



# THE SOURCE

Location Study

# Table of Contents

The Source is a premiere entertainment, dining, events and retail destination consisting of approximately 400,000 SF in Buena Park, CA. Offering a vibrant mix of many first-to-market and emerging brands, The Source offers an international destination for people to socialize and discover new and unique experiences.

01  ABOUT THE SOURCE

---

02  LOCATION

---

03  DEMOGRAPHICS

---

04  HOUSEHOLD INCOME

---

05  EDUCATION

---

06  SAFETY

---



# SoCal's Newest Entertainment Lifestyle Center



Approximately 400,000 SF of entertainment, dining, and retail options



4-star, full-service Hilton Hotel with over 170 rooms (Projected Opening Q3 2018)



50,000 SF of Class A office space in a dedicated office building



CGV Cinemas' Orange County Flagship with 8 screens and 4DX technology (Now Open)



First-to-market and emerging brand options for dining, entertainment and retail



More than 1,700 parking spaces



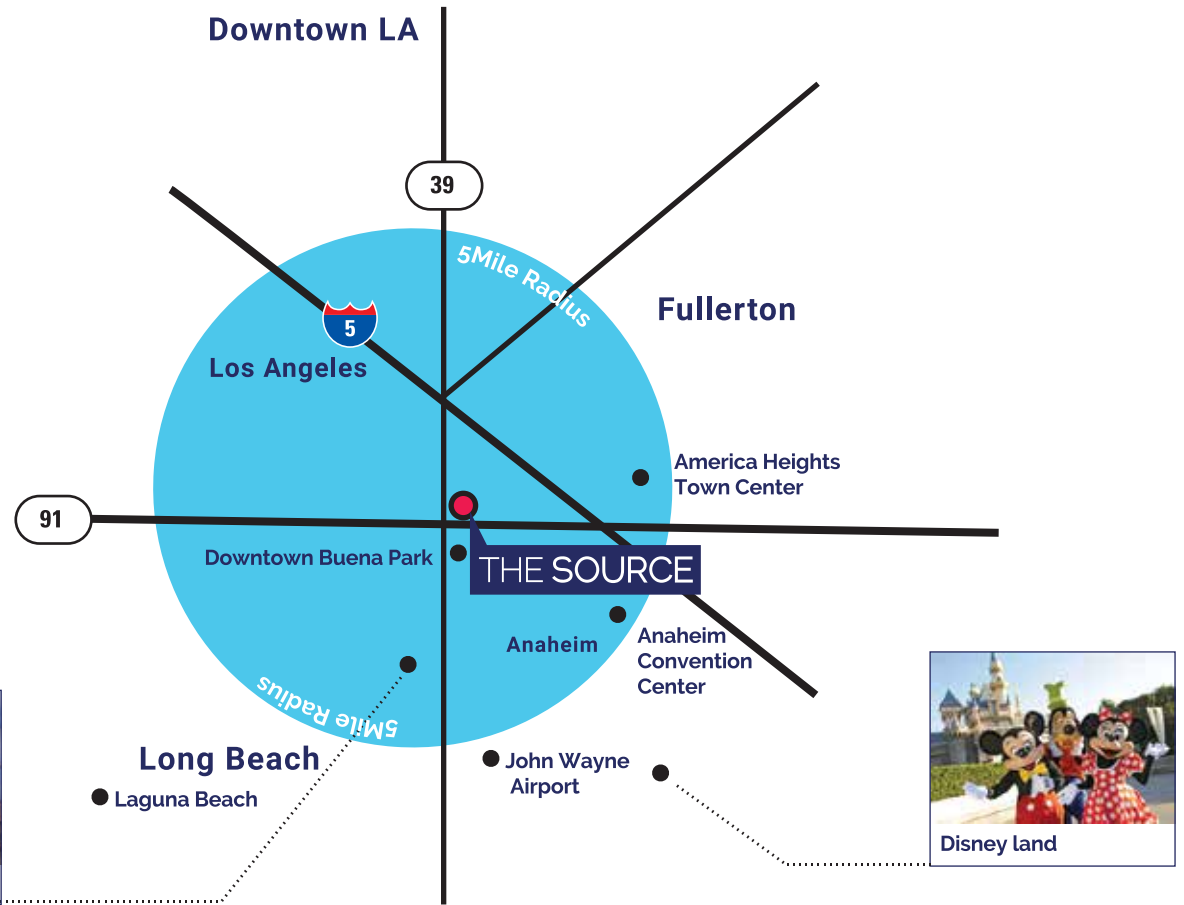
## The Source - Prime Location in Southern California

The Source is located at a central location at the border of Orange County and Los Angeles County and is positioned to capture both consumer markets.

