



# Talent Report



STILL GOLDEN

**SANTA CLARITA  
VALLEY** >

STILL GOLDEN

# Santa Clarita Valley



The Santa Clarita Valley boasts a pro-business local government and a long list of money-saving business incentives, a robust educational system, a fast-growing economy, and a prime location.

Just 30 miles north of Downtown LA on the edge of Los Angeles County, it is the best option for highly competitive businesses in Southern California. The SCV's state-of-the-art industrial and commercial developments and business-friendly reputation make the Santa Clarita Valley a highly attractive market with an exceptional labor pool in close proximity.





SANTA CLARITA VALLEY

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SANTA CLARITA VALLEY

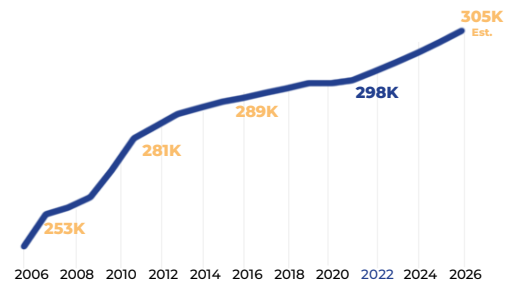
# Thriving Population



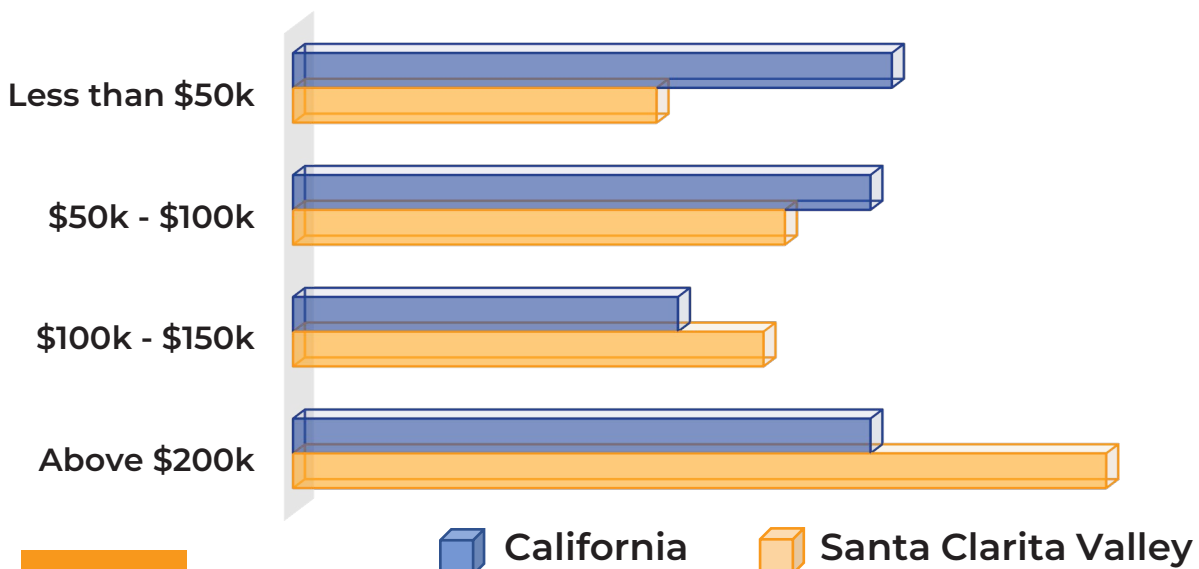
The Santa Clarita Valley is one of the few places in LA County with an abundance of developable land for residential real estate. With one of the largest residential construction projects state wide, SCV's capacity to attract new residents is more prominent than almost every other region in California.

## 298K

Total SCV Population



## Household Income 2022



SANTA CLARITA VALLEY

# Available Workforce

Nearly 5.3m people live within a 30 minute morning commute



The Santa Clarita Valley is home to an educated workforce, and well situated to access workers from nearby communities within a 45-minute commute.

