



2010-2011 ECONOMIC FORECAST AND INDUSTRY OUTLOOK: MID-YEAR UPDATE

Regional & Industry Outlook

Jack Kyser

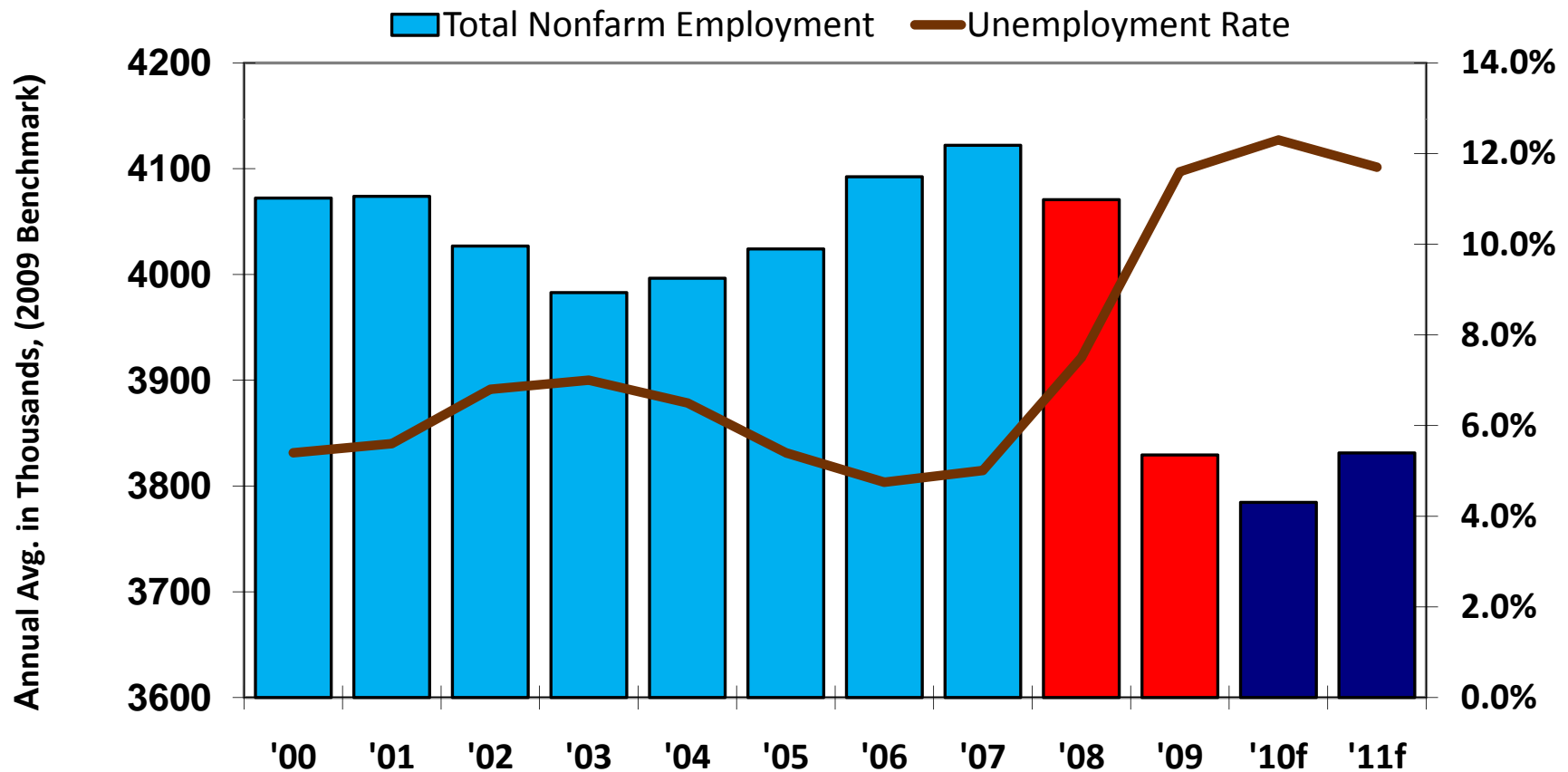
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July 21, 2010



