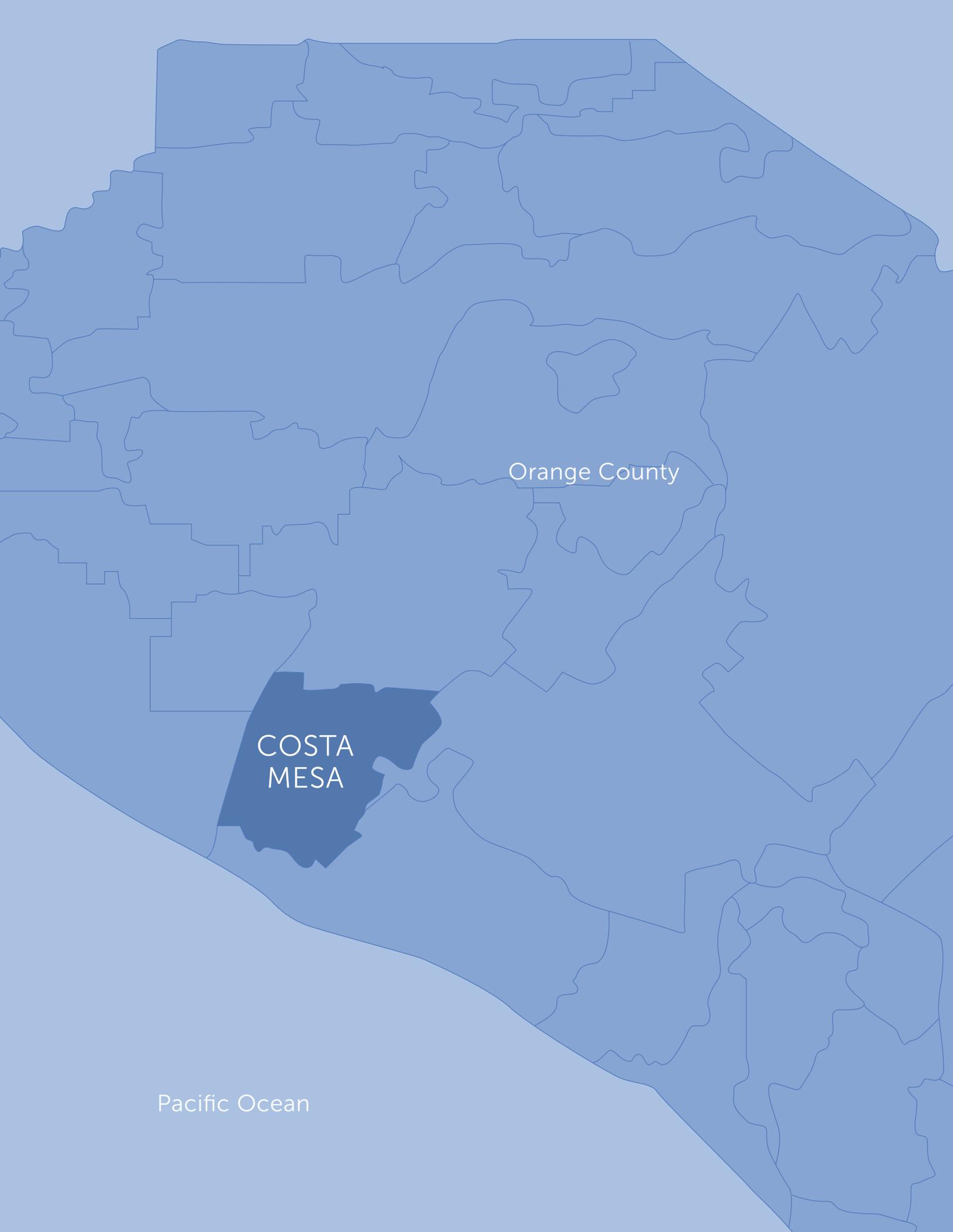


THE
COSTA MESA

ADVANTAGE

W E L C O M E





Orange County

COSTA
MESA

Pacific Ocean

THE COSTA MESA ADVANTAGE

BUSINESS FLOURISHES in Costa Mesa, home to retail giant South Coast Plaza; retail innovators such as The LAB, The Camp, Metro Pointe, The Triangle and the SoCo Collection; the action sports capital of the world (Hurley, Volcom, RVCA, and more); major companies such as Experian Information Solutions and the Automobile Club of Southern California; and the best restaurants for a town its size west of the Mississippi (according to Rand/McNally and USA Today).

