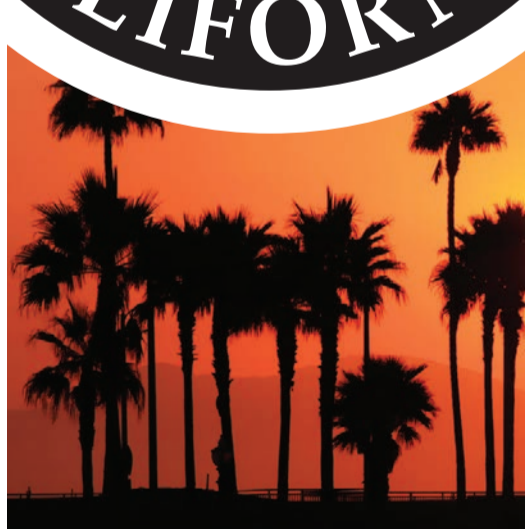
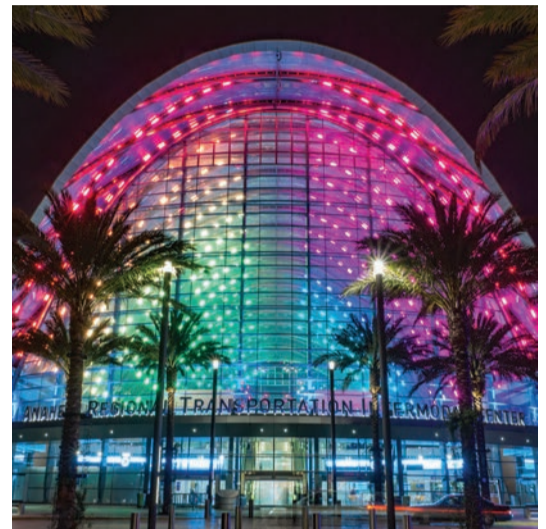


City Spotlight – Orange County

BEST PLACES TO WORK, LIVE & PLAY

CUSTOM CONTENT • OCTOBER 28, 2024



Orange County stands out as a region that offers a diverse mix of communities, each providing unique opportunities for residents and businesses alike. Home to over 3 million people and known for its thriving economy, the county is a center for innovation and cultural richness. Spanning more than 790 square miles and consisting of 34 cities, Orange County boasts strengths in key industries such as technology, healthcare, and tourism. With a wealth of resources available to support businesses of all sizes, it's an ideal environment for growth and success. To highlight the distinct qualities of some of the region's standout cities, the *Orange County Business Journal* has engaged with local officials to provide insights and offer an in-depth look at what makes these communities exceptional.

CITY SPOTLIGHT — ORANGE COUNTY

City of Anaheim



anaheim.net

EDC CONTACT

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POPULATION

340,160

COUNTY

Orange

KEY BUSINESSES IN YOUR CITY

- Angels Baseball
- Disneyland Resort
- Kaiser Permanente
- Northgate Market
- OCVibe



How does your city differentiate itself from others in the region?

Anaheim stands alone with Disneyland, sports, entertainment, industry and neighborhoods. We are seeing more than \$4 billion in investment now with more to come. We are revitalizing Beach Boulevard and other areas, creating investment opportunity.

Which industries are demonstrating the most interest in your area today?

Tourism and entertainment are seeing epic investment with OCVibe and DisneylandForward. OCVibe is a \$4 billion project with similar investment expected for DisneylandForward. Advanced manufacturing is expanding in the Anaheim Canyon, home to 40,000 industrial and other jobs. Beach Boulevard is seeing more than \$50 million in investment as the city buys and redevelops problem motels and clears the way for retail and homebuilding investment.

In response to the pandemic, how is your city reimagining where residents live, work, and play?

After the pandemic, people have more choices and traditional office space is challenged. OCVibe will be a place where people want to live, work and have fun. We will see up to 560,000 square feet of office space, up to 2,000 apartments, high-end restaurants, shopping and public spaces, all built around the sports and fun of OCVibe.

