



CENTENNIAL NEWS

The Economic Issue

July 2009

THE CENTENNIAL PROMISE

Creating Jobs and Economic Vitality in an Affordable Self-contained Community

The Centennial vision is to create a vibrant self-contained sustainable community where people can live, work and play – a community with a jobs/housing balance that creates its own economic vitality, allowing residents to find work within its borders or a short distance away at Tejon Industrial Complex.

Centennial residents will enjoy affordable housing, schools, medical facilities, fire and sheriff stations, emergency services, shops, professional offices, recreational amenities, entertainment venues and, importantly, the opportunity for jobs.

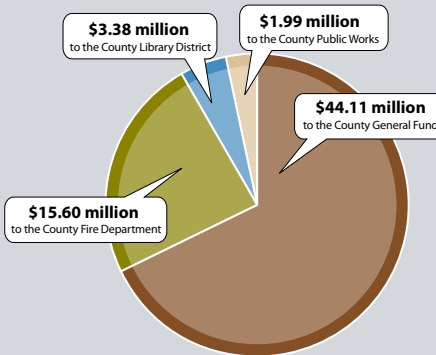
Employment within the community will encompass every income level from teenage summer jobs to senior executives. There will be opportunities for teachers, firefighters, retail and restaurant workers, construction workers, doctors, attorneys, information technology experts, scientists and spectrum of other jobs.



Jobs and Housing Balance

In order to create a self-contained sustainable new town, and to create jobs, Centennial will aggressively pursue a strategy to attract businesses and commercial development.

\$65.08 Million Annual Tax Revenue for Los Angeles County



Centennial aspires to provide 1.3 jobs per household, approximately 30,000 in all, over its 20-year development period. Achieving this jobs/housing ratio will reduce traffic on regional arterials, cut down on greenhouse gas emissions, improve air quality, preserve the environment and enhance the quality of life for its residents.

Opportunities for All Skill Levels

To assist in its business-attraction efforts, Centennial retained the Los Angeles County Economic Development Corporation (LAEDC) to identify, analyze and recommend the best business prospects

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PRESERVING TEJON RANCH

By Greg Medeiros
Vice President, Community Development

May 2009 marked the one-year anniversary of the Tejon Ranch Conservation and Land Use Agreement. The Agreement is a tremendous conservation achievement in that it will result in the permanent protection of up to 240,000 acres of ranch land - that's 90 percent of the Ranch.

Many of the nation's major environmental organizations collaborated with Tejon Ranch Company on the Agreement, with one environmental leader hailing the achievement as the "Mount Everest of conservation in California."

Public access to the conserved lands is a key component of the Agreement. One major element is an easement of up to 10,000 acres for the realignment of 37 miles of the Pacific Crest Trail through Tejon Ranch. Centennial residents will be able to easily access this trail as it will run adjacent to the community. In addition, the Tejon Ranch Conservancy will develop programs

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for Centennial based on growth rate, industry size, average wages and total job creation currently being achieved in Los Angeles and Kern counties.

LAEDC identified professional, scientific and technical services as the most attractive industry sectors for Centennial. These high wage earners are more likely to be drawn to the quality of life available in Centennial.

The LAEDC pinpointed construction as the second strongest sector. Centennial itself will create 29,455 construction jobs during its build-out. As Centennial's population grows, so will the need for food services, retail outlets, and business-serving outlets.

Health care and educational services are logical job generators as they will be used by all Centennial residents from young families through retired baby boomers. A primary goal of the community is to attract a large post-secondary educational institution and/or a medical facility that will create many jobs and also serve to attract other businesses.

Finally, Centennial is ideal for the relatively new area of business-to-business electronic markets that use

BY THE NUMBERS:

- 68,060 jobs at Centennial and nearby local communities
- 29,455 construction related jobs
- 1.3 jobs per household
- 30,000 jobs created, over the 20-year build-out
- 12 million square feet of commercial and industrial space

* All estimates are approximate



technology to serve clients from distant locations such as outsourcing centers.

Economic Vitality

With an availability of reasonably priced land and affordable housing, Centennial will be a draw for manufacturers who want to control their own facilities, have room to expand, and have access to a reliable, educated workforce. Green technology is a rapidly growing new manufacturing sector, and LAEDC believes these types of firms will have great interest in locating to Centennial.