So what's the Costa Mesa advantage? It begins with location. Costa Mesa is situated between Los Angeles and San Diego in the heart of affluent coastal Orange County, just one mile from the beach. It's intersected by three freeways. And it's adjacent to the John Wayne Airport. Few cities in the United States can match Costa Mesa's location.

Demographics is another advantage. Costa Mesa and the surrounding community (which includes neighboring Newport Beach and Irvine) provide some of the most attractive demographics in the nation with purchasing power that generates more than \$45 million in annual retail sales tax in a city whose population is 111,163.

City Hall also insures a business-friendly atmosphere, from its super low business license fees (\$201 is maximum annual cost) to expedited services that cut through traditional red tape and get your business up and running without delay or government-induced headaches.

The final advantage is hard to quantify, but equally important: the character of Costa Mesa. The city's entrepreneurial spirit and laissez-faire tradition have provided fertile ground for everything from major institutions such South Coast Plaza, the Segerstrom Center for the Arts, South Coast Repertory, and five Costa Mesa-based colleges to locally launched businesses that have developed national followings, including Quiksilver, Paul Frank and Wahoo's Fish Tacos.



LOCATION, DEMOGRAPHICS,
BUSINESS-FRIENDLY CITY HALL
AND COSTA MESA'S CHARACTER:
THE COSTA MESA ADVANTAGE.



WE ARE A CITY
FOCUSED ON
HELPING
CURRENT AND
FUTURE
BUSINESSES

BUSINESS

THE CITY OF COSTA MESA boasts of being one of Orange County's leading cultural and business centers. It is our goal to make Costa Mesa the perfect place for your business to flourish and expand. We understand the importance of strengthening our communities by creating and retaining jobs through economic development. The city continues to benefit from its unique positioning both geographically and within its retail sales base. The local economy is primarily based on retail commercial business, light manufacturing of electronics, pharmaceuticals, and plastics, as well as action sports industries like surfing, skateboarding and snowboarding.

Whether you are establishing a new business, relocating your headquarters, or growing your existing business, the city government of Costa Mesa is ready to roll out the red carpet and welcome you to our community. We are a city focused on helping current and future businesses through an effortless process from beginning to end with the guidance from the Chamber of Commerce and other active business development entities.



BUSINESS LICENSE

With seven different pricing categories a business license fee is capped at \$201 regardless of your business's annual gross, making it effortless to keep your costs down.

A nighttime photograph of the South Coast Plaza entrance. The scene is illuminated by numerous strings of warm white lights draped across the top of the frame. A prominent sign above the entrance reads "SOUTH COAST PLAZA" in blue, illuminated letters. The entrance itself is brightly lit, showing the silhouettes of people walking inside. To the left, there are trees and a stone wall with a railing, and to the right, there are more trees and a bench. The overall atmosphere is festive and upscale.

SOUTH
COAST
PLAZA

SOUTH COAST PLAZA: THE MOST
SUCCESSFUL RETAIL CENTER IN
THE UNITED STATES,
FEATURING LUXURY STORES AND
AWARD-WINNING RESTAURANTS.



SHOPPING

THE RETAIL ENVIRONMENT in Costa Mesa is unique, allowing for developments such as South Coast Plaza (the most successful retail center in the United States), the counter-cultural Camp and LAB shopping centers, the cutting-edge SoCo Collection and The Triangle, and the East 17th Street Promenade that's become home to some of Southern California's most innovative and hottest retailers. Here's a closer look at some of Costa Mesa's larger retail centers.

SOUTH COAST PLAZA:

With nearly 300 luxury stores and award-winning restaurants, South Coast Plaza features approximately 2.8 million square feet of leasable space and generates the most sales volume of any regional shopping center in the United States.