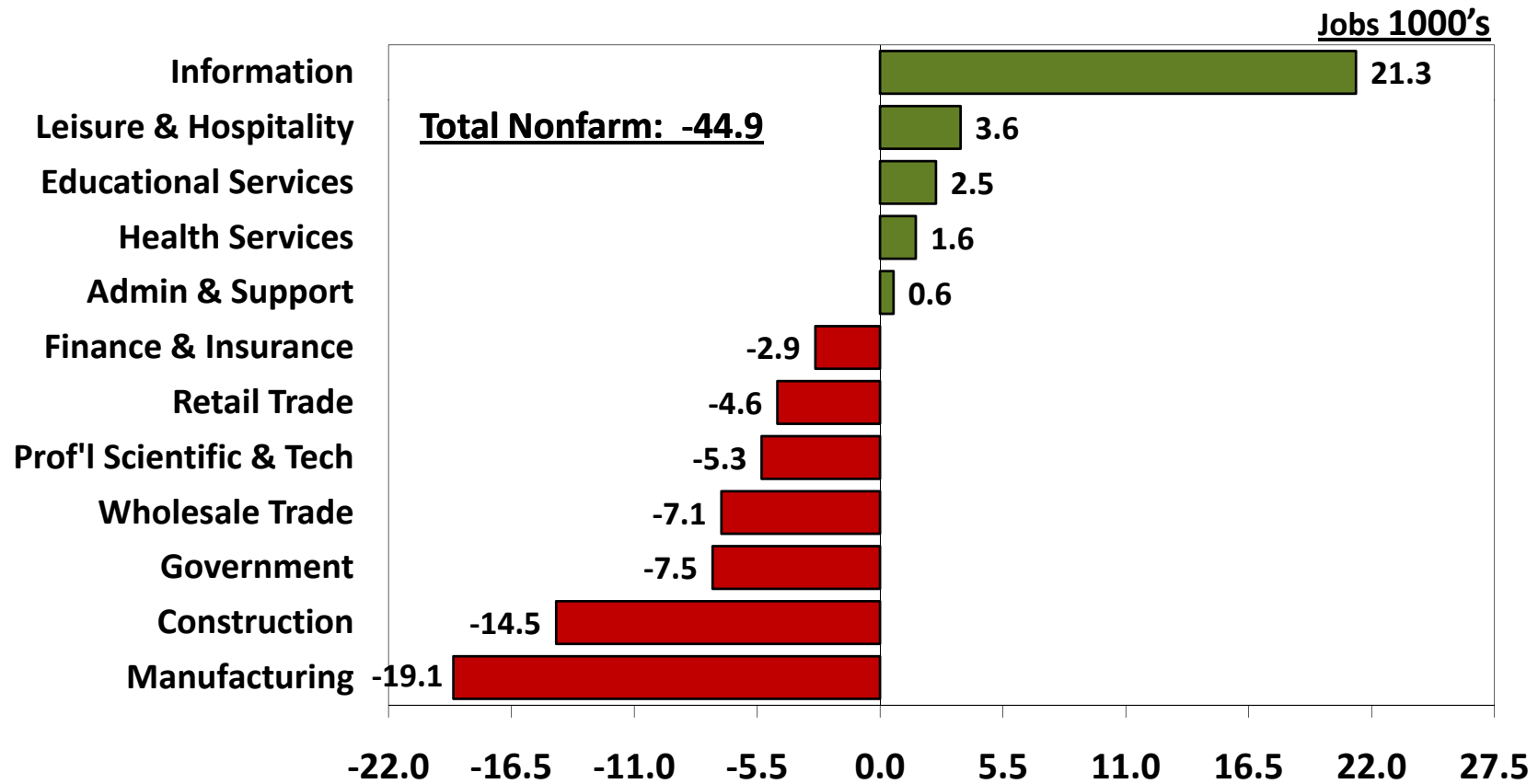
Los Angeles County Fundamentals



Source: EDD Labor Market Information Division; forecasts by LAEDC



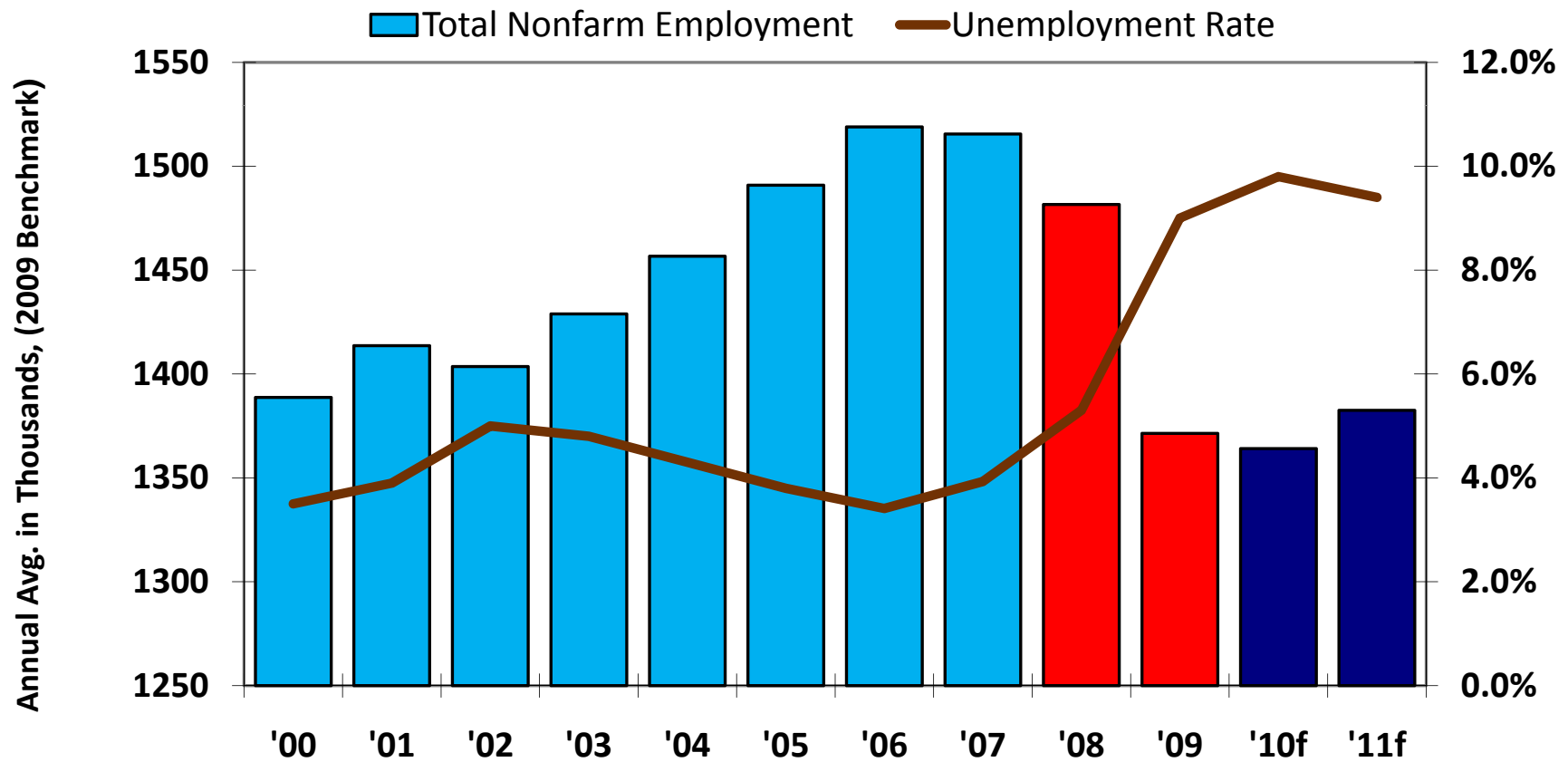
2010 Industry Winners & Losers in Los Angeles County



