promotions for small, non-chain independent restaurants in SCV.



Addressing workforce challenges

SCVEDC will continue to assist companies with talent attraction efforts, both generally and for industry specific needs and engage employers in hiring events. We will continue to promote awareness of LiveWorkSCV.com as a job resource for both SCV residents and employers through a range of digital and print outreach. SCVEDC's Talent Attraction campaign includes website tools and digital ads that promote the SCV as an ideal work environment, both for onsite and remote/work-from-home employees. SCV employers will be able to utilize the tool in their own recruitment efforts. SCVEDC will work with employers and other partners to launch a SCV-wide job fair later this year.

Addressing workforce training and development needs

SCVEDC will work with COC to inform new training programs based on business needs and facilitate direct connection to business leaders to engage with curriculum development. SCVEDC will also increase its marketing of career skills training provided by COC School of Personal and Professional Learning (PPL).

SCVEDC will support COC's search for a permanent Advanced Technology Center in collaboration with City, County, and other partners.

Addressing executive peer-to-peer communications

SCVEDC will establish a Best Practices Executive Leadership Network to connect SCV executives and support their engagement in SCV issues. This Network may also include a series of meetings to facilitate learning, networking and collaboration based on key topics identified in the survey and follow-up interviews, such as:

- Building Culture and Reputation
- Succession/Transition Planning
- DEI Plan Development Training and Support
- Cybercrime Business Protection

Promoting SCV-wide approaches to rules, infrastructure, and priorities

SCVEDC has long pursued an integrated, valley-wide economic development approach to policy, planning, infrastructure, and regulation that anticipates future growth, technology changes, and demographic shifts. SCVEDC will work to harmonize different requirements and standards that were identified through the survey and follow-up interviews, in order to maintain a consistent business-friendly climate and adequately prepare for the future.

APPENDIX:

2022 Santa Clarita Valley Business Survey Data

In the next section of this report, the results for all quantitative questions asked in the 2022 Business Survey are presented. The survey yielded a representative sample of businesses in the Santa Clarita Valley with a sample size of $n = 155$. The survey instrument was based on best practices and its development was guided by researchers with more than 20 years of professional marketing research experience.

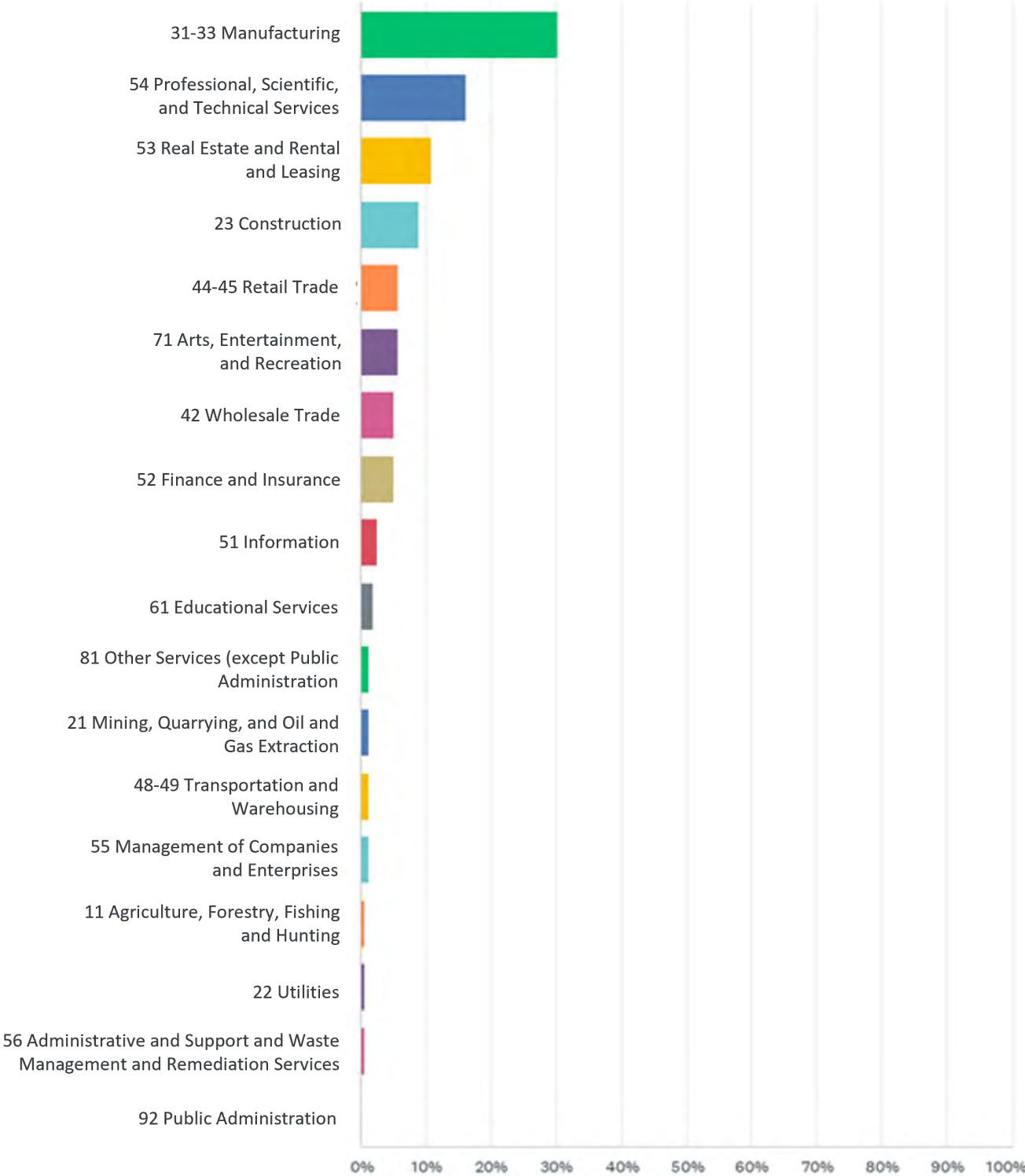
In several instances, results varied in comparisons of manufacturers versus non-manufacturers, or smaller versus larger companies (>100 employees). Comparative results are presented to highlight these differences in responses.



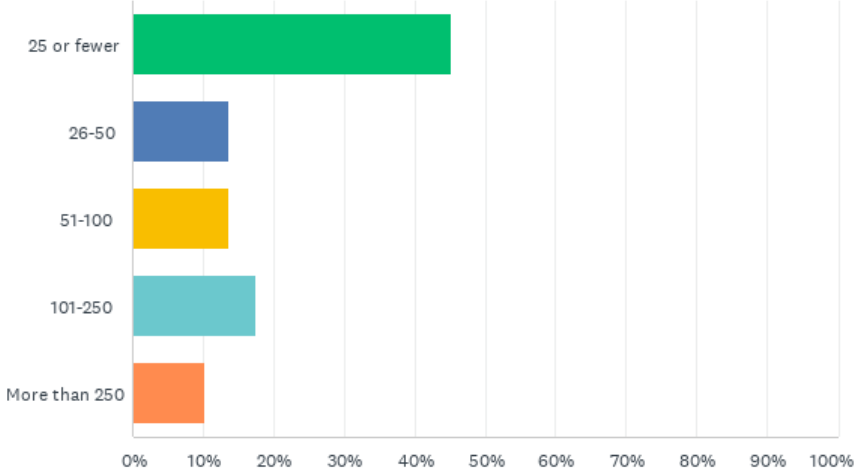
SURVEY DATA

DEMOGRAPHICS

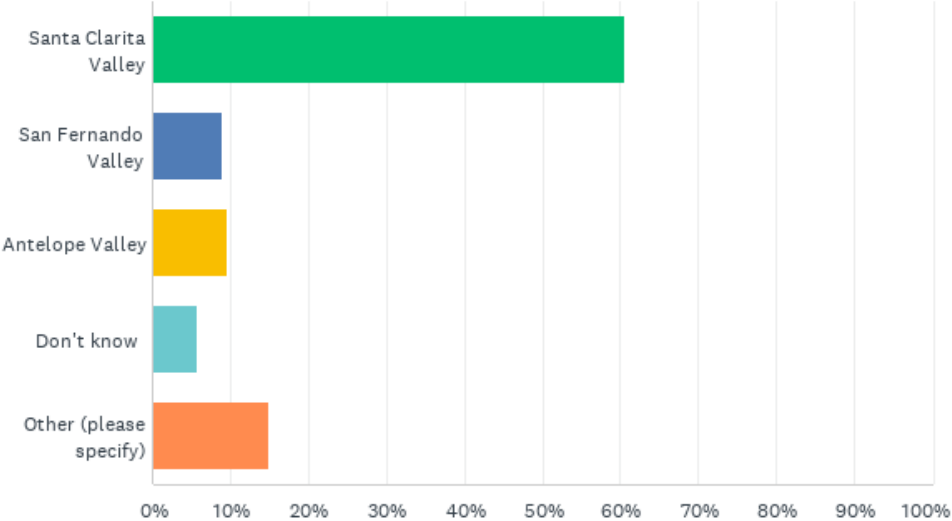
Q1: What NAICS sector do you consider your company to be in?



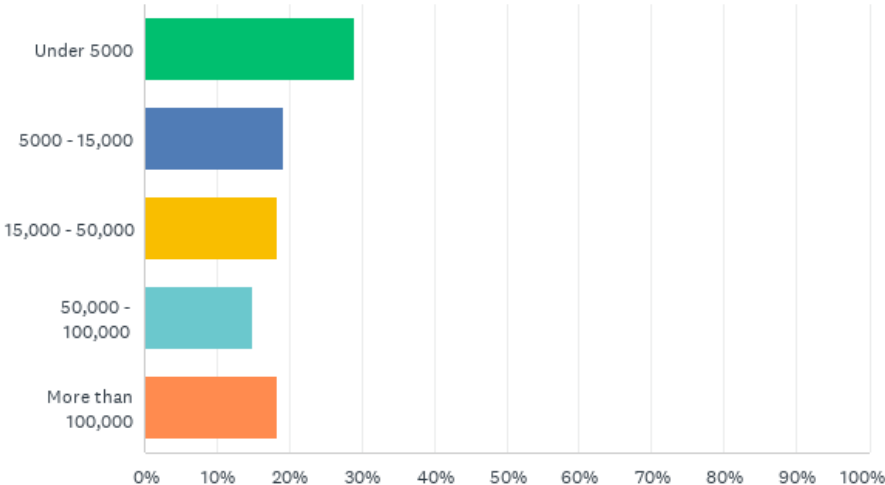
Q2: Approximately how many employees do you have at your location/company (on payroll in the Santa Clarita Valley)? Please consider W-2 full and part-time employees, as well as extended temporary positions.



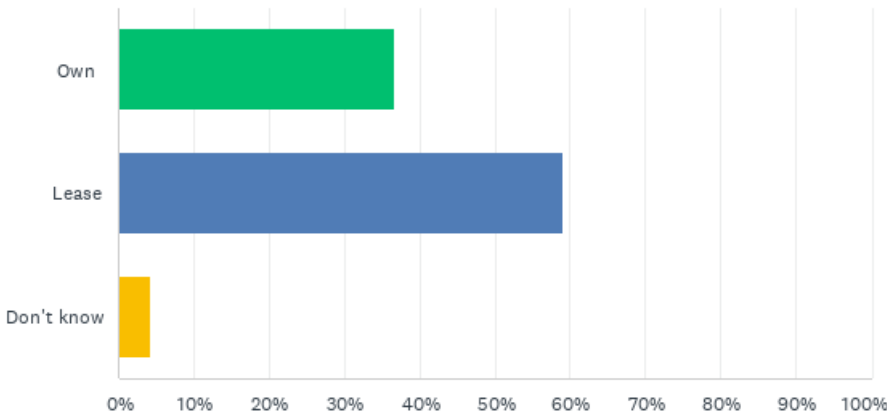
Q3: Where do the majority/most of the employees of your company live?



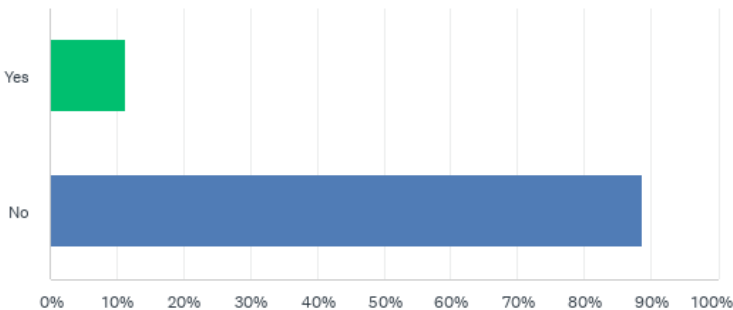
Q4: Approximately how many square feet is your facility? If you have multiple locations in SCV, please provide the total square footage.



Q5: Do you lease or own your primary building location in SCV?



