Annual Report by Center in Business College Paints Economic, Demographic Picture of Region

Northridge Study Says Valley is State Entertainment Leader

A

fter tripling its employment base in the sector during the past decade, the San Fernando Valley now has the largest concentration of entertainment industry production and distribution jobs in California, according to a new study by Cal State Northridge researchers.

Highlighting the importance of the entertainment industry to the region, the San Fernando Valley during 2000 was home to 58 percent of all entertainment industry production and distribution jobs in Los Angeles County and to 44 percent of all those jobs in California. Most of those entertainment jobs in the Valley are related to the motion picture industry.

"Clearly, the Valley is an attractive location for the entertainment industry, and its attractiveness has increased during the past decade," said economics professor Daniel Blake, director of Northridge’s San Fernando Valley Economic Research Center. The findings are contained in the center’s annual report on the state of the San Fernando Valley economy.

The Valley’s employment base in the sector tripled from 35,800 jobs in 1992 to 105,383 jobs in 2000, driving most of the entertainment industry employment growth at both the county and state levels during those years. The Valley’s 105,383 jobs in 2000 were among 180,900 countywide (58 percent) and 238,400 statewide (44 percent).

Although the center’s study generally predicts a weakening economy overall and slowing or no job growth for the San Fernando Valley during the coming year, Blake said it is possible local entertainment production might be helped some by the reluctance of celebrities and others to use air travel for distant on-location filming in the wake of the September terrorism attacks.

As in past years, the entertainment industry by far remained the largest single private-sector employer in the Valley during 2000. The production and distribution component’s 105,383 Valley jobs accounted for 16 percent of total Valley private sector employment.

CSUN researchers said the real impact is even greater. After adding other entertainment job sectors, total entertainment employment in the Valley grew to 119,500 jobs (18.2 percent of all Valley private jobs) and $6.5 billion in payroll (25 percent of all Valley private payroll). And that still does not include the industry’s many supporting businesses such as catering and legal.

The 90-page report by the university’s research center is its fourth annual “Report of Findings on the San Fernando Valley Economy.” The center, part of the College of Business and Economics, looks each year at trends in the economy, employment, and the Valley’s employment base in the entertainment industry.

Cal State Northridge remains the third-largest campus in the California State University system this year, boosted by an 8.2 percent growth in enrollment during fall 2001 that brought total campus enrollment to a near-record 31,448 students.

With many new and rebuilt facilities, popular Northridge President Jolene Koester well into her second year on campus and a series of successes buoying spirits, the university’s fall 2001 enrollment is the second highest in Northridge history. The all-time high was 31,575 students in fall 1988.

Northridge also retained its leadership as one of the largest campuses in the 23-campus CSU system, with only San Diego State and Long Beach State serving more students. Northridge’s 8.2 percent increase in enrollment for fall 2001 added 2,982 students to the 29,066-student population of fall 2000.
real estate, demographics and population of the Valley. Professor Blake issued the report during the opening session of the Valley Industry and Commerce Association’s (VICA) 13th annual Business Forecast Conference, held at the Warner Center Marriott Hotel on Friday, Oct. 26. The daylong conference included Los Angeles Mayor James Hahn’s inaugural “State of the Valley” address to local government and business leaders. "Given the concerns about the national economy and how it, in turn, affects the Valley, the report should be an even more valuable tool for local businesses, community leaders and residents as they make their daily business decisions," said Northridge President Jolene Koester. Koester also called the report’s findings “a testament to the hard work and dedication of our citizens.” Overall, Blake said clear signs of a slowing national economy combined with the impacts of the September terrorist attacks have created “a lot of uncertainty.” He said economists generally believe the third quarter of 2001 will be ultimately judged as the start of a national recession that could last several quarters through mid-2002. Although total Valley private sector employment grew 0.2 percent to nearly 657,000 jobs during 2000, compared to 3.5 percent growth during 1999, Blake said various indicators, including rising local unemployment claims, suggest the coming year will be tougher. “It looks like a weak economy in the San Fernando Valley,” he said. Another major area addressed in the report is the Valley’s tight real estate market. During 2001, rising Valley home prices continued to reach new highs in the third quarter, when the median resale home price hit $272,500, according to information provided by Dataquick. Median home prices by mid-2000 had eclipsed the prior highs of $245,100 set in the third quarter of 1989. The inventory of available Valley homes for sale, called the listings-to-sales ratio, also continued its decade-long decline through the second quarter of 2001. By that point, the ratio averaged just 2.8 listings for every sale, its lowest quarterly rate in the past decade. By comparison, the ratio in the Valley had been above 20 at times during 1992 and 1993. In the Los Angeles city areas of the Valley’s rental market, meanwhile, the vacancy rate continued to plummet to just 2.6 percent by the second quarter of 2001, compared to above 10 percent in early 1996. The Valley’s rental vacancy rate has fallen faster and further than the citywide rate, which tailed at 3.6 percent by the second quarter of 2001. Despite those record high home sale prices and low rental vacancy rates, residential building permit activity in the Valley has dropped steeply in recent months. “This lowered level of future housing construction is not going to spell relief for the current housing crunch,” Blake said. 

