

Focus on Business

in Santa Clarita



Summer
2011

“The Most Business-Friendly City In Los Angeles County”

- LOS ANGELES ECONOMIC DEVELOPMENT CORPORATION



Santa Clarita is a top destination for doing business in Southern California. But don't just take our word for it.

“Advanced Bionics chose to relocate its corporate offices and more than 350 employees to Santa Clarita because of its business-friendly practices, cost saving programs, and expedited permitting process, which helped us get into our new facility in three months.”

Jim Eby

Vice President of Operations

ADVANCED BIONICS

We moved to Santa Clarita to capitalize on three main competitive advantages - the absence of city business taxes, the talented and cost effective work force, and the many quality of life benefits available to our employees.”

John Shaffery

Managing Partner

POOLE & SHAFFERY, LLP.

“In 1998 our company had outgrown our headquarters and needed more space in a business-friendly city that offered us access to talented employees. Without a doubt, Santa Clarita was the perfect choice. Now, more than 10 years later and 2,000 employees strong, we couldn't be more pleased with our decision.”

Alan Buckelew

President and CEO

PRINCESS CRUISES



City of
SANTA CLARITA

ThinkSantaClarita.com

Message from Mayor Marsha McLean

With more than 6,000 companies choosing to locate here, the city of Santa Clarita has successfully positioned itself as a premiere Southern California destination for visitors, residents and businesses both large and small.

In the current nationwide economic downturn, economic development is more important than ever. The city of Santa Clarita has taken aggressive steps to bolster economic vitality and growth through strategic partnerships, redevelopment, green energy initiatives, business improvement grants, film and tourism, and business attraction and expansion efforts.

The Santa Clarita City Council understands the current challenges faced by local businesses and our city

works closely with other economic development-minded organizations to stimulate the local economy and increase support of business programs and services. Successful partnerships include the Chamber of Commerce and Valley Industry Association, with nearly 1,500 members combined, Santa Clarita Valley Economic Development Corporation, as well as College of the Canyons, the Auto Dealers Association and other prominent business leaders.

Small businesses represent a majority of the city's business community and are a considerable driver of our local economy. While all of our local businesses play a significant role in sustainability, small businesses provide a significant number of jobs. The city has created a variety of programs and

services to help companies of all sizes succeed. These can be found online at SmallBusinessSantaClarita.com.

Consistently recognized by the California Association for Local Economic Development (CALED) for award-winning, business-friendly practices and programs, the city allows business leaders to focus on what they do best. Even during these difficult economic times, Santa Clarita has seen its business community expand with an increasing number of corporations relocating to the area.

Some of the biggest names in entertainment, biomedical, technology and aerospace enjoy fewer fees, business-

friendly public processes, attractive lifestyle amenities, a highly educated workforce, award-winning schools, master planned communities and business parks, and lucrative tax savings.

As one of Los Angeles County's most business-friendly cities, Santa Clarita has created a community where businesses can thrive and achieve success in one of the most competitive markets in the country.



Mayor Marsha McLean

To learn more about the city's lucrative tax savings and business-friendly programs visit ThinkSantaClarita.com or contact the city of Santa Clarita's Economic Development Division at (661) 255-4347.

The Small Business Development Center (SBDC) – Chartered by the SBA & hosted by COC Provides FREE small business consulting & training services

Business Plans | Accessing Capital | Web & Social Media
Profitability Management | Startups

Providing small business owners and entrepreneurs with the skills of success

Key Upcoming Trainings:

- How to Successfully Start Your Business. Tue 7/12 – 9-11 am (Free)
- Should you Consider a Franchise? Thu 7/14 – 10-12 (\$35)
- Business Killers. Fri 7/15 – 10-12: (Free)
- Quickbooks for Current Users. Fri 7/22 – 10-1 (\$65)

The SBDC offers free consulting services and a wide variety of free and low-cost trainings at locations in the SCV, AV and SFV. To register for an SBDC event or to obtain more information about our services please contact us at:



UCEN @ COC, 26455 Rockwell Canyon, Santa Clarita | 661.362.5900
sbdc@canyons.edu | www.cocsbdc.org

The Small Business Development Center at COC is funded by the U.S. Small Business Administration, the state of California, College of the Canyons, and local sponsors. Funding is not an endorsement of any product, opinion, or service. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disabilities will be made if requested in advance.

