



The Valley Economic Alliance

Better businesses. Better jobs. Better communities.

March 23, 2022



The Valley Economic Alliance was happy to once again be a co-sponsor of the San Fernando Valley Business Journal's Valley Economic Forecast presented by California Lutheran University's Center for Economic Research & Forecasting. The good news is that the Valley is forecast to experience sustained growth for 2022-2024. And economic and job growth in the Valley will continue to outpace growth in the surrounding Metro Los Angeles area, Ventura County, and even Orange County. The ongoing work we have all done at The Alliance has no doubt prepared the Valley for this success.

But not surprisingly, the data proves out what we see with our own eyes everyday – that the story of the Valley economy is a tale of two cities. While the Valley's pandemic decline was smaller and the rebound stronger than the broader Los Angeles area, those Valley residents working in high paying sectors did well, while the economic impact to low-wage segments was significantly deeper.

The forecast warned again that housing affordability remains one of the primary threats to the long-term economic strength and resiliency of the Valley's future. The cost of a median single-family home in the San Fernando Valley is more than 17 times the average salary in the two fastest growing sectors of the Valley labor market – Health Care and Hospitality. The forecast concluded that:

"The Valley will need to summon the collective efforts and leadership of the community and the openness that Valley residents and businesses have historically shown to economic opportunity and to growth in order to tackle the suddenly more severe housing crisis."

That is exactly what we do at the Alliance. Summon the diverse leadership of our Valley business, government, education, and philanthropic communities to come together and address these issues. Our ongoing Housing Creates Communities Campaign is spot on to help address our housing needs. Please join us by signing up on our website TheValley.net/housing. Thank you for your continued support.

I look forward to seeing everyone in person at The Gala on April 8th!

Sincerely,

Fred Gaines
Chair