Source: CA EDD, Labor Market Information Division



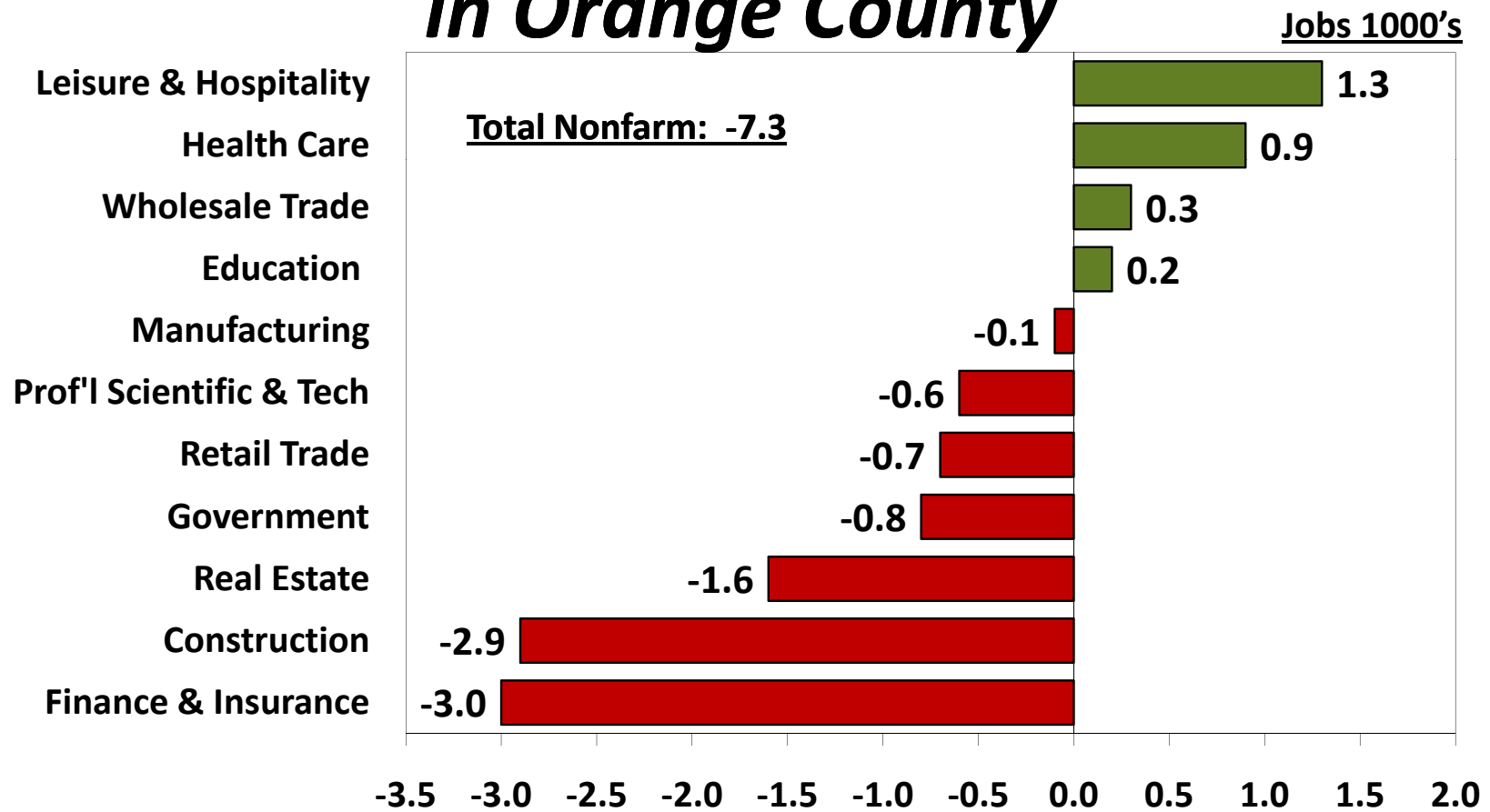
Orange County Fundamentals



Source: EDD Labor Market Information Division; forecasts by LAEDC



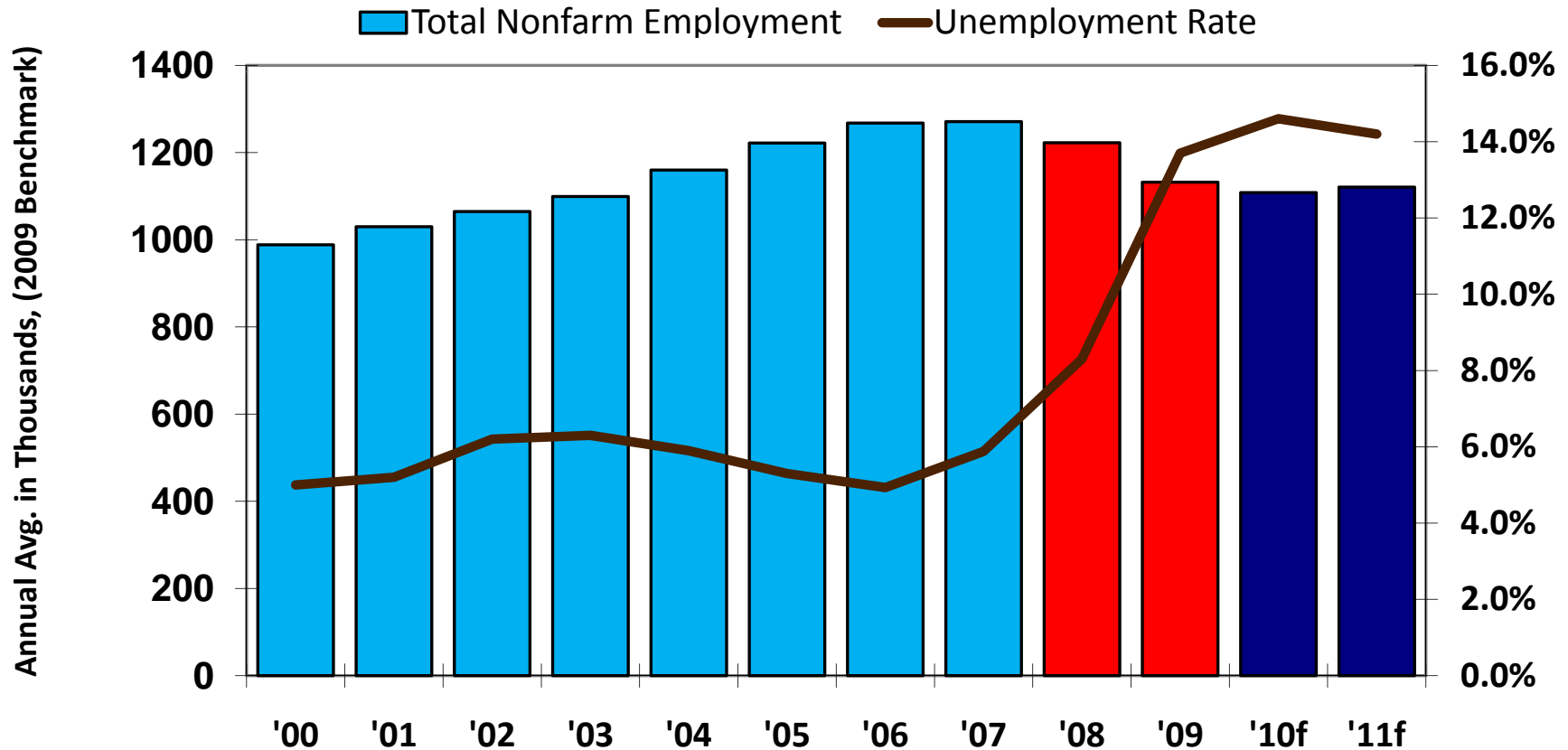
2010 Industry Winners & Losers in Orange County



Source: CA EDD, Labor Market Information Division



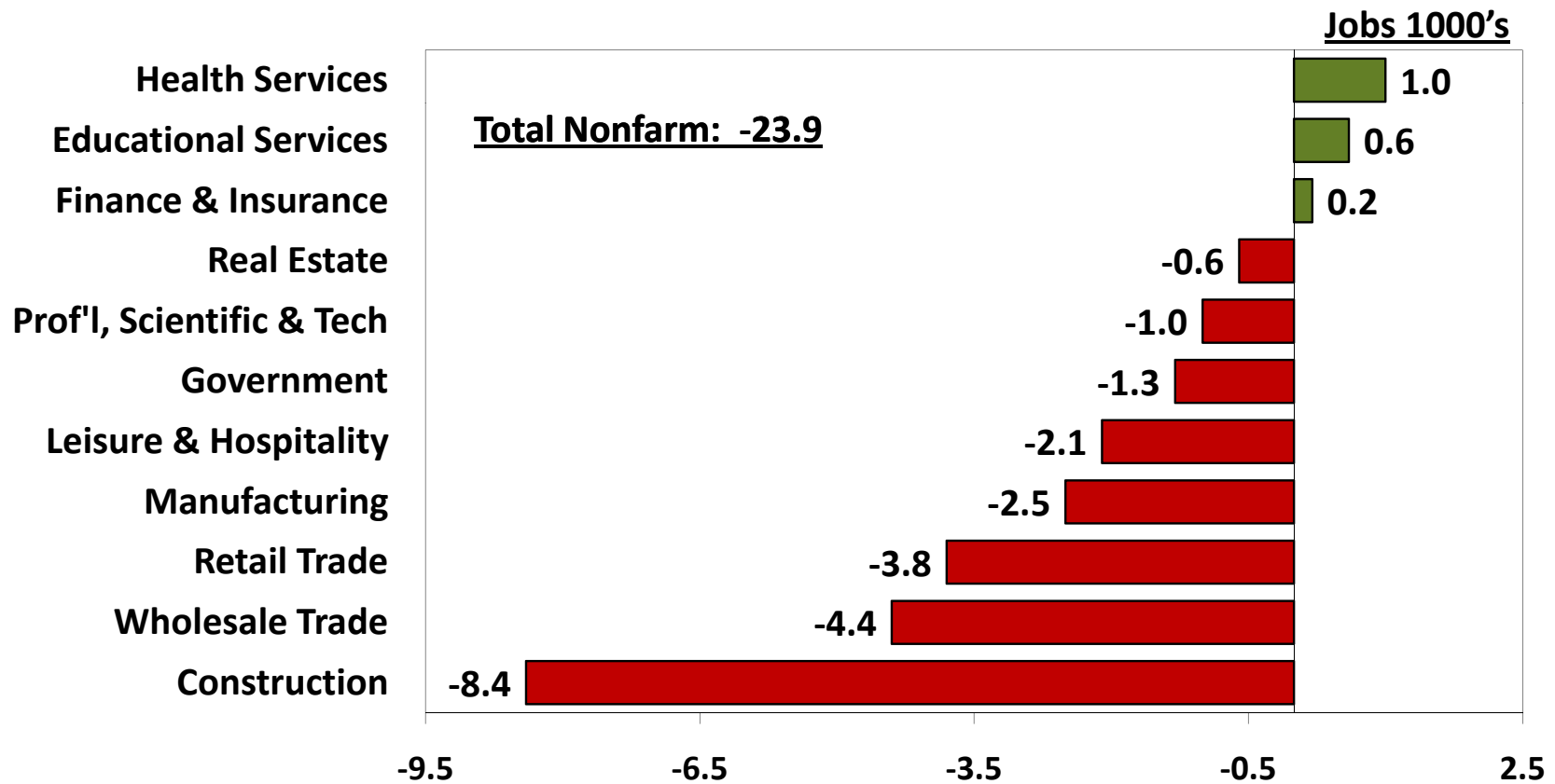
Riverside-San Bernardino Area Fundamentals



