CITY *of* CALABASAS

Valley Economic Alliance
Economic Development Committee
Meeting Presentation

July 7, 2022

ABOUT US

23,241
POPULATION

9,451
HOUSING UNITS

43.5
MEDIAN AGE

65%
POPULATION WITH BACHELOR'S DEGREE OR HIGHER

$220,000
AVERAGE HOUSEHOLD INCOME

$1,100,000
AVERAGE HOME PRICE

Source: 2020 American Community Surveys

CITY of CALABASAS

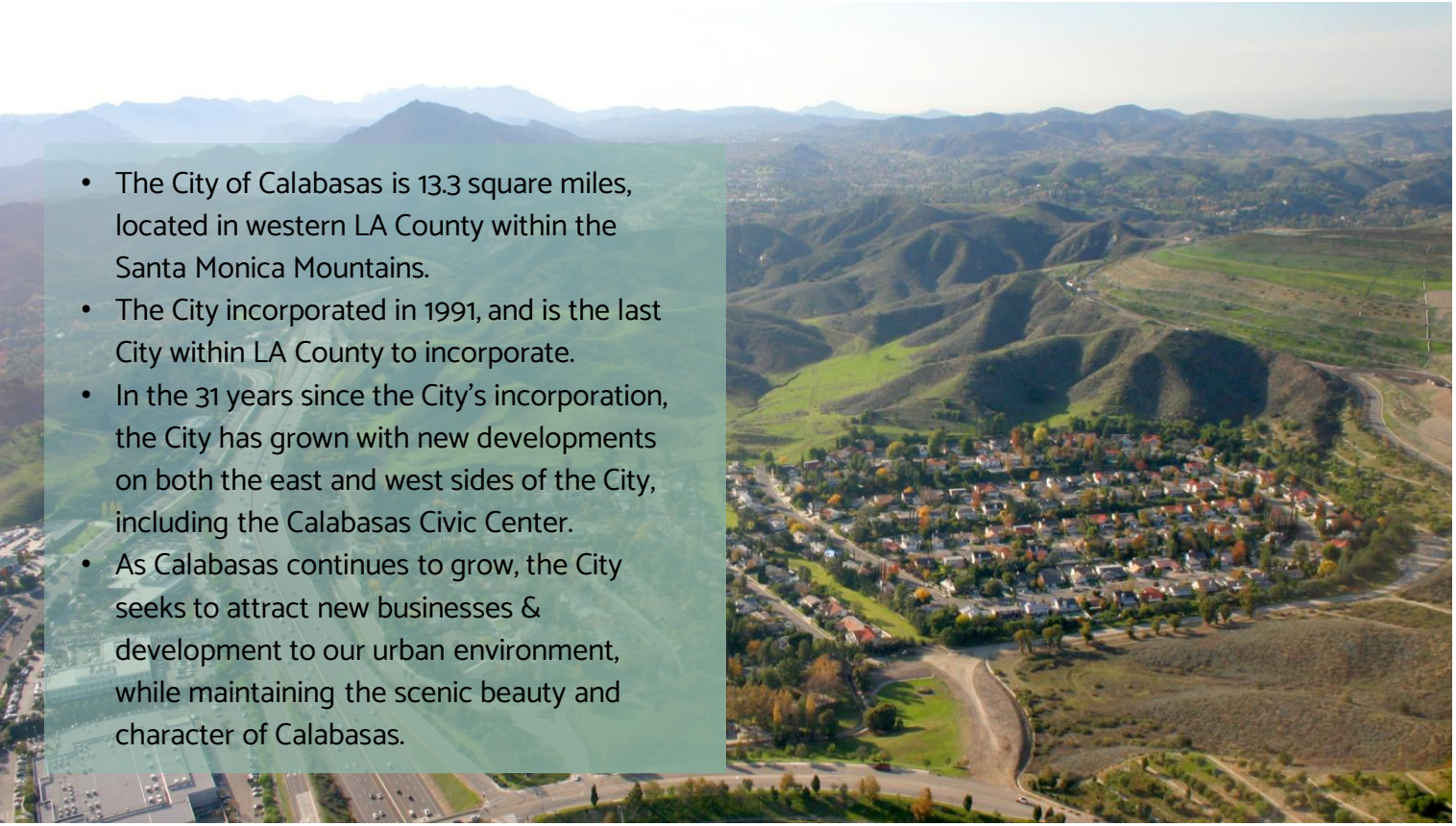
TOP 5 OCCUPATIONS

PROFESSIONAL, SCIENTIFIC, & MANAGEMENT	21%
EDUCATION & HEALTHCARE	21%
FINANCE, INSURANCE, & REAL ESTATE	16%
RETAIL TRADE	10%
MANUFACTURING	8%

Source: 2020 American Community Surveys

CITY of CALABASAS

HISTORY



- The City of Calabasas is 13.3 square miles, located in western LA County within the Santa Monica Mountains.
- The City incorporated in 1991, and is the last City within LA County to incorporate.
- In the 31 years since the City's incorporation, the City has grown with new developments on both the east and west sides of the City, including the Calabasas Civic Center.
- As Calabasas continues to grow, the City seeks to attract new businesses & development to our urban environment, while maintaining the scenic beauty and character of Calabasas.

CITY of CALABASAS

GROWTH

EAST SIDE

- The Commons
- Civic Center Complex
- Cruzan Office Buildings
- Hilton Hotel
- Tennis & Swim Center
- Old Town Calabasas
- Gelson's Shopping Center
- BMW
- Cadillac

WEST SIDE

- Albertson's Shopping Center
- Mont Calabasas Annexation
- Summit Shopping Center
- Cambria Hotel
- De Anza Park