San Fernando Valley At-a-Glance

Population: The San Fernando Valley had a population of 1,698,135, according to U.S. Census data for 2000. That included 1,357,374 people in Los Angeles City areas north of Mulholland Drive, 194,973 in Glendale, 100,316 in Burbank, 23,564 in San Fernando, 20,033 in Calabasas and 1,875 in Hidden Hills. The Valley’s population grew 10.7 percent between 1990 and 2000, more than the countywide increase of 7.4 percent. The Valley now contains 17.8 percent of the population in the county. Similarly, the Los Angeles City portion of the Valley now accounts for 47 percent of the land and 37 percent of the population in the entire city.

Employment: The Valley had total private-sector payroll during 2000 of $26.33 billion, up 4.7 percent for the year, spread among nearly 657,000 jobs. Total Valley job growth for the year was slightly above 1,000 jobs for a 0.2 percent growth rate. The average private sector job in the Valley paid $40,136 in annual salary.

The Valley under-performed the broader Los Angeles County area during the past year. Los Angeles County private sector employment during 2000 rose 1.1 percent while payroll rose 6.2 percent. Still, the Valley accounted for more than 20 percent of total county employment in these sectors: agriculture; construction; finance, real estate and insurance; and services.

Biotechnology: The Valley’s biotechnology sector is a small but growing area. Its 17,742 employees accounted for 2.7 percent of the Valley’s private sector employment, while its $911 million annual payroll accounted for 3.5 percent of the Valley’s total. Since 1997, the local biotech industry has added nearly 3,000 jobs. It now accounts for 19 percent of county biotech employment.

Ethnicity: During the past decade, the Hispanic population in the Valley grew by 43 percent, the Asian-Pacific population by 26 percent and the black population by 17 percent, while the white population declined by 5 percent. The Valley’s ethnic breakdown, among major groups, now is 46.7 percent white, 39.1 percent Hispanic, 9.6 percent Asian-Pacific and 3.9 percent black.

Airports: Burbank Airport served 4.75 million revenue-paying passengers during 2000, continuing the small but steady growth seen since 1997. Flight operations at Van Nuys Airport, meanwhile, fell from 526,000 in 1999 to 483,000 during 2000.

School Enrollments: During the past seven years since 1993, public school enrollments in the Valley grew by 13.5 percent, including 14 percent for Los Angeles Unified, 24.1 percent for Burbank, 5.5 percent for Glendale, and 13.4 percent in the Las Virgenes district.

Crime: The Valley’s crime rates, after declining for most of the 1990s, have leveled out. The pattern is the same for the Los Angeles, Burbank and Glendale police departments: steady decreases in crimes per 1,000 residents until about 1998, then level crime rates into 2000. Both reported hate crimes and gang-related crimes fell in LAPD Valley areas during 2000.

Commercial Buildings: The vacancy rate for office buildings in the Valley, excluding Glendale, was 10 percent for the first half of 2001, then spiked to 11.9 percent in the third quarter. That is up from levels under 10 percent during 1999, but had been below the national rate of 11.4 percent for the second quarter of 2001.

Source: 2001-2002 Report of CSUN’s San Fernando Valley Economic Research Center

More recently, we learned from LAPD Officer Elizabeth Sandoval that the Devonshire PALS (Police Activity League Supporters) Youth Center needed some technical expertise to correct several problems in their computer room. Their equipment was not functioning well enough to allow the PALS kids to use it for their homework or to practice their computer skills.