What are businesses looking for in a site location today that they weren't looking for a few years ago?

Everything at cost-effective prices! Employers want amenities, doable commutes and transit but at competitive rents, building and home prices.

What type of opportunities exist for businesses looking to relocate or expand into your city?

Hotels, entertainment and retail are always opportunities. Anaheim is also seeing growth in manufacturing, apparel, healthcare and environmental.

What financial, tax incentives, or other programs have been created to help your city attract businesses?

Anaheim provides concierge business services and supports business. For smaller businesses, we offer entrepreneurial training and grants, including a storefront improvement program. We also offer Anaheim Workforce Connection, a city employment service connecting employers with employees.

What does your EDC evaluate when looking to attract a new business?

We are looking for specialty manufacturing, flagship retail, headquarters and other major operations.

What are some of your predictions for how the region's economic outlook may change over the next three years?

Anaheim will continue to evolve as a place big on fun and big on business.



Looking for transformation partners



ECONOMIC DEVELOPMENT

If you're looking to incubate, expand or be at the center of what's next, let's do it together. Imagination and innovation have been driving Anaheim forward for decades. And now we're on the brink of even bolder transformation. Let's talk about what's possible. Our Economic Development team is ready to partner with you to help bring your business, development plans, investment idea or retail concept to fruition. We love out-of-the-box solutions. Scan the QR code below or call us at (714) 765-4627.



The Anaheim Resort • Beach Boulevard • Packing District
Center City • OCVibe • Platinum Triangle • Anaheim Canyon

CITY SPOTLIGHT — ORANGE COUNTY

City of Fullerton



www.cityoffullerton.com

EDC CONTACT

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POPULATION

140,000

COUNTY

Orange

KEY BUSINESSES IN YOUR CITY

- California State University Fullerton
- Hydraflow
- Raytheon
- Samsung
- St. Jude Medical Center



How has your City/EDC sustained interest as an attractive option for companies seeking new alternatives and locations, given the challenges of the past few years on the economy and daily work life?

In the past two years, we've made significant improvements to make it easier for companies to set up and grow in Fullerton. We've enhanced online permitting and expedited reviews, which have helped businesses move forward with fewer delays. Being located near major transit routes is another advantage, as it offers easy access to the larger Los Angeles and Orange County regions. We've also focused on mixed-use developments, revitalizing vacant properties, and investing in public spaces and cultural amenities, which has enhanced business opportunities and quality of life. These efforts ensure Fullerton remains an attractive location for companies even in a post-pandemic world.

How does your city differentiate itself from others in the region?

Fullerton is a unique blend of historic charm and modern growth. Our downtown is a unique cultural destination, full of great restaurants, arts, and retail locations. With strong educational institutions, we have a pipeline of local talent and we're committed to sustainable growth, ensuring new development fits our community's character. This thoughtful balance is what makes Fullerton stand out.

Which industries are demonstrating the most interest in your area today?

We're seeing strong interest in a few key industries here in Fullerton. Healthcare is growing, especially with the expansion of St. Jude Medical Center. Retail is also evolving, with a focus on experiential spaces in mixed-use developments. Light manufacturing and technology, particularly in electronics, aerospace, and logistics, are also on the rise.

How is Fullerton addressing residential growth and reimagining where residents live, work, and play?

Fullerton is expanding with projects like the 100% affordable housing by Meta Housing and the Hub Project, which will add 420 market-rate student housing units. Additionally, the Fox Block blends commercial and retail spaces with the Fox Theatre, creating a vibrant hub for shopping, dining, and entertainment. These projects enhance housing options, connectivity, and dynamic environments where people live, work, and enjoy leisure in one place.

How is Fullerton ensuring it creates more housing for all ages while maintaining a balance of commercial and industrial growth?

Fullerton is taking a balanced approach to development by ensuring new housing projects cater to residents of all ages—families, young professionals, students, and seniors—while preserving space for commercial and industrial growth. The city's focus is on building mixed-use developments that blend housing with retail and office spaces to keep our economy strong and diverse.

