

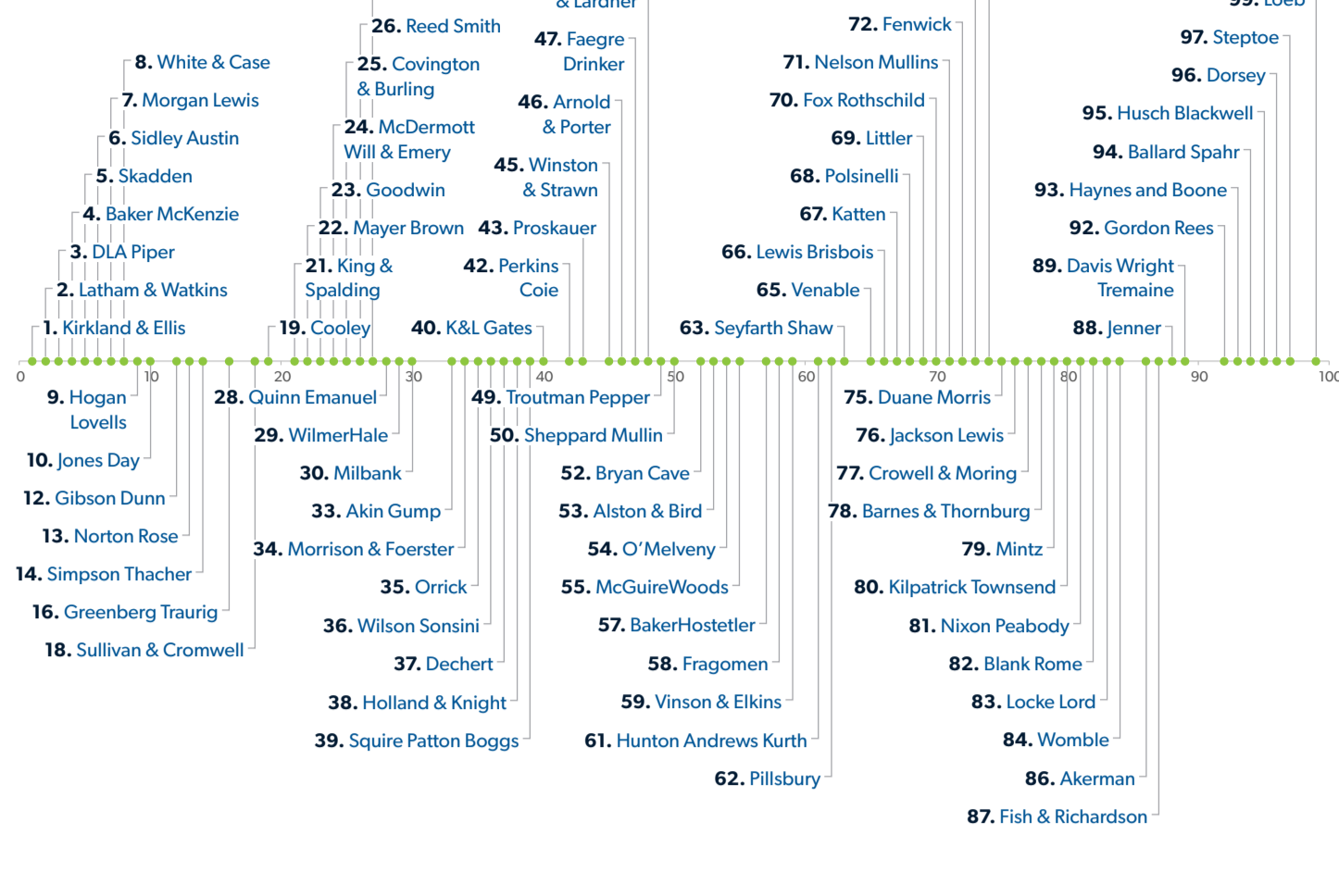
# Southern California



## AMLAW 100

### Did you know?\*

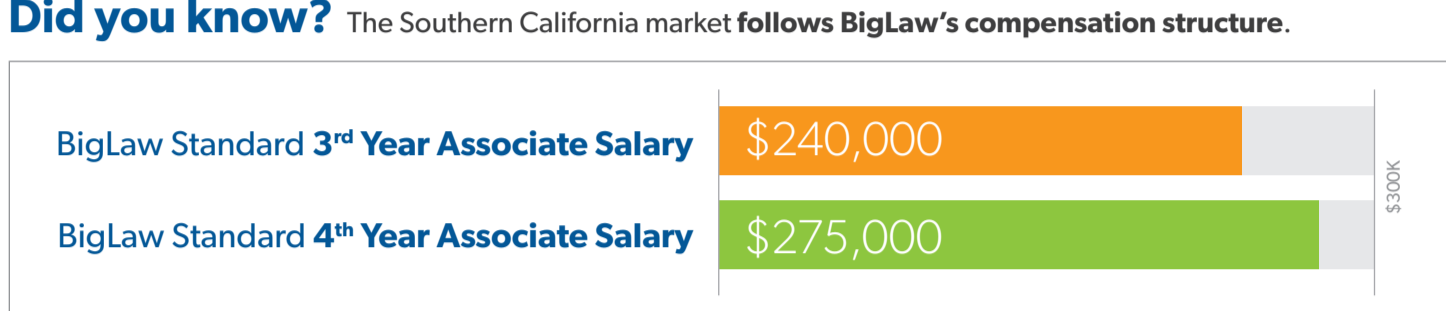
- ▶ 21 of the top 25 AmLaw 100 law firms have a presence in Southern California, including all of the top 10.
- ▶ 42 of the top 50 AmLaw 100 law firms have a presence in Southern California.
- ▶ 83 of the AmLaw 100 law firms are located in Southern California.