The City of Santa Clarita's Development Process for Businesses



The city of Santa Clarita works diligently to maintain both a high quality of life for residents and a healthy economic climate for businesses. An example of this commitment is the city's *21-Point Business Plan for Progress*, adopted in April 2009 by the City Council to help businesses endure these tough financial times. One of the successful projects implemented out of this groundbreaking plan is the city's permit center, which provides one convenient location for local businesses and residents to jump-start their building permit process in a simple step.

The city recognized the need to make the development review process more business-friendly. After all, once a company was interested in Santa Clarita, one of its first interactions with the city would be with the permit process. Before developing a plan for this initiative, the city created a development process advisory group comprised of previous customers (developers, builders, architects, planners, business leaders etc.) and city staff to provide input and perspective.

The goals identified by staff as a result of the advisory group meetings included: streamlining Santa Clarita's development process; implementing technology solutions to accept plans and permits electronically; streamlining the permit processes; deferring certain building fees for a year or longer to allow greater access to funds to build; and formalizing a free one-stop review for projects. Specifically this one-stop would provide for greater efficiency and cost savings for developers and truly make Santa Clarita a more business-friendly city.

In the spring of 2010, a permit center on the first floor of Santa Clarita's City Hall was created to provide business owners and residents with a central place to obtain development permits without having to talk to different staff members on different floors, thereby offering a streamlined, convenient ap-

proach to permitting in line with the city's service excellence philosophy.

The Development Center complements the city's ePlans system. The new and innovative online platform allows everyone, from multinational corporations to local residents with simple building projects, to submit their plans via the Web for approval by the agencies that need to view them.

The benefits of the permit center can be realized by anyone who needs to start his or her building permit process. Understanding how crucial the review process is for a small business, the permit center offers over-the-counter plan reviews for office and retail projects under 3,000 square feet. The center drastically reduces the time spent at City Hall in the permit approval process, allowing local small business owners to get started on completing their plans in a simple step by saving time and, as a result, they can focus on important aspects vital to helping a company thrive.

Since its inception, the permit center has serviced more than 12,250 customers. Daniel Arias with America Solar Direct noted, "The city of Santa Clarita Permit Center offers great customer service, is friendly, courteous and fast. This [city of Santa Clarita] hands down is the most efficient, fair and thorough city in all of Los Angeles County."

The city's electronic plans and permits have expedited the planning process for corporate users such as Advanced Bionics and Quallion, the Henry Mayo Newhall Memorial Hospital expansion and new restaurants such as McDonald's, Taco Bell and Chick-Fil-A, along with numerous other businesses within the more than 750 permits processed electronically.

The city of Santa Clarita Permit Center is located at 23920 Valencia Blvd. on the first floor of City Hall. The center is open Monday through Thursday from 7:30 a.m. to 5:30 p.m. and on Friday from 8 a.m. to 5 p.m.

Santa Clarita Remains a Bustling Hollywood Back Lot

Film-Friendly Neighborhoods and Businesses Add to City's Film Appeal

The film industry continues to thrive in the Santa Clarita Valley. From July 2010 to May 2011, Santa Clarita has seen more than 800 film days, which is already an increase over the fiscal year of 2009-2010 (total of 802 film days) with a month still remaining in the year.

Some would say Hollywood has once again found a home in Los Angeles with the state of California offering its lucrative film and television tax credit for the third consecutive year. This valuable \$100 million in funding has ensured big-name productions remain in the Golden State and has resulted in sustained and increased production to Los Angeles area communities such as Santa Clarita.

In March 2011, the California Film Commission reported a total of 113 projects qualified for the tax credit program since it began in 2009. The commission also reported the combined economic impact for these projects is estimated at \$2.2 billion in direct spending by the productions, which has an economic impact of an additional \$6.5 billion in business revenues when considering the indirect benefit.

The effects of the state's tax credit combined with the city of Santa Clarita's own incentive program, which also launched in 2009, have given the industry just what it needed to stay and grow in the state. More than a dozen state incentive projects have filmed on location

in Santa Clarita, including: "Beautiful Girl," "Bad Teacher," "Amish Grace," "Faster," and the hit series "Justified," which is based in Santa Clarita.

Successes of the City of Santa Clarita's Film Incentive Program



The city of Santa Clarita launched its Film Incentive Program in July 2009, which provided \$150,000 in film incentive dollars to locally-based production companies, recurring productions (meaning they film in Santa Clarita six or more times in a year), and those qualifying for the state's incentive.