- Gates Canyon Park /Brandon's Village

CITY of CALABASAS

NEW BUSINESSES COMING SOON

Philz Coffee
ONE CUP AT A TIME

SUGARINGNYC
ORGANIC WAXING & LASH STUDIO

LaLaLand
KIND CAFE

JEREZ ZACATECAS
SALSA & BEER
MEXICANGRILL
FAMILY RESTAURANT

MSFTSREP

CAMBRIA
Calabasas

CROSSROADS
LOS ANGELES

Cadillac

CRAFT BOXING CLUBS

CAFECITO

THE SIX
CHOW HOUSE

City of Calabasas

CORPORATE PRESENCE

01 THE CHEESECAKE FACTORY

02 HELMET HOUSE

03 HRL LABORATORIES (COMING SOON)

04 LAS VIRGENES MUNICIPAL WATER DISTRICT

05 PEPPERDINE UNIVERSITY

06 LAS VIRGENES UNIFIED SCHOOL DISTRICT

07 AGORA REALTY

08 AMA WATERWAYS

09 LABCORP

10 ALCATEL LUCENT

CITY of CALABASAS

ECONOMIC STRATEGY

- **Small Business Program**
  - Provided one-time, emergency grant up to $10,000, to support Calabasas-based small businesses during the COVID-19 pandemic. Benefitted 60 businesses in total.
- **Hero Pay**
  - Provided support to frontline workers during the COVID-19 pandemic. 378 employees granted almost $300,000 in total.
- **Housing**
  - Affordable Housing Overlay zone, Mixed Use zoning districts, HCD grants, and Rental Assistance Program aim to encourage new housing units & retain housing for existing residents.
- **CAR Overlay**
  - Promotes/encourages dealerships along Calabasas Rd, south of 101 Fwy
- **Annexation efforts**
  - Craftsman's Corner commercial area north of 101 Fwy, annexation in process by City.
- **Tourism**
  - New hotel rooms located at Hilton Garden Inn & Cambria Hotel
- **No business license requirement**