When the university’s Information Technology Resources (ITR) unit heard about the problem, they visited the Youth Center to assess the needs. This visit was soon followed by seven of our ITR technicians donating their lunch breaks to install software and sound cards, refresh the computer memories and network all of the computers. One of our technicians also was able to have two printers donated to the Youth Center. Many thanks to Caleb Fahey, Greg Nicolas, Mike Robinson, Carlos Rodriguez, Eric Sennsac, Anthony Smith and Barrington Walker for reaching out to the community.


**LAUSD Says Project Could See Board of Education Vote in January**

After months of study, the Los Angeles Unified School District is moving ahead with plans to develop a special academy high school on the Cal State Northridge campus in joint venture with the university.

District officials have completed a draft environmental impact report on the 1.5-square-foot project, which would be built on the university's 5.3-acre Zelzah Court property just south of the University Park Apartments. In exchange, Northridge would receive the nearby Prairie Street School site from the LAUSD.

The project would be the LAUSD's first new regular high school in the San Fernando Valley in 30 years. The school would have a special emphasis on preparing students for teaching careers, and would draw its students via applications from several LAUSD high schools in the surrounding area to help reduce overcrowding there.

The district held a public hearing on the project's draft EIR and its companion environmental assessment on Wednesday, Nov. 7, in the Grand Salon of the University Student Union. The hearing included presentations by the district and the opportunity for the public to comment on the reports.

As proposed, the high school would host about 800 students at any one time and total about 1,200 students on a year-round schedule in grades 9 through 12. The district expects the school to have 74 faculty and staff. Parking for students and staff would be provided in a 228-space underground parking garage beneath the school.

The school would include 38 classrooms, a library, an auditorium, administrative offices, a cafeteria and food service area, a fitness center and a gymnasium, a student store, and basketball courts. The school also would use CSUN science and language labs, and 10 acres of CSUN athletic fields under a shared-use agreement.

Ron Norton, CSUN's director of Environmental Health and Occupational Safety, said one issue raised in the project's documents was the discovery of some very low-level pesticide residues in topsoil on the 5.3-acre school site within the Cal State Northridge campus.

**Academy High School Moving Toward Final Approval**

Suggestions Include Establishing Emergency Fund and Updating Your Skills

**Professors Offer Financial Advice for Uncertain Times**

Suggestions Include Establishing Emergency Fund and Updating Your Skills

With the stock market fluctuating and pundits fretting about the direction the national economy is heading, two Cal State Northridge professors are offering families financial advice for these uncertain times.

“Families need to employ some anticipatory management,” said Allen Martin, a Family Environmental Sciences Department professor and director of the university's Consumer Resource Center (http://hhd.csun.edu/consumer/).

“We need to start preparing, just in case something unfortunate happens like the loss of a job.”

Martin suggests establishing an emergency fund that covers two or three months' worth of fixed expenses, such as rent or mortgage and car and credit card payments.

This also is a good time to start reducing your expenses and living within your means, he said. “One of the basic things is to reassess your goals,” Martin said. “Decide what is important to you, and make your financial decisions and spending priorities match those goals.

“If you think you are in an industry that is likely to be hit hard by an economic downturn, go out and get some job training and broaden your skills. Catch up on the latest technology so you are employable if something were to happen,” Martin said.

William Jennings, chair of the Finance, Real Estate and Insurance Department, said regardless of the economy, families should get into the habit of examining their short-term budget and financial plans, as well as their long-term financial goals.

“They need to see how the two balance,” Jennings said. “If people just got into the habit every three months or so of taking a look at their short-term financial plans for about three to six months, and then looking further down the road at their plans for five, 10 and 20 years from now, they are less likely to make mistakes and be caught off guard when the economy changes.”

Getting into the habit of making a regular review of your finances can be hard, Jennings conceded. But he said the effort is worthwhile.

“When people make mistakes, it generally is because they neglected one or another of those times,” he said. “By regularly examining where they stand financially, families are more aware of what is going on in their lives.”

December 2001 • Community ©CSUN • California State University, Northridge
New University Logo Will Help Strengthen Campus Identity

A part of a move to strengthen the university’s local and national image, Cal State Northridge has adopted a bold, new logo starting this fall that uses school colors black and red to visually highlight the university’s Northridge identity and school name. The new logo has been approved by Northridge President Jolene Koester and the president’s cabinet, following several months of previews and consultation with a wide range of campus constituency groups. Those included the Faculty Senate, Associated Students and the university’s Community Advisory Board.

“Cal State Northridge is indispensable to the region we serve,” said President Koester. “This new university logo should help strengthen the university’s identity both here and across the country, and help us carry our message that Northridge is the cultural, educational and economic engine for our region.”