It is located at the second most highly trafficked intersection in North Orange County and at the intersection of 2 major freeways.

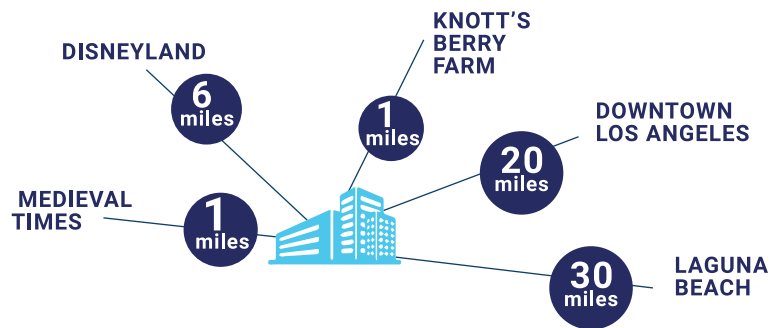


The Source is visible from Hwy 91 and the I-5 freeways and is located less than a 3 minute drive from the Beach Blvd exit off of both freeways.



## CONVENIENTLY SITUATED

### LOCAL ATTRACTIONS:



### AIRPORTS:

|   |  |  |  |
|---|--|--|--|
| <b>LAX</b><br>LOS ANGELES INTERNATIONAL<br>27 MILES | <b>SNA</b><br>JOHN WAYNE AIRPORT<br>18 MILES | <b>LGB</b><br>LONG BEACH AIRPORT<br>11 MILES | <b>FUL</b><br>FULLERTON MUNICIPAL AIRPORT<br>2 MILES |
|---|--|--|--|

## The Source - Located at the Center of Tourism



Approximately 19 million tourists visit Orange County every year



DISNEY LAND

Over **50,000** visitors per day come to Disneyland



Knott's Berry Farm

Knott's Berry Farm is in the **TOP 20** for the most popular amusement parks in North America



# The Power of the Asian Consumer



Los Angeles Times

MONDAY, JUN. 19, 2017 LOCAL SPORTS POLITICS ENTERTAINMENT OPINION MOST POPULAR PLACE AN AD

O.C.'s Koreatown: Buena Park draws residents and businesses from L.A.

PHOTO GALLERY

By Alex Chan and Bryce Alderton - Contact Reporters

MARCH 24, 2017, 4:35 PM

Los Angeles has Koreatown, but in the last two decades north Orange County has made its mark as a hotbed of Korean business activity that stands to rival the 2,700-square-mile neighborhood to the north.

And the growth is still occurring, as evidenced by the January opening of CGV Cinemas at The Source entertainment complex in Buena Park.

STILLMAN HOME SERVICES, INC.

AIR CONDITIONING • HEATING • INDOOR AIR QUALITY

FAMILY OWNED & OPERATED FOR 48 YEARS

BEST PRICE GUARANTEED

AC / HEAT INSTALLATION DISCOUNTS UP TO\* 40% Off

CALL NOW FOR YOUR FREE ESTIMATE

855-909-HOME

ADVERTISMENT



The number of Korean Americans living in Buena Park increased by **57%** from 2000 to 2010



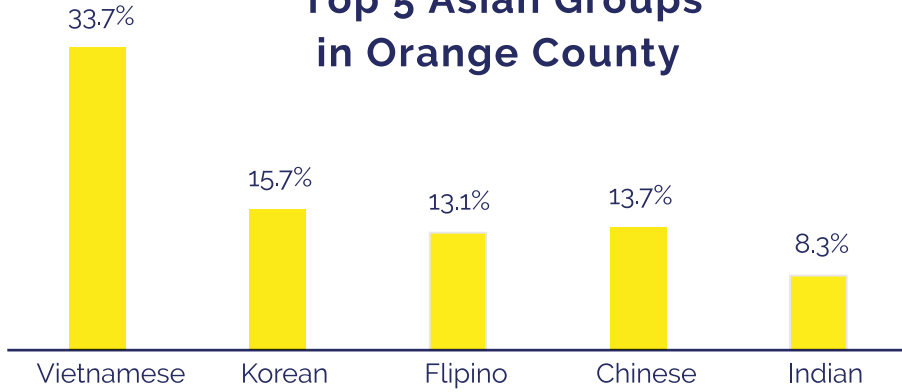
Major businesses in Los Angeles are opening their OC flagship stores or restaurants in Buena Park (including CGV Cinemas at The Source)