Q6: Do you have excess space/capacity for sublease opportunities?



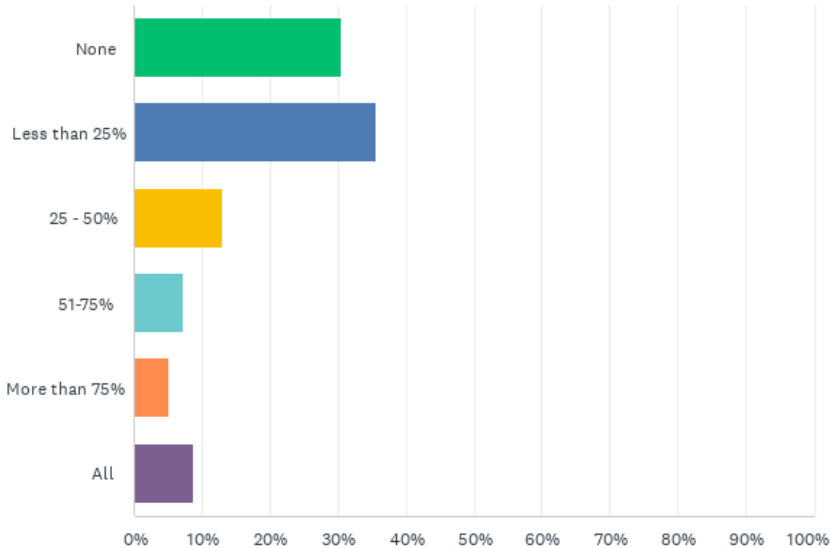
Q7: Where is the ownership/management located?

Valencia Castaic Santa Clarita Newhall
Los Angeles

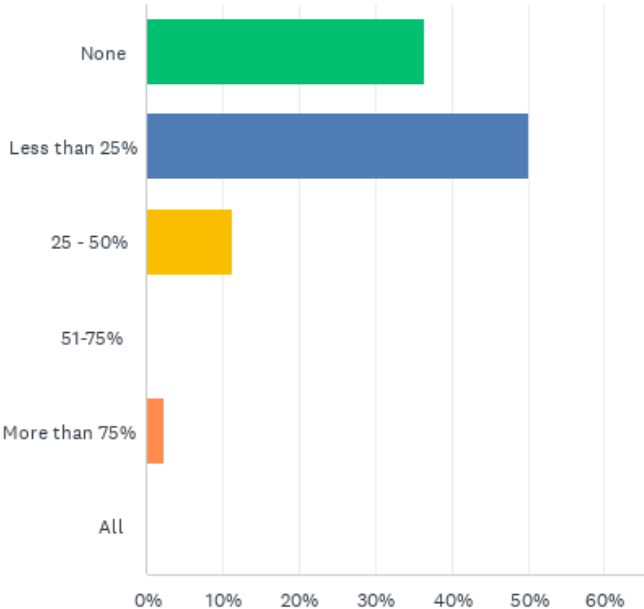
COVID-19 IMPACT

Q8: What percentage of your non-temp employees work remotely some or all of the time (i.e. not onsite at your company location even if working from home in the Santa Clarita Valley or elsewhere)?

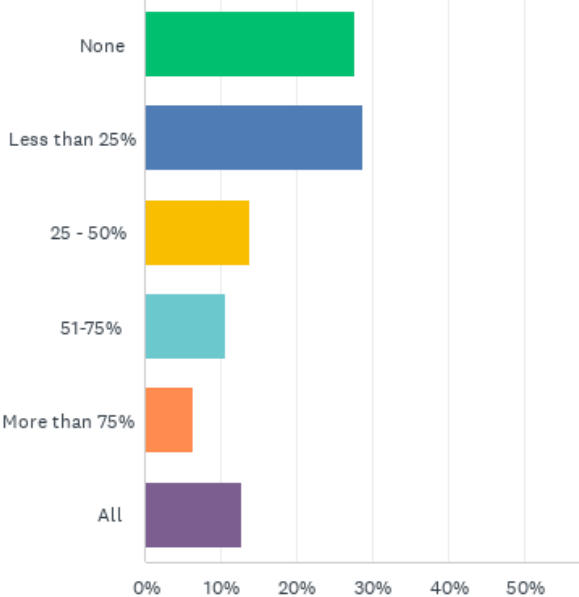
All Respondents



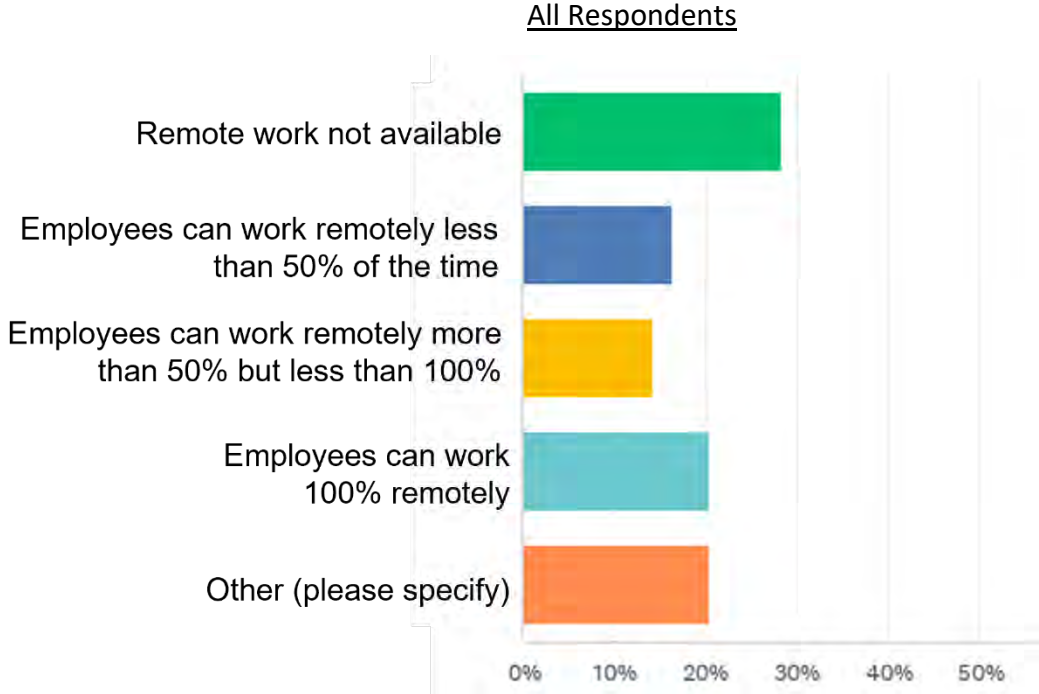
Manufacturing



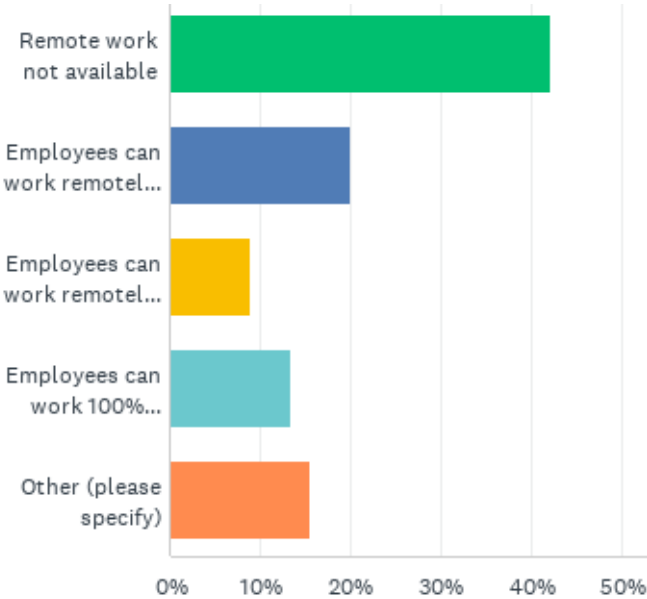
Non-Manufacturing



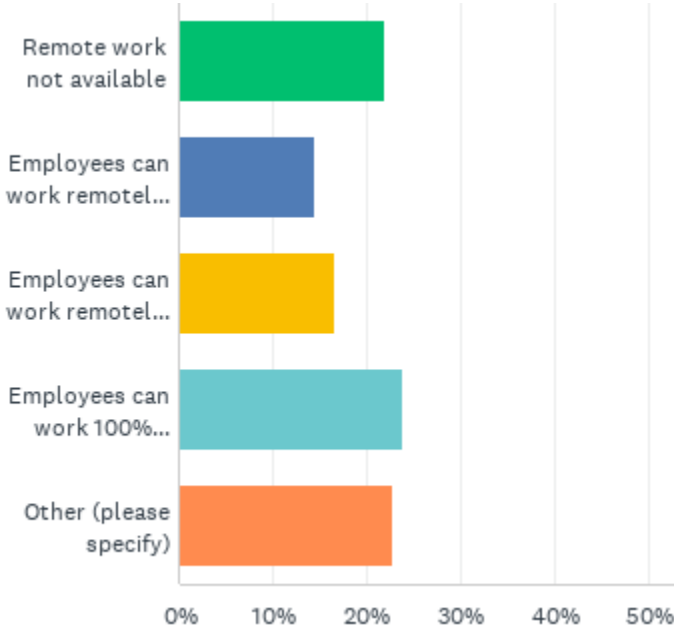
Q9: For those positions/jobs that can work remotely, what is your company's current policy towards remote work?



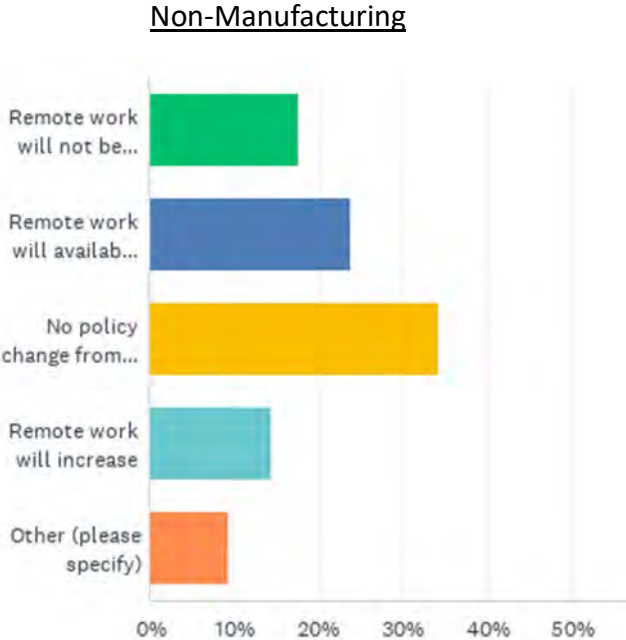
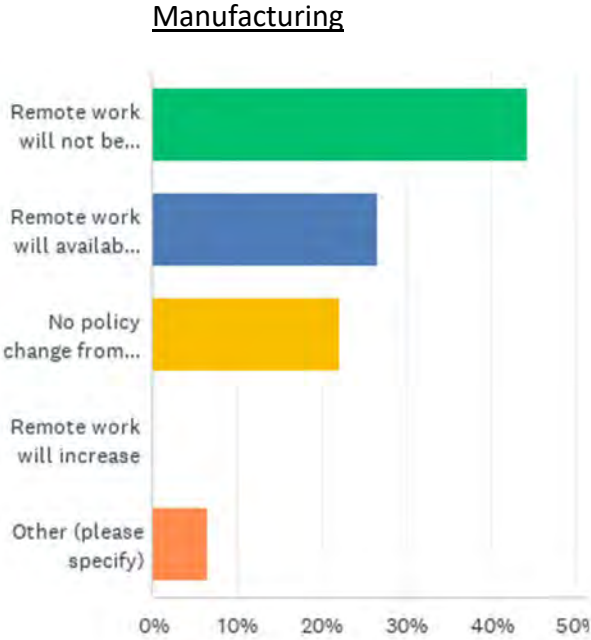
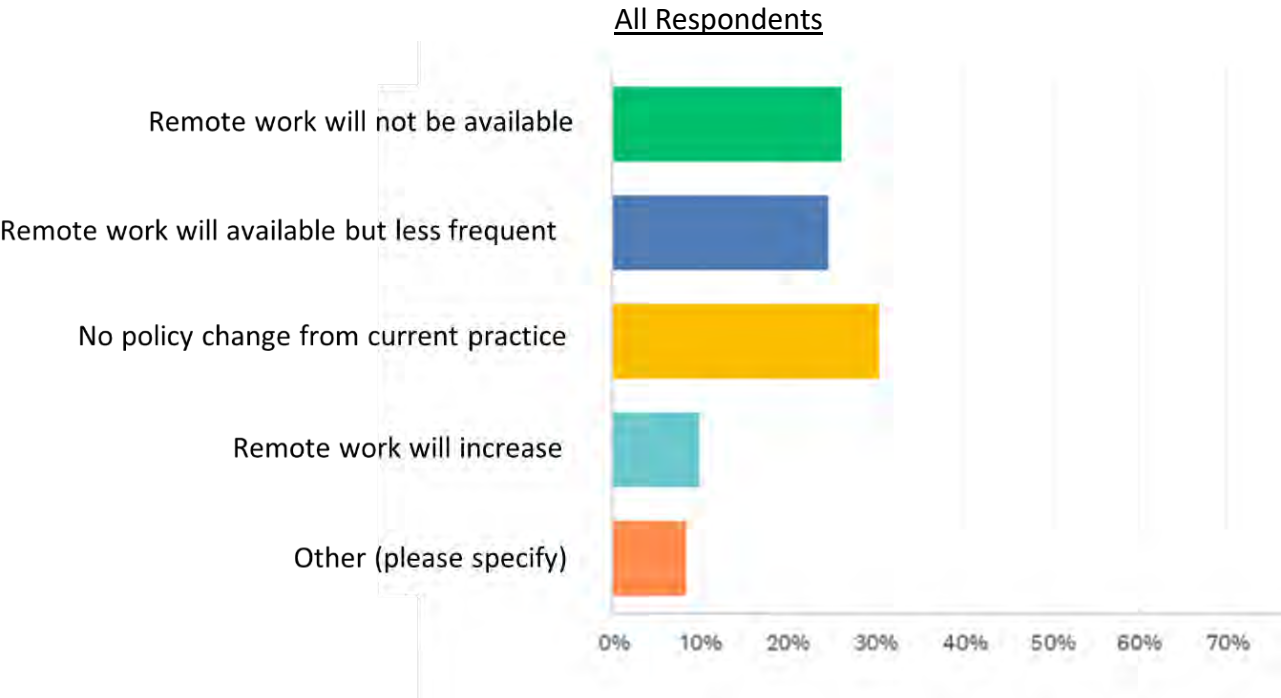
Manufacturing