Within this 45-minute commute in an area that stretches from Lancaster to Inglewood, there are approximately **2.8 million** workers who could reasonably travel to the Santa Clarita Valley for work.

SCV's own demographics are favorable. With nearly **200k** individuals of working age, SCV residents are eager to work locally.

**38.2%**

Percent of over 25s have a bachelors degree or higher

**9.9%**

Percent of over 25s have an associates degree

**24.1%**

Percent of over 25s have completed at least some college

**18%**

Percent of over 25s have earned a high school diploma

SANTA CLARITA VALLEY

# Educational Pipeline

In Diana G. Van Hook  
UNIVERSITY  
CENTER  
COLLEGE OF THE CANYONS

Santa Clarita Valley is home to top-performing schools from kindergarten through extended education programs. Our elementary schools and high schools are among the best in California with two-thirds of local elementary schools named California Distinguished Schools.

Our valley is also home to three top collegiate establishments including College of the Canyons, The Master's University and internationally-renowned California Institute of the Arts (CalArts). There are over 50 institutions of higher learning within 30 miles.



caLARTS



**20k**

Students  
in Fall 2020

**3k**

Graduates  
in 2019/20

**407** 🏆

Graduates  
from 2019-20

**2.4k**

Students  
in 2021

**468**

Graduates  
from 2020-21



Ranked as America's  
top college in the arts by  
Newsweek/The Daily Beast

SANTA CLARITA VALLEY

# Educational Pipeline

continued

With an unmatched commitment to preparing the skilled workforce and leaders of tomorrow, the Santa Clarita Valley boasts many exceptional choices for elementary, middle school, high school and higher education.

**15** Colleges & universities within close range to SCV

**2/3** of our elementary schools have been named a California Distinguished School at least once, and several are National Blue Ribbon Schools. **6** William S. Hart Union High School District made the top 13 percent of U.S. News & World Report's list of Best High Schools in 2022. More than 90% of Hart District students go on to post-secondary education.

COLLEGE OF THE CANYONS

THE MASTER'S UNIVERSITY

LOS ANGELES MISSION COLLEGE

Los Angeles Valley College

GLENDALE COMMUNITY COLLEGE

LACC LOS ANGELES CITY COLLEGE

PASADENA CITY COLLEGE

CALARTS

California State University Northridge

PEPPERDINE UNIVERSITY

USC University of Southern California

Loyola Marymount University

UCLA BRUINS

THE CALIFORNIA INSTITUTE OF TECHNOLOGY

THE UNIVERSITY OF CALIFORNIA

Los Angeles County

Santa Clarita

Within 45 minutes of the Santa Clarita Valley are 15 of the largest public & private, universities, colleges & community colleges in Southern California

SANTA CLARITA VALLEY

# A Place to Call Home

Best Places to Live

CNNMoney



Nation's Safest Cities



A premier place to live, the Santa Clarita Valley has been recognized as one of the “Nation’s Safest Cities” (Federal Bureau of Investigation) as well as one of the “Best Places to Live” (CNN Money Magazine).

Visit the Santa Clarita Valley just once, and it’s easy to see why. Offering premier dining and shopping, year-round special events, over 100 miles of hiking, bicycling and equestrian trails, and 280 days of sunny skies with an average year-round temperature of 77°, the Santa Clarita Valley boasts great housing options, world-class recreational facilities and is just minutes from the Los Angeles marketplace.