The Santa Clarita incentive has provided a valuable permit subsidy to

scores of locally based productions including "NCIS," "Make It or Break It," "Sons of Tucson," "Justified," "Big Love," "Franklin and Bash," "Monster Mutt" and "10 Things I Hate About You." The program has provided an incentive for Los Angeles-based productions that film on location six or more times in a year, as well as those that qualify for the state of California tax incentive. These productions include: Disney's "Next X," Jackass 3D, "Huge," "Bridesmaids," "Drive" and "A Thanksgiving Engagement."

The city of Santa Clarita will continue the Film Incentive Program in fiscal year 2011-2012 and will include a subsidy of basic permit fees only for locally based productions and those filming on location four or more times in the fiscal year. The new program will be available on July 1, 2011.



Filming in Santa Clarita

California has its advantages for the entertainment industry, from a workforce of more than 140,000 talented professionals to thousands of diverse locations and film-friendly communities. There's also the benefit of keeping things in the "TMZ or Thirty Mile Zone," which allows productions to forgo daily union per diem and mileage, and where studio, location and permit

fees also remain competitive.

Companies such as Santa Clarita Studios, which offers 10 sound stages and ample production rentals, rigging, lighting equipment and other rentals, are critical to Santa Clarita's film community. Studio owner Mike DeLorenzo has been an advocate for keeping the entertainment industry in Santa Clarita, where he's attracted top shows such as ABC Family's "Switched at Birth" and "Make It or Break It," as well as the hit FX series "Justified."

"Santa Clarita offers everything productions find in Los Angeles, but with the benefits of a film-friendly community and city government, less traffic, and competitive location and rental fees," said DeLorenzo. He added ample studio space is complemented by the diversity of the Santa Clarita Valley and its locations, which range from open space and small town streets to bustling city centers, shopping malls and upscale hotels.

"Entertainment is a vital part of our city's roots. We have been a film community for decades, with several generations of skilled professionals growing up in the business. The entertainment industry is a part of our community and its past, so we are committed to doing everything we can to ensure entertainment jobs and businesses stay here in Santa Clarita and grow in future years," said city of Santa Clarita Mayor Marsha McLean.

On average, more than three productions film every day in Santa Clarita, whether a commercial, television show, independent project or feature film. Some of these productions go unseen, filming on elaborate sets within sound stages. Other productions are more visible, filming on area streets, at neighborhood businesses, parks or at a private residence.

Production has become an ever-important part of Santa Clarita's economy, as dollars spent by film companies on location in the community help

See **FILM**, page 8

Santa Clarita's Tourism Industry

A Strong Economic Engine

Santa Clarita is one of Southern California's leading destinations for business and leisure travel. The moderate climate, natural attractions, lifestyle activities, world-class theme parks and special events provide the perfect reasons to stay another day.

In an effort to strengthen Santa Clarita's position as a leading Los Angeles area destination, the city of Santa Clarita worked with five hotel partners to establish a Tourism Marketing District (TMD), also categorized as a business improvement district when not tourism related, in July 2010. The project was a component of the city's 21 Point Business Plan for Progress and was designed to provide additional financial support for marketing and branding one of Santa Clarita's most successful and growing industries.

How Does a TMD Work?

In a typical business improvement district, business owners self-assess fees and use them to create demand for new business. In the case of Santa Clarita's TMD, a two-percent assessment is collected from hotel guests who stay overnight, which is then used to support long-term marketing and Santa Clarita tourism efforts, thereby creating a mutually-beneficial district for the business and the community. TMD and business improvement districts serve as alternatives to increasingly limited public funding resources for tourism, and in the case of Santa Clarita's TMD, funds may only be spent on marketing and promotion for Santa Clarita tourism.

What are TMD Funds Used For?

TMD assessment fees can only be

used to market the destination in an effort to grow the tourism business, which includes increased visitors and booked hotel visits. In Santa Clarita these funds have been used to support new regional and national marketing programs, projects and activities including: marketing promotion, advertising, public relations, new product development, prospective marketing and visitor services, marketing research, partnership marketing and special event attraction, support and promotion.

What's the Benefit to Date of Santa Clarita's TMD?