Non-Manufacturing



Q10: Post-pandemic, how will your company policy towards remote work change for those positions/jobs that can work remotely?

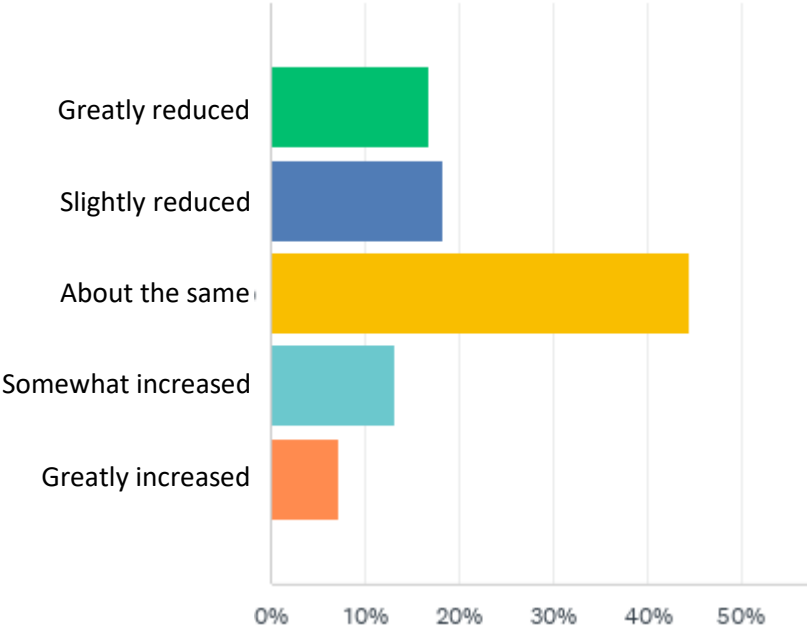


Q11: Approximately how many employees have moved out of state as a result of the pandemic and still are working remotely? (Open ended question)

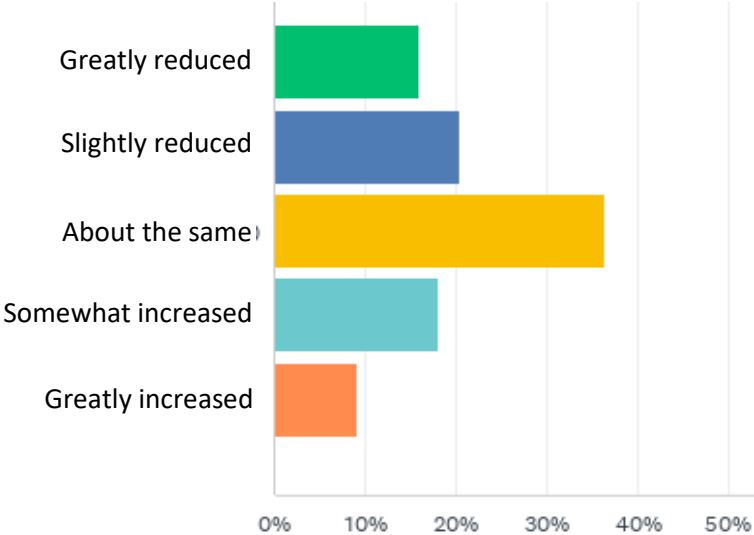
Data from survey respondents indicate approximately 325 employees have moved out of state and are still working remotely.

Q12: How did the COVID pandemic affect the number of people on payroll at your company, compared to 2019?

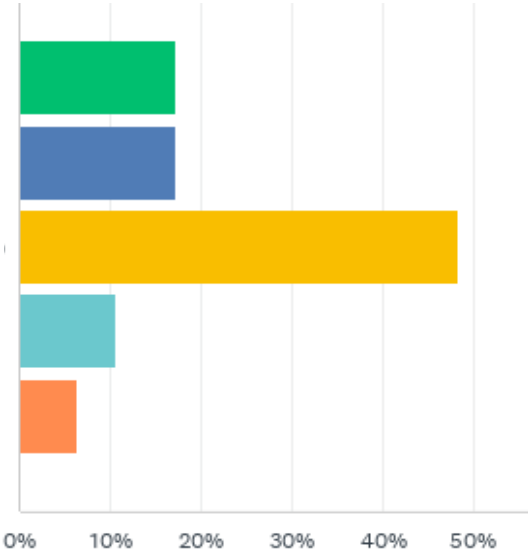
All Respondents



Manufacturing

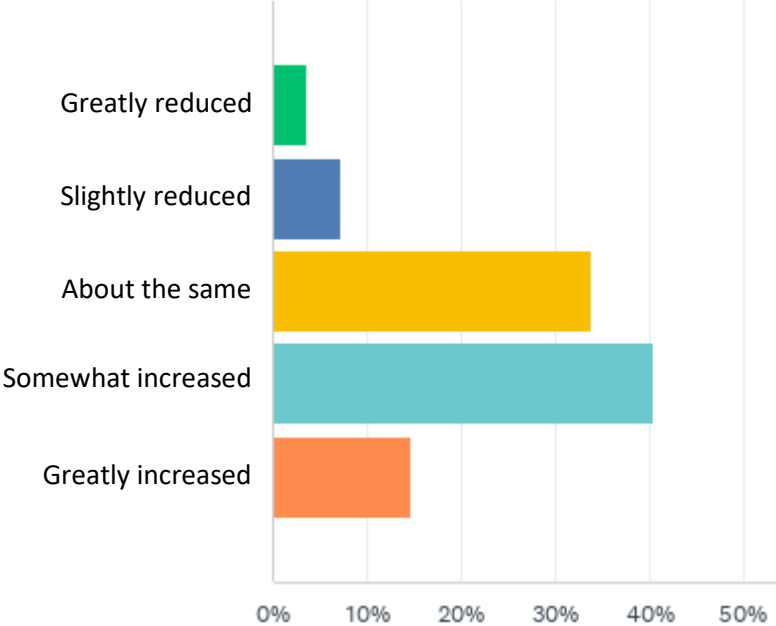


Non-Manufacturing

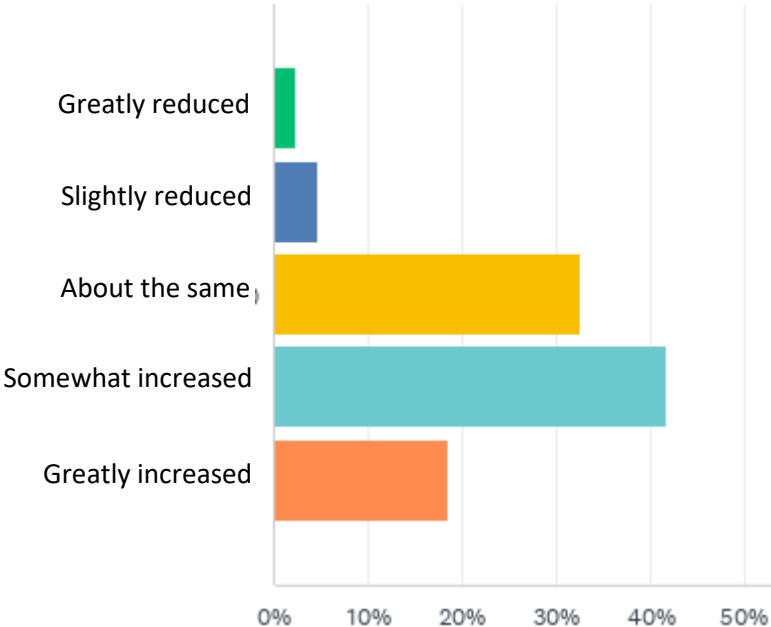


Q13: How did the COVID pandemic influence wages/salaries/benefits your company offers, compared to 2019?