Fullerton is also proud to have one of the best schools systems in North Orange County, which makes it an attractive place for families. With strong K-12 schools, parks, cultural amenities and public spaces, we're committed to creating a vibrant community that balances livability and business growth. By ensuring that housing, commercial, and industrial spaces grow together, Fullerton is making sure it remains a place where people of all ages can live, work, and enjoy a high quality of life.

How open is Fullerton to new ideas for development and business ventures, especially when it comes to navigating permits or zoning flexibility?

We're open to new ideas and willing to explore what's possible in Fullerton. We understand that permits and zoning regulations can pose challenges, but we're here to discuss how your vision can fit within the city's goals. Whether it's creative developments, commercial ventures, or unique business models, we're eager to collaborate and bring new opportunities to the city. Let's talk about how your project could be a great fit for Fullerton!





Fullerton

THE HUB OF INVESTMENT OPPORTUNITY



A Community Where Businesses Thrive with Strategic Location, Support, and a High Quality of Life.

Why Fullerton?

- **Prime Location**
- **Business-Friendly Environment**
- **Vibrant Economy**
- **Highly Educated Workforce**
- **Diverse Cultural Scene**

Contact the Fullerton Economic Development Team to learn more about investment opportunities and incentives.

Call us: 714-738-6837



COMMUNITY & ECONOMIC DEVELOPMENT

CITY SPOTLIGHT — ORANGE COUNTY

City of Garden Grove



www.ggcity.org

EDC CONTACT

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POPULATION

175,000

COUNTY

Orange

KEY BUSINESSES IN YOUR CITY

- GKN Aerospace
- Harbinger
- House Foods
- King Shocks
- PCC Fasteners
- Safran Aerospace Defense Security
- Saint-Gobain Performance Plastics



How does your city differentiate itself from others in the region?

Garden Grove distinguishes itself through a business-friendly atmosphere, innovation, sustainability, and hometown pride and spirit. The city's rich heritage, combined with its diverse cultural influences and entrepreneurial spirit, showcases that the American Dream is still alive and thriving. The iconic Strawberry Festival is one of the largest and most beloved community festivals in Orange County, attracting more than 250,000 visitors each year. The city's multicultural food scene, represented through a unique program called Foods of Garden Grove, highlights the city's diverse and award-winning dining options. Little Saigon and OC Koreatown are a pleasure for the senses, offering authentic Asian cuisine and lively culture. FOX 11 recently highlighted Garden Grove's burgeoning food scene calling Garden Grove a "Secret Garden of Culinary Delight." The Christ Cathedral, formerly known as the Crystal Cathedral, attracts thousands of parishioners to the Diocese of the Roman Catholic Church in Orange County.

The city's leadership focuses on creating a supportive environment for businesses with infrastructure improvements and incentives for targeted industries. This dynamic city, with its blend of opportunity, innovation, and charm, offers a promising future for families, entrepreneurs, and food adventurers alike. Whether seeking a vibrant community for living, or a fertile ground for business, Garden Grove stands ready to deliver.

What are some of your predictions for how the region's economic outlook may change over the next three years?

With major upcoming events and projects like the World Cup, 2028 Olympics, Disneyland Forward, and OC Vibe, Garden Grove is poised to become an even more popular destination for both businesses and visitors. Bordering the world-renowned Disneyland Resort and attractions that encompass Southern California's most popular tourist hub, Garden Grove provides easy access to Orange County's most recognized hospitality, entertainment, sports, and shopping venues, making it an ideal spot for families, businesses, and adventure seekers.

Just south of the Disneyland Resort is Garden Grove's Grove District, featuring a number of brand name hotels and restaurants, such as the Great Wolf Lodge, a year-round indoor water park resort offering themed suites and fun activities for the whole family. New hotels in the works include a Nickelodeon Resort and the luxury hotel Le Meridien by Marriott as well as one of the largest Kimpton Hotels in the nation. The influx of tourists from Disneyland and other neighboring attractions results in robust demand for hospitality and retail services. With billions of dollars projected to be invested in the immediate region, Garden Grove will continue to prosper!