Source: EDD Labor Market Information Division; forecasts by LAEDC



2010 Industry Winners & Losers in Riverside-San Bernardino Area

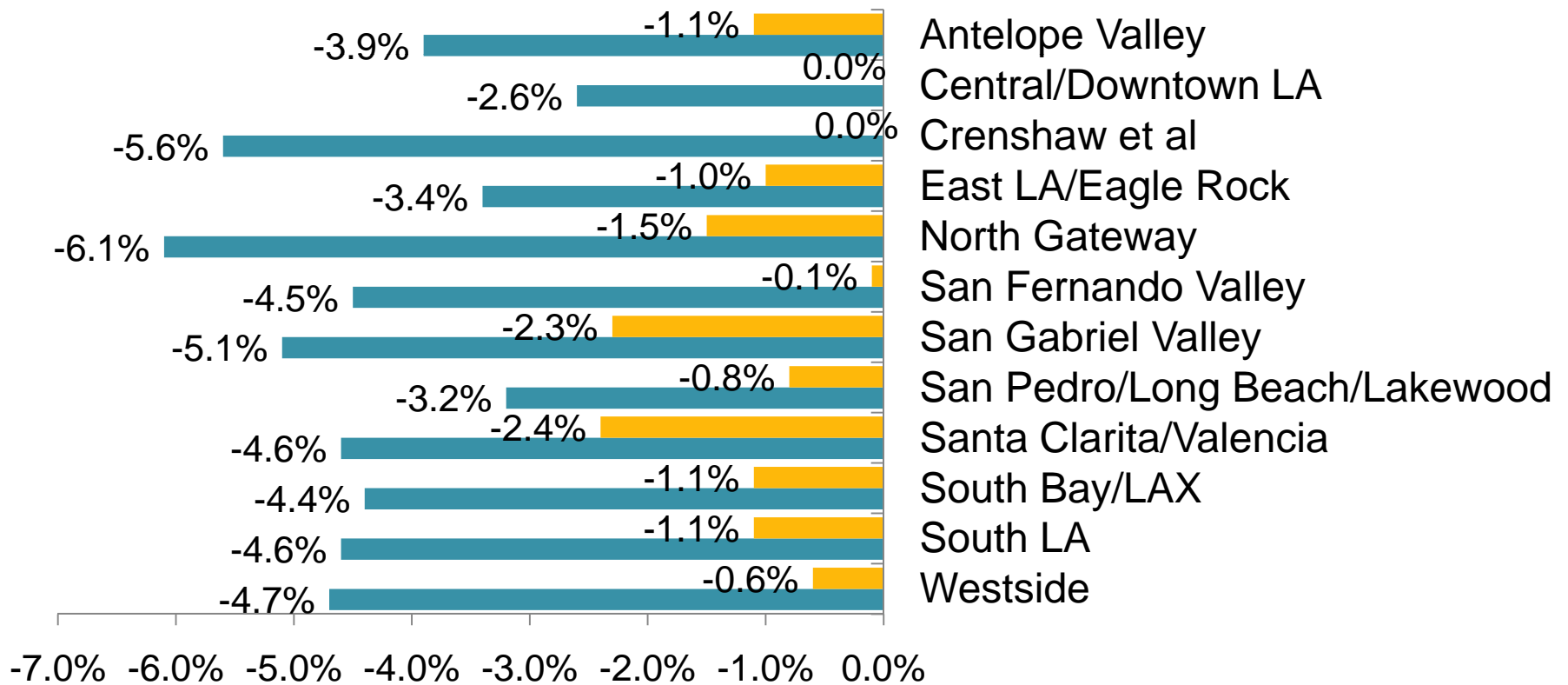


Sources: CA EDD, Labor Market Information Division



Change in Employment by Region in Los Angeles County

■ 09/10 ■ 08/09

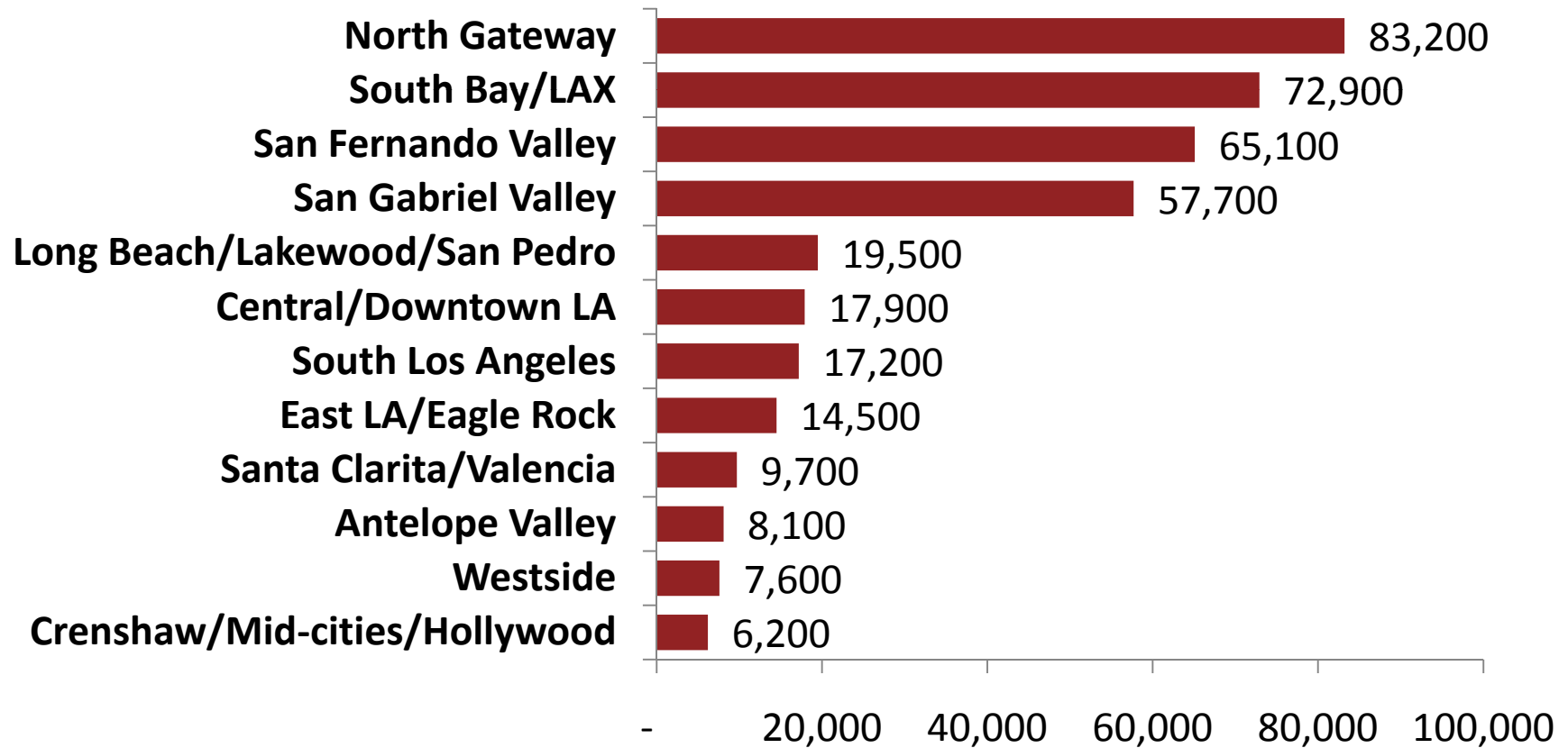


Annual % Change

Sources: California EDD, ES202 Data



Manufacturing Employment by Region in LA County



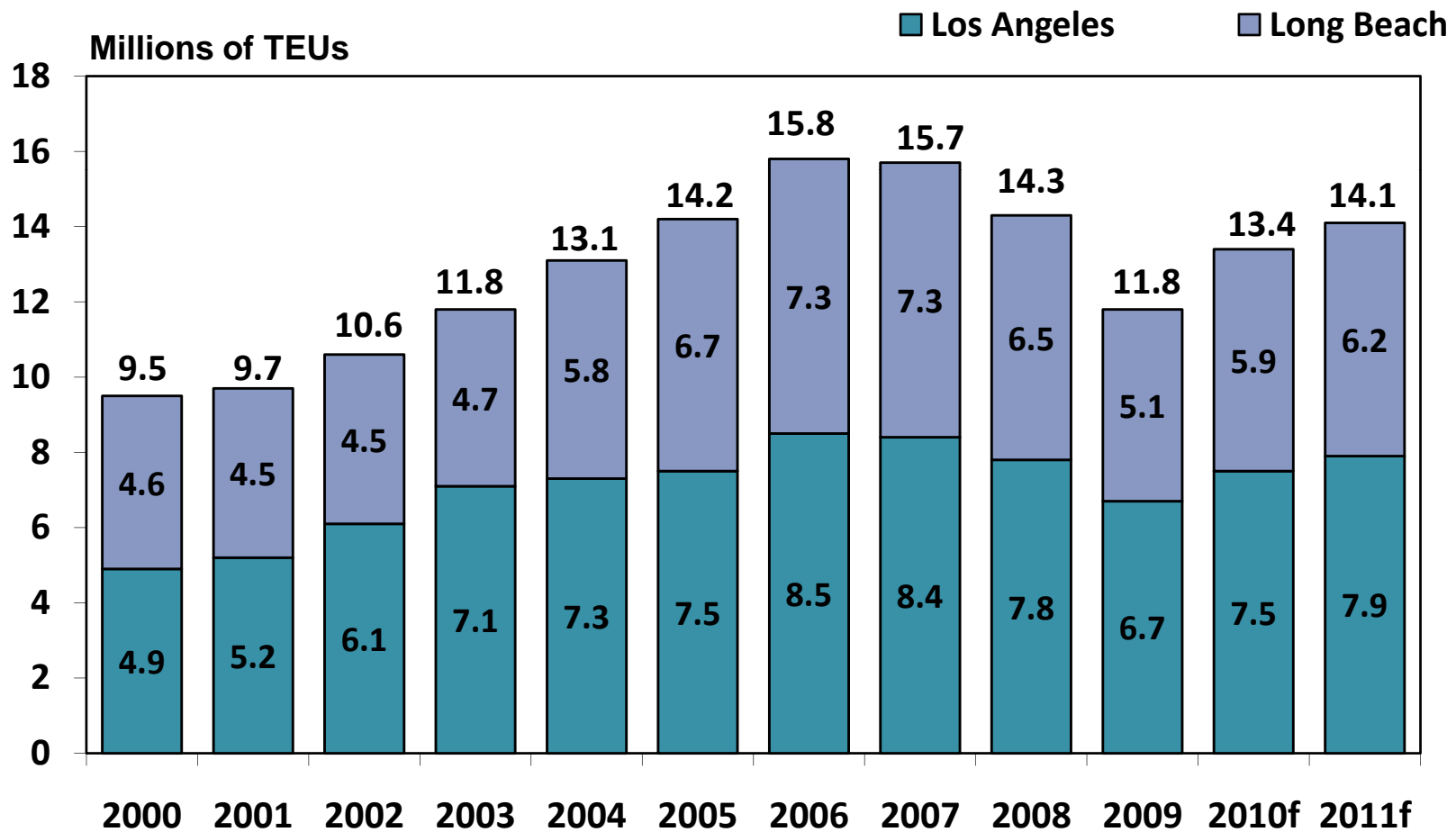
Sources: California EDD, ES202 Data, 3Q 2009



