



**SANTA CLARITA VALLEY**  
ECONOMIC DEVELOPMENT CORPORATION

# 2024 Annual Report

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**Santa Clarita Valley Economic Development Corporation**



**SANTA CLARITA VALLEY**  
ECONOMIC DEVELOPMENT CORPORATION

As a unique private / public partnership representing the united effort of regional industry and government leaders, the Santa Clarita Valley Economic Development Corporation (SCVEDC) adopts an integrated approach to attracting, retaining and expanding a diversity of businesses, especially those in key industry clusters.

**Ondre Seltzer**

President & CEO

**Natalie Vowell**

Vice President

Business Development

**Lannice Renfro**

Director

Operations & Special Projects

**Scott Heffernan**

Director

Marketing & Research

# SCVEDC Core Functions & Priorities

- **Business Retention & Assistance**
- **Business Attraction & Site Selection**
- Engagement**
- **Target Industries & Community Collaboratives**
- **Foreign Direct Investment**
- **Workforce Development**
- **Providing economic information**



# SCVEDC Target Industries

<p><b>DIGITAL MEDIA &amp; ENTERTAINMENT</b></p> 	<p><b>AEROSPACE &amp; DEFENSE</b></p> 	<p><b>BIOSCIENCE &amp; MEDICAL DEVICES</b></p> 	<p><b>ADVANCED MANUFACTURING</b></p> 	<p><b>COMPANY HQ</b></p> 	<p><b>INFORMATION TECHNOLOGY</b></p> 
STUDIO PRODUCTION	AEROSPACE MANUFACTURING	MEDICAL TECHNOLOGIES	CONSUMER GOODS MANUFACTURING	HQ	SOFTWARE DEVELOPMENT
POST PRODUCTION	AEROSPACE DEFENSE RESEARCH & DESIGN	MEDICAL TESTING & RESEARCH	OTHER ADVANCED MANUFACTURING	PROFESSIONAL SERVICES	DATA STORAGE
COMPUTER GENERATED ENTERTAINMENT	SPACE & SATELLITE MAINTENANCE & REPAIR	PROSTHETICS & IMPLANTABLE DEVICES DESIGN & MANUFACTURING	LOGISTICS & DISTRIBUTION		