Santa Clarita has become a premier sporting destination, from amateur hosting events to regional and national championships. Sports tourism is the fastest growing sector in the global travel industry and having recognized that, the TMD plays a critical role in providing available funding to bring more sporting events to the city. Events Santa Clarita has pursued and secured as a direct result of the TMD include the return of the Amgen Tour of California and the United Soccer League Women's League Championship Games.

Programs and advertising opportunities also made possible as a result of the TMD include: feature stories on Santa Clarita in regional and national publications such as *Southwest Airlines Spirit Magazine*, *US Airways Magazine*, *Sports Destination Management Magazine* and *Sports Events Magazine*; funding for the summer tourism route of the Hometown Trolley program, which provides a nostalgic mode of transportation for visitors to and from popular area attractions; and an



advertising campaign at Bob Hope Airport promoting Santa Clarita as one of Los Angeles' best places to visit. TMD funds are also used to support research projects to identify existing and growing target markets so marketing efforts are more successful.

How has Santa Clarita Previously Marketed its Tourism Offerings?

The promotion and branding of Santa Clarita as a top tourism destination has been happening for years. The Santa Clarita Valley Tourism Bureau was formed more than a decade ago by the city of Santa Clarita and its tourism partners who recognized the need to promote the area as a business and tourism destination in an effort to increase overnight visitors. The Tourism Bureau is a membership-based organization comprised of local and regional companies dedicated to the continued development of the Santa Clarita Valley as a tourist destination.

The Tourism Bureau's objectives have and continue to include: building brand-awareness for Santa Clarita in targeted local and limited regional markets; identifying unique events, festivals and sporting groups to encourage repeat visits; and collaborations with members of the community to strengthen existing businesses, attract

new businesses and provide a forum for networking and collaborations.

Ongoing Tourism Bureau Marketing efforts include:

- Maintenance and marketing for VisitSantaClarita.com
- Creation of a tourism guidebook encompassing a map of Santa Clarita and a comprehensive directory of Santa Clarita's hotels, restaurants, attractions, exclusive local favorites and sample itineraries
- Development of a \$100,000 advertising campaign in regional publications in cooperation with Six Flags Magic Mountain and Six Flags Hurricane Harbor
- Guidebooks and rack cards distributed throughout California at key Southern California area hotels and airports and at the closest California Welcome Center in Oxnard
- Presence at trade shows, local and regional events, regional attractions, with guidebook and seasonal rack card distribution
- Television commercial spots and hotel promotion videos

How Does the TMD Differentiate from the Tourism Bureau?

See **TOURISM**, page 9

Santa Clarita WorkSource Center Offers Free Services

Connecting Employers with a Talented and Motivated WorkForce

It's no secret most employers post available jobs online when looking for new talent. However, ask the thousands of job seekers and employers in Santa Clarita how effective online solicitation is these days in finding the perfect employment match, and the answer will be "not very." That's because most employers are busy managing their business and the unemployed are busy seeking their next opportunity. The result is often thousands of responses to just one job posting (and often not the ideal candidates), leaving the employer and the job seeker overwhelmed or frustrated.

The success of social networking sites like LinkedIn point to an increasing trend of hiring based on networking and referrals. The reason this technique is so successful is most employers are willing to take a chance on a new employee who comes with a recommendation from a valued colleague, friend or career professional.

The Santa Clarita WorkSource Center, located at the University Center at College of the Canyons, understands the importance of hiring based on a trusted referral. An increasing number of businesses are relying on the center's free services to post available jobs and host recruitments to find their talent. Hundreds of employers have used the services of the WorkSource Center to connect with pre-screened candidates for a variety of positions, ranging from clerical and marketing to IT, warehouse and financial.

And in the last year alone, the

Santa Clarita WorkSource Center has assisted more than 10,000 job seekers with free workshops and career assistance designed to get them back to work as quickly as possible with the right company.

Collaborating with Employers

In the past year the Santa Clarita WorkSource Center has hosted nearly a dozen specialized recruitments and job fairs for local and regional employers such as: Staffmark, Six Flags, Westfield, Lowe's, Valley Produce Market, Adecco, Aerotek and more. Based on the concept of networking and in-person communication, the WorkSource Center understanding meeting an employee after he or she has been prescreened is a successful part of the hiring process. The job fairs and recruitments serve as a great way for employers and job seekers to connect and provide the best platform for employment decisions.

"The city is committed to doing all it can to support the Santa Clarita business community," said city of Santa Clarita Mayor Marsha McLean. "We see the signs of improvement, but understand we must do all we can to support businesses, new and existing, bringing new jobs to our city. The Santa Clarita WorkSource Center is one of the best ways for us to connect with employers looking to hire additional employees."