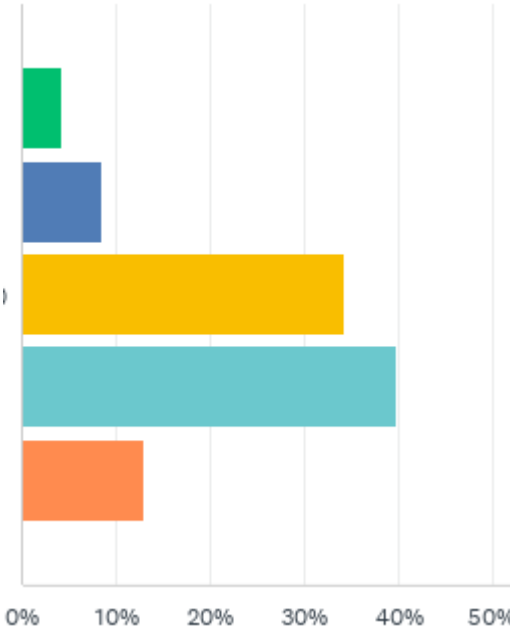
All Respondents



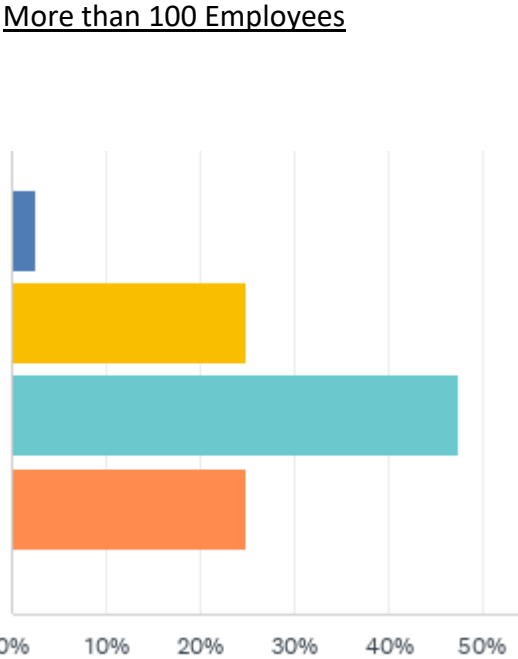
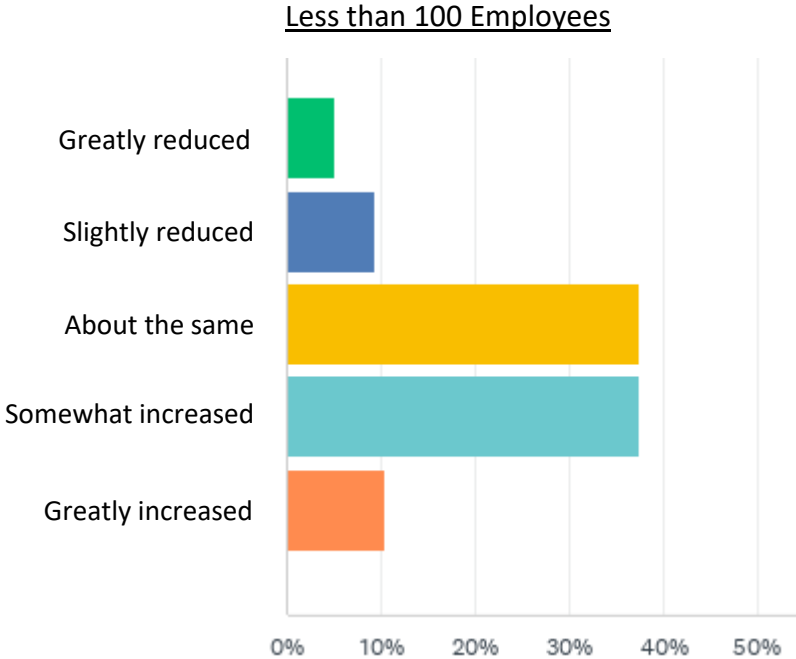
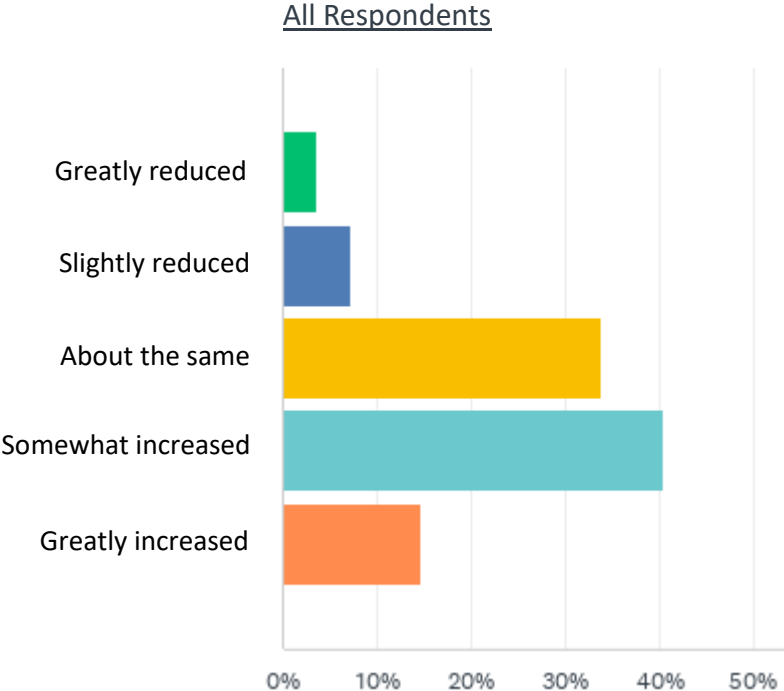
Manufacturing



Non-Manufacturing

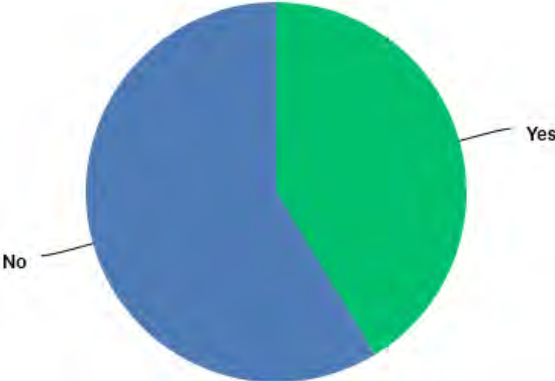


Q13 (continued): How did the COVID pandemic influence wages/salaries/benefits your company offers, compared to 2019?

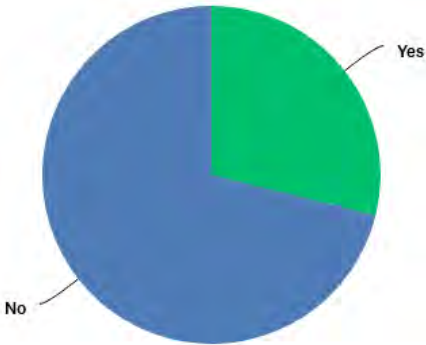


Q14: Did your company introduce new products or services because of the COVID pandemic?

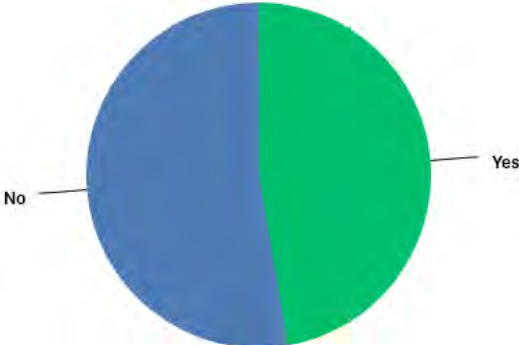
All Respondents



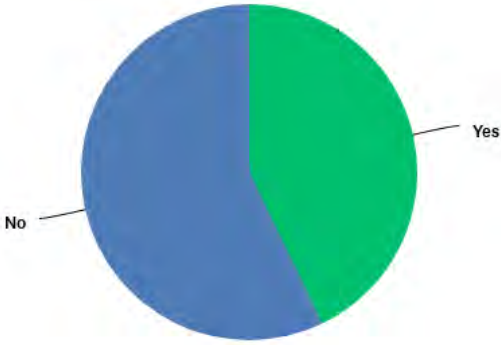
Manufacturing



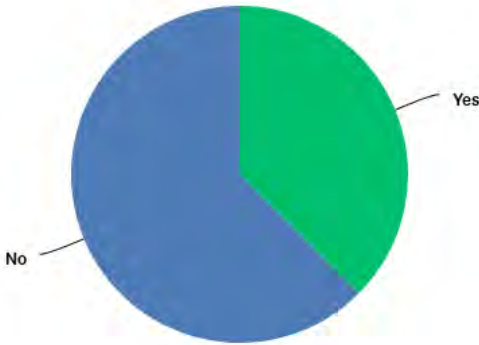
Non-Manufacturing



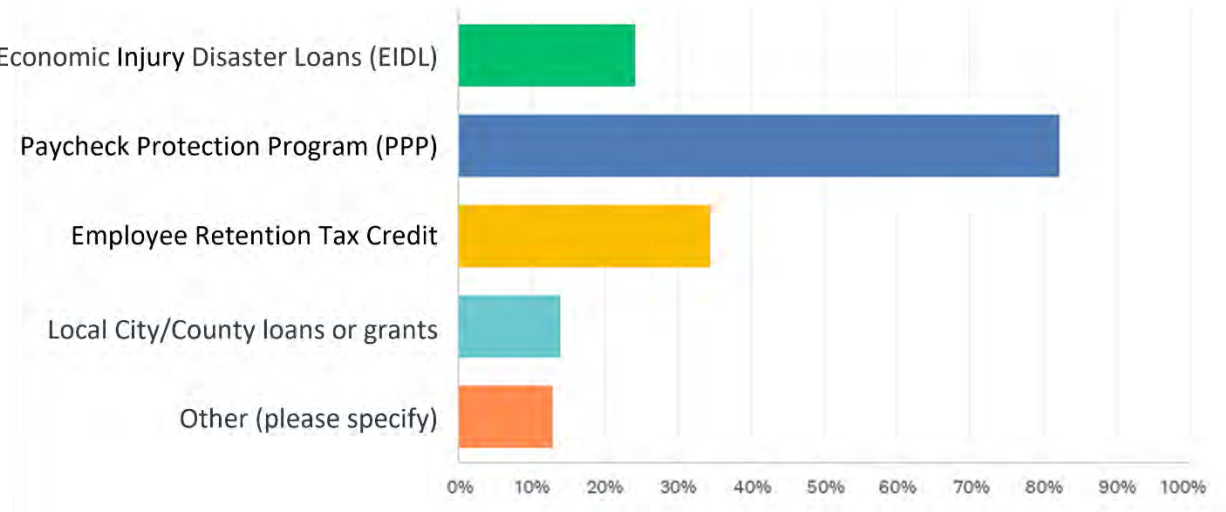
Less than 100 Employees



More than 100 Employees

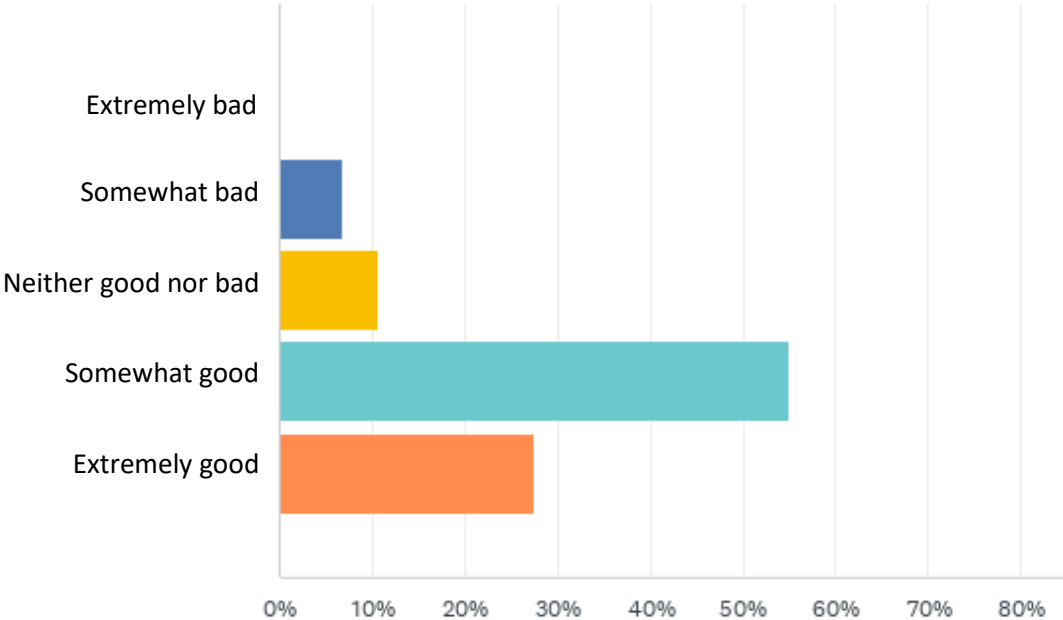


Q15: Did you access any of the following COVID pandemic-related programs? Check all that apply.

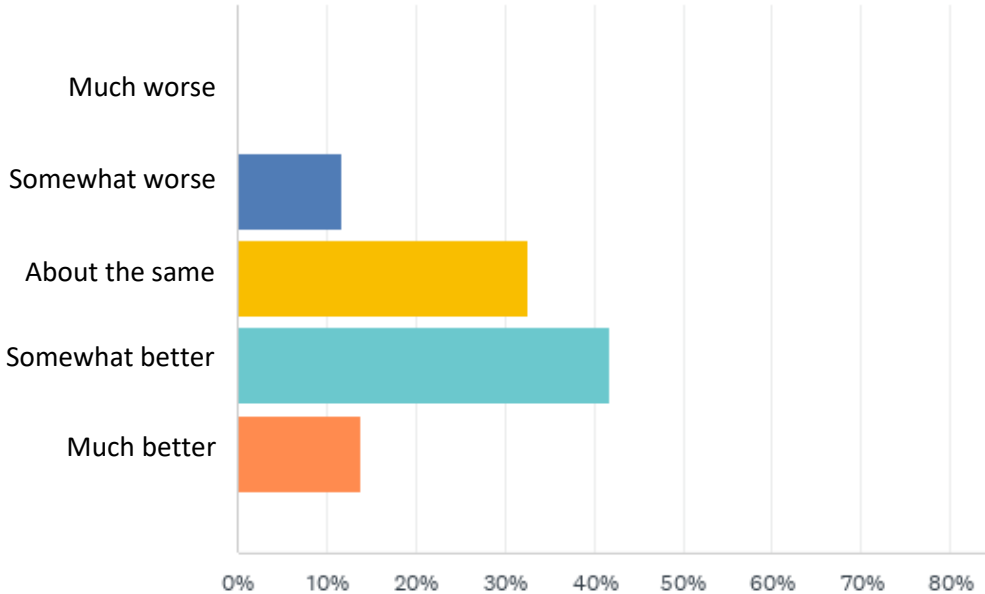


BUSINESS CLIMATE

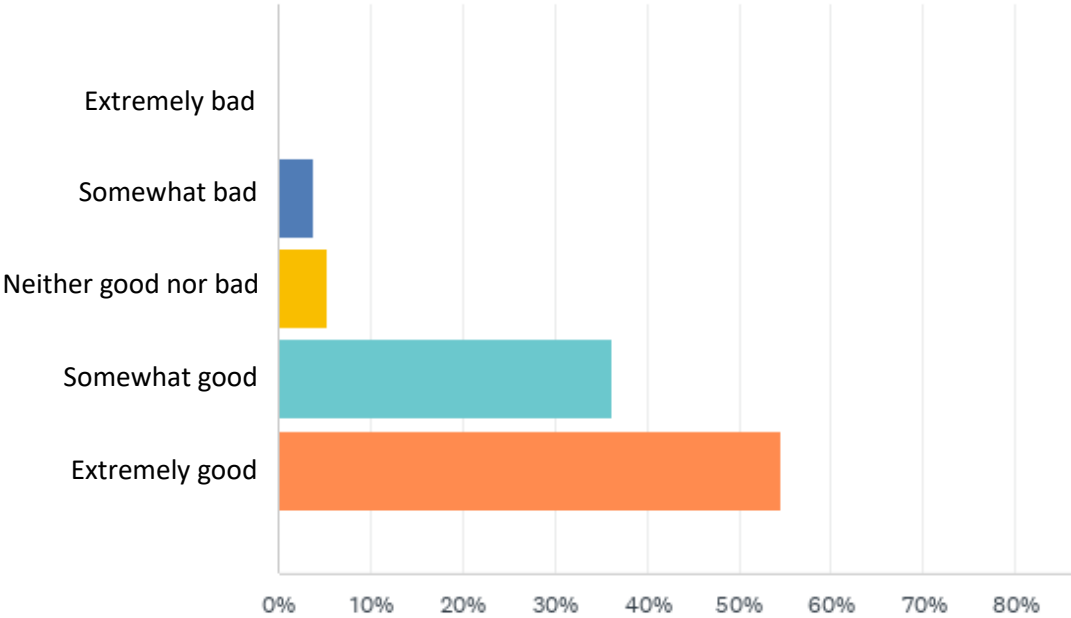
Q16: Please rate your overall impression of the business climate in the Santa Clarita Valley.