Between 2010 and 2014, the number of Korean Americans living in Orange County increased by **16%**



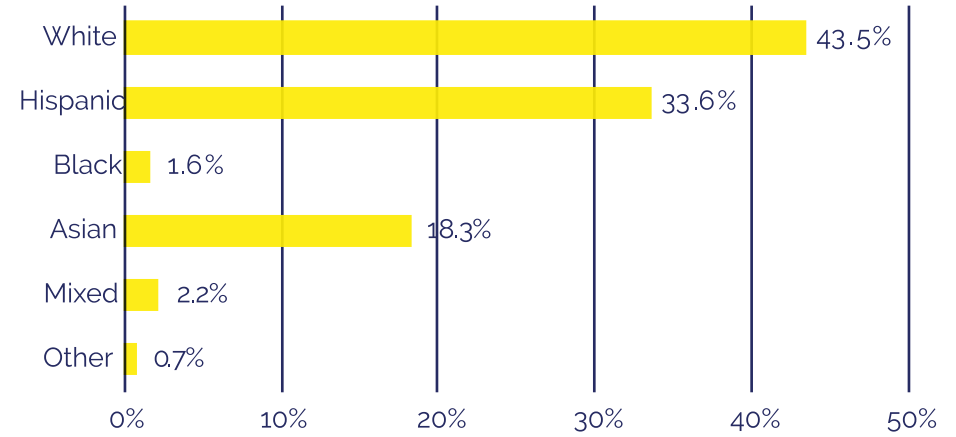
### Top 5 Asian Groups in Orange County



Source: U.S. Census Bureau, 2008 2012 American Community Survey

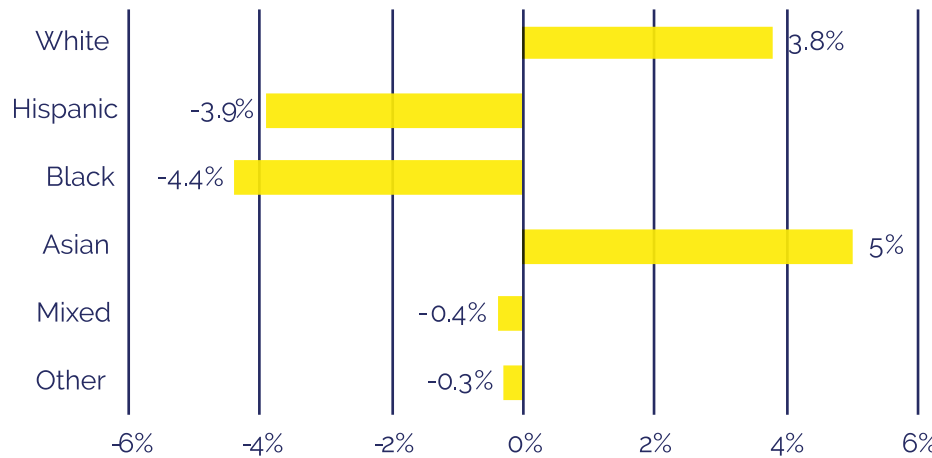
### Race and Ethnicity

Percentage of the total population (%)



## Growing Asian Population and Diversity

### Relative Race and Ethnicity



| %      | ref   |
|--------|-------|
| 43.50% | 39.7% |
| 33.60% | 37.4% |
| 1.63%  | 5.99% |
| 18.30% | 13.3% |
| 2.25%  | 2.54% |
| 0.7%   | 0.97% |

%: group's percentage of the total population of Orange County  
 ref.: group's percentage of the total population of California