The Santa Clarita WorkSource Center assists companies with all



aspects of the hiring process, from employee trainings, workshops and customized recruitment events to pre-screening of existing and new employees who may qualify for Enterprise Zone hiring tax credits.

"[The WorkSource Center] team planned and executed the best job fair I have ever attended," said Jane Mendez, branch manager for Adecco. "Not only were you organized, but the quality of candidates you presented to Adecco was superb. We enjoy working with WorkSource Centers because they are a center of influence for people looking for work."

Saving Employers Time and Money

Every employer wants to save a few dollars wherever possible and the Santa Clarita WorkSource Center can help. Recruiting for your position and screening candidates saves time, but the WorkSource Center can also host screenings to determine whether any of your existing employees or newly hired employees qualify for the Enterprise Zone hiring tax credit. The service is free of charge and the screening can take place at the WorkSource Center or the place of business, whichever is easiest. Once employees are identified, the employer (or employer's accountant/

agency) will submit an application for a state of California hiring tax credit voucher along with all supporting documentation. The voucher request includes a processing fee, which is now \$91 per employee application. If the voucher request is approved, the employer may be eligible for a tax credit of more than \$37,000 over a five year period. Learn more at www.scenter-prizezone.com.

Make the Call

If you are looking to hire employees, be it one individual or several, start by contacting the Santa Clarita WorkSource Center to list your position for free and advertise the opportunity to hundreds of job seekers. The WorkSource Center team will customize your recruitment to meet your needs and timeline with the goal of providing you with several quality candidates for your review. There's a strong possibility you will not only identify the perfect candidate, but one who allows you to take advantage of the Santa Clarita Enterprise Zone hiring tax credit.

For more information about the Santa Clarita WorkSource Center and the Santa Clarita Enterprise Zone program please visit www.worksantaclearita.com or call (661) 799-9675.

Green Energy Grants

Businesses from corporations to nonprofits — both big and small — are making strides to be “green.” Over the last few years we’ve seen businesses take on green initiatives in their buildings, product packaging and operations. Green business is continuing to grow, and the future of being green will no doubt distill down to some exciting and tangible goals and practices.

In fall 2010, the city rolled out the Green Energy Incentive Program (GEIP) as one of several grant programs designed to stimulate the local economy post-recession. The GEIP offered grants to local businesses owners of all sizes who undertook projects designed to achieve eligible “green” objectives. Grants of up to \$25,000 were available for projects designed to achieve one or more of the following objectives: reduce total energy use, reduce greenhouse gas emissions, reduce fossil fuel emissions, or improve energy efficiency.

A total of 17 local businesses participated in the program with approximately \$175,000 awarded across the various categories. All projects were required to meet or beat a 10 percent or greater energy efficiency. Prior to any solar project being funded, a business was required to install energy efficient technology that equaled a 10 percent energy savings. Interested businesses were eligible for up to \$25,000 for solar related projects and up to \$10,000 for all other energy efficiency projects.

The program included a cost-sharing incentive as well as a local preference in an effort to reinforce the importance of shopping local and providing an economic impact to Santa Clarita businesses. For example, if a business used a local vendor, the city would cover 75 percent of the cost of the project (up to the applicable threshold) and the businesses would be required to provide only 25 percent of the funding. However, if the vendor was not a vendor in the city of Santa Clarita, the cost share amount was 50/50 (up to the applicable threshold). In addition, the program was timed with the Southern California Edison rebates for lighting, which allowed the participating businesses to use the Edison rebates as their share of the cost and in some cases, no out of pocket funds were expended by

the business to achieve the desired energy efficiencies.

As a result of the local incentive, 11 businesses used local vendors while six used out of town vendors for their projects. Of the projects funded, two businesses installed solar technology; 14 used the funds for energy efficiency lighting upgrades; and one business converted a Hyundai Santa Fe to CNG and installed a home refueling station.

“The city of Santa Clarita is committed to environmental awareness and sustainability, and sought out the Energy Efficiency and Conservation Block Grant funding because of its continued green efforts,” said Mayor Marsha McLean. “This funding was critical in helping the city further reduce emissions and energy costs, as well as encouraging businesses to adopt greener practices. The city believes in leading by example and this program was designed to set the stage for increased efficiency in the years to come.”