**Did you know?** In the past five years, 18 AmLaw 100 firms have opened offices in Southern California.

- ▶ Baker McKenzie
- ▶ Barnes & Thornburg
- ▶ DLA Piper
- ▶ Faegre Drinker
- ▶ Fenwick
- ▶ Fish & Richardson
- ▶ Goodwin
- ▶ Holland & Knight
- ▶ Husch Blackwell
- ▶ Jackson Lewis
- ▶ Kirkland & Ellis
- ▶ Morgan, Lewis & Bockius
- ▶ Nelson Mullins
- ▶ Orrick
- ▶ Paul Hastings
- ▶ Sheppard Mullin
- ▶ Vinson & Elkins
- ▶ Womble Bond Dickinson

**Did you know?** The Southern California market follows BigLaw's compensation structure.



### Did you know?

- ▶ California now has the world's 5th largest economy. California's economy of \$2.7 trillion sits behind the United States, China, Japan and Germany. A good portion of California's large economy is attributed to Southern California's thriving tech sector and Hollywood.
- ▶ Los Angeles' economy is outperforming New York, Chicago and the rest of the U.S. Measured by the growth of personal income, gross domestic product per capita, jobs, home prices, global trade and transportation, corporate equity and municipal debt, Los Angeles has become the most productive of the five biggest U.S. cities.
- ▶ Among the 50 largest metro areas in the United States, San Diego ranks the highest in the nation for median household income growth, according to the Wall Street Journal. Also, among the top 10 were two other Southern California metro areas: Riverside and Los Angeles, ranking #6 and #7, respectively.

## KEY LOCAL INDUSTRIES

**Aerospace**  
Known for distinct comparative advantages in aerospace and related industries, Southern California boasts an expansive ecosystem of aerospace supplier firms with a deep reservoir of top skilled engineering talent and an unmatched capacity to research, create, design, build and export aerospace related technologies, products and services.

L.A. County is home to more than 300 companies in the aerospace vehicles and defense industry cluster, more than any other county in the nation. A key innovation industry in L.A. County, aerospace treasures include such as Jet Propulsion Laboratory (JPL) in Pasadena, conducting planetary and space science including robotic missions to Mars and NASA Armstrong Flight Research Center in nearby Palmdale, serving as NASA's key center for atmospheric flight research and operations. Major aerospace companies with offices in L.A. County include Northrop Grumman, Boeing, Lockheed, Raytheon SpaceX and Virgin Galactic.

**Biotech**  
Southern California's extensive field of bioscience research and development and numerous premier learning institutions are propelling a global impact in the bioscience industry. Southern California is home to some of the nation's finest research and teaching hospitals including the UCLA Medical Center, USC's Keck School of Medicine, Keck Graduate Institute, the City of Hope, Cedars-Sinai Hospital and a number of other specialized research facilities, such as the Los Angeles Biomedical Research Institute. These prestigious universities are leading the charge globally on new technologies, cures and solutions while developing the next generation of scientists and entrepreneurs.

The number one research university in the world, Caltech is doing significant work in the many areas of bioscience and its scientists, researchers and students are working diligently on drug pumps, artificial retinas, 3D dental imaging, cures for HIV and other technologies, including sensor arrays that deliver muscle commands to robotic limbs.

**Entertainment**  
Los Angeles is home to the best storytellers and story-makers anywhere—spanning the media of film, TV and music. Regions such as Hollywood, the Westside and the Valley are home to major studios such as Disney, FOX, Paramount, Dreamworks, Sony, NBC Universal and Warner Bros. All five major broadcast networks have studio operations in L.A. and the music industry is also ingrained in L.A., as each major label has studios in the area, along with a legion of independent labels.

Entertainment in L.A. is part of the larger "creative economy," encompassing a range of creative field and disciplines that make L.A. the creative capital of America. Talents and technologies in digital media, related arts, video games, web development and social media have all established roots in Los Angeles with more than 2,200 innovative startups calling the area home.

**Military**  
San Diego is home to the largest concentration of military in the world. It is homeport to more than 60 percent of the ships in the U.S. Pacific Fleet and more than one-third of the combat power of the U.S. Marine Corps. The defense industry represents one out of every five jobs in the region and includes leaders in unmanned vehicles, robotics, cybersecurity and shipbuilding.