Trends in Key Industries



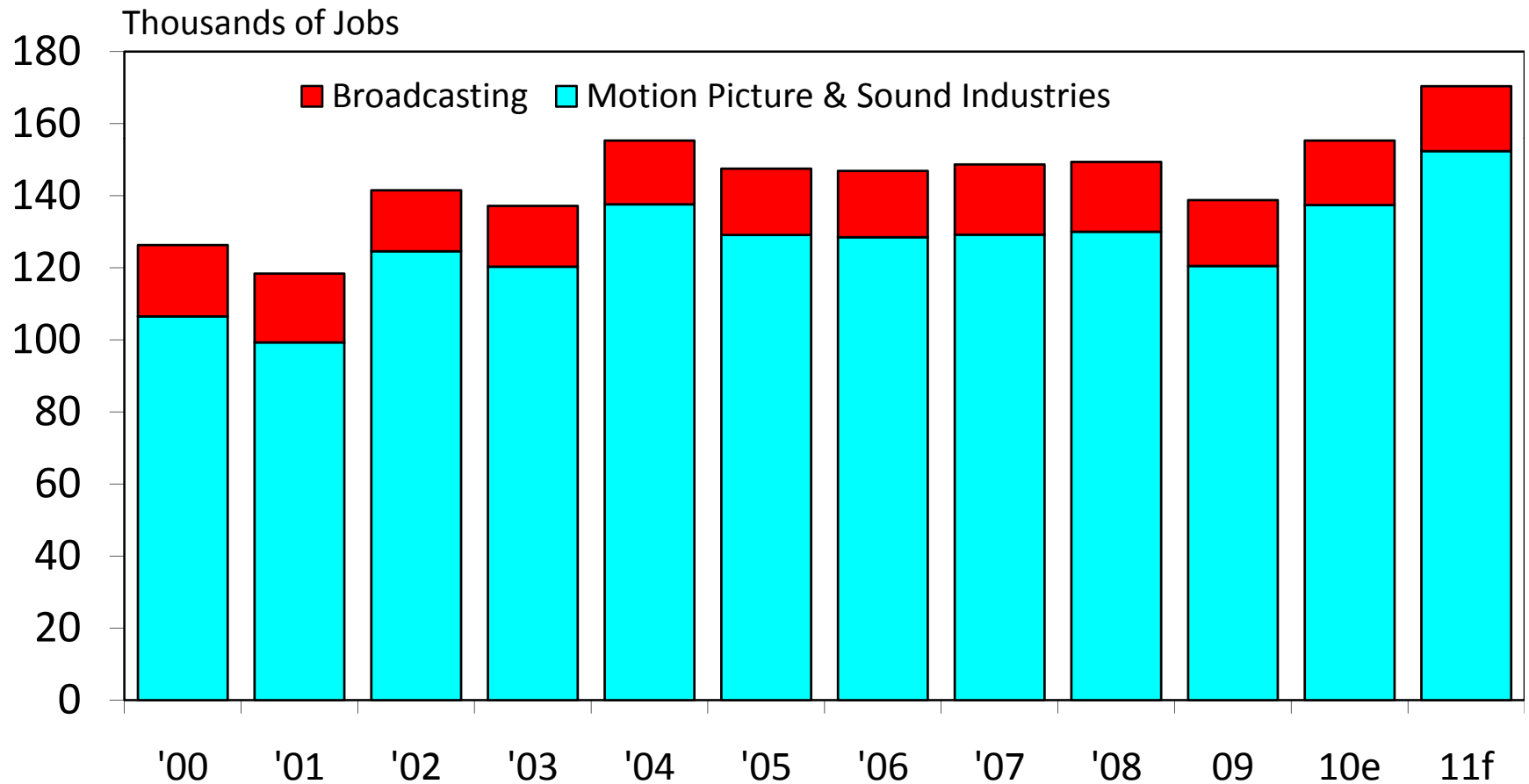
Total TEUs Handled at the LA-LB Ports



Sources: Ports of Los Angeles & Long Beach, forecasts by LAEDC



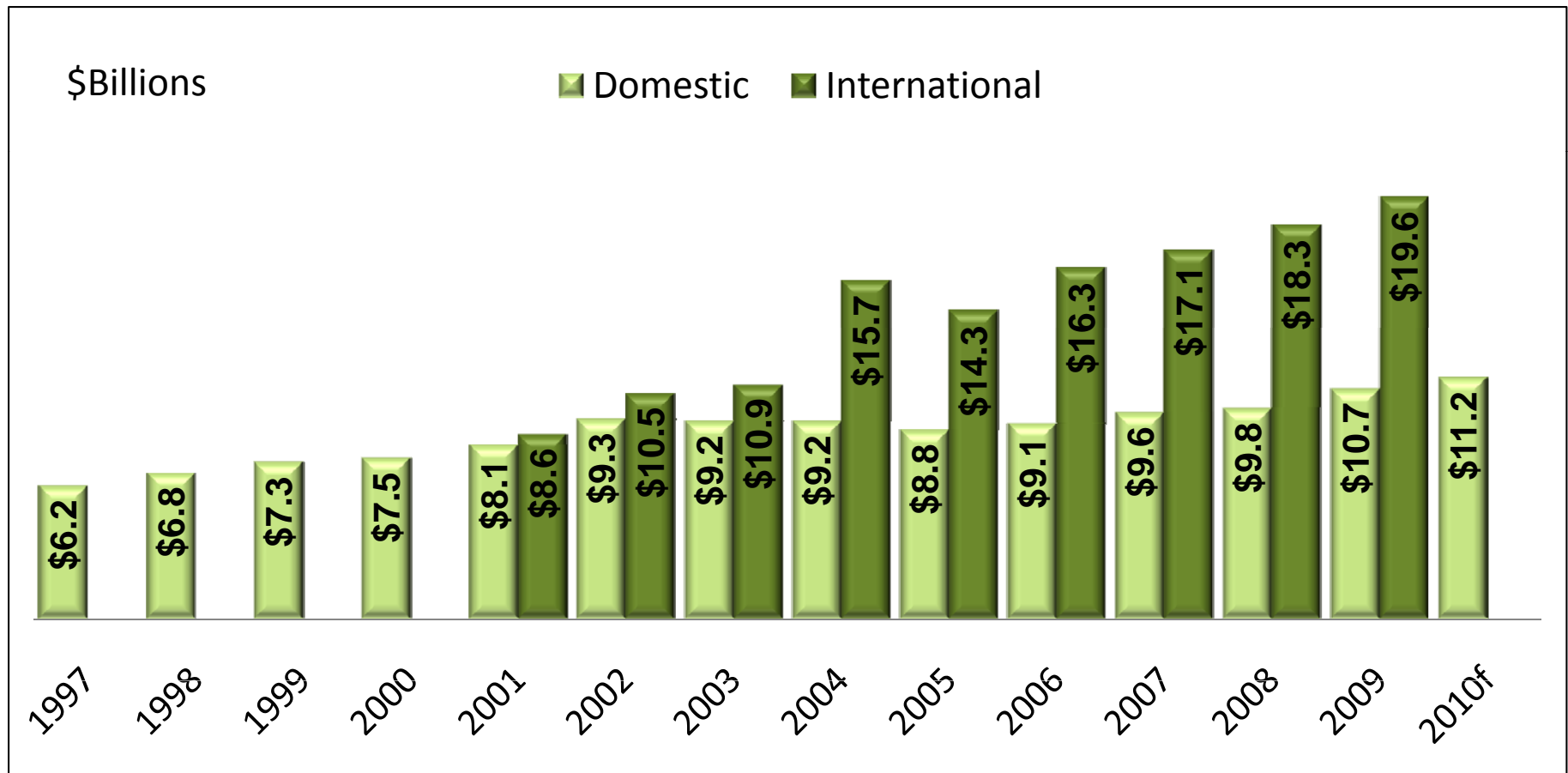
Motion Picture/TV Employment in LA County