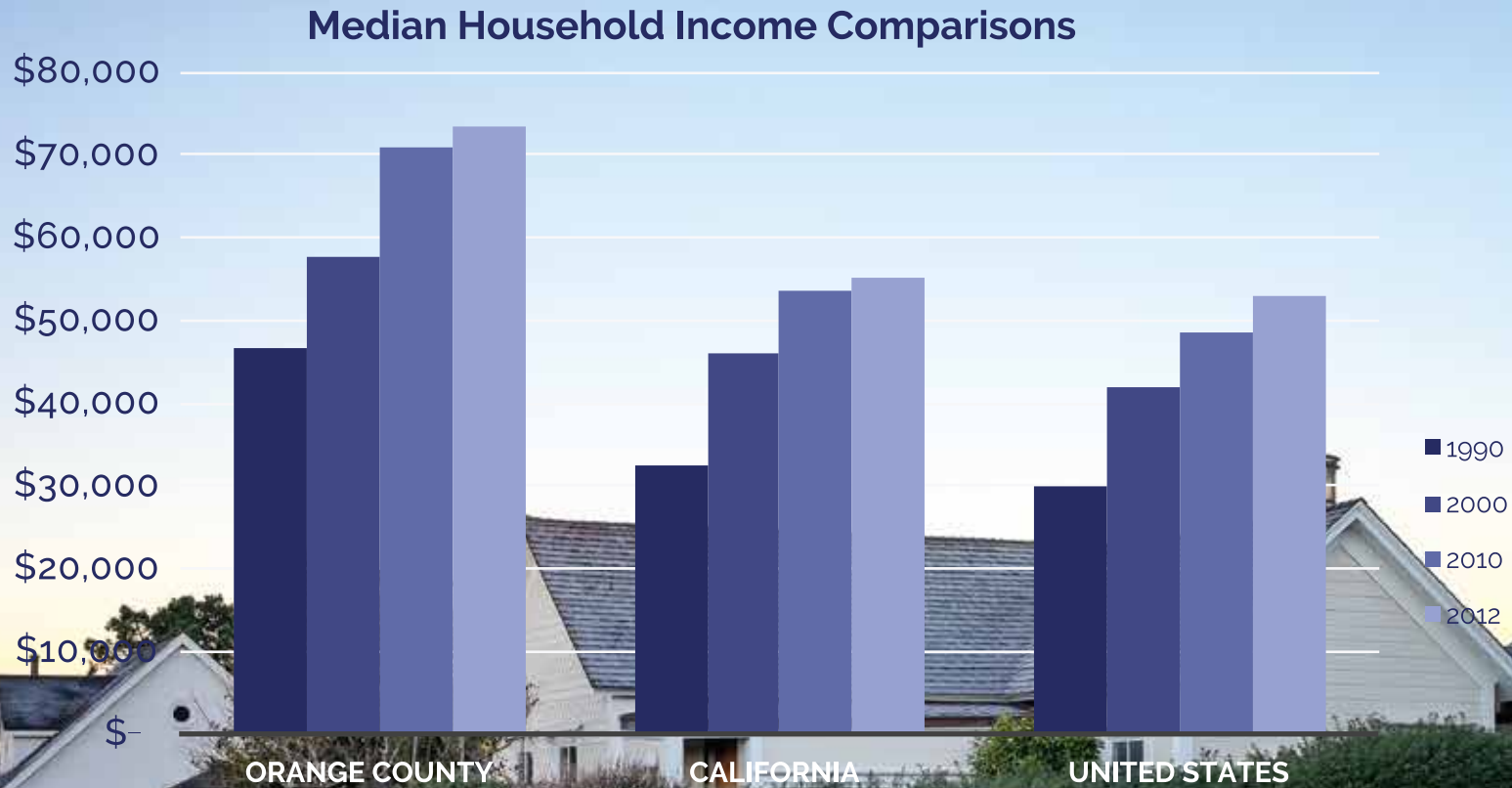
Source: Statistical Atlas, Race and Ethnicity in Orange County, California (County)