THE LAB AND CAMP:

These two retail centers— across the street from each other on Bristol Street— provide a counter-cultural shopping and dining experience with an indoor-outdoor atmosphere that is especially appealing to younger generations. The New York Times called the LAB when it opened the "frontier of shopping." The eco-friendly centers provide customers with the four C's: Community, culture, commerce and consciousness.

SOCO COLLECTION:

South Coast Collection, marketed as a progressive shopping center, provides more than 300,000 square feet of design showrooms, creative studios, retail and dining space amid zen gardens and courtyards.

METRO POINTE AT SOUTH COAST:

This 52-acre master-planned environment offers Class A office space, restaurants, shopping, movie theaters and apartments. It's centrally located and visible off the San Diego Freeway (I-405) and Corona del Mar Freeway (SR-73).

THE TRIANGLE:

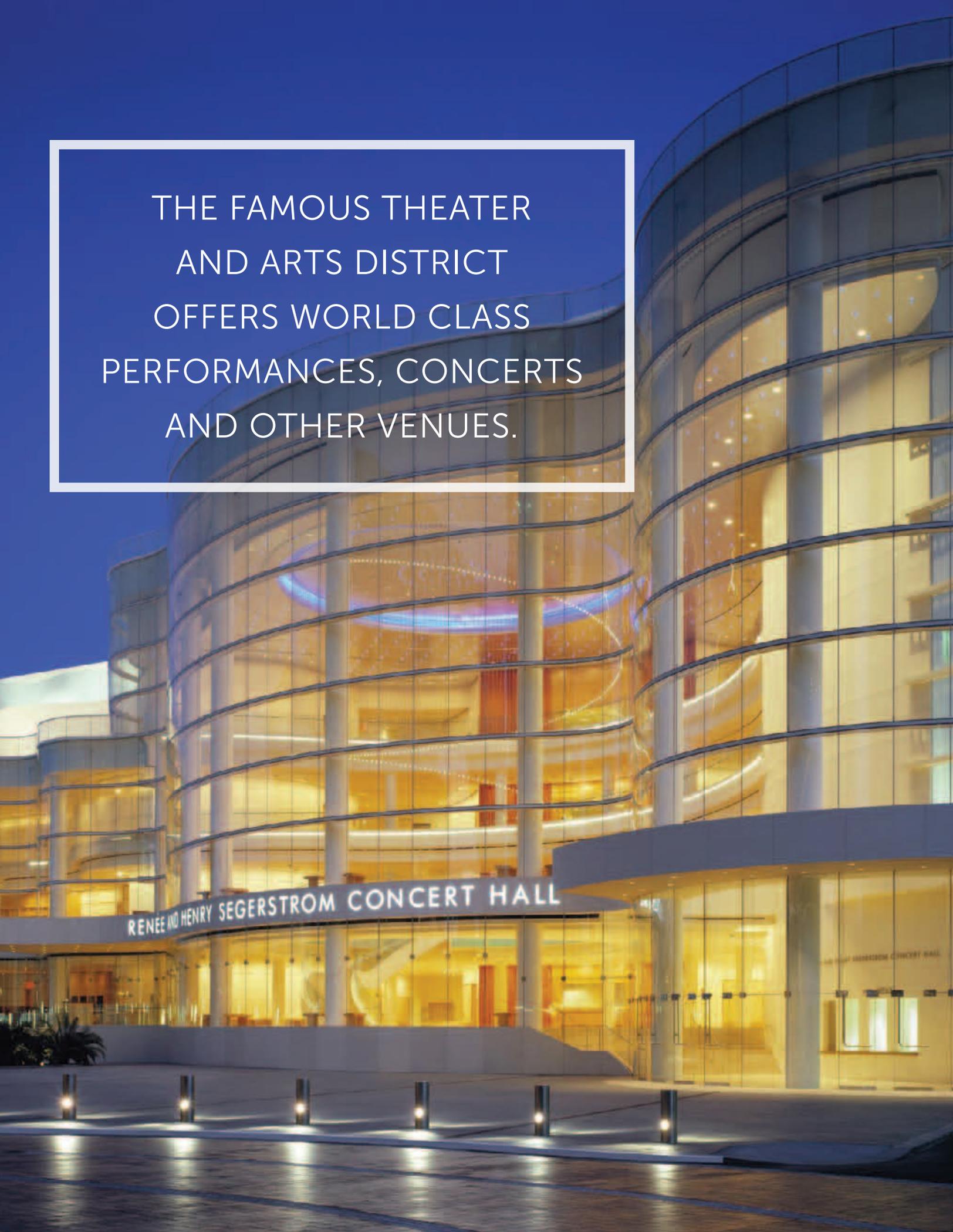
The lifestyle ("eat + play") center at the terminus of the Costa Mesa Freeway at 19th Street offers award-winning restaurants and bars, multi-screen movie theater, a bowling alley/tavern and other amenities that have made The Triangle a center for nightlife in Costa Mesa.

