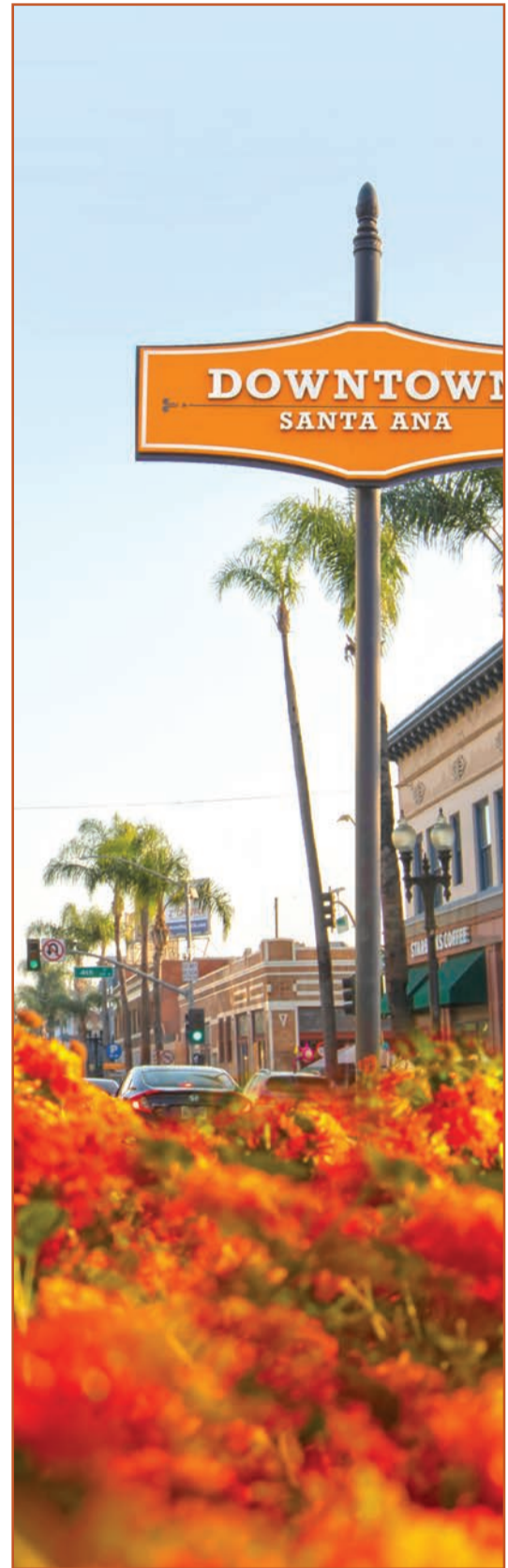


City Spotlight – Orange County

BEST PLACES TO WORK, LIVE & PLAY

CUSTOM CONTENT • OCTOBER 27, 2025



Orange County continues to shine as a dynamic region made up of distinct and vibrant cities, each offering its own set of opportunities for residents and businesses. With a population exceeding 3 million and a robust, innovative economy, the county remains a hub of creativity and cultural depth. Covering more than 790 square miles and encompassing 34 cities, Orange County is recognized for its leadership in key sectors such as technology, healthcare, real estate and tourism. Backed by a wealth of resources that support businesses of every size, it provides a strong foundation for growth and long-term success. To showcase what makes some of its cities truly stand out, the **Orange County Business Journal** has partnered with local leaders to share perspectives and highlight the unique strengths that define these communities.

CITY SPOTLIGHT — ORANGE COUNTY

City of Anaheim



anaheim.net

EDC CONTACT

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POPULATION

341,773

COUNTY

Orange

KEY BUSINESSES IN YOUR CITY

- Angels Baseball
- Kaiser Permanente
- Northgate González Market
- OCVibe
- Pacific Sunwear of California Inc.
- St. John Knits
- Walt Disney Co.



Anaheim is having a moment as the center of investment in Orange County. What's going on?

Anaheim is seeing record investment that's leading Orange County as Disneyland and OCVibe undertake once-in-a-generation expansions. Together, OCVibe and Disney are seeing more than \$5 billion in investment to create theme park attractions, entertainment, shopping, dining, offices, hotels, homes, parking and public spaces around Anaheim's theme parks and sports and entertainment venues.

OCVibe already is at \$1.5 billion spent on a multiyear, \$4 billion investment that is remaking 100 acres around Honda Center. OCVibe is creating a year-round destination for entertainment, upscale dining and more. Led by Broadcom Inc. cofounder Henry Samueli and his wife, Susan, OCVibe alone is the largest single investment project taking place in Orange County right now.