**13th**

Fastest Growing City in US

**15th**

Happiest City in the US

**3rd**

Safest City in the Nation

**4th**

Most Ambitious Business City in US





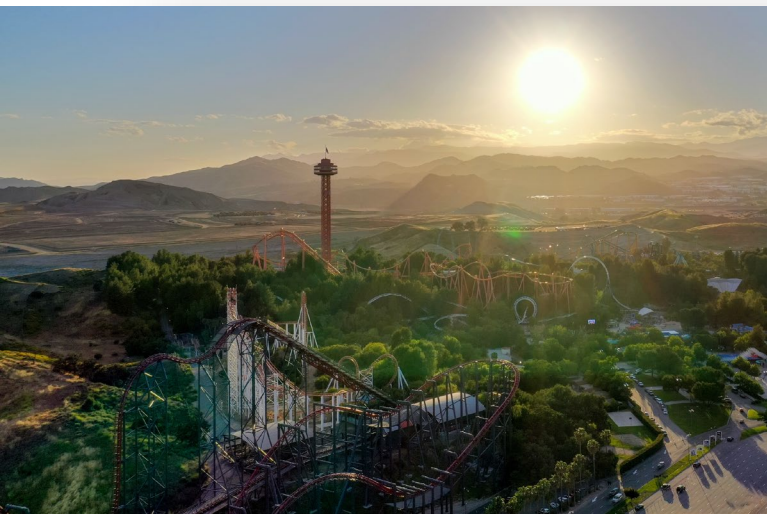
## SANTA CLARITA VALLEY

# Attractions

From special events to everyday experiences that make for the perfect work/life balance, Santa Clarita Valley boasts top-tier education, beautiful new home developments, a dynamic business community and a positive, lively culture for people of all ages to enjoy!

**3<sup>rd</sup> Largest City**  
in Los Angeles County, CA

**8<sup>th</sup>**  
Most Physically  
Active Mid-Sized City  
in America\*



There are countless fun things to do in Santa Clarita Valley. From theme parks and historic house tours to endless outdoor recreation and celebrity sightings, you can fill your days with plenty of fantastic experiences for all ages. Santa Clarita Valley sits perfectly in the middle of all the top Southern California events and excursions.

**Over**  
**25,000 ACRES**  
**OF OPEN SPACE**



As part of the SCV's "greenbelt", these preserved natural areas not only provide recreational opportunities for residents but also protect crucial natural habitats for wildlife. If you enjoy hiking, camping, biking, horseback riding or just going on nature walks – SCV has wide open spaces for you to explore!

SANTA CLARITA VALLEY

# Cost of Living



The cost-of-living index measures relative price levels for consumer goods and services. The national average is **100**, and each index is read as a percentage of the national average. As the index number rises, living becomes less affordable for the average consumer.

While SCV is higher than the national average at **147.1**, it pales in comparison to a whopping **304.1** in Santa Monica!