EAST 17TH STREET PROMENADE:

This one-mile stretch of retail and dining establishments on Costa Mesa's southern border adjacent to Newport Beach offers a wide variety of experiences and selections, from one of the best surf shops in the country (Surfside Sports) to hip boutiques.

THE FAMOUS THEATER
AND ARTS DISTRICT
OFFERS WORLD CLASS
PERFORMANCES, CONCERTS
AND OTHER VENUES.

RENEE AND HENRY SEGERSTROM CONCERT HALL



ENTERTAINMENT

THE FAMOUS THEATER AND ARTS DISTRICT offers world class performances, concerts and other venues, and is home to the Segerstrom Center for the Arts, the Renée and Henry Segerstrom Concert Hall, the South Coast Repertory, the Samueli Theater, Founders Hall and the 46,000-square foot Arts Plaza. The Segerstrom Center offers the world's leading ballet and dance companies, Broadway shows, award-winning classical, jazz and cabaret artists, family entertainment, innovative and cutting-edge theater companies, special events and year-round educational programs. It is also the artistic home to three resident companies: Pacific Symphony, the Philharmonic Society of Orange County and Pacific Chorale.





COSTA MESA WAS NAMED
THE BEST DINING SCENE
WEST OF THE MISSISSIPPI RIVER

DINING

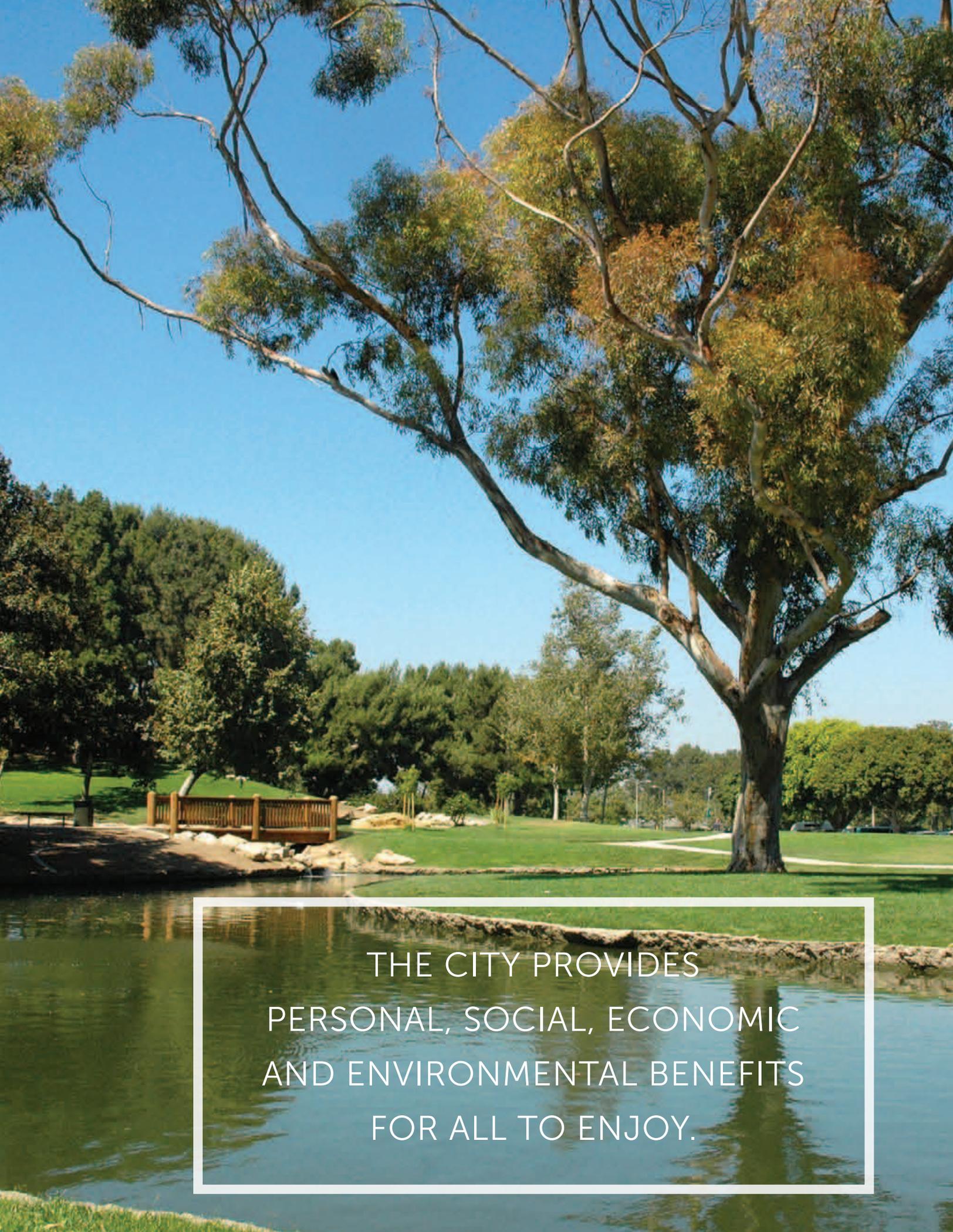
RAND/MCNALLY AND USA TODAY named Costa Mesa as having the best dining west of the Mississippi River for a city its size. Within the city's 17 square miles, diners will find a wide selection of restaurants. From fine dining establishments such as Charlie Palmer, Seasons 52, the Golden Truffle and Anqi to fun casual settings at Eat Chow, Mi Casa, Pizzeria Ortica and Wahoo's Fish Taco, there is something for everyone.