According to a study by Stanley R. Hoffman Associates, Centennial's ability to attract business will help it become an economic engine for the region. Every job created will have a multiplier effect, creating continuing demand for goods and services, in turn producing some 68,060 jobs for Centennial and other local communities. More than 6,000

people ultimately will be employed at nearby Tejon Industrial Complex (TIC) and many are expected to select Centennial as their hometown. More than 1,000 people already work at TIC for major employers such as IKEA, Oneida and Famous Footwear.

The Hoffman study reveals that, based on the property, business and sales taxes it will generate, Centennial will be able to more than cover the cost of its public services. In fact, it is expected to produce \$65.08 million in tax revenue, with a surplus of \$12.47 million for Los Angeles County.

Centennial will be a model for a 21st century new town in the United States, a sustainable green community with exceptional public amenities where working families can affordably live, work and play.



To learn more about the positive economic impacts Centennial will have on the region, please join us at the Antelope Valley Board of Trade luncheon on July 28. Greg Freeman from the Los Angeles Economic Development Corporation and Barry Hibbard with Tejon Industrial Complex will speak in-depth on the topic. Visit www.AVBOT.org or call (661) 942-9581 for more information.



ASK CENTENNIAL

Question: Is the economic climate impacting Centennial?

Answer: No. Centennial will be built-out over a period of 20 years and between now and then it is reasonable to expect the economy and the housing market to rebound. The current economic conditions make this an ideal time to be in the planning process.

Once we begin building the new town, Centennial will help address the housing needs of a growing region. Southern California’s population is projected to grow by 3.5 million by 2020 and we need to plan accordingly.

Question: Does Centennial have a plan to deal with greenhouse gas emissions?

Answer: Absolutely. Centennial has an aggressive plan to reduce its carbon footprint, beginning with energy efficiency. Every home in Centennial will be 25 percent more energy efficient than the current efficiency standards set by the state. Solar energy will power outdoor-lighting and will be an option for homeowners. Sustainable, non-toxic and recycled materials will be used wherever possible. Centennial’s walkable design, trails and paseos, and alternate-energy internal transit system are just a few of the ways it will reduce vehicle miles traveled.



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for docent-led tours and other managed public access to the conserved lands.

Tejon Ranch is also proceeding with its plans to entitle Centennial and Tejon Mountain Village, environmentally sustainable communities located within the remaining 10 percent of its land. It should be noted, however, that the environmental organizations that are parties to the Conservation and Land Use Agreement have not endorsed these development plans, but have simply agreed not to oppose them as they proceed through the required local, state and federal environmental and regulatory review processes.

The 240,000 acres of conserved lands will be overseen by an independent non-profit conservancy. The mission of the Tejon Ranch Conservancy, for which funding is guaranteed under the Agreement, is “to preserve, enhance and restore the native biodiversity and ecosystem values of Tejon Ranch and the Tehachapi Range for the benefit of California’s future generations.”



Question: Is Centennial located in a pristine wilderness area?

Answer: Not at all. The site for Centennial was carefully chosen. It’s a large, mostly vacant area with little food or shelter for wildlife. Essentially it has been a home to cattle for nearly 150 years. There are no endangered species on the site, including the California condor. Scientific analysis of Tejon Ranch shows Centennial’s site to be of low conservation value. And it’s certainly not a wilderness. It’s adjacent to both

Interstate 5 and Highway 138. The California aqueduct runs through the center of the property. Gas and fiber optic cable lines criss-cross the land and a Southern California Edison substation is located right next door. The site is actually perfect for a comprehensive master planned community, certainly a superior option to the alternative smaller piecemeal development.

Submit your questions at www.centennialca.com

WORKING WITH OUR NEIGHBORS

We want to hear from you!

Please send us your ideas and questions for future editions of *Centennial News*.

Visit: www.centennialca.com

or e-mail us at:

info@centennialca.com

Let us know what you would like to learn about Centennial.

Centennial has been actively working with local residents on the plans for this new community since 2002. We have hosted or participated in more than 50 community meetings. Our neighbors have been an invaluable resource. Based upon the input and advice we've received from residents in the local area, Centennial will positively address important regional needs.



Greg Medeiros, vice president of community development, talks with residents at a community event.



Friends of Centennial members Steve Sonder and Ruth Ralphs (L-R)



Friends of Centennial executive board members Dave Wade, Jill Wade and Lisa Ballentine (L-R).



Centennial Founders
28480 Avenue Stanford, Suite 210
Santa Clarita, CA 91355