

# CITY OF SANTA MONICA ECONOMIC STATS 2020

*The City of Santa Monica has a robust and diversified local economy. This document provides an overview of the citywide economy with additional information on the City's leading economic sectors, top employers and top sales tax producers.*



## Citywide Totals:

- **9,821 businesses**
- **91,215 employees**
- **91,411 residents**

## Santa Monica's Leading Economic Sectors--A Snapshot:

### Creative Industries + Technology Sector (aka "Silicon Beach")

- 3,057 businesses, employing 31,124 people (34% of the city's total employment) with a total annual payroll of \$5 billion (54% of the city's total annual payroll)
- Santa Monica's major tech + creative clusters: Information (e.g. publishers, motion picture/video production, film distribution, postproduction, telecommunications, sound recording studios), Professional, Scientific + Technical Services (e.g. advertising, graphic design, computer design/programming, R + D in biotechnology) and the Arts, Entertainment and Recreation sectors.
- Examples: Activision Blizzard, Cornerstone On Demand, Hulu, Lionsgate Entertainment, Oracle America, Snap Inc. + Universal Music Group
- Santa Monica has over 28 co-work spaces and accelerators (e.g. Cross Campus, Expert DoJo, Muckerlab, Science Inc, Spaces, WeWork.). *(Please note: These co-work businesses fall under the NAICS "Real Estate Rental + Leasing" or "Administration + Support Services" and are not included in the Creative + Tech Sector snapshot in terms of jobs, payroll, etc. Venture capital companies are included under the NAICS "Finance + Insurance" sector).*

### Health Care Sector

- 2,578 businesses, employing 9,534 people (11% of the city's total employment) in the Health Care and Social Assistance sector with a total annual payroll of \$522 million
- Examples: Berkley East Convalescent Hospital, Kite Pharma, Providence St John's Health Center + UCLA Medical Center Santa Monica.

### Hospitality + Tourism Sector

- 517 businesses in the Accommodation and Food Services sector employ 13,581 people (15% of the city's total employment) with a total annual payroll of \$456 million.
- Santa Monica hotels generated \$58.6 million in Transient Occupancy Taxes (TOT) for the city's General Fund in 2018.
- Santa Monica welcomes over 8.4 million visitors annually who spent \$1.93 billion in our city last year, with an average daily spend of \$168/day. Additional visitor info; 52% are international visitors, 46% of all visitors were deemed "repeat visitors" (past three years). The top five international feeder markets are: Mexico, Australia/New Zealand, England, Asia Pacific and Germany.
- Total annual visitor spending on meals and beverages in 2018 was \$476.6 million. Spending by visitors on retail goods, meals and beverages and other taxable items generated \$14.5 million in tax revenue to the City. The amount of money each Santa Monica household would have to pay in taxes to maintain city services if tourism revenues and TOT did not exist: \$1,540/household/yr.
- National Geographic ranked Santa Monica as one of the "Top Ten Beach Cities in the World"
- New Projects: Santa Monica Proper Hotel (271 rooms) opened in 2019, noteworthy new restaurants include Citrin, Onda, Pasjoli and Socalo. In the pipeline: Frank Gehry-designed hotel project slated for Ocean Avenue + a boutique hotel proposed at Bergamot Station Arts Center.

## Retail Sector

- 621 businesses, employing 8,701 people in the retail sector (10% of Santa Monica's total employment) with a total annual payroll of \$377 million (*Note: NAICS "Retail Trade" does not include restaurants*)
- Collectively, Santa Monica's businesses generated \$3.4 billion in taxable sales last year (a 3.3% increase from prior year); of which 34% generated in Downtown SM.
- Purchases made at Santa Monica businesses last year raised \$16 million in funding for our schools and \$8 million for affordable housing construction and preservation (Measures GSH + Y).
- There are 1,090 businesses participating in the Buy Local SM campaign who hire local + actively support the community. They employ approximately 3,900 SM residents; 47% are owned by SM residents.
- Santa Monica embraces sustainable, green and eco-friendly businesses. The annual Sustainable Quality Awards (SQA) recognizes sustainable leaders; over 158 businesses have received this prestigious SQA Award.
- See Top 25 Sales Tax Producers (below) for some of our noteworthy retailers. New openings: Cayton Children's Museum with Tesla Showroom + ModelLand Amusement Park coming soon to SM Place. Trader Joe's opened a 2<sup>nd</sup> location (Wilshire/23<sup>rd</sup>), Target is anticipated to open in 2020/21.

## **Top 10 Employers in City of Santa Monica (by total # employees)**

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| 1. UCLA Medical Center, Santa Monica (2,879) | 6. Providence St. John's Health Center (1,492) |
| 2. City of Santa Monica (2,298)              | 7. Activision Publishing Inc. (1,231)          |
| 3. SM-Malibu Unified School District (1,962) | 8. RAND Corporation (891)                      |
| 4. Santa Monica College (1,800)              | 9. HULU (882)                                  |
| 5. Snap, Inc. (1,460)                        | 10. Lionsgate Entertainment (819)              |

## **Top 25 Sales Tax Producers** (in alphabetical order)

Apple	Lexus Santa Monica	Tesla Motors
Audi Leasing Bentley Leasing	Major Motor Cars	Toyota Lease Trust
Bourget Bros. Bldg Materials	Nordstrom	Toyota Santa Monica
Fair Financial	Pacific Park	Volkswagen Santa Monica
Fairmont Miramar Hotel	Santa Monica Audi	Water Grill/ Pier Burger
Ferguson Enterprises	SM Chrysler Dodge Jeep Ram	WI Simonson Mercedes
Honda of Santa Monica	Shutters on the Beach	
Hornburg Jaguar Land Rover	Snyder Diamond	
JP Morgan Chase Bank	Subaru Santa Monica	

For additional information on Santa Monica's businesses and local economic development support and initiatives, please visit: City of Santa Monica Economic Development (EDD) website at [www.smgov.net/business/](http://www.smgov.net/business/) and the Santa Monica Alliance at [www.SantaMonicaAlliance.com](http://www.SantaMonicaAlliance.com) or contact the EDD team at (310) 458-8906, e: [econdev@smgov.net](mailto:econdev@smgov.net).

To view the City of Santa Monica's Annual Report for additional statistics, City operations and budget info: <http://annualreport.smgov.net/economic-vibrancy/> (video)

Sources: Quarterly Census of Employment + Wages, CA Department of Labor 2019 (January – June); SM Travel + Tourism Economic + Fiscal Impacts + Visitor Profile Summary 2018; City of Santa Monica Principal Employers of 2019 List; HDL Companies--City of SM Quarterly Reports; US Census Quick Facts (v2019).

Updated 12/30/19, City of SM Economic Development Team