Why is Garden Grove a top choice for businesses?

Garden Grove's central location is an attractive advantage for businesses, along with its strategic position near major freeways, highways, airports, and ports. This connectivity provides access to local, regional, and global markets and a skilled and educated workforce. Garden Grove is an attractive location for employees with exceptional schools and more affordable housing costs than most regions in Orange County. The Garden Grove Unified School District, with more Blue Ribbon Awards than any other district in the county, ensures that children receive top-notch education.

The city's diverse economy attracts various industries, from healthcare and manufacturing to retail and food services. Recently, Garden Grove welcomed Harbinger Automotive, a commercial and specialty electric vehicle manufacturer, highlighting the city's appeal to cutting-edge industries. The city supports businesses with incentives such as tax credits and workforce development programs, and offers more affordable real estate and lease rates compared to neighboring cities like Irvine and Anaheim.



GARDEN GROVE

CALIFORNIA

CULTIVATING

Prosperity



Set your roots in a city that will partner with you
for a bountiful garden of endless possibility.



(714) 741-5135
ggcity.org/economic-development

CITY SPOTLIGHT — ORANGE COUNTY

City of Santa Ana



[www.santa-ana.org/
business](http://www.santa-ana.org/business)

EDC CONTACT

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POPULATION

308,189

COUNTY

Orange

KEY INDUSTRIES IN YOUR CITY

*Manufacturing, Aerospace & Defense,
Financial Services, Healthcare,
Government & Public Administration,
Retail & Service, Education, and
Technology & Professional Services*



How has your City/EDC sustained interest as an attractive option for companies seeking new alternatives and locations, given the challenges of the past few years on the economy and daily work life?

Santa Ana remains an attractive option for businesses due to its strategic location near major transportation routes, a business-friendly environment, and a diverse workforce. Ongoing infrastructure investments and the city's high quality of life further enhance its appeal, making it an ideal spot for companies seeking new opportunities despite broader economic changes.

How does your city differentiate itself from others in the region?

Santa Ana stands out with its rich cultural heritage, central location, and affordable commercial real estate. Its proximity to major cities and John Wayne Airport, along with a diverse workforce and commitment to sustainability, makes it an attractive choice for businesses seeking a unique and strategic location. Sustainability, makes it an attractive choice for businesses seeking a unique and strategic location.

Which industries are demonstrating the most interest in your area today?

Santa Ana is seeing strong growth in healthcare, technology, and manufacturing due to its location and reasonable real estate costs and central location. Major hospitals, tech startups, and aerospace companies are expanding in the city. Construction, real estate, retail, and hospitality are also thriving, supported by urban development and cultural attractions. Educational institutions are growing to meet the demand for skilled labor, making Santa Ana an appealing hub for various industries.

In response to the pandemic, how is your city reimagining where residents live, work, and play?

In response to the pandemic, Santa Ana is focusing on adaptable urban planning with mixed-use developments that combine living, working, and recreation spaces. The city promotes flexible workspaces, co-working areas, and home office-friendly housing to support remote work. Investments in public spaces, downtown revitalization, and affordable housing are enhancing residents' quality of life, while eco-friendly housing and expanded outdoor dining reflect a commitment to sustainability and local business support.

What type of opportunities exist for businesses looking to relocate or expand into your city?

Santa Ana offers businesses affordable commercial real estate, flexible office spaces, and strong industrial zones with excellent transportation links, ideal for aerospace, electronics, and logistics operations. Retail, hospitality, and healthcare sectors thrive amid downtown revitalization and a growing population. Tech startups and innovation hubs benefit from low operational costs, while the city's focus on workforce development supports educational and training facilities. Santa Ana's business-friendly environment and strategic location make it a prime spot for business expansion.

How has the region's market growth impacted development and offerings in your city over the past three years?