Santa Clarita Valley



San Diego



Simi Valley



Los Angeles



Thousand Oaks



Burbank



Glendale



Irvine



San Francisco



Santa Monica



DIVERSITY IN BUSINESS

# Industries in SCV

**DIGITAL  
MEDIA &  
ENTERTAINMENT**



STUDIO  
PRODUCTION

POST  
PRODUCTION

COMPUTER  
GENERATED  
ENTERTAINMENT

**AEROSPACE  
& DEFENSE**



AEROSPACE  
MANUFACTURING

AEROSPACE  
DEFENSE  
RESEARCH &  
DESIGN

SPACE & SATELLITE  
MAINTENANCE &  
REPAIR

**MEDICAL  
DEVICES**



MEDICAL  
TECHNOLOGIES

MEDICAL TESTING  
& RESEARCH

PROSTHETICS &  
IMPLANTABLE  
DEVICES DESIGN &  
MANUFACTURING

**ADVANCED  
MANUFACTURING**



CONSUMER GOODS  
MANUFACTURING

OTHER ADVANCED  
MANUFACTURING

LOGISTICS &  
DISTRIBUTION

**COMPANY  
HQ**



HQ

PROFESSIONAL  
SERVICES

**INFORMATION  
TECHNOLOGY**

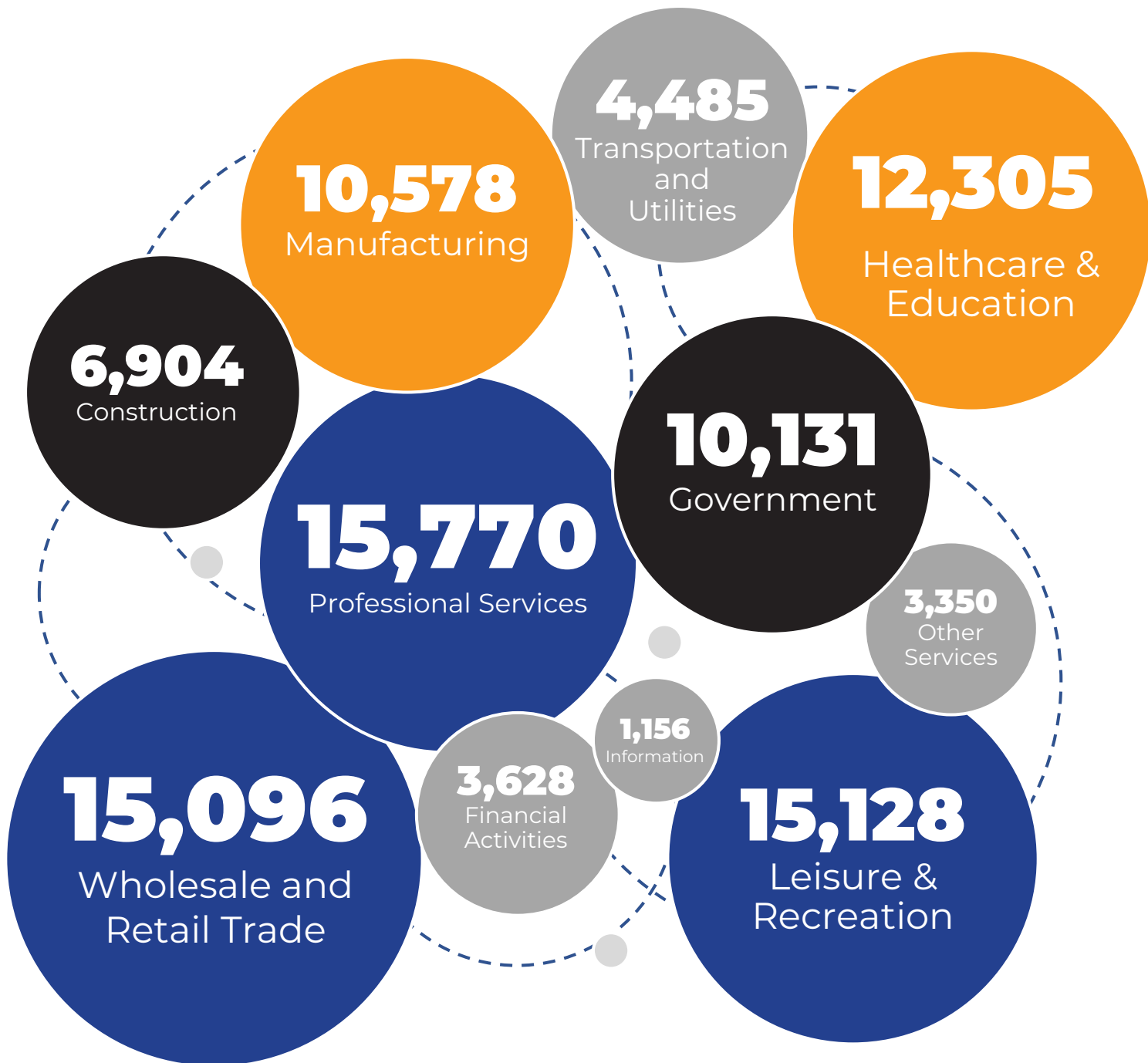


SOFTWARE  
DEVELOPMENT

DATA STORAGE

WHERE DO PEOPLE WORK IN SCV

# Industry Snapshot



SANTA CLARITA VALLEY

# Top Employers By Sector



## AEROSPACE & DEFENSE

Woodward HRT	<b>710</b>
ITT Aerospace Controls	<b>360</b>
ASC Process Systems	<b>294</b>
PCC Aerostructures ADI	<b>238</b>
Crissair	<b>216</b>
Forrest Machining	<b>212</b>
Sunvair	<b>205</b>
HRD Aero Systems	<b>183</b>
RAH Industries	<b>172</b>