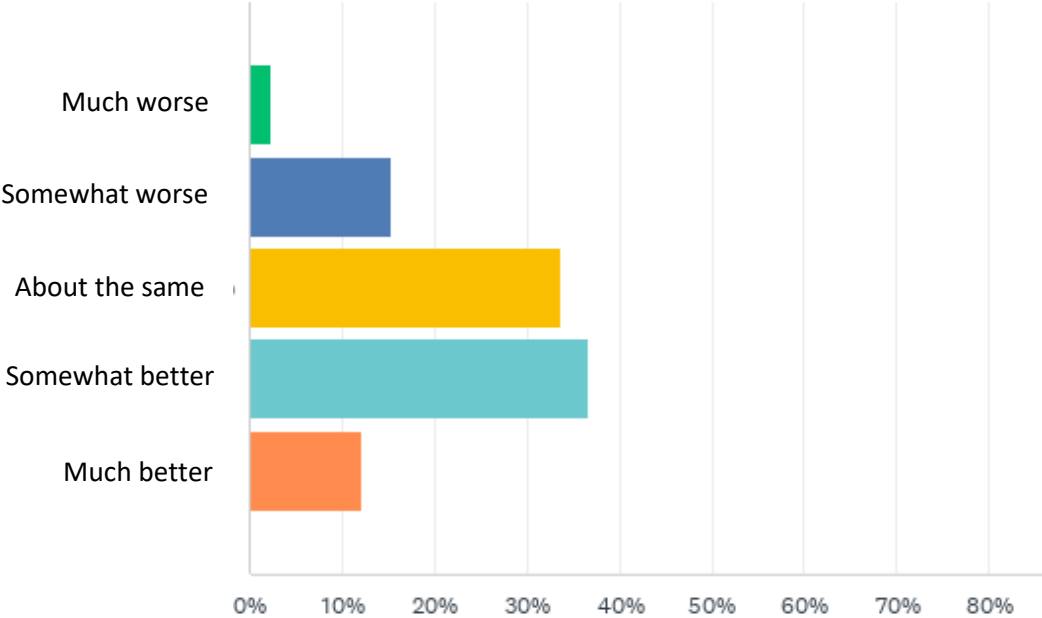
Q17: How has the business climate in the Santa Clarita Valley changed over the past five years?



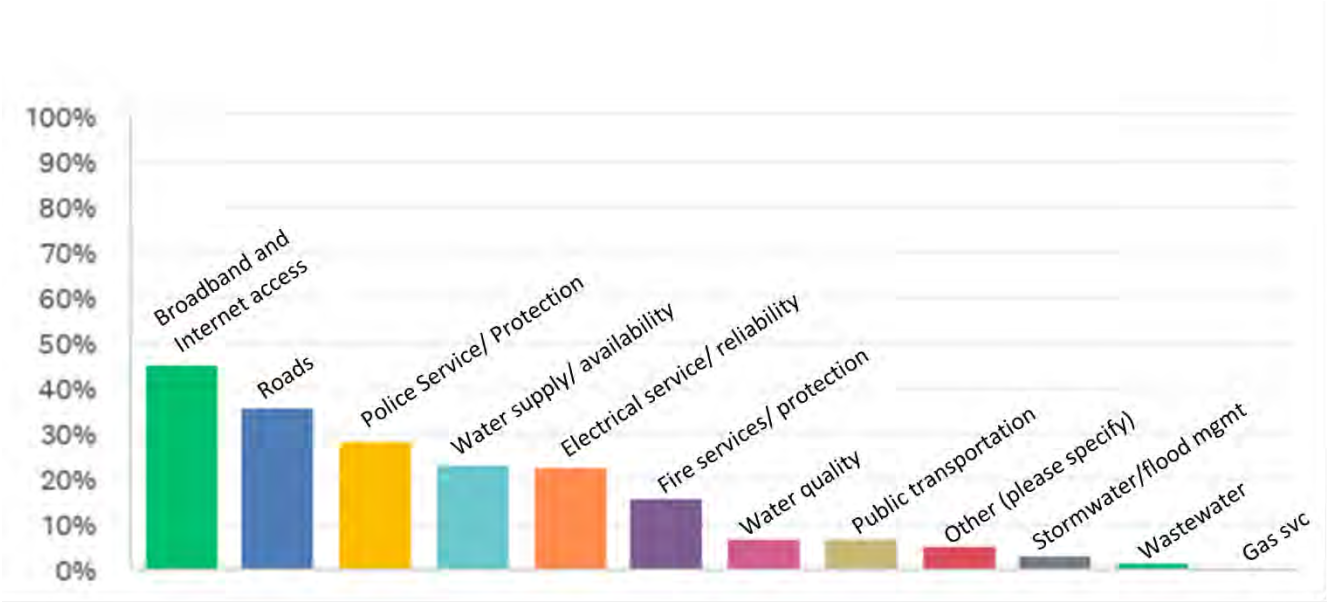
Q18: Please rate the overall quality of life in the Santa Clarita Valley.



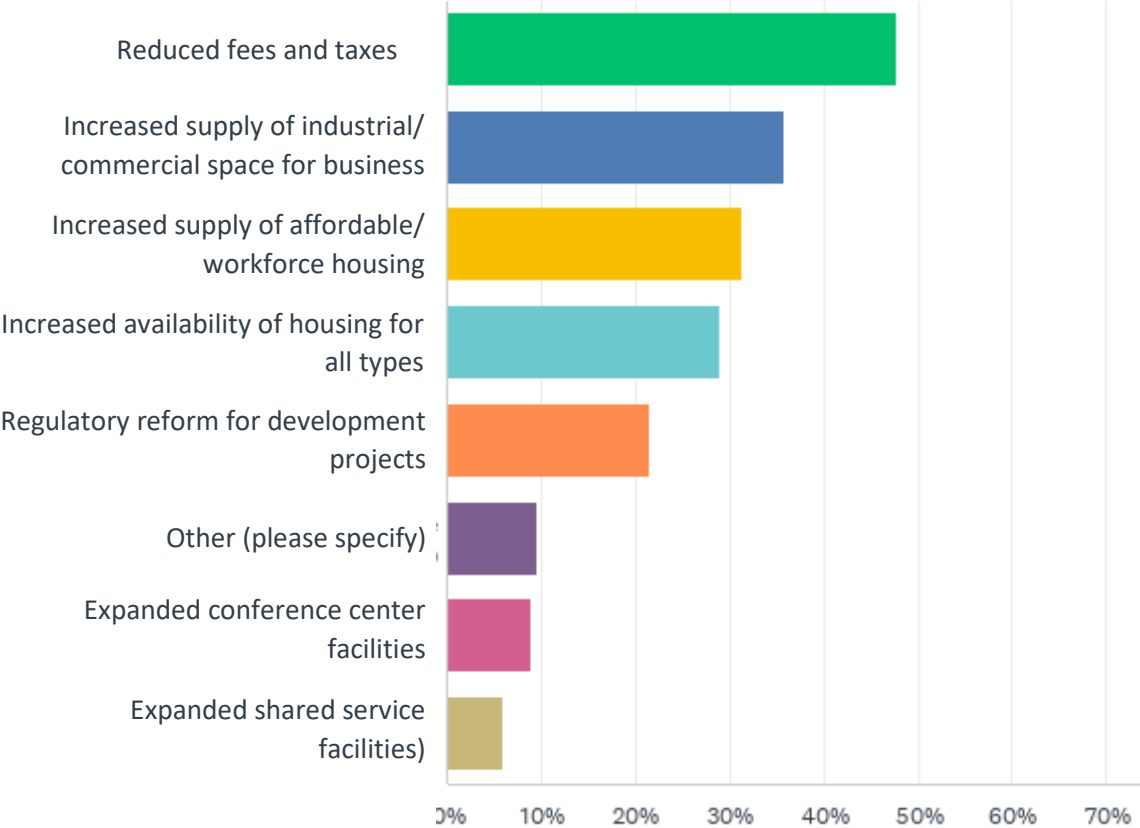
Q19: How has the quality of life in the Santa Clarita Valley changed over the past five years?



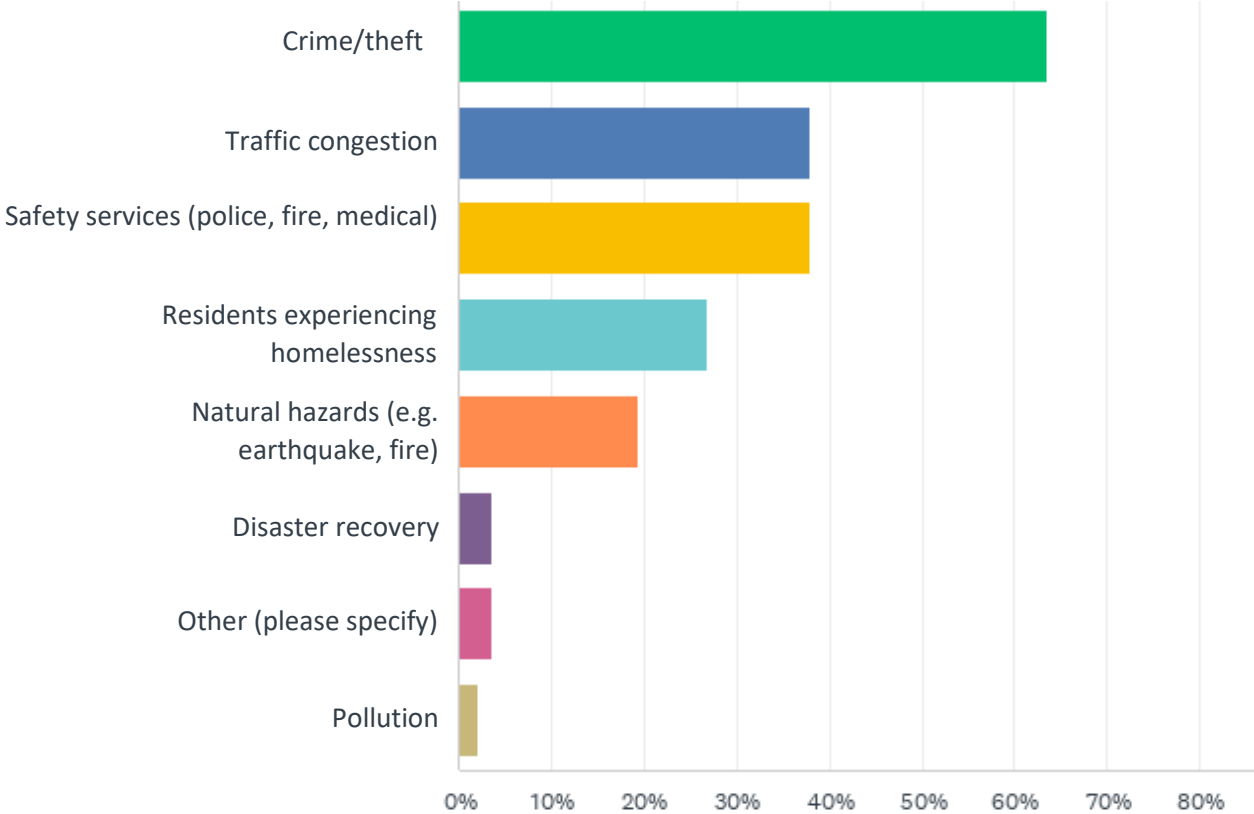
Q20: Thinking about INFRASTRUCTURE, what do you believe are the two most important priorities for the Santa Clarita Valley?