To attract even more restaurants, the Costa Mesa City Council recently updated its parking requirements for sit-down establishments with more than 300 square feet of public space. Now, restaurants are required to provide 10 parking spaces per 1,000 square feet for the first 3,000 square feet and 12 spaces for each additional 1,000 square feet above the first 3,000 square feet.



A SAMPLING OF COSTA MESA RESTAURANTS

Anjin	Memphis
Avanti Café	Mesa
Beach Pit BBQ	Old Vine Café
Charlie Palmer	Onotria
Greenleaf Chopshop	Pitfire Pizza
Habana	Seasons 52
Karl Strauss Brewing Company	Saddle Ranch
La Vida	Scott's Restaurant and Bar
Marche Moderne	Taco Asylum
Mastro's Steakhouse	Yard House



THE CITY PROVIDES
PERSONAL, SOCIAL, ECONOMIC
AND ENVIRONMENTAL BENEFITS
FOR ALL TO ENJOY.



RECREATION

COSTA MESA ALSO PROVIDES OPPORTUNITIES for refreshment and restoration of strength and spirit through recreation. The City provides personal, social, economic and environmental benefits for all to enjoy in a quality setting. Numerous activities are available to enhance the quality of life of its residents and the public overall.

Facilities like the Neighborhood Community Center, the Downtown Recreation Center, the Balearic Community Center and the Costa Mesa Senior Center are available for instructional classes and special occasions. There are 29 parks, including Volcom Skate Park and Fairview Park, a favorite of nature lovers with its wetlands and natural habitat.