The 17 businesses awarded Green Energy Efficiency Grants included: Lundgren Management, Toyama and Associates, Mountain View Tire and Service, Golden State Storage (Golden Triangle), Golden State Storage (Oak), Saugus Drugs and Hallmark, E + H Properties LLC, Simply Discount Fur-

niture, Public Storage (Via Princessa), Public Storage (Bouquet), The Lyons Building, Parkway GMC, Parkway Infiniti, Parkway Volkswagen, Parkway Hyundai, Peachland Medical Arts Building, and Country Antique Fair Mall.

The Green Energy Incentive Program was made possible through the American Reinvestment and Recovery Act of 2009 (ARRA) and the United States Department of Energy’s Energy Efficiency and Conservation Block Grant Program, which awarded the city of Santa Clarita \$1.5 million in funding. In addition to creating the Green Energy Incentive Program, funding was also used to help pay for energy efficient projects and enhancements at public facilities citywide.

The city of Santa Clarita continues to look for cost-sharing programs that incentivize purchasing local and help the small business community in the Santa Clarita Valley improve business efficiencies.

For more information on other small business programs available in Santa Clarita, visit www.SmallBizSantaClarita.com or call (661) 255-4347. For more information on Green Energy programs available to both residents and businesses in Santa Clarita, visit www.GreenSantaClarita.com.

FILM

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increase sales tax revenue, providing important funding for the city. In the last three years, the entertainment industry has generated an average of approximately \$19 million dollars annually in economic benefit to the local economy through spending at businesses. At a time when many city governments are looking at program and personnel cuts due to diminished budgets, the city of Santa Clarita is working hard to ensure production keeps rolling in the area, supporting the local economy and residents who work in the industry, which in turn creates sustainable revenue for the city

to offer services.

Several shows are currently based in Santa Clarita, including ABC Family’s “Make It or Break It” and “Switched at Birth,” FX’s “Justified,” ABC’s “Wipeout,” and CBS’ prime-time hit “NCIS.”

Hollywood’s Expansion

In 2009, Disney and ABC Studios announced Disney/ABC Studios at the Ranch, a multi-million dollar, multi-year development project expected to add thousands of jobs and more than \$500 million annually in economic benefit to Los Angeles County from the development phase through daily operation.

The project is moving through the development process with Los Angeles County and companies are already looking to relocate or base in Santa Clarita in anticipation of this big industry development. The Disney/ABC Studios at the Ranch project is expected to break ground in 2012, with an operational date of late 2013/early 2014. But new developments on the Disney Ranch property are already in place, with a new residential back lot open for filming and a business district back lot set to open in July 2011.

“Our movie ranches are one of our biggest selling tools because we can literally double for a world of locations from the Middle East to Mexico

to Anytown, USA,” said Jason Crawford, city of Santa Clarita economic development manager. “Moreover movie ranches afford productions privacy, diversity of locations, a great deal of flexibility, and close proximity to Los Angeles.”

California and cities like Santa Clarita continue to work with local businesses, legislators and industry professionals to create new programs and infrastructure to keep the state’s legacy industry from becoming another state or country’s latest acquisition.

For more information about filming in Santa Clarita call (661) 284-1425 or visit www.film-santaclarita.com.

Old Town Newhall Update

The city of Santa Clarita is committed to the revitalization of the Old Town Newhall area providing grants to small businesses, implementing public improvements, and producing events to bring patrons into the district. With a Metrolink station, a pedestrian-oriented Main Street, a completed streetscape, a library under construction, and a growing farmers' market, the highly anticipated arts and theater district is well on its way to fruition.

Grants to Businesses

Two grant opportunities were created for Newhall businesses including an Old Town Newhall Building Improvement Grant (also known as the Big Program) and a Small Business Development Grant. The Big Program was designed to preserve and enhance established businesses with stimulus funding authorized by the Recovery Act and issued by the U.S. Department of Housing and Urban Development. Spe-

cifically, the funds are from the Community Development Block Grant with a two-year time limit to spend approximately \$275,000.

City staff created guidelines and solicited applications from businesses in Old Town Newhall, and selected projects that would have the greatest impact on the area. A total of six grantees were identified, with five of them guaranteed funding up to \$55,000. Three projects are expected to break ground this summer, with the remaining two shortly thereafter. These projects will make a noticeable and positive impact to the businesses and the overall feel of Main Street.