**Tourism**  
With more than 150 miles of coastline, state of the art hotel and convention spaces, and an array of entertainment options throughout the region, Southern California is positioned as one of the top visitor and convention destinations in the world. Dubbed by Fodor's as a "vacationer's paradise" and by the U.S. Weather Bureau as "the closest thing to perfect weather in America," Southern California's world-class waterfront and award-winning international airport make it accessible from destinations across the globe.

Critical to the region, tourism employs more than 875,000 people in a variety of positions including lodging, food service, attractions and transportation. In 2018, Southern California greeted over 85 million visitors and these visitors spent more than \$30.6 billion in their economy.

## FORTUNE 500

### Did you know?

16 of the Fortune 500 companies are headquartered in Southern California.

- 50. Walt Disney
- 112. Amgen
- 124. Qualcomm
- 155. Molina Healthcare
- 189. AECOM
- 226. Edison International
- 255. Sempra Energy
- 256. Farmers Insurance Exchange
- 303. Pacific Life
- 343. Reliance Steel & Aluminum
- 373. Activision Blizzard
- 409. First American Financial
- 417. Avery Dennison
- 464. Chipotle Mexican Grill
- 466. LPL Financial Holdings
- 495. A-Mark Precious Metals

## TECH INDUSTRY

Southern California has a flourishing hub of innovative companies putting down roots outside of the San Francisco tech epicenter. Known as "Silicon Beach," due to its proximity to surf and sand, the tech community's attraction to the area is partly credited to its proximity to LAX and the diversity of LA's industries.

Silicon Beach is at the heart of Southern California's tech and startup scene with more than 500 companies calling the area home. Since Google opened its Venice campus in 2011, the area stretching from Santa Monica's southern border on the north to Playa Vista on the south has grown to rival the San Francisco Bay Area's Silicon Valley as the country's premier tech hub.

In fact, Los Angeles County, largely because of Silicon Beach's growth, has more high-tech jobs than Boston-Cambridge, Santa Clara County and New York City, according to the Los Angeles County Economic Development Corp. And contrary to the bookish reputation of such tech companies, Silicon Beach's growth has fed an influx of residents, businesses and tourists alike looking for that combination of activity, beach vibe and artsiness that's long been associated with the area.

## HOT SOUTHERN CALIFORNIA TECH COMPANIES

- ▶ Acorns
- ▶ Beats Electronics
- ▶ BookingPal
- ▶ Brandify
- ▶ Chef'd
- ▶ ChowNow
- ▶ Cryoport
- ▶ Dollar Shave Club
- ▶ Entertainment Arts (EA)
- ▶ Ephesoft
- ▶ Facebook
- ▶ Gem
- ▶ Google
- ▶ Headspace
- ▶ Hulu
- ▶ Nativo
- ▶ PatientPop
- ▶ Postmates
- ▶ Prodege LLC
- ▶ Snap Inc.
- ▶ SpaceX
- ▶ System1
- ▶ TaskUs
- ▶ TenantBase
- ▶ The Aerospace Corp.
- ▶ The Honest Company
- ▶ TrueCar
- ▶ Veritone
- ▶ Viant
- ▶ VideoAmp
- ▶ Virtual Machine Solutions
- ▶ Wevr
- ▶ Wpromote
- ▶ YouTube

## REAL ESTATE MARKET

### Did you know?

- ▶ According to the San Diego Association of Governments, the median of San Diego's population is 34.9, with 25 percent of its residents younger than 20 and only 12 percent older than 64.
- ▶ With more than 1.37 million people, San Diego is the eighth-largest city in the United States and the second-largest in California.
- ▶ Los Angeles saw the biggest influx of millennials between 2011 and 2016, according to a CNBC report.
- ▶ A new study by The Langston Co., "The US Cities Scorecard for Millennials," ranked Los Angeles among the top 10 overall best cities for millennials. The report looks at how cities rank across dozens of different dimensions, including culture, climate, transportation and salary potential.

## HOT NEIGHBORHOODS

LOS ANGELES	ORANGE COUNTY	SAN DIEGO
Alhambra	Bommer Canyon	Downtown/Centre City
Alamitos Beach	East Bluff/Harborview	El Cerrito
Azusa	Irvine Spectrum Village	Greater Golden Hill
Eagle Rock	Newport Beach	Gaslamp Quarter
El Segundo	Quail Hill	Mission Beach
Faircrest Heights	Seal Beach	Mission Valley
Glassell Park	South Irvine	North Park
Glendora	Turtle Rock	Ocean Beach
Highland Park	University Park	Pacific Beach
Mar Vista	Westpark	Point Loma
Mid-City	Woodbridge	South Park
Monrovia	Woodbury Village	Uptown
North Hollywood		
North Westwood		

## MARKET PRICES

	Median Home Price	Average Monthly Rent for a Two-Bedroom Apartment
LOS ANGELES	\$775,000	\$2,795
ORANGE COUNTY	\$895,000	\$2,695
SAN DIEGO	\$750,000	\$2,650