BUSINESS DEMOGRAPHICS

TOTAL POINT OF SALE
TAX REVENUE

\$45.7 MILLION

*City of Costa Mesa Finance Dept.
(2014 Calendar Year)

TOP TEN HOTELS

Costa Mesa Marriott	Best Western Newport Mesa
Hilton Orange County/Costa Mesa	Holiday Inn Express Hotel & Suites
Avenue of the Arts Wyndham Hotel	Residence Inn by Marriott
The Westin South Coast Plaza	Ayres Hotel and Suites
BLVD Hotel	Crown Plaza Costa Mesa Orange County
*South Coast Metro Alliance	

LABOR MARKET



Professional, Scientific
16.4%



Educational Services
16.3%



Arts, Entertainment
14.3%



Retail Trade
11.3%



Finance and Insurance
10.5%



Manufacturing
9.7%



Other Services
7.6%



Construction
4.9%



Wholesale Trade
3.1%



Transportation
2.7%



Public Administration
1.4%



Information
1.5%



Agriculture
0.2%

*ACS 8 Year Est. 2013

GENERAL LEASE RANGES

Office Uses:

Industrial Area \$0.85 / sf.
South Coast Metro Area \$4.00 / sf.
*Voit Real Estate Services and Estimates

Commercial/Retail Uses:

Strip Commercial \$1.75 / sf.
South Coast Metro Area \$6.00 / sf.

Industrial Uses:

Westside Area \$1.10 / sf.
Red Hill/Airway Area \$2.25 / sf.

MAJOR EMPLOYERS

Experian Information Solutions
Coast Community College District
Orange Coast College
Mental Health California
Clark/McCarthy Joint Venture

Est. Employees

3,700
2,500
1,900
1,500
1,250

REAL ESTATE MARKET DATA

Median Sale Price
Average Sale Price
Vacancy
Average Asking Lease Rate

Retail	Office
\$299 PSF	\$211 PSF
\$289 PSF	\$205 PSF
2.5%	15.0%
\$2.30 PSF	\$1.40 - \$3.85 PSF

*CDR Progress Report

*CBRE Research (2013)

DEMOGRAPHICS

PROPERTY SALES

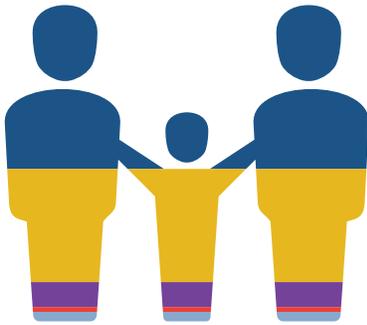
Single Family Dwellings	\$400,000 - \$1,710,000
Condominiums	\$177,500 - \$990,000

*Torelli Realty

POPULATION CHARACTERISTICS

Population - 111,163
Median Age - 33.7
Average Household Size - 2.68
Average Family Size - 3.36

*2013 ACS 3 Year CDR



RACE/ ETHNICITY

White - 51.8%	Black - 1.5%
Hispanic - 35.8%	Other - 3%
Asian - 7.9%	

*US Census, CDR (2010)

2012 INCOME

MEDIAN HOUSEHOLD INCOME

\$65,830

Income

Up to \$14,999	8.4%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	7.8%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	18.0%
\$75,000 or greater	44.6%

Distribution

*US Census Bureau (In 2013 Inflation-Adjusted Dollars)

HIGHER EDUCATION

	Students Enrolled
Orange Coast Community College	21,886
Vanguard University	2,415
Whittier Law School	536
National University	unknown
University of Phoenix	9,954

*National Center for Education Statistics

2010 HOUSEHOLDS

	Units	Percentage
Owner-Occupied Housing Units	15,117	36.95%
Renter-Occupied Housing Units	25,789	63.04%

*2013 U.S. Census and 5 Year ACS Survey

EMPLOYMENT

	Number	Percentage
Employed	61,250	91.42%
Unemployed	5,696	8.5%
Total Labor Force	67,002	

*2013 3 Year ACS

2013 PROPERTY VALUATION

Total City Assessed Property Valuation:	\$15 billion
Single-family	\$6.6 billion
Multi-family	\$2.3 billion
Commercial	\$4.4 billion
Industrial	\$1.2 billion
Other	\$.05 billion

*County Assessor's Office

NOTES



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