# Stable & Growing Median Household Income

Orange County's Median Household Income: Over \$70,000 USD

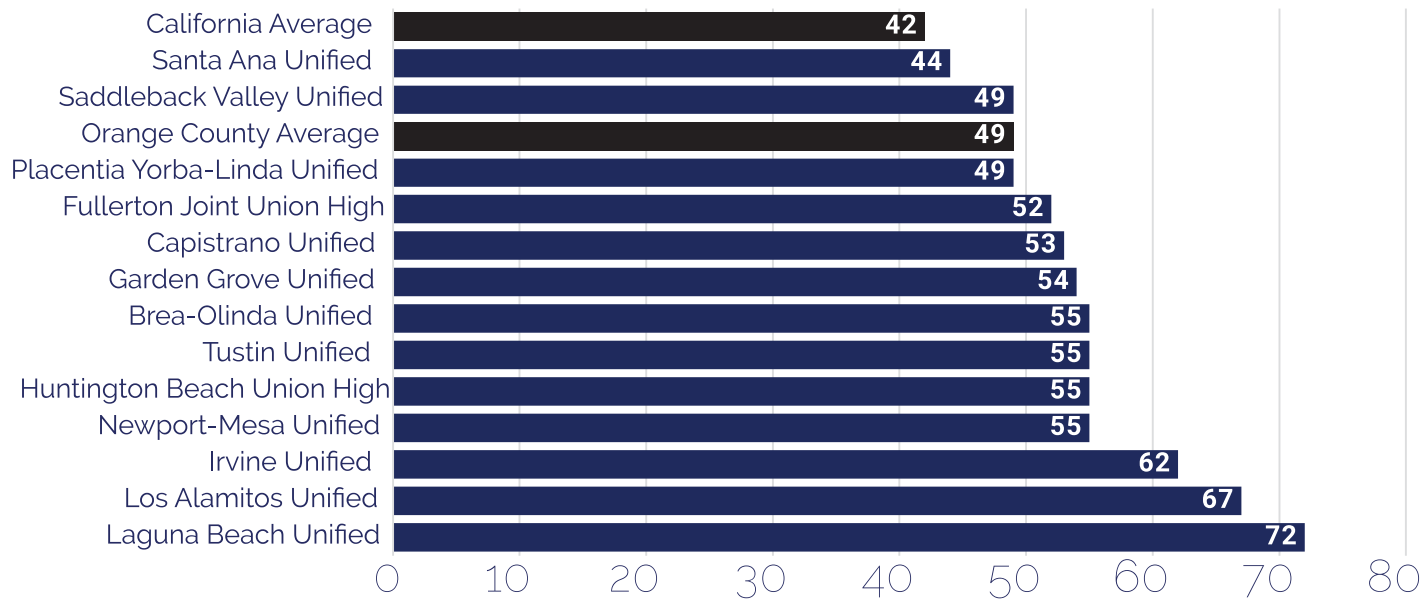


Orange County's household income is  
**significantly higher** than that of U.S. and CA

# Orange County - One of the Top Counties for Education in the U.S.

The Source is only a 20 minute drive away from one of the U.S.'s best education cities, Irvine.

## % of UC/CSU Eligible Students by O.C. Unified School District



% of UC/CSU Eligible Students Source: California Department Education, DataQuest



The Source is located in Orange County which offers multiple top, nationally ranked high schools and colleges



***12 high schools in Orange County***  
were ranked within the Washington Post's Top 100 U.S. High Schools (#3 being Oxford Academy which is located 5 miles away from The Source)



- #3. Oxford Academy
- #8. Sage Hill
- #21. Troy High
- #43. University High
- #57. Santa Margarita Catholic High
- #58. County School of the Arts
- #59. Corona del Mar High
- #60. Arnold O. Beckman High
- #63. Rosary High
- #72. Fairmont Preparatory Academy
- #82. Sunny Hills High
- #89. Valencia High



# Safe Entertainment

Orange County cities are consistently ranked in the top 200 safest cities in the United States (out of a pool of 19,000 U.S. cities)

## City Crime Score by City



Source: Federal Bureau Investigations

## FBI Ranks Irvine as Safest Big City in U.S.

September 26, 2016 1:48 pm



Irvine Police Chief Mike Harnel has spent almost his entire career in Irvine. Photo by Ergang Pang.

**IRVINE, CA (September 26, 2016):** This morning, the FBI released its Part I crime data for calendar year 2015. According to the data, the City of Irvine has the lowest rate of violent crime per capita of any City in the nation with population of 250,000 or more persons.

In 2016, the City of Irvine (19 miles away/20 minute drive from The Source) was ranked as the safest big city in the U.S.

# THE SOURCE

6940 BEACH BLVD, BUENA PARK, CA  
WWW.THESOURCEOC.COM

    
@THESOURCEOC