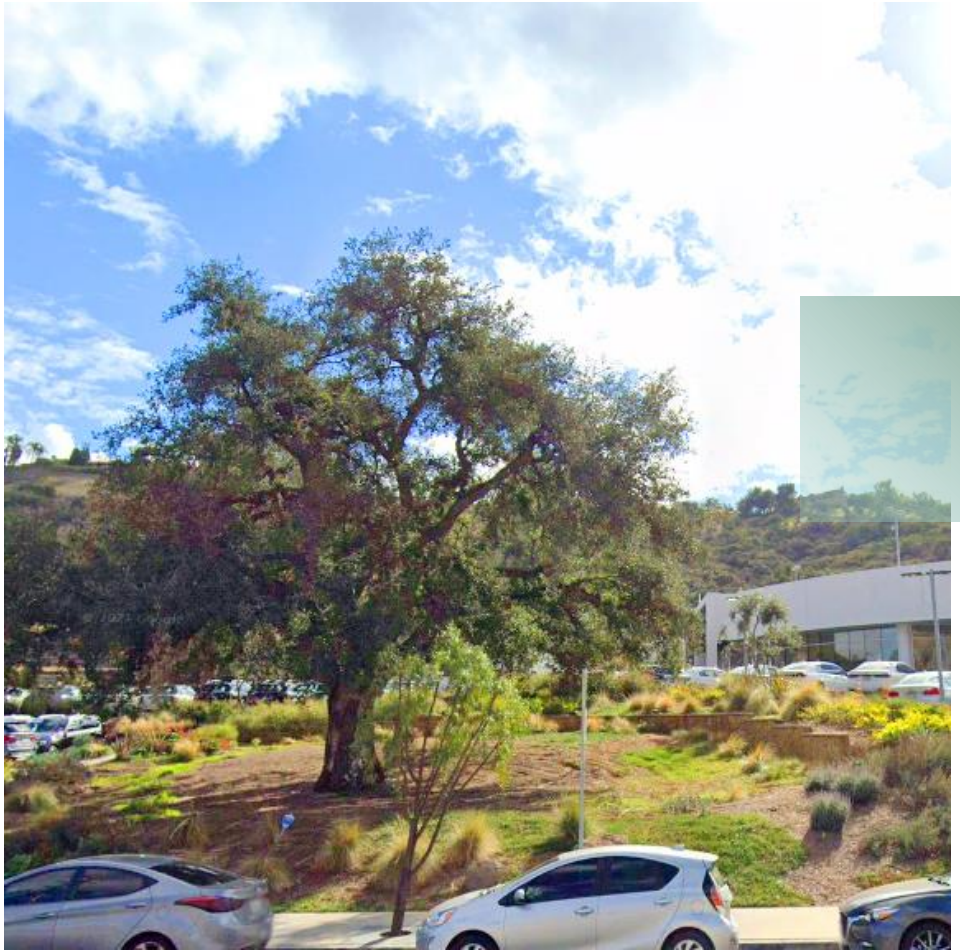
SAFE & WELL-MAINTAINED CITY

Calabasas has clean streets & sidewalks with beautiful landscaping, which provides residents with an attractive, safe, family-friendly environment. The City is also home to a top rated school district and private school, making it the perfect place to raise a family.

City of Calabasas

UNIQUE ATMOSPHERE

Calabasas is uniquely situated in an urban environment surrounded by wildlife and greenery. The natural environment, including Oak trees native to Southern California, are embraced and integrated into the City's design.



CITY of CALABASAS

GATEWAY TO THE SANTA MONICA MOUNTAINS

Calabasas is the gateway between the San Fernando Valley and the Santa Monica Mountains, and is located only 20 minutes from the Pacific Ocean. The City is also home to miles of trails, and access to local parks/recreation.

CITY of CALABASAS

SUPPORTIVE STAFF

As a smaller City, Calabasas staff members are available to work hands-on to assist residents and business owners.

CITY of CALABASAS

THANK YOU

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CREDITS

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