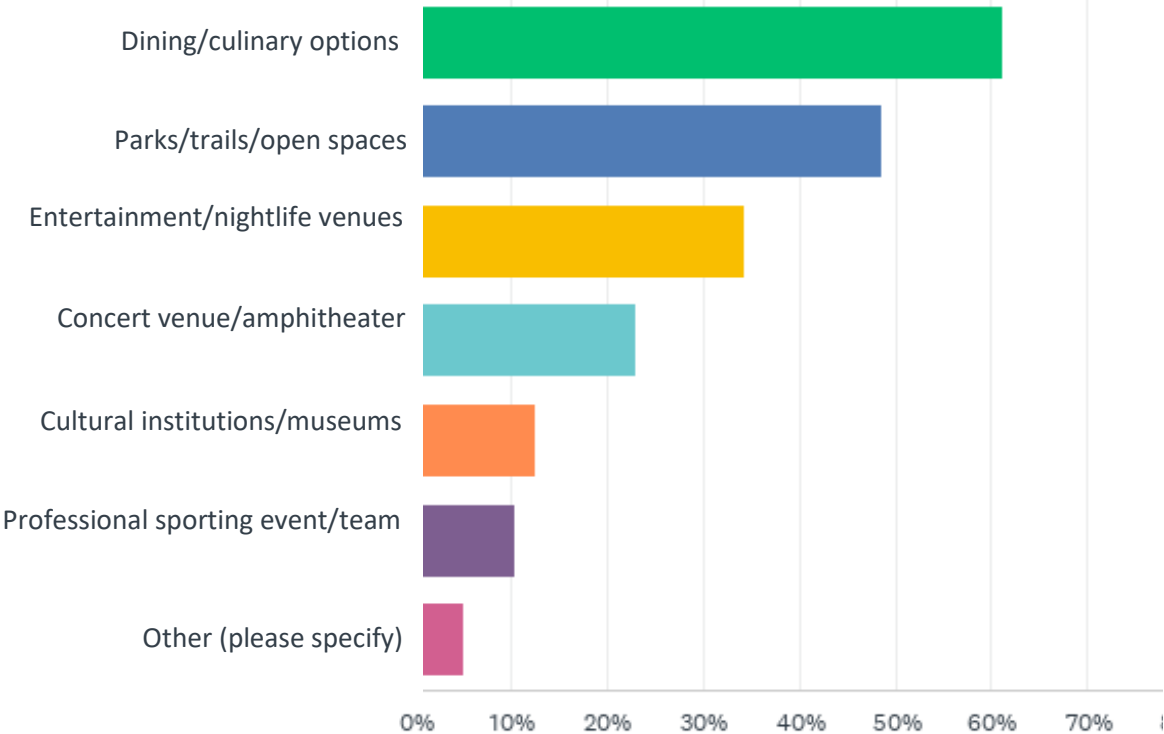
Q21: Thinking about DEVELOPMENT, what do you believe are the two most important priorities for the Santa Clarita Valley?



Q22: Thinking about PUBLIC SAFETY, what do you believe are the two most important priorities for the Santa Clarita Valley?

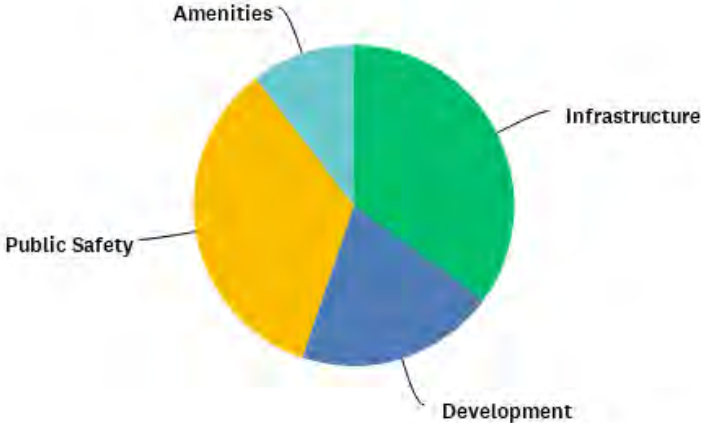


Q23: Thinking about AMENITIES, what do you believe are the two most important priorities for the Santa Clarita Valley?

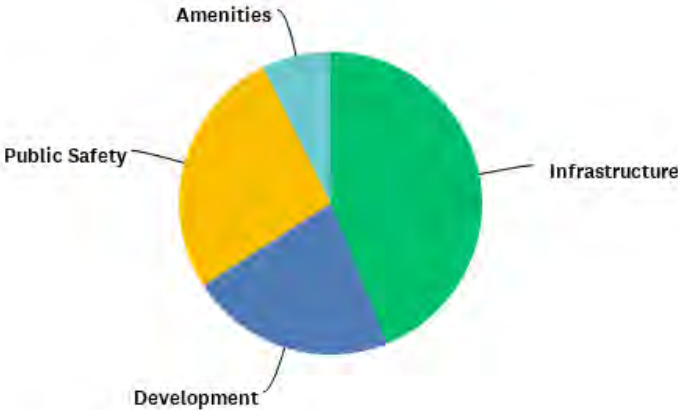


Q24: Thinking about each of the above categories, which one do you think is the most important to address in the Santa Clarita Valley?

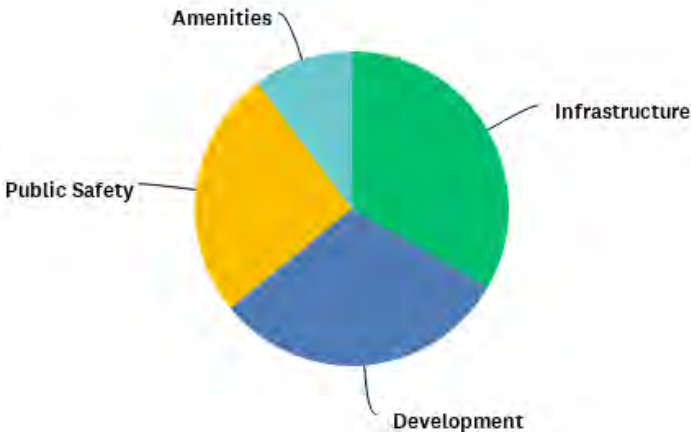
All Respondents



More than 100 Employees



Manufacturers

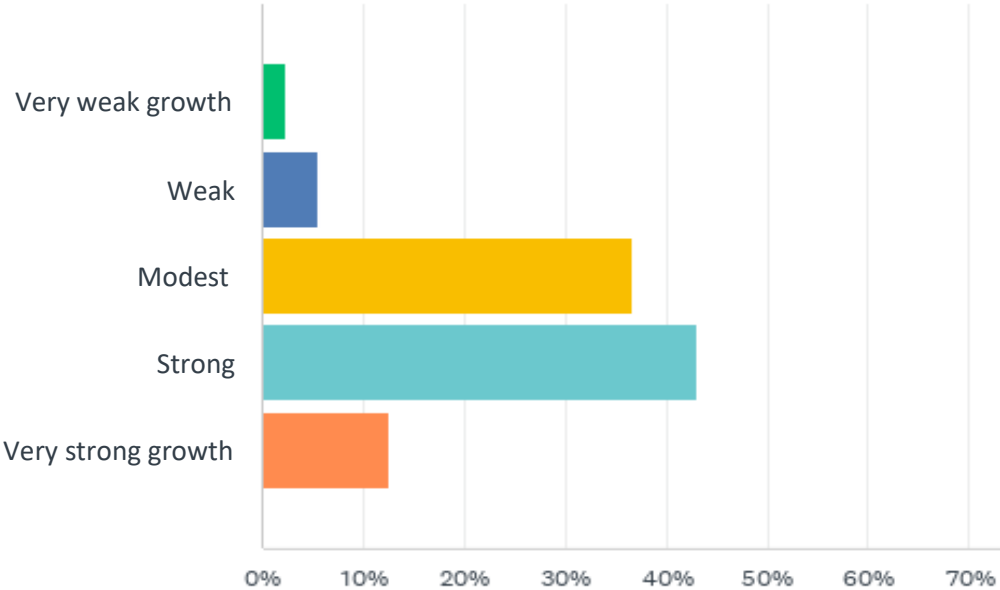


Q25: What is the biggest single challenge facing businesses operating in the Santa Clarita Valley?

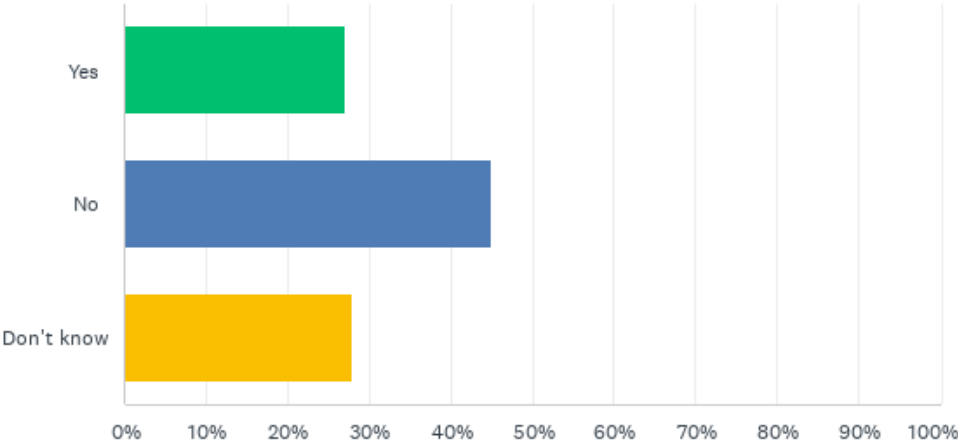


COMPANY/BUSINESS FORECAST

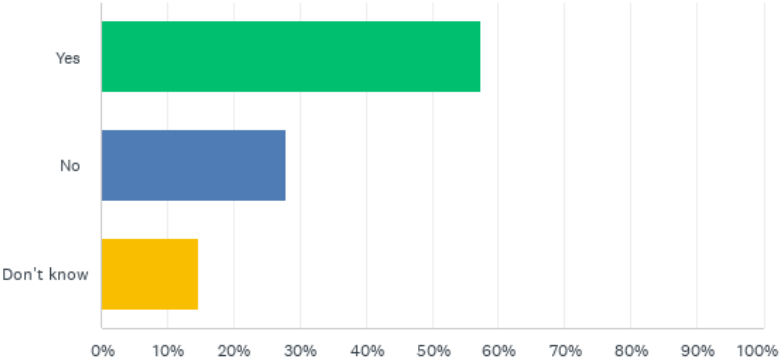
Q26: What are your expectations for growth at your SCV location over the next 3 years?



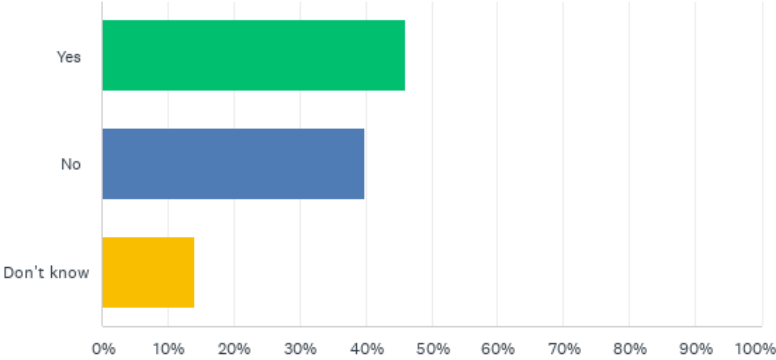
Q27: Does your company plan to expand facilities in the Santa Clarita Valley within next 3 years?



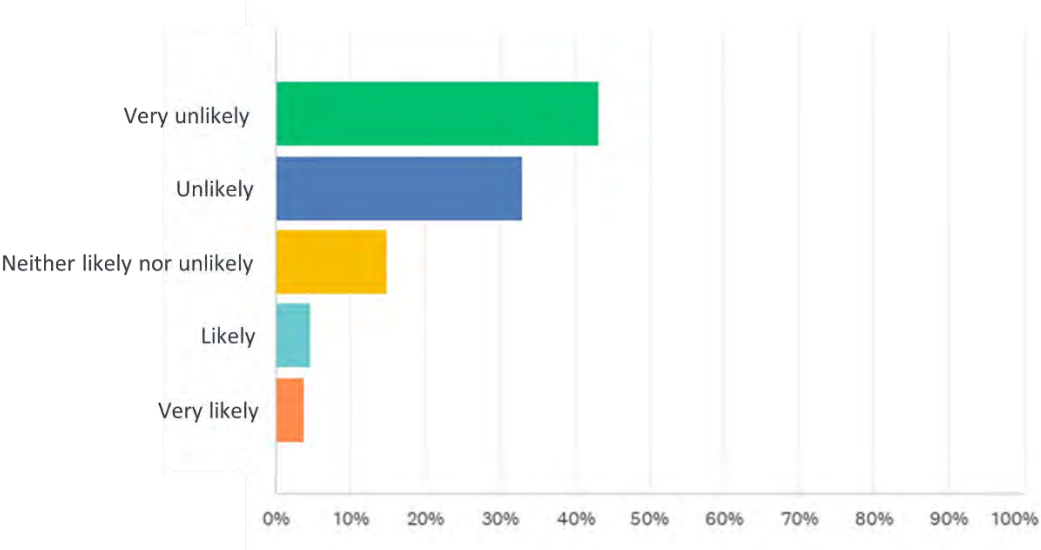
Q28: Are you planning to make capital investments at your Santa Clarita Valley location in the next 3 years?