## ADVANCED MANUFACTURING

DrinkPAK	<b>445</b>
Contractors Wardrobe	<b>402</b>
B & B Manufacturing	<b>235</b>
Knowles Precision Devices	<b>194</b>
Fralock	<b>187</b>
Star Nail / Cuccio	<b>149</b>
Cicoil LLC.	<b>145</b>
Bay Center Foods	<b>109</b>



## MEDICAL DEVICES & HEALTH

Henry Mayo Newhall Hospital	<b>1,683</b>
Advanced Bionics	<b>723</b>
Boston Scientific	<b>649</b>
Kaiser Permanente	<b>435</b>
IQVIA (previously Q2 Solutions)	<b>350</b>
Shield Healthcare	<b>242</b>



## CORPORATE HQ

Princess Cruises	<b>901</b>
Logix	<b>679</b>
Gothic Landscape	<b>333</b>
Landscape Development	<b>300</b>
Williams Homes	<b>200</b>
Sunkist	<b>100</b>



## MAJOR SOUNDSTAGES & MOVIE RANCHES

Santa Clarita Studios	<b>1.3M SF</b>
Rye Canyon Studios	<b>750K SF</b>
LA North Studios	<b>460K SF</b>
Valencia Studios	<b>73.5K SF</b>
Diamond V Movie Ranch	<b>250 acres</b>
Golden Oak Ranch	<b>890 acres</b>



## EDUCATION

William S. Hart Union Sch. District	<b>2,100</b>
Saugus Union Sch. District	<b>1,608</b>
College of the Canyons	<b>1,599</b>
Newhall Sch. District	<b>931</b>
The Master's University	<b>739</b>
California Institute of the Arts	<b>454</b>
Castaic Union Sch. District	<b>284</b>

SANTA CLARITA VALLEY

# History of SCV

**Early 1960s** – I-5 Freeway construction begins in SCV

**1967**

- ✓ First homes constructed in master-planned community of Valencia
- ✓ Lockheed expands Rye Canyon Research Center
- ✓ California Institute of Arts & College of the Canyons break ground
- ✓ Valencia Industrial Center construction underway with seven new plants open or in progress

**1971**

- ✓ Magic Mountain opens its gates
- ✓ HR Textron (previously Hydraulic Research, now Woodward HRT) begins construction of new facility

**1975**



- ✓ Henry Mayo Newhall Hospital founded

**1980s**

- ✓ Valencia Industrial Center (VIC) in significant construction

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# History of SCV continued

## 1987

- ✓ City of Santa Clarita is incorporated, combining
- ✓ communities of Valencia, Saugus, Newhall, Canyon Country
- ✓ Santa Clarita Studios founded in VIC



## 1989

- ✓ ADI is founded, eventually becoming a major aerospace manufacturer in VIC

## 1996

- ✓ Remo Drums relocates to SCV

## 1997

- ✓ Princess Cruises relocates to Santa Clarita



## 1998

- ✓ Valencia Commerce Center (VCC) begins construction

SANTA CLARITA VALLEY

# History of SCV continued

## 2003

- ✓ Al Mann founds Mann Biomedical Park at former Lockheed Research Facility
- ✓ SCV crosses 200,000 in total population



## 2013

- ✓ Sunkist relocates to SCV

## 2015

- ✓ Logix announces relocation to Valencia Commerce Center
- ✓ Vista Canyon, a mixed-use development on the east side of SCV, breaks ground

## 2016

- ✓ IAC Commerce Center breaks ground, adjacent to VCC
- ✓ New construction in VCC marks first new industrial expansion in 10 years in North LA County