The new logo from this point forward becomes the university’s standard identifier in all visual communications, including print, broadcast and on the web. The new logo replaces the symbolic graphic image of the Oviatt Library’s columns that the university has used as its mark in recent years.

Judy C. Knudson, Northridge’s vice president of University Advancement, said the new logo, known as a word mark, represents a much bolder, clearer identification of the campus. “To help increase support for the university, we need to expand awareness of the university, its mission and its identity. We need to be crystal clear,” Knudson said.

New design templates for university stationery, envelopes, business cards and mail labels—all of which incorporate the new university logo—have been prepared by the Public Relations and Communications Department.

Eyes on New York: Sept. 14-17, 2001

The Three Musketeers: Swordplay, heroics, dark villany, a dash of romance and barrels of fun. Wed., 11/28, 7 p.m.; Thu., 11/29, 8 p.m.; Fri., 11/30, 8 p.m.; Sat., 12/1, 2 & 8 p.m.; Sun., 12/2, 2 p.m.

Little Theatre at Nordhoff Hall
$10 general; $7 seniors/students/faculty/staff.

Information Communications
Maria Elena Zavala, Shellie Smith, Louise Lewis, Oscar deShields, Carmen Ramos Chandler, Carmen Yacencia, Carmen Apodaca, Carmen Duran, Melissa Smith, Albertos Veloz, Anna Elena Encinas

Editorial Team
Oscar Apodaca, Managing Editor
Carmae Barnes, Editor
Marcelo Ruix, Associate Editor
Tina Hargrove, Graphic Designer
Randal Scott Johnson, Director of Publications

Editorial Advisory Group
Oscar Apodaca, Northridge
Louie Brown, V.P. Communications

Not printed at state expense.

The new university logo will be the only logo allowed on those university business collateral materials.

By Thanksgiving, the Public Relations Department’s web site (www.csun.edu/~pubrels/) should have downloadable image files of the new logo and initial style guidelines for its use.

The new logo incorporates the full name of the institution—“California State University, Northridge.” Visually, the “California State University” text is displayed in smaller black letters directly above “Northridge” in larger type using Matador red. In single color uses, all of the text typically would be shown as solid black.

Within several months, Public Relations expects to produce a formal style guide for using the new logo that will be available in print and online.

CSUN is published monthly during the academic year for students and employees of California State University, Northridge. Copies are available without charge and on request. Direct queries, comments, and suggestions to Managing Editor, Office of Public Relations, 2011 Nordhoff Bldg., Northridge, CA 91330-8242.

Voice: (818) 677-2150
Fax: (818) 677-4499
E-mail: pubsinfo@csun.edu

The new university logo will be the only logo allowed on those university business collateral materials.

By Thanksgiving, the Public Relations Department’s web site (www.csun.edu/~pubrels/) should have downloadable image files of the new logo and initial style guidelines for its use.

The new logo incorporates the full name of the institution—“California State University, Northridge.” Visually, the “California State University” text is displayed in smaller black letters directly above “Northridge” in larger type using Matador red. In single color uses, all of the text typically would be shown as solid black.

Within several months, Public Relations expects to produce a formal style guide for using the new logo that will be available in print and online.

CSUN is published monthly during the academic year for students and employees of California State University, Northridge. Copies are available without charge and on request. Direct queries, comments, and suggestions to Managing Editor, Office of Public Relations, 2011 Nordhoff Bldg., Northridge, CA 91330-8242.

Voice: (818) 677-2150
Fax: (818) 677-4499
E-mail: pubsinfo@csun.edu

The new university logo will be the only logo allowed on those university business collateral materials.

By Thanksgiving, the Public Relations Department’s web site (www.csun.edu/~pubrels/) should have downloadable image files of the new logo and initial style guidelines for its use.

The new logo incorporates the full name of the institution—“California State University, Northridge.” Visually, the “California State University” text is displayed in smaller black letters directly above “Northridge” in larger type using Matador red. In single color uses, all of the text typically would be shown as solid black.

Within several months, Public Relations expects to produce a formal style guide for using the new logo that will be available in print and online.

CSUN is published monthly during the academic year for students and employees of California State University, Northridge. Copies are available without charge and on request. Direct queries, comments, and suggestions to Managing Editor, Office of Public Relations, 2011 Nordhoff Bldg., Northridge, CA 91330-8242.