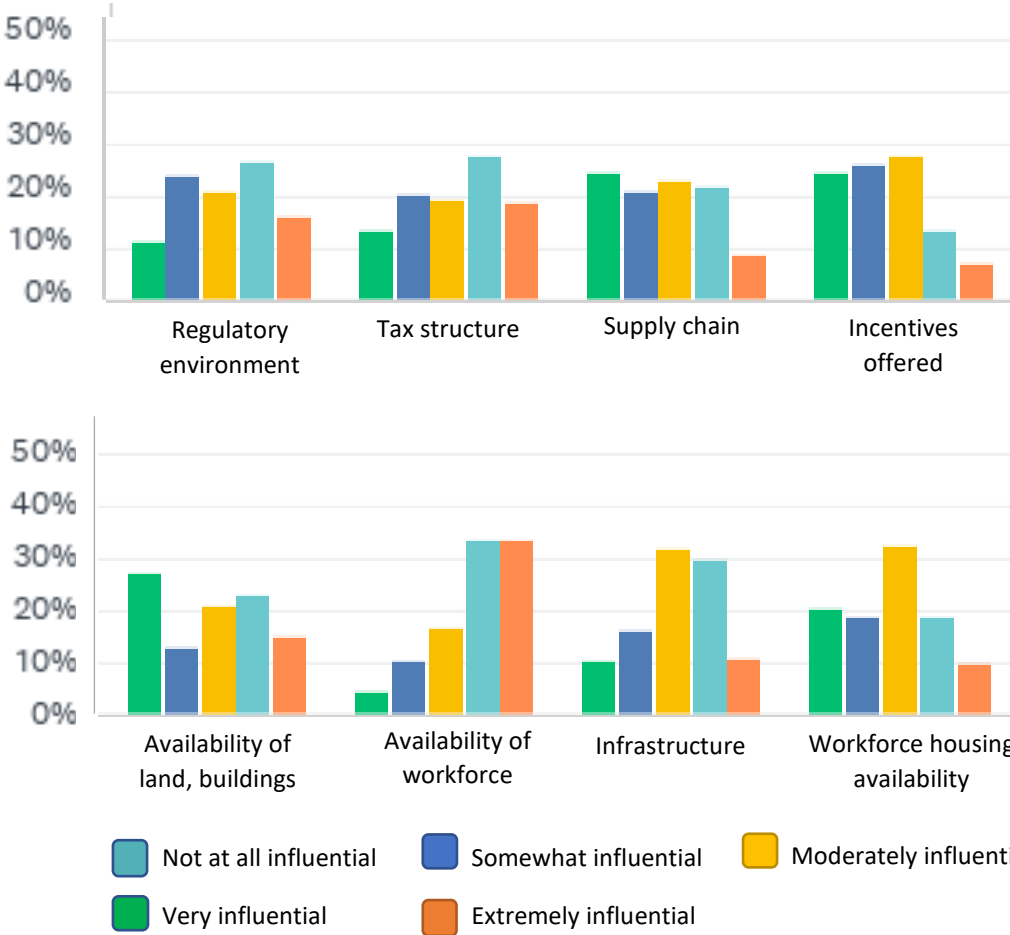
Q29: Does your company plan to expand outside the Santa Clarita Valley within next 3 years?



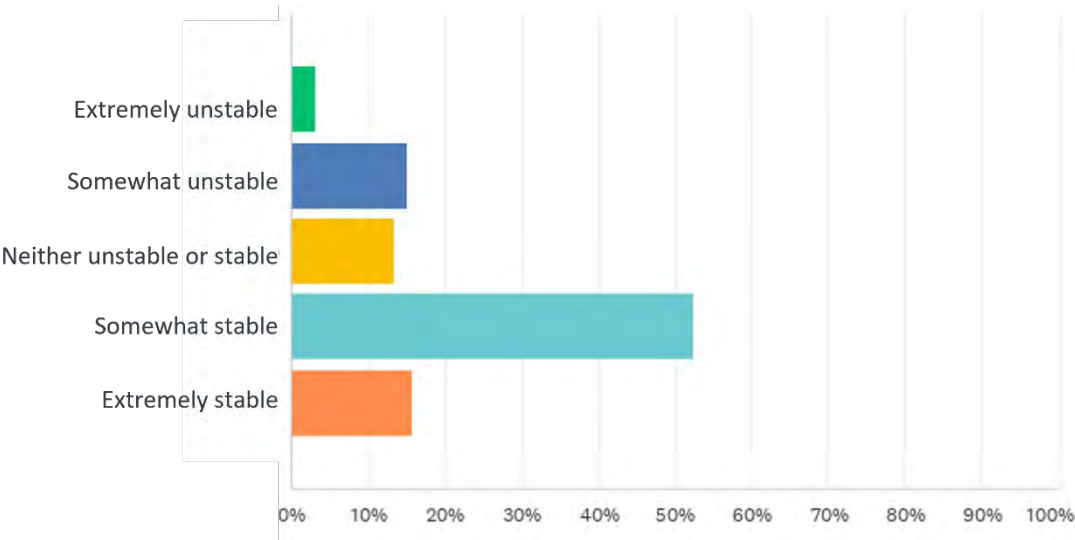
Q30: What is the likelihood of your company downsizing, outsourcing, or closing their facility in the Santa Clarita Valley in the next 3 years?



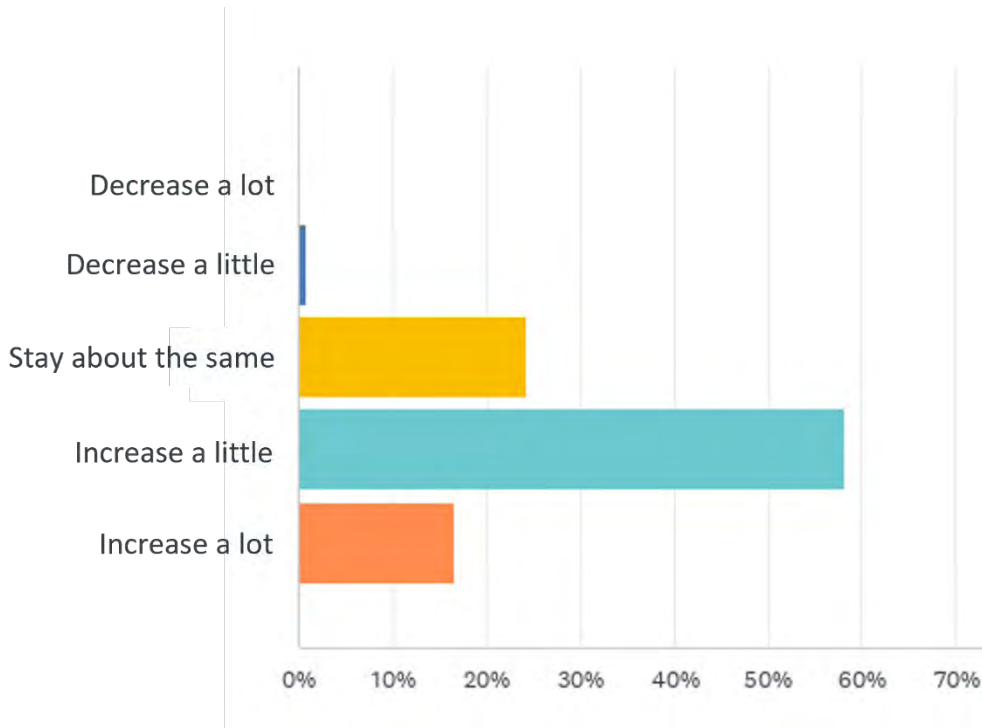
Q31: Please rate the level of influence each of the following factors has on your company's location decisions.



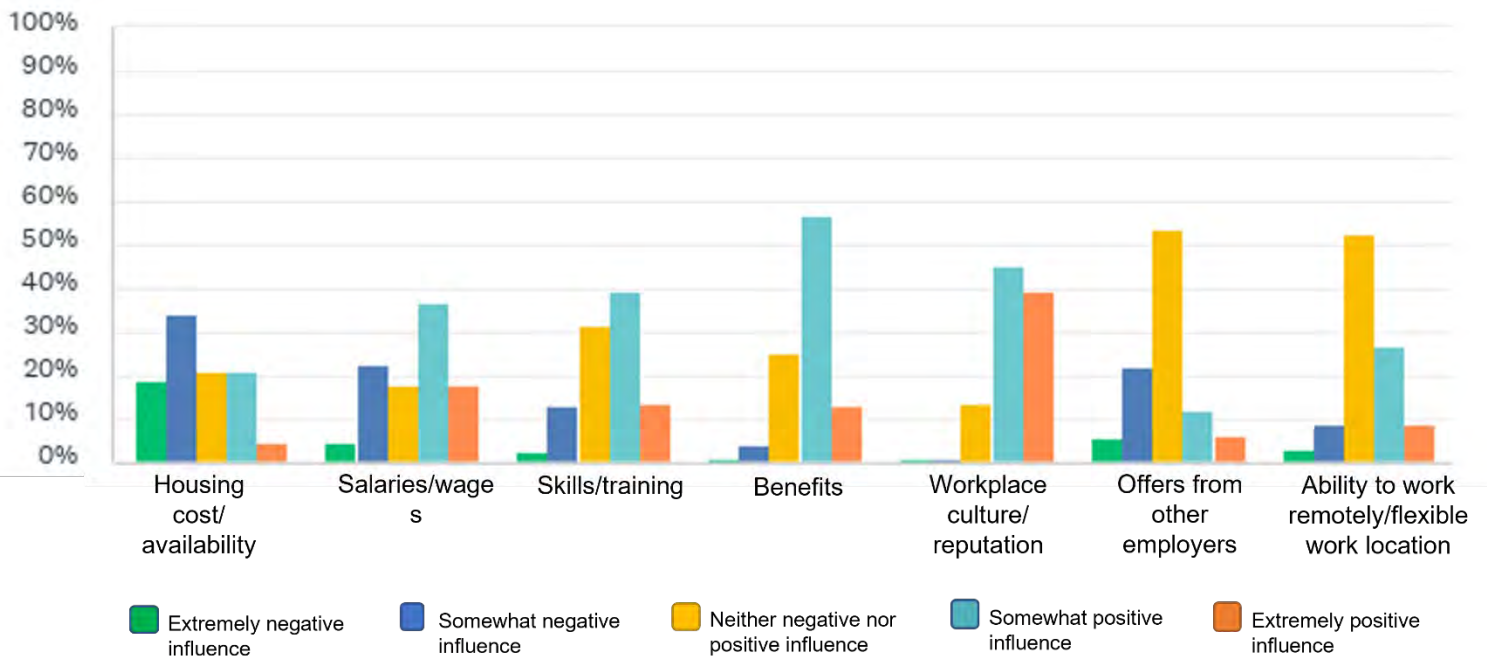
Q32: How would you rate the current stability of your workforce?



Q33: How do you expect the employment level at your company to change over the next 3 years?



Q34: How much influence do the following factors have on your company's ability to recruit and retain employees?



Q35: Thinking about recruiting employees to work at your location in the Santa Clarita Valley, please rate the availability of workers in following categories.