## 2017

- ✓ Needham Ranch breaks ground

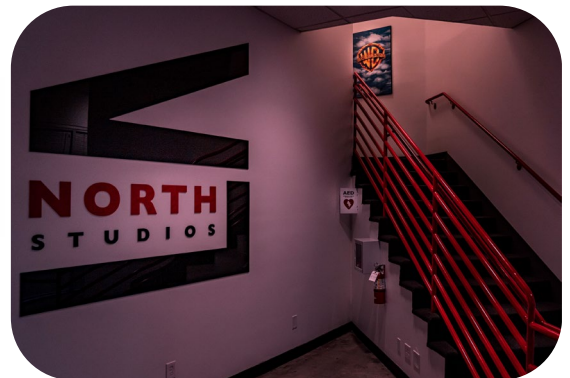


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# History of SCV continued

## 2018

- ✓ Bay Center Foods leases space at IAC
- ✓ LA North Studios opens first soundstages



## 2020

- ✓ DrinkPAK establishes operation in Needham Ranch
- ✓ LA North Studios expands

## 2021

- ✓ Oxford purchases Southern California Innovation Park to build studios and soundstages
- ✓ First homes begin sales at Fivepoint Valencia development



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# Innovation Loves Company

## INNOVATIVE COMPANIES, TALENTED WORKERS



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# Business Advantage

## COST COMPARISON

	SANTA CLARITA VALLEY	LOS ANGELES	PALMDALE	PASADENA	SAN FERNANDO
<b>Overall Cost Rating</b>	\$\$\$	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$
<b>Business Taxes</b>	None	Gross Receipts	Gross Receipts + #EMPL	#EMPL	Gross Receipts
<b>Utility User Tax Rates</b>	None	Yes	None	Yes	None
<b>Other Taxes &amp; Fees</b>	\$	\$\$\$	\$	\$	\$

Source: [2018 Kosmont-Rose Institute Cost of Doing Business Survey](#)

SANTA CLARITA VALLEY

# Talent Acquisition, Training & Retention

## Workforce Development Resources



**The Small Business Development Center** is the SBA's largest service program and provides high quality business & economic development assistance to small businesses & entrepreneurs, including no-cost business advising and low-cost training to existing and new businesses.



**LiveWorkSCV.com** is a free, comprehensive job board that matches Santa Clarita Valley career opportunities with residents who want a job closer to home.



**America's Job Center of California (AJCC)** is your one-stop shop for workforce services, providing a comprehensive range of no-cost employment and training services for employers and job seekers.



Santa Clarita's proximity to the heart of the film and entertainment industry – its own abundance of local employers, talent, and shoot locations – **CalArt's** award winning programs are ideally located.



The School of Personal and Professional Learning at **College of the Canyons** provides our community with the same learning opportunities as our students, with TUITION-FREE courses to develop new skills, complete high school education, explore personal interests, and more.



**The CACT** has a Fast Track program of intensive job training for anyone seeking a new career with advanced technology companies. CACT's mission is advancing the global competitiveness and innovation for advanced technology companies in California, through responsive workforce training and technical consulting services.



**ETI** provides a performance-based approach to training and development to improve workforce competitiveness in the Santa Clarita Valley. For over 30 years, they have assisted businesses with low-cost subsidized training programs that are specifically tailored to increase efficiencies, enhance productivity, and reduce costs.

SANTA CLARITA VALLEY

# Testimonials



After 87 years in Burbank, Logix Federal Credit Union decided to build its new corporate campus in the Santa Clarita Valley. Logix had outgrown its existing facility, and its new headquarters provides the opportunity for expansion that Southern California's largest credit union needs for its long-term growth."



**INDUSTRY: BANKING**



DrinkPAK is a premiere West Coast contract manufacturer of premium alcoholic and non-alcoholic beverages, providing comprehensive operational services including procurement support, complex batching and processing, filling, packaging, and onsite storage and distribution. DrinkPAK chose the Santa Clarita Valley to create a 572,410 SF state-of-the-art contract manufacturing campus."



**INDUSTRY: MANUFACTURING**

### SANTA CLARITA VALLEY

# Logix Federal Credit Union

After 87 years in Burbank, **Logix Federal Credit Union** decided to build its new corporate campus in the Santa Clarita Valley. Logix had outgrown its existing facility, and its new headquarters provides the opportunity for expansion that Southern California's largest credit union needs for its long-term growth.