The Small Business Development Grant represents a partnership between the city of Santa Clarita, the Redevelopment Agency and the Small Business Development Center. A total of 20 businesses were awarded \$5,000 each to implement projects and/or programs that would have a positive impact to their business. The Small Business Development Center offered programs on marketing and customer service for participating businesses. Grantees used the funds to create or enhance marketing programs, create and publish websites, and purchase supplies and equipment for their business. The response to the program has been overwhelmingly positive.

Beautification and Enhancements

The city continues its commitment to public improvements in the Old Town Newhall area. The streetscape project is now complete and covers all of Main Street. The Old Town Newhall Library is currently under construction, and it is anticipated it will be open in the summer of 2012. At the southern entrance to Old Town Newhall, city staff is currently in the public outreach phase for an exciting new project — the proposed Newhall Avenue roundabout. The roundabout focuses on providing a southern gateway to Old Town Newhall with enhanced landscaping and a monument entrance to Main Street. The center of the roundabout will include a public art component. In addition to the aesthetic enhancements, the modern roundabout will allow for a smoother flow of traffic at the intersection of 5th Street, Newhall Avenue, and Main Street.

Ongoing Events

Part of the focus of the Newhall Redevelopment Agency includes providing ongoing activities and events to bring patrons to Newhall on a reoccurring basis. For the past several years, the city has been hosting a number of

events in the area including art festivals, musical performances and a farmers' market. Staff from multiple divisions throughout the city have been working together for the last few months to evaluate the events, and the frequency of these events, to come up with ways to recharge what is being done in the area.

Thursdays @ Newhall is a new concept centered on bringing new visitors to Newhall for the first time and getting them to continue to come back. This includes:

Enhancing the weekly farmers' market by adding additional elements such as entertainment and activities

Building upon the successes of the First Thursday event, which includes the ArtWalk and the ever-popular gourmet food trucks

Introducing a new element called *Senses*, which will feature food, drinks, art exhibits, music, culinary treats and artist-designed experiences with the overarching goal of heightening one's senses

With new businesses such as Fresh, The Poached Pair, Pulchella Winery, and Tresor Spa joining existing Old Town Newhall favorites, Santa Clarita residents will find shops, restaurants, theaters, fitness centers and spas to enjoy when they visit the area.

TOURISM

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The TMD provides the Santa Clarita tourism community with a new arm to reach visitors. Santa Clarita has enjoyed more than \$10 million dollars in economic benefit annually as a result of tourism, which includes dollars spent by visitors in the community. The city of Santa Clarita has already identified and seen success in sports and cultural events as a growing trend in tourism. Specifically, the city has recently hosted several regionally and nationally recognized tourism revenue-generating events including:

- SCV Wine Festival (February)

- LA Synchro at the Aquatic Center (March)
- Santa Clarita Soccer Showdown (April)
- Cowboy Festival (April)
- Amgen Tour of California (May)
- Tributefest (May)
- Pet Expo USA (May)
- Food Truck Festivals (February and May)
- LA Underwater Hockey Nationals (June)
- Lexus of Valencia Jazz & Blues Concerts Series (June-August)
- Triple Crown Softball Tournament (November)
- Santa Clarita Marathon (November)

“The tourism industry provides a significant economic impact to Santa Clarita's economy,” said Jason Crawford, city of Santa Clarita economic development manager. “Tourism businesses are the source of thousands of jobs in Santa Clarita and visitors each year

generate millions in transient occupancy taxes, which provide valuable funding for city programs and services.”

In the next fiscal year (2011-2012) the city's tourism office in conjunction with the Tourism Marketing District



(TMD) will continue to enhance the Santa Clarita brand, thereby increasing the positive economic impact of tourism in Santa Clarita, which ultimately enhances the community's quality of life.

Santa Clarita Valley Means Business

Content provided by

SANTA CLARITA VALLEY
Economic Development Corporation



Long-regarded for its quality of life amenities, including high-achieving schools, low crime rate and an abundance of open space and recreational activities, the Santa Clarita Valley is known throughout the nation as a great community in which to live and do business.

The valley's leadership has recognized the process of attracting, retaining and expanding firms deserves to be the sole focus of one organization. As the Santa Clarita Valley continues to grow, the process requires a more regional approach than previous efforts. The Santa Clarita Valley Economic Development Corporation (SCVEDC) represents the culmination of those ideas.