Source: California Employment Development Department



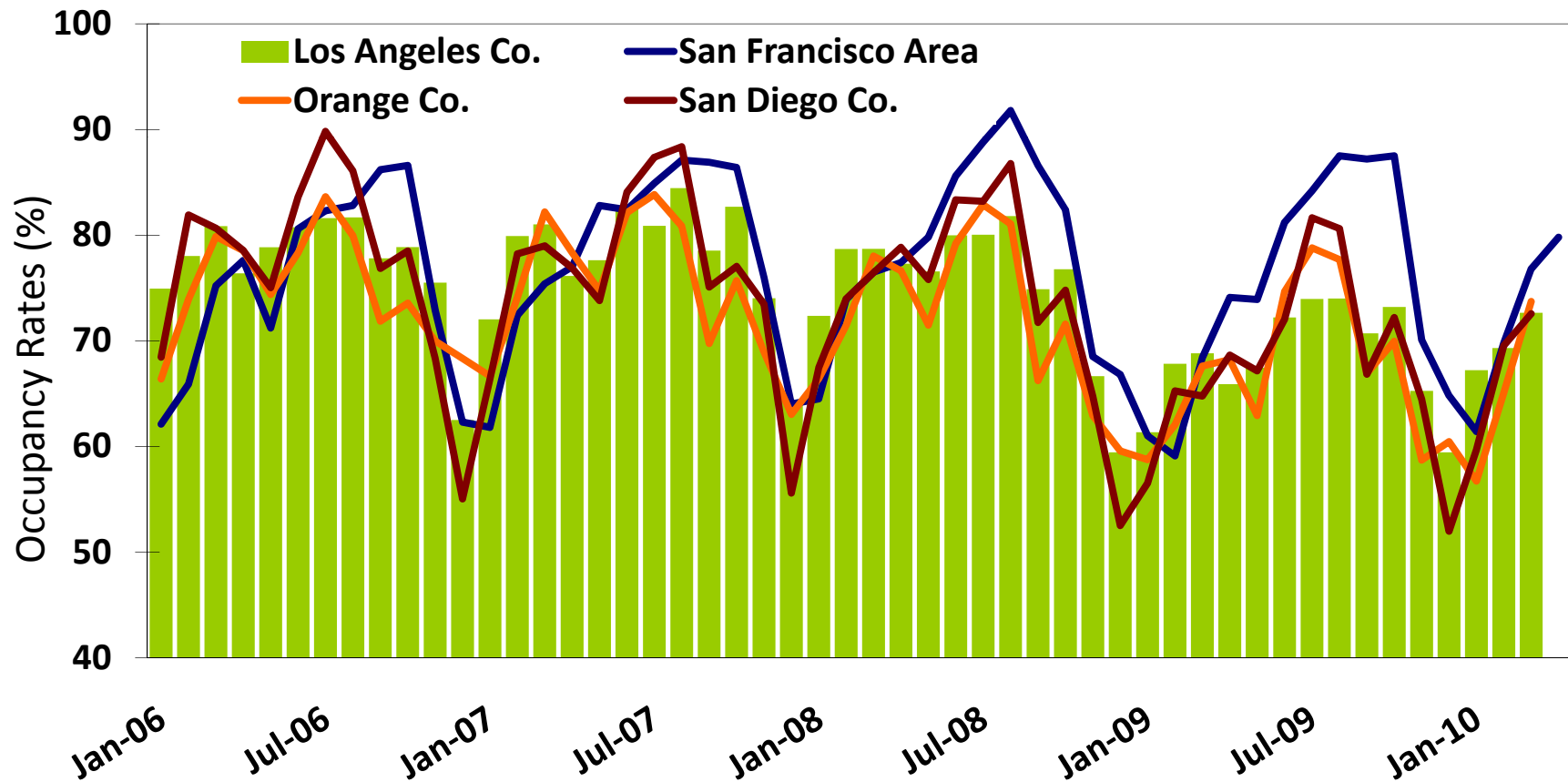
Worldwide Box Office Receipts



Source: MPAA



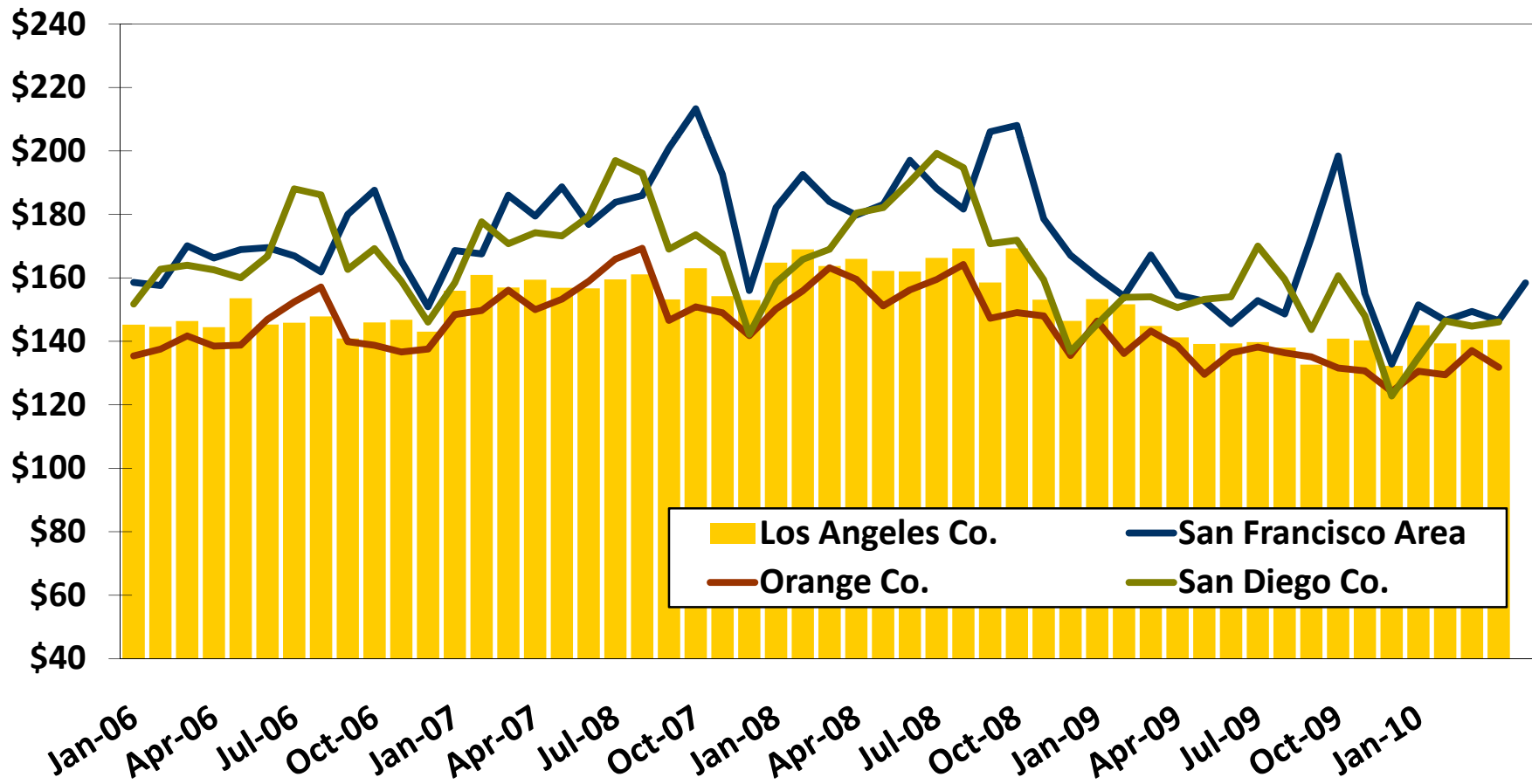
HOTEL OCCUPANCY RATES



Source: PKF Consulting



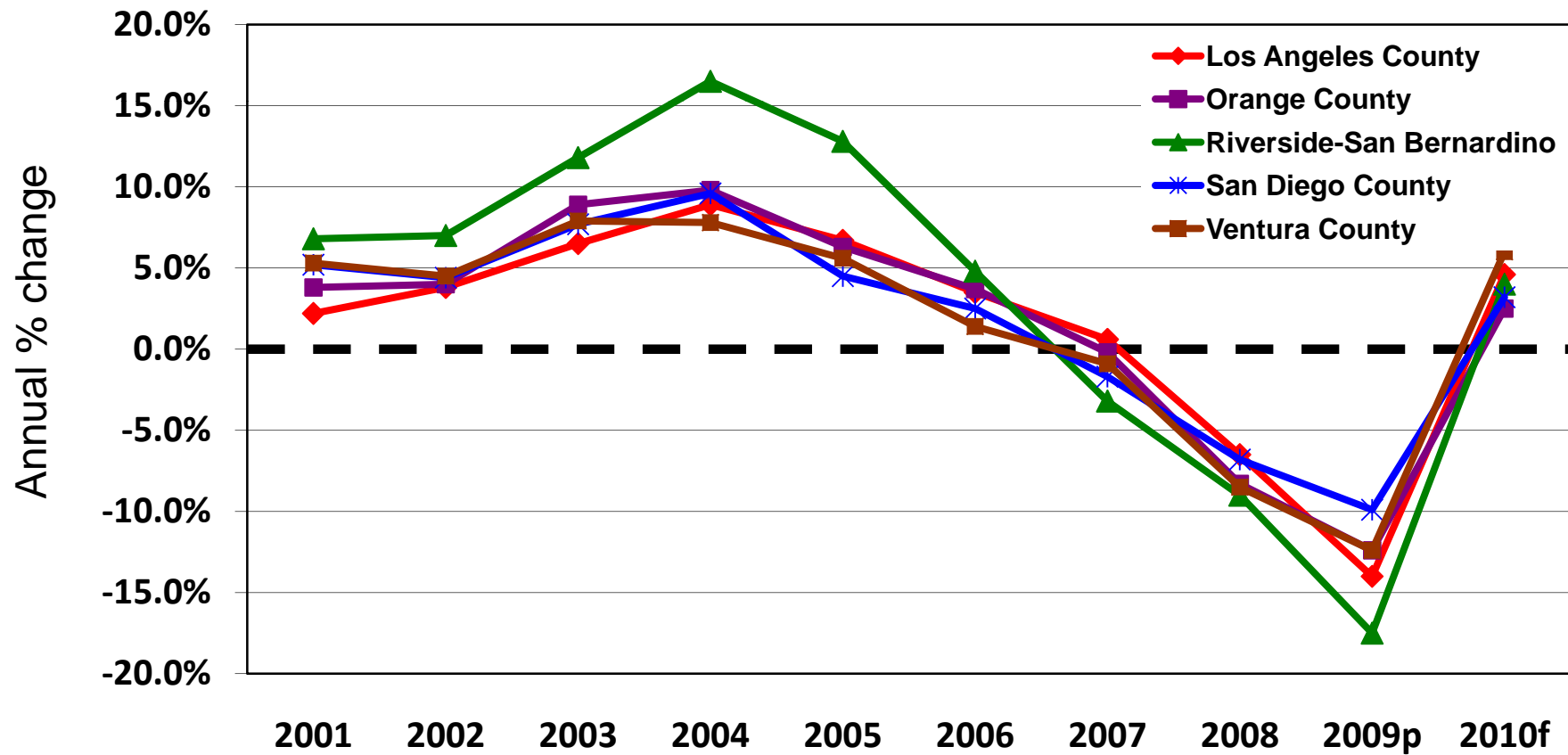
HOTEL ROOM RATES



Source: PKF Consulting



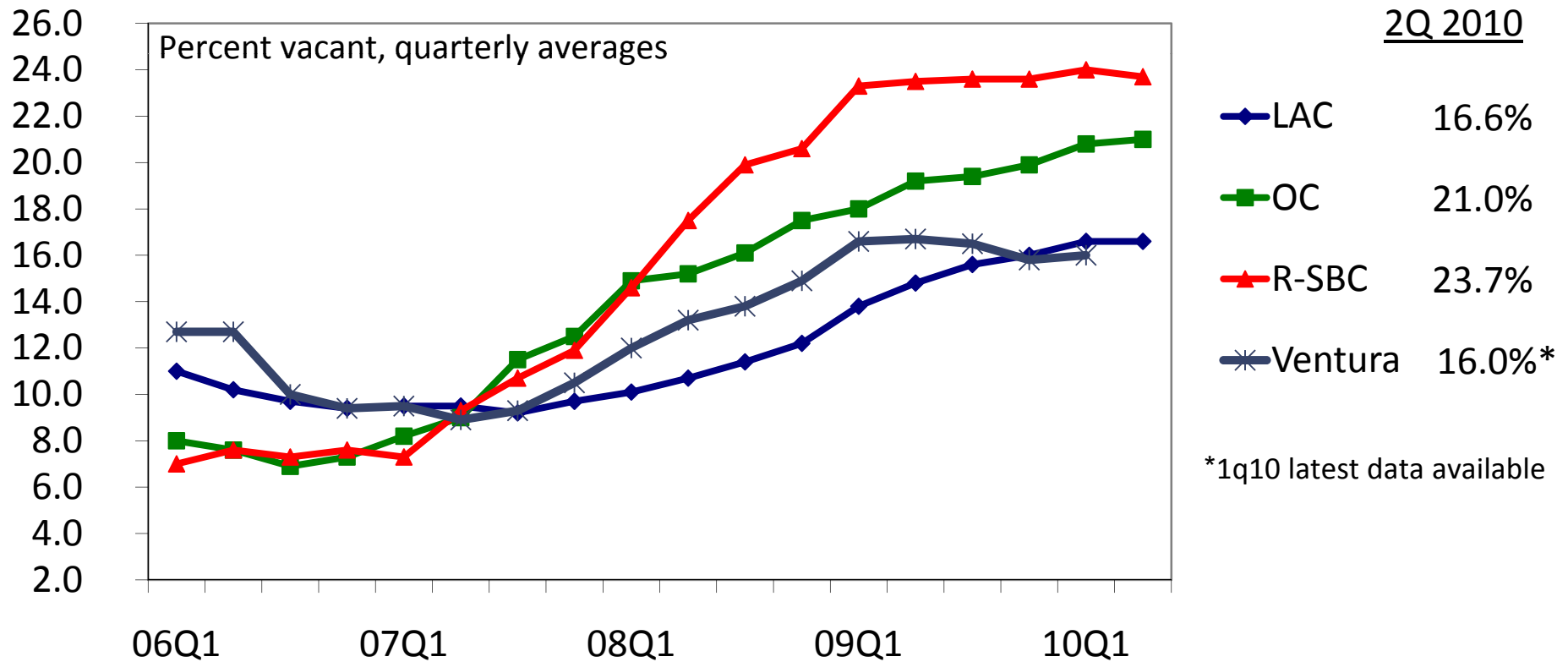
Taxable Retail Sales in Southern California



Source: California State Board of Equalization; forecast by LAEDC



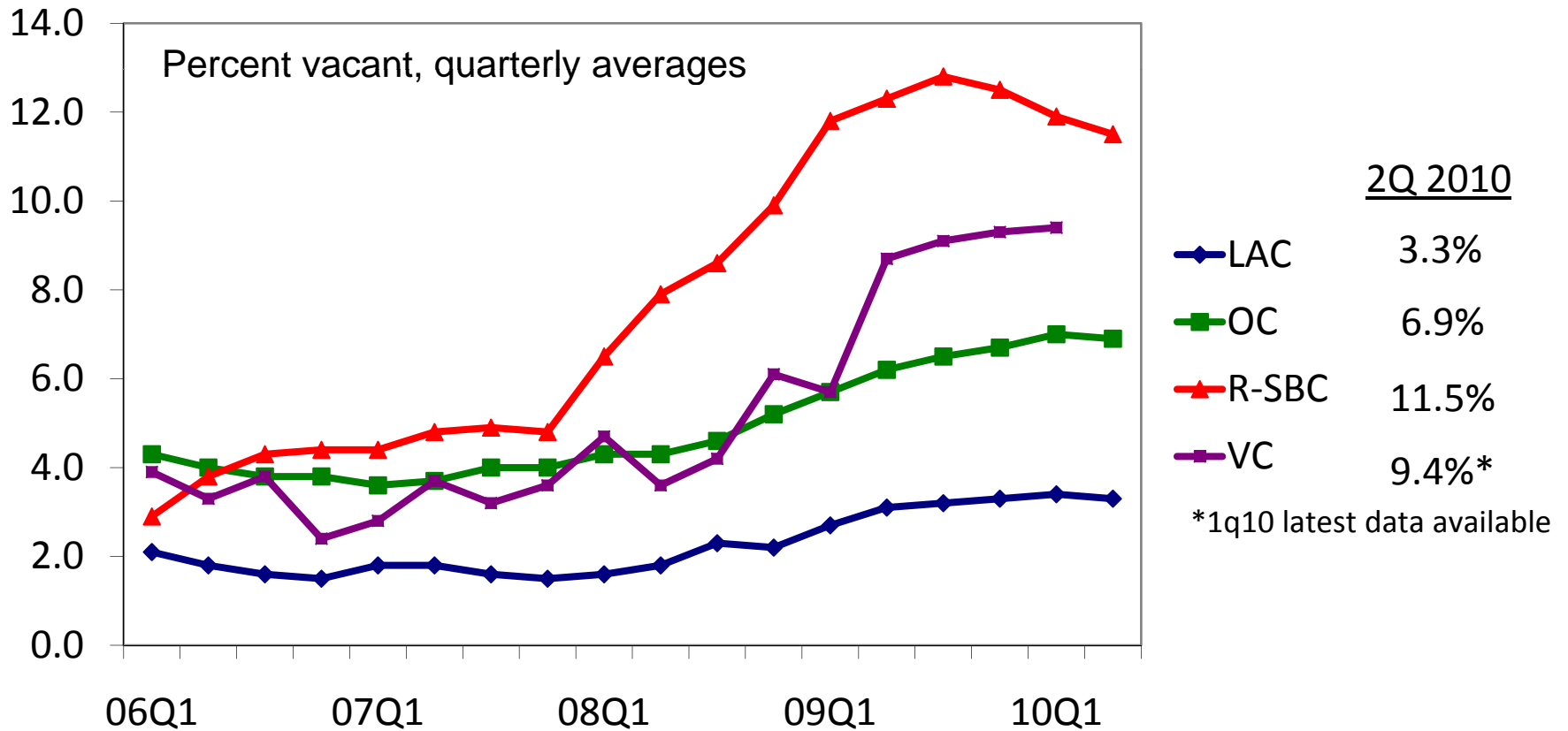
Office Vacancy Rates in Southern California



Source: Grubb & Ellis Research Services



Industrial Vacancy Rates in Southern California



Source: Grubb & Ellis Research Services



Risks & Challenges for Southern California

Risks

- State & local government finance
- Business Environment

Challenges

- Like ourselves
- Recognize our assets
- Work together better

THANK YOU and STAY INFORMED

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November Jobs Report Not Encouraging

The November report from the California Employment Development Department continued to point to a slowing economy. Just 900 jobs were created from October to November (seasonally adjusted). The September-to-October decline was revised down to 13,600 jobs.

>> [full article](#)

County & State Unemployment Rates Rise In November

The California Employment Development Department (EDD) released November unemployment estimates last week. Seasonally adjusted, the Los Angeles County unemployment rate was 6.3%, up from 6.1% in both October and September, and up from 4.4% a year earlier. November was the sixth consecutive month that the County's unemployment rate increased over the year. >> [full article](#)

October Hotel Numbers Good

The October data from PKF Consulting revealed a still healthy hotel sector in Southern California. In Los Angeles County, the occupancy rate was 82.7% compared with 78.9% last year. Better yet, the average daily room rate (ADR) rose by 11.7% to \$163.06.

>> [full article](#)