## COMPANY NEED

Having rebranded as Logix Federal Credit Union, the former Lockheed Federal Credit Union grew rapidly, growing to over 400 employees in 2015. Logix had outgrown its long-time facility in Burbank, CA and had started leasing supplemental space for its employees. As the largest credit union in Southern California, Logix predicted continued growth in the years to come and needed a long-term solution.

## COMPETITION

After being located in Burbank for over 85 years, Logix preferred staying within the Burbank, Pasadena, Glendale corridor, but couldn't find suitable buildings or property. Logix made an initial decision to rebuild a larger headquarters on their existing property, but the prospect of continual construction was not appealing. An existing building in Simi Valley offered a quick solution but the location was hard to access.



## SOLUTION

SCVEDC courted Logix through multiple meetings with senior executives and by providing tours of available properties in the Santa Clarita Valley. SCVEDC provided data and information comparing attributes of competing cities. The courtship culminated in a lunch meeting with Logix's site selection team that brought together every organization that supports economic development in the SCV: SCVEDC, the City of Santa Clarita, the County of Los Angeles, College of the Canyons, SCVEDC Board members, and businesses that had relocated to SCV. Together, the individuals representing these organization explained how they could support Logix in their relocation.

## RESULTS

Logix purchased 12 acres in the Valencia Commerce Center and developed an initial 175k square foot headquarters, with the opportunity to expand to 254k SF. Over time, the facility could house up to 1300 employees. While full occupancy was delayed due to the pandemic, Logix employees moved into the facility in 2021.

### SANTA CLARITA VALLEY

# DrinkPAK



**DrinkPAK** is a premiere contract manufacturer of premium alcoholic and non-alcoholic beverages, providing comprehensive operational services including procurement support, complex batching and processing, filling, packaging, and onsite storage and distribution. DrinkPAK chose the Santa Clarita Valley to create a 572,410 SF state-of-the-art contract manufacturing campus.

## COMPANY NEED

DrinkPAK was seeking a new location in Southern California to establish their first dedicated contract manufacturing facility. Its principals have a long and successful track record creating beverage brands, then selling these brands along with their manufacturing facilities to world-class companies such as PepsiCo and Keurig Dr. Pepper. This new facility would be a substantial initial and longer-term investment in beverage processing and storage equipment to produce beverage products for brands that will be owned by the DrinkPAK and its affiliates.

## COMPETITION

DrinkPAK chose to begin their search in Ventura County after previously experiencing a painful and difficult process in permitting of another facility in Los Angeles County. They had worked in Ventura County before and had a positive experience, but were unable to find a building that suited their needs. Eventually, they turned back to LA County to continue their site search.

## SOLUTION

After exploring many options, DrinkPAK landed on a building in the Center at Needham Ranch as the optimal location for their project. SCVEDC worked closely with DrinkPAK and Needham Ranch developers, helping to facilitate meetings and introductions to many agencies in SCV. As a result, DrinkPAK was able to achieve expedited permit processing with the City of Santa Clarita and County of Los Angeles, and rapidly connect with SoCal Gas for gas line routing, Sanitation District for discharge requirements, LA County Fire Dept. for truck loading/parking modifications, and the LA County Health Department for permitting of the production facility. SCVEDC also introduced many tax incentives and resources that would benefit DrinkPAK in SCV.

## RESULTS

The collaboration of SCVEDC, Trammel Crow and Clarion Partners, and all City and County agencies underscored the business-friendly nature of SCV. As demand for their products surged, DrinkPAK chose this region for expansion, first signing a lease for 172,324 SF, and then signing for an additional two buildings to create a campus of 572,410 SF. Their plans call for a state-of-the-art, 3-line beverage contract manufacturing, packaging, and fulfillment center. The project will result in hiring of 425 employees in the next five years, with a total five-year economic output of more than \$1.3 billion, labor income of more than \$402 million, and over \$35 million in State, County, and local fiscal revenues.



# Learn more

Contact us to learn more about Santa Clarita Valley Investment Opportunities:



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[www.scvedc.org](http://www.scvedc.org)



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