Then, there is ongoing and upcoming investment by Walt Disney Co. in and alongside Anaheim's theme parks—the most significant expansion since the 2001 opening of Disney California Adventure. In and around Disneyland, we will see the start of a 6,000-space parking structure, transit hub and entryway in 2026 and the start of work on new attractions based on Avatar, Coco and Marvel.

In years to come, Anaheim's 2024 approval of DisneyLandForward—allowing for theme park attractions, lodging, shopping, dining and entertainment on what are today underutilized parking lots—will transform the area around the theme parks.

What's driving this investment in Anaheim?

OCVibe and Disney are building on proven track records and return on prior investment in Anaheim. It's a testament to our city that we are seeing this investment as development slows nationally amid financing, labor, market and other challenges.

We are the visitor center of Orange County with more than 26 million yearly visitors. People come to Anaheim for the Disneyland Resort, including Walt Disney's one and only original theme park, and for conventions, conferences and other events at the Anaheim Convention Center, and for sports and entertainment at Honda Center and Angel Stadium of Anaheim. Alongside Anaheim's major attractions, The Packing House food hall, craft breweries, artisanal coffee, specialty dining and the Little Arabia cultural district offer one-of-kind experiences in the city.

In 2028, Anaheim and Honda Center host indoor volleyball for the 2028 Summer Olympics, which will bring even more visitors and world attention to our city. In the years and decades ahead, DisneyLandForward and OCVibe will drive millions of new visitors and additional investment in hotels, restaurants, shopping, homes and other activity.

What's happening beyond Anaheim's theme parks, sports and entertainment?

The Anaheim Canyon is one of Orange County's largest innovation centers at 2,600 acres, 8 million square feet of business space, 43,000 jobs and 3,000 businesses. For every Anaheim job in tourism and entertainment, there's someone working in manufacturing, technology, healthcare, fashion and services in the Canyon.

Companies include Walt Disney Co., St. John Knits, Pacific Sunwear of California Inc., Targus Group International, Kaiser Permanente, GE Healthcare, MeriCal LLC and Universal Alloy Corp.

The Canyon blends workplace innovation and quality of life with Anaheim's largest craft brewery, Brewery X, artisanal coffee at Bodhi Leaf Coffee Traders, modern urban living at Link OC, commuter rail service at Anaheim Canyon Station and executive living in Anaheim Hills.



We're 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
- Fullerton College
- Howmet Aerospace
- St. Jude Medical Center



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

Fullerton differs from other Orange County cities through its unique college town atmosphere centered around California State University Fullerton and a vibrant downtown with a lively dining and nightlife scene that stands out from our more suburban neighbors. While Orange County includes a range of cities from affluent coastal areas to larger urban centers, Fullerton offers a mix of historic charm, a strong educational community and a growing “urban-suburban” feel that appeals to young professionals.

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

Fullerton continues to see strong activity across industrial, education-related and retail sectors, supported by new mixed-use projects that bring ground-floor retail and dining to key corridors. The city’s aerospace and innovation sector is also advancing, strengthened by a new MOU with WISK Aero—a subsidiary of Boeing—to explore an all-electric autonomous air taxi service at the Fullerton Municipal Airport. Alongside new projects, existing businesses are reinvesting and upgrading properties, reflecting confidence in Fullerton’s location, workforce and diverse local economy.

What type of new-build activity are homebuilders experiencing, and what’s next for the sector in the coming months?

In Fullerton, homebuilders are focusing on mid-density urban infill projects that deliver a mix of multi-family and townhomes, including affordable and workforce units. This aligns with broader market trends across California, where single-family home construction has declined due to affordability challenges. Fullerton’s housing market remains steady and buyer friendly, though developers continue to navigate rising material, land and labor costs.

What are the five most important needs of businesses when choosing a site location, especially now?

The five most important needs for a business choosing or growing in Fullerton include accessibility to customers and logistics, a skilled local workforce, reliable infrastructure and a supportive local government that partners with businesses for long-term success. The emphasis on digital infrastructure and flexible work arrangements is particularly relevant now, directly impacting a company’s ability to attract talent and maintain operational efficiency for modern businesses.

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

Fullerton’s Economic Development Division takes a balanced approach to growing the local economy by supporting existing businesses and welcoming new investments that enhance the city’s diversity and vitality. We look for opportunities that meet the needs of the business community while also benefiting residents through access to quality jobs, goods and services. Our goal is to maintain a diverse, resilient economy that supports both community livability and long-term fiscal sustainability. In some cases, that means attracting new retail and dining options to strengthen our already vibrant commercial corridors; in others, it’s about bringing in office, industrial or education-related employers that provide skilled employment opportunities.

How is Fullerton encouraging reinvestment and modernization of its commercial properties?