# Economic Information

SCVEDC is the One-Stop Resource for Data About the SCV Economy

Economic Outlook

Annual forecast held  
September 27th, 2024

Economic  
Snapshot

Quarterly updates of key  
economic indicators

Workforce  
Development  
Initiatives and  
Partnerships

Promotion and  
implementation of  
workforce resources

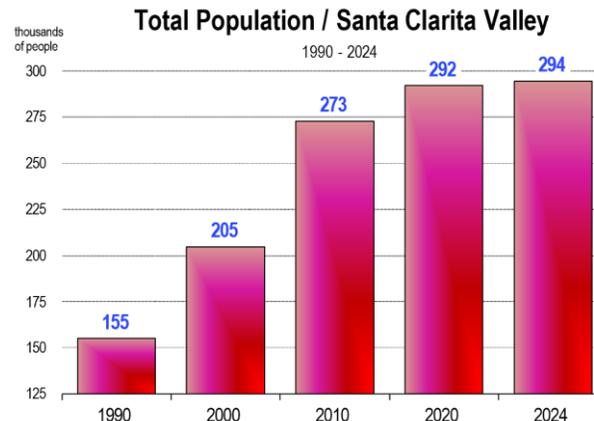
Website & Broker  
Portal

Downloadable data and  
reports, updated  
annually and quarterly

## SCV Median Household Income

2010: \$90,000

2024: \$121,000



## SCV Labor Force

2010: 134,400

2024: 143,769

# 2024 Business Attraction & Assistance

1,461

## Jobs

Attracted, retained,  
and expanded

21

## Companies

Assisted through  
attraction, retention,  
and expansion

31

## Assistance Projects

85% to businesses  
in target clusters

# 2010-2024 Business Attraction & Assistance

**~23,467**

## **Jobs**

Attracted, retained,  
and expanded

**~644**

## **Companies**

Assisted through  
attraction, retention,  
and expansion projects

**~174**

## **Attraction Projects**

Across both target  
and non-target  
clusters

# INNOVATION LOVES COMPANY IN SCV

**174** Total Companies  
Attracted in 15 Years



**2024**  
**Attractions,  
Retentions,  
&  
Expansions**

 **350 jobs (Retention)**

**HQ Relocation (Attraction)** 

 **145 jobs (Expansion/Retention)**

**44 jobs (Expansion)** 

Honourable Mentions



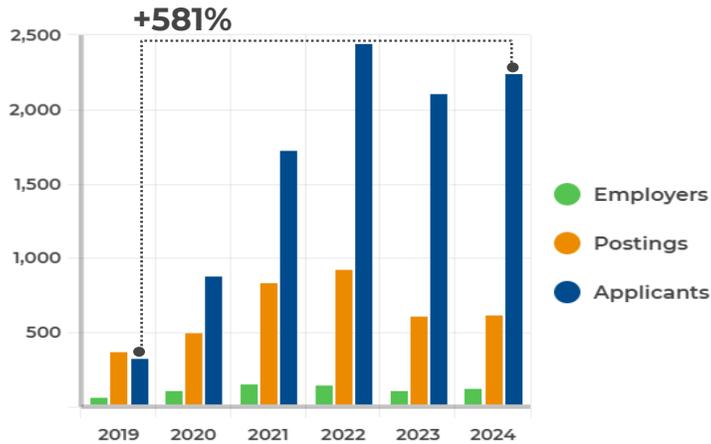
# Site Selection Process

-  #1 Prospecting Locations
-  #2 Market Identification
-  #3 Project Initiation w/ EDC
-  #4 Data Collection & Analysis
-  #5 Site Search & Screening
-  #6 Evaluation (Proposal)
-  #7 Decision-Making (Site Tour)
-  #8 Negotiate & Review
-  #9 Marketing & Public Relations (PR)
-  #10 Aftercare (BRE & Retention)



# Workforce Development

## Job Listings / Job Fairs / Training Partners



	2019	2020	2021	2022	2023	2024
<b>Total Employers</b>	68	113	156	152	109	124
<b>Job Postings</b>	375	505	840	925	613	620
<b>Total Applicants</b>	330	884	1730	2447	2111	2248

[www.LiveWorkSCV.com](http://www.LiveWorkSCV.com)



Spring '24 **100+** Employers

Participated in a SCV-wide job fair with over 827 job seekers in attendance



Fall '24 **99** Employers

Participated in a SCV-wide job fair with over 900 job seekers in attendance



# Executive Committee

**Calvin Hedman**

*Co-Chair*

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**Jason Beaman**

Poole Shaffery

**Ana Fonseca**

Logix Federal Credit Union

**Nate Patena**

DrinkPAK, LLC

**Don Kimball**

*Co-Chair*

FivePoint Holdings, LLC

**Stephanie English**

LA County Supervisor  
Kathryn Barger

**Kevin Klockenga**

Henry Mayo  
Newhall Hospital

**Ken Striplin**

City of  
Santa Clarita

**Don Fleming**

*Chairman Emeritus*  
Valencia Acura

# Board of Directors

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SoCalGas

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**Bill Sloan**

California Bank of Commerce

**Stephanie Wallace**

Mellady Direct Marketing

**Jim Backer**

JSB Development

**Daniel Faina**

Williams Homes

**Trevor Morris**

Wells Fargo

**Jay Schutz**

McDonald's of Santa Clarita

**Marcie Washburn**

Nycote Labs

**Adam Browning**

New Urban West

**Evan Faucette**

KKAJ Accountancy

**Cal Naulls**

Citizens Business Bank

**Tod Sword**

SoCal Edison

**Jeff Weber**

Shadowbox Studios

**Steve Cassulo**

Waste Connections

**Tamara Gurney**

Mission Valley Bank

**Michael Perlmutter**

IAC Properties

**Jim Tanner**

Realty Executives Valleywide Escrow

**Neal Weichel**

RE/MAX Valencia

**Jay Catlin**

AMS Fulfillment

**Jeff Harris**

Six Flags Magic Mountain

**Craig Peters**

CBRE

**Bryan Touchstone**

Centennial REC

**SCVEDC Supporters:**

**Mike DeLorenzo**

Santa Clarita Studios

**Maria Higgins**

Scorpion

**John Prabhu**

LA North Studios

**Philip Tsui**

Trammell Crow Company

LA County WDB

**Matt Dierckman**

Colliers International

**Gary Horton**

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**Ravi S. Rajan**

CalArts

**John Vance**

Vance Wealth

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**Thomas DiPrima**

Woodridge Capital

**Mitzi Like**

LBW Insurance & Financial Services

**David Rendall**

RE/MAX of Valencia, SC, & Commercial

**Dennis Verner**

Burrtec Waste Industries

Master's University

**Dale Donohoe**

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**Craig McCrary**

Neotech Products LLC

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Lief Labs