In the past three years, Santa Ana has transformed with booming commercial and residential developments, driven by demand for mixed-use spaces. Downtown has revitalized into a cultural and business hub with new restaurants, shops, and entertainment venues. Industrial and logistics sectors have grown due to e-commerce and supply chain demands. Affordable housing, healthcare, and educational expansions are addressing population growth, while tech and infrastructure investments support business needs, making Santa Ana a more competitive urban center.

What does your EDC evaluate when looking to attract a new business?

Santa Ana evaluates key factors to attract new businesses, starting with a market analysis of economic impact and growth potential. It assesses infrastructure readiness, including transportation, utilities, and zoning, and ensures a supportive regulatory environment for smooth permitting. The city considers financial incentives like tax credits and grants tailored to business needs. Workforce availability and local educational resources are also important, alongside quality of life and community fit. Finally, a competitive analysis positions Santa Ana against other locations, emphasizing long-term viability and sustainability.

BUSINESS IN Santa Ana

Santa Ana is the powerbase of Orange County, often called 'Downtown Orange County' for its vibrant, central role in the region. Spanning 27 square miles, this diverse city of over 308,000 residents offers a thriving food, retail, and arts scene, all easily accessible via five major freeways, a train station, airport, and soon, an electric railway system. With over 22,000 businesses employing more than 150,000 people, Santa Ana is a hub of economic activity. Several major corporations already call Santa Ana home, and the city is actively seeking forward-thinking businesses to join in on the success. Make Santa Ana your business's next big opportunity. We welcome you.

22,484 BUSINESSES



\$76,221
MEDIAN INCOME



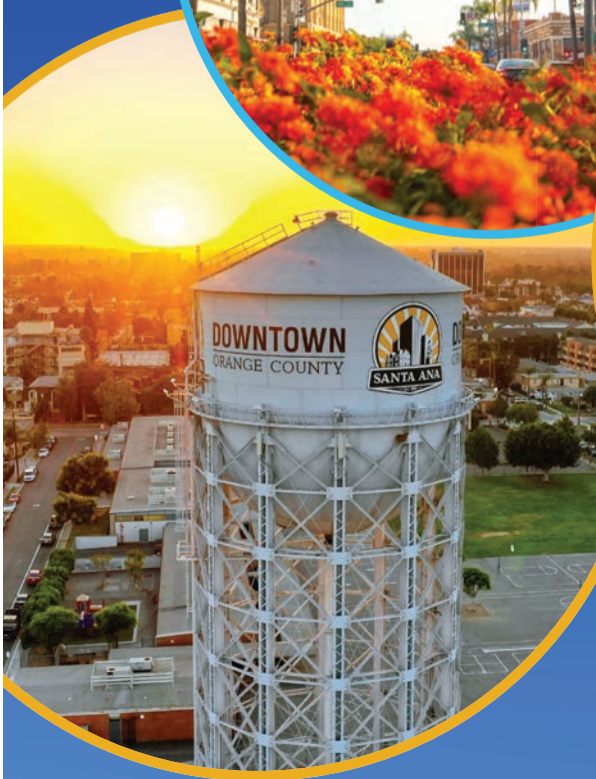
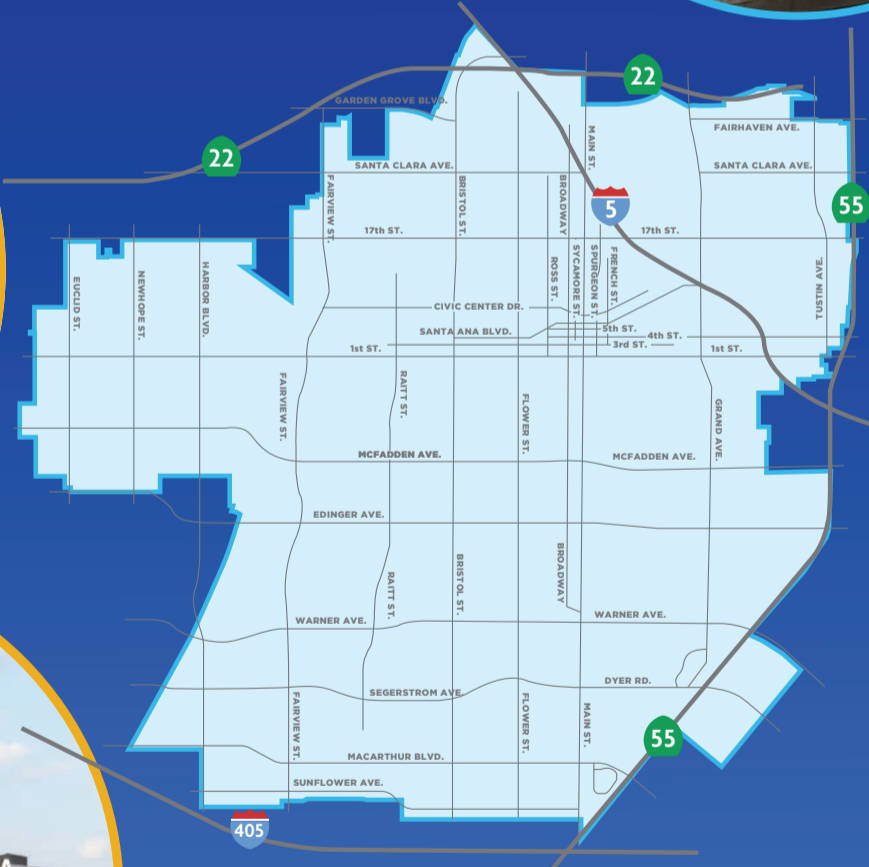
31
AVERAGE AGE