Fullerton is focused on strengthening its commercial base by creating a predictable, efficient environment for property owners and developers to reinvest. The city has modernized its permitting process with online plan submittal, digital tracking and defined review timelines, making tenant improvements and upgrades faster and more transparent. Across downtown and key corridors, the city is seeing renewed private investment—from building façade improvements and adaptive reuse to refreshed retail and dining spaces that support local business growth. By pairing streamlined processes with clear communication, Fullerton is positioning itself for continued commercial reinvestment and long-term fiscal stability, ensuring that economic growth benefits both residents and businesses.



FULLERTON

YOUR NEXT OPPORTUNITY STARTS HERE.



Where Visionary Businesses Capitalize on Opportunity,
Strategic Location, and Quality of Life.

Why Fullerton?

- Premier Location
- Business-Friendly Environment
- Vibrant Economy
- Highly Educated Workforce
- Diverse Cultural Landscape

Contact us to learn more about investment opportunities and how we can support your business growth in Fullerton.

Call us: 714-738-6561



COMMUNITY & ECONOMIC
DEVELOPMENT

CITY SPOTLIGHT — ORANGE COUNTY

City of Santa Ana



www.santa-ana.org

EDC CONTACT

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POPULATION

310,000

COUNTY

Orange

KEY INDUSTRIES IN YOUR CITY

Manufacturing, Healthcare & Social Services, Retail Trade, Food & Beverage, Hospitality, Government, Education, Public Services, Arts & Culture

Rafferty Mixed-Use Development



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 continues to stand out as a dynamic, business-friendly city that supports entrepreneurs and corporations alike. The city has streamlined its permitting processes, expanded small business resources and strengthened relationships with community partners. Our Economic Development Division offers concierge-level guidance from concept to ribbon-cutting, helping businesses launch and thrive quickly. Strategic investments in key corridors like Bristol, Harbor, Downtown and First Streets further demonstrate our commitment to growth and opportunity.

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

As the cultural and governmental heart of Orange County, Santa Ana offers authenticity that's hard to find elsewhere. The city's walkable districts, acclaimed restaurants, creative spaces and year-round festivals make it both vibrant and welcoming. Businesses choose Santa Ana for its central location, highly skilled and diverse workforce, and the city's dedication to creating a sense of belonging where innovation and community go hand in hand.

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

Santa Ana attracts a diverse range of industries—from creative enterprises and advanced manufacturing to medical technology and professional services. The city's adaptability, infrastructure and central location make it ideal for companies of all types seeking access to talent, transportation and a supportive business environment.

What type of new-build activity are homebuilders experiencing, and what's next for the sector in the coming months?

Santa Ana's development pipeline reflects confidence in its future. Major projects include The Village Santa Ana, a 17-acre Segerstrom family redevelopment with up to 1,583 housing units, and Related Bristol, a \$3 billion mixed-use community adding 3,750 residential units, hotel, retail and park spaces. These projects embody the city's vision of inclusive, sustainable neighborhoods where people can live, work and thrive.

How is technology impacting the needs of businesses moving into the area?

The city is embracing technology through smart-city upgrades, digital permitting tools and modern infrastructure that meet evolving business needs. Partnerships with Santa Ana College and the Small Business Development Center help close the digital divide and ensure our workforce remains competitive in a rapidly changing economy.

What are the five most important needs of businesses when choosing a site location, especially now?

Streamlined process continues to evolve in Santa Ana. The Business Assistance Office within the Economic Development Division can provide free personalized guidance & assistance, it's important to consider the following key factors:

- 1. Zoning and Permits:** Confirm zoning with the Planning and Building Agency before signing a lease or purchasing property to ensure the intended use is permitted.
- 2. Accessibility and Parking:** Select sites that offer adequate parking, proximity to parking structures or convenient access to public transit to support customers and employees.
- 3. Employee Quality of Life:** Choose locations surrounded by amenities such as restaurants, cafés and essential services that enhance employee experience.
- 4. Infrastructure and Utilities:** Verify that the site provides dependable infrastructure, utilities and modern technology to meet your business operations.
- 5. Growth Potential:** Identify properties that support long-term business growth, visibility and integration within the community.

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

Santa Ana is positioned for smart, inclusive growth. We expect to see continued investment in housing, technology and sustainable industries, supported by the city's commitment to small business, workforce development and innovation. Our focus remains on building a resilient local economy that benefits residents, investors and businesses alike.

Santa Ana

Your Partner in Business Prosperity



Community



Food



Culture



We have a team of dedicated Economic Development Specialists who are ready to assist you with development, opening a new business, site selection, relocation, and more.

SCAN THE QR CODE
OR CALL US AT (714) 647-5477