Business Attraction

While the Santa Clarita Valley enjoys one of the lowest unemployment rates in Southern California, a jobs-to-housing imbalance still exists — too many still have to commute to their place of employment. This, and the knowledge that new developments are on the horizon, makes attracting additional firms to the valley a top priority.

The SCVEDC has conducted a target industry analysis of firms and industry clusters expected to thrive in the Santa Clarita Valley.

"Our recruitment goal is to make sure as many companies as possible understand and take

advantage of the many benefits of doing business in the Santa Clarita Valley," said Jonas Peterson, SCVEDC president/CEO.

Business Retention

The key to a successful economy is to help the growth of existing businesses. To aid in that effort, the SCVEDC has launched its Business Expansion and Retention (BEAR) program — a no-cost, confidential, one-on-one business assistance visit with local employers to better understand the strengths and weaknesses of the local economy. Information is used to locate potential business expansion opportunities, develop pro-business strategies and provide direct business assistance to participating companies.

"Often owners and managers are so focused on running their businesses they aren't able to stay abreast of all of the incentives and assistance programs that are available," said Josh Mann, SCVEDC Business Retention and Marketing Manager. "By conducting an independent analysis of their operations, the SCVEDC can easily make referrals to the programs or agencies that can help improve their bottom line."

Santa Clarita Valley Enterprise Zone

The SCVEDC was an early champion of the expansion of the Santa Clarita Enterprise Zone to

encompass industrial and commercial properties outside the city of Santa Clarita.

The new Santa Clarita Valley Enterprise Zone was conditionally approved on December 15, 2010. Currently, local officials have been awaiting an end to the stalemated budget negotiations, which has placed final zone approval on hold. In the interim, the SCVEDC continues to identify and meet with companies in the expanded area that could potentially benefit from the program as soon as it is finally approved.

Partnerships

Many of the SCVEDC's major activities are designed around partnerships. From the diverse membership of its board of directors to its location at College of the Canyons' Diane G. Van Hook University Center, the SCVEDC has worked to leverage both the available resources and the return to the community through the economic development process.

The Santa Clarita Valley Economic Development Corporation (SCVEDC) is a regional economic development organization working to attract, retain and expand quality business and industry in Southern California's Santa Clarita Valley. Through marketing initiatives, research and reporting services, site surveys and strategic partnerships, SCVEDC provides regional stakeholders and its investors with the necessary resources to promote the benefits of doing business in the Santa Clarita Valley. For more information visit www.scvedc.org.

SANTA CLARITA VALLEY

Where Successful Companies Enjoy Doing Business

The Santa Clarita Valley Advantage

Higher Quality

- ✓ Skilled Labor
- ✓ Pro-Business Environment
- ✓ Great Schools
- ✓ Low Crime Rate
- ✓ Recreational Amenities

Lower Cost

- ✓ Enterprise Zone
- ✓ Foreign Trade Zone
- ✓ Available Buildings & Sites
- ✓ Business Retention Program
- ✓ Workforce Training



Live, Work & Play!

Contact us today at (661) 288-4400 to find out what the SCVEDC can do to help your business thrive.

SANTA CLARITA VALLEY

Economic Development Corporation



scvedc.org

The City of Santa Clarita's year-round events are the perfect opportunity to enhance awareness, increase sales, entertain clients and improve brand identity for your company.



PARTNERSHIP Marketing Opportunities

Time Warner Cable is proud to be a sponsor of many of Santa Clarita's great cultural and community events. As a local company, we value the opportunity to enrich the communities of both our customers and employees.

Katie Himes
Director of Public Relations
Time Warner Cable

As a family owned business operating in a family oriented community, the opportunity to enter into a partnership with the City of Santa Clarita was something we embraced from the onset. Just as the Santa Clarita Marathon has grown over the years, so has our relationship with the City. We have been the title sponsor of the Marathon for over a decade now. At Parkway our motto is "Community Driven" and this event, along with the partnership with the City, is an excellent way to get that message out.

Michael Roth
Executive Manager
Parkway Infiniti

Partnering with the City of Santa Clarita allows us to show our support for our community. The exposure we have received since our partnership began in 2007 has been tremendous. We will not hesitate to partner with the City of Santa Clarita again.

James Davis
Director of Sales
Lockheed Federal Credit Union

*Contact us for information about opportunities
in 2011 and beyond: 661-255-4347*


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