308,189
TOTAL POPULATION



295,520
DAYTIME POPULATION



Scan for More Info

VISIT SANTA ANA. THE HEART OF OC

CITY SPOTLIGHT — ORANGE COUNTY

City of Rancho Santa Margarita

www.cityofrsm.org

EDC CONTACT

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POPULATION

46,305

COUNTY

Orange

KEY BUSINESSES IN YOUR CITY

- *Applied Medical*
- *Control Components, Inc.*
- *O'Connell Landscape*
- *PADI*



How does your city differentiate itself from others in the region?

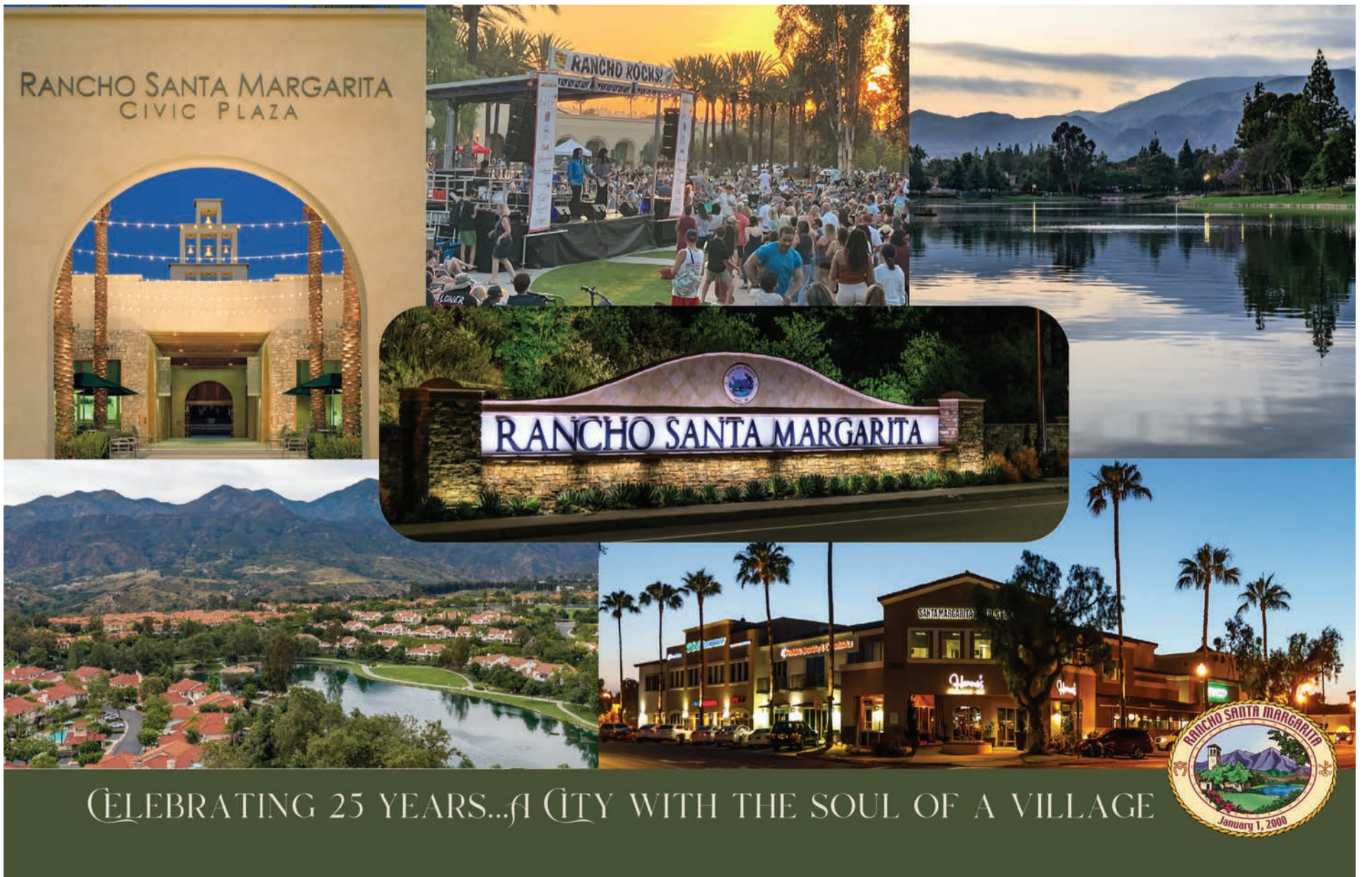
As a master-planned community set against the stunning backdrop of the Santa Ana Mountains, Rancho Santa Margarita (or "RSM" to the locals) provides outstanding amenities to residents and businesses alike. Golf courses, miles of cycling and hiking trails, pools and parks, a picturesque lake, and a bustling community center offer activities for all ages. RSM is home to high-end goods and services, phenomenal restaurants, and annual music festivals and concerts. As the City looks toward the 25th anniversary of its incorporation, RSM has consistently topped both national and local lists as one of the safest cities in the State and throughout the nation, according to the FBI Annual Crime Report. In addition to amenities and safety, RSM is differentiated from neighboring cities by its reputation for consistently providing outstanding service to the business community.

What type of opportunities exist for businesses looking to relocate or expand into your city?

There are always opportunities to grow in Rancho Santa Margarita. Vibrant commercial centers offer a variety of national and boutique retailers and restaurants, and the business park provides a variety of building types in a campus-like setting. While vacancy rates are generally low, there are always opportunities for new businesses. Reach out to City staff or visit the City's website search tool to find the perfect opportunity!

What makes RSM an ideal location for business?

To thrive in Southern California, businesses need quality infrastructure, a deep talent pool, and desirable places for employees to live. RSM offers a highly educated workforce, safe neighborhoods, award-winning public and private schools, and has among the newest infrastructure in the County. Its location offers easy access to Interstate 5 and the Foothill Transportation Corridor, and local policies are business-friendly. RSM has a customer-focused staff, NO business licensing, and NO City development impact fees. Permit processing times and costs are among the lowest in the County. Rancho Santa Margarita: A City with the soul of a village. Celebrating 25 years of cityhood, safety, and prosperity with an eye to the future!



CELEBRATING 25 YEARS...A CITY WITH THE SOUL OF A VILLAGE