Job Category	Rated Somewhat or Extremely Bad*
Software developers	37%
IT (excluding developers)	28%
Engineering	23%
Manufacturing	31%
Warehouse	25%
Transportation/logistics	20%

* N/A responses excluded

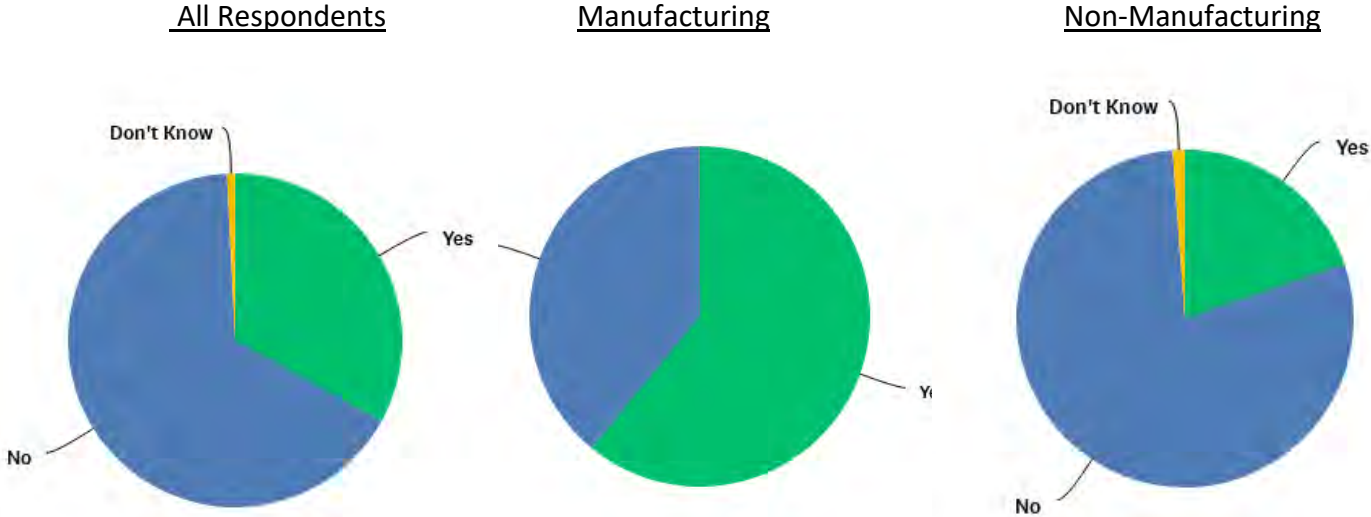
Q36: Thinking about recruiting employees to work at your location in the Santa Clarita Valley, please rate the availability of workers in following categories.

Job Category	Rated Somewhat or Extremely Bad*
Executive	38%
Supervisor	33%
Manager	34%
3-5 years relevant experience	39%
Entry level	31%

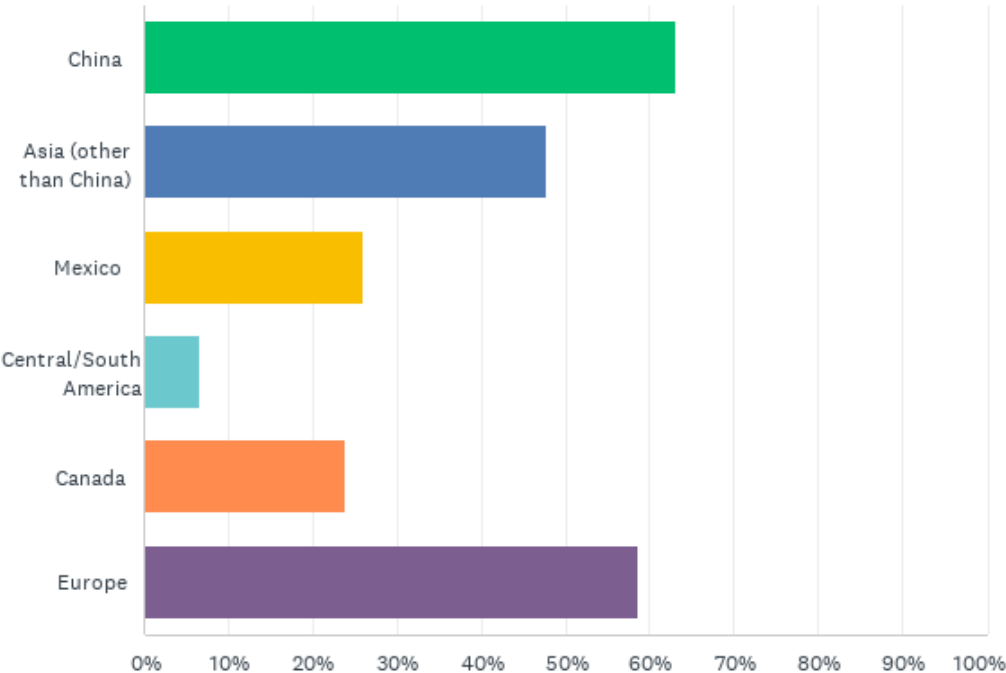
* N/A responses excluded

COMPANY OPERATIONS

Q37: Do you import either raw material or finished product into the US?



Q38: If yes, from what regions does your company import raw materials or components? Check all that apply.

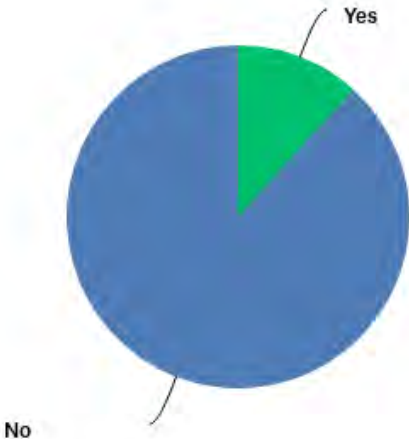
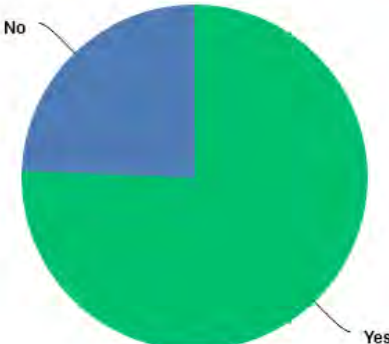
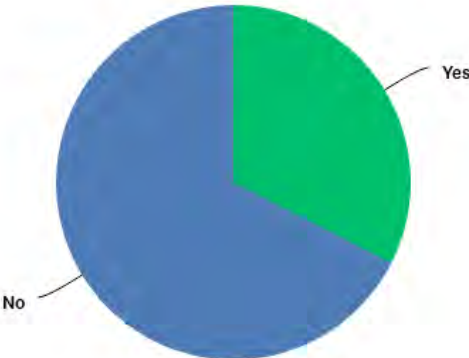


Q39: Do you export products?

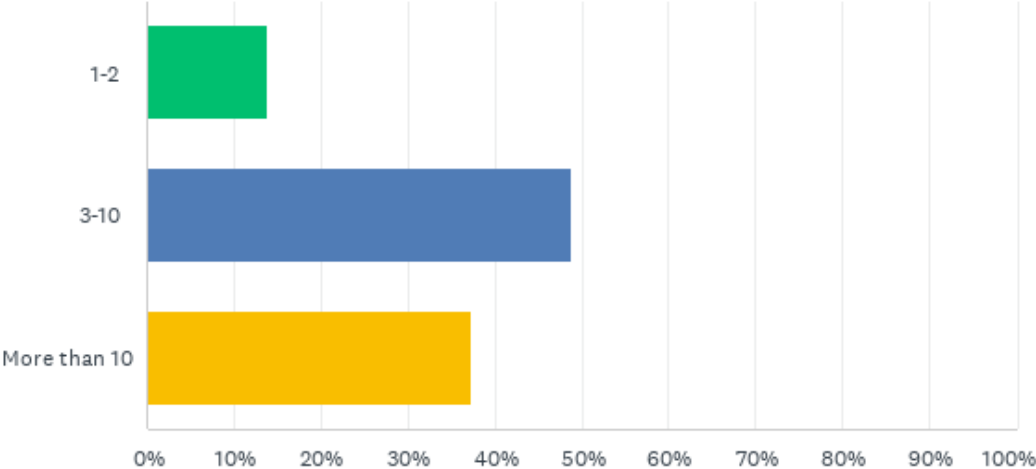
All Respondents

Manufacturing

Non-Manufacturing



Q40: If yes, to how many countries do you export products?



Q41: Does your company have a DEI (Diversity, Equity, Inclusion) plan for hiring practices?

Q42: Does your company have a current business continuity/disaster recovery plan?

Company Size	DEI Plan	Disaster Recovery Plan
Overall	56%	77%
25 or less	38%	60%
26-50	53%	79%
51-100	63%	94%
101-250	68%	95%
>250	100%	93%

SCV RESOURCES

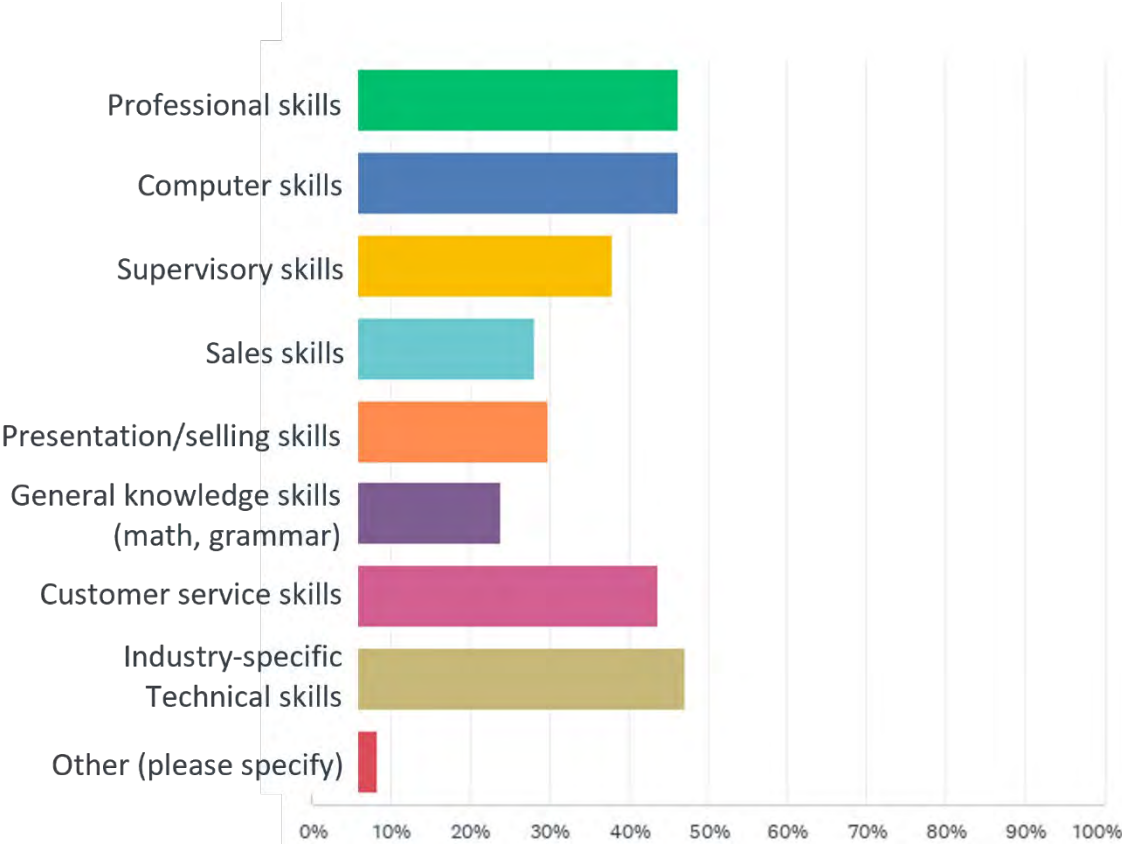
Q43: Are you aware of the following tax credit/incentive programs that could be applicable to your business?

Tax Credit/ Incentive Program	Overall Awareness	Manufacturer Awareness	Non-Manufacturer Awareness
Research & Development Tax Credit	55%	88%	43%
CA Partial Sales Tax Exemption	46%	65%	37%
Work Opportunity Tax Credit	39%	55%	31%
City of Santa Clarita Use Tax Rebate	27%	43%	19%
Foreign Trade Zone	33%	40%	29%
Metro Van Pool	34%	58%	27%

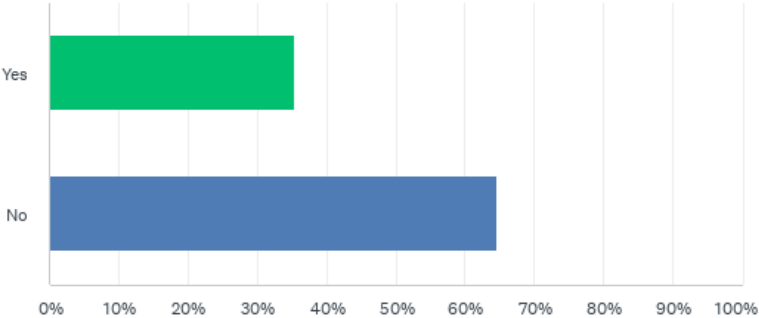
Q44: Are you aware of the following SCV workforce training/hiring resources?

Resource	Awareness
COC Employee Training Institute	82%
LiveWorkSCV.com Job Board	72%
COC School of Personal & Professional Learning	66%
COC Advanced Technology Center	61%
COC JobSpeaker Job Board	48%
Center for Applied Competitive Technology	45%
America's Job Center of Santa Clarita	42%
Non-Profits helping individuals with employment barriers	40%

Q45: What type of workforce development programs would be most useful for training your employees? Check all that apply.



Q46: Business owners considering sale of their company is a national trend, according to the business media. Would programs to assist with transition/succession planning be helpful?





SANTA CLARITA VALLEY
ECONOMIC DEVELOPMENT CORPORATION