

# THE COSTA MESA ADVANTAGE

The intersection of expression, innovation, and creativity





**1 Segerstrom Center for the Arts:** The Center for the Arts provides 5 world class performing art venues. | RMA Photo. , SCFTA  
**2 Tewinkle Park Bridge:** This community park, in the center of Costa Mesa, has a large beautiful pond. | Travel Costa Mesa

## PLACE

# A Quality Life in a Perfect Location

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. Costa Mesa is intersected by three regional freeways and bordered by John Wayne Airport to the east. Few cities in the United States can match Costa Mesa's location.



### WEATHER



Costa Mesa's Mediterranean climate makes it an ideal year-round destination. The average high is 72°F with warm summers and cool winters.

### PACIFIC OCEAN



One-mile from the Pacific Ocean.

### PARKS



The 25 neighborhood parks and seven community parks represent the foundation of the City's open space and recreation network.

### ARTS



The Segerstrom Center for the Arts is a 14-acre cultural and arts complex that bustles with public art, cultural performances, and open spaces.

### SCHOOLS



Schools contribute to the City's quality of life, boasting 25 public schools, Orange Coast College, Vanguard University, and several private colleges.



1

**1 JULIANNE AND GEORGE ARGYROS PLAZA**, Celebration of Opening of the Plaza on October 28th 2017 | by Nick Koon, SCFTA

**2 SOUTH COAST PLAZA**, Access lounge within the South Coast Plaza for shoppers to rest and regroup | Travel Costa Mesa

## CULTURE

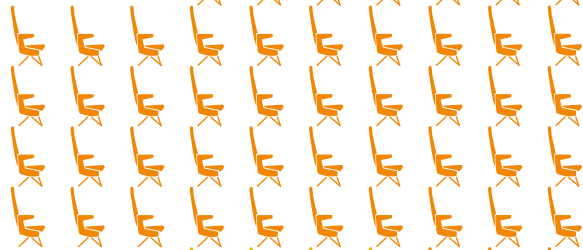
# An Active Community in an Eclectic Environment

Tap into Costa Mesa's diverse and vibrant culture. Costa Mesa's entrepreneurial spirit and laissez-faire tradition have provided fertile ground for everything from major regional institutions such as South Coast Plaza, the Segerstrom Center for the Arts, South Coast Repertory, and four Costa Mesa-based colleges/universities to locally launched businesses that have developed national followings, including RVCA, BB Dakota and Wahoo's Fish Tacos. This character continues as Costa Mesa has become home to the Vans Headquarters and the spectacular new Orange County Museum of Art (approved).



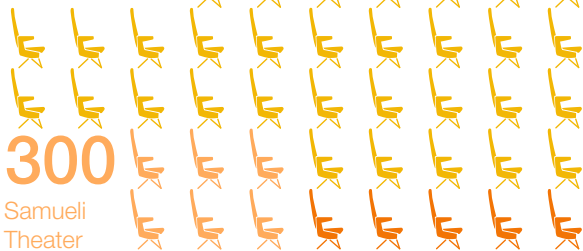
**2,994**

Segerstrom Hall



**1,954**

Renee and Henry  
Segerstrom  
Concert Hall



**300**

Samueli  
Theater

**SEATING**

**269** Judy Morre  
Theatre

### SHOP THE LATEST TREND

at South Coast Plaza for luxury shopping or find the boutique shops located throughout the City such as SoBeca, SoCo, and 17th Street.

### BROADEN YOUR PALETTE

Experience the City's culture through food such as VACA, a Spanish and Moroccan restaurant; and Taco Maria, an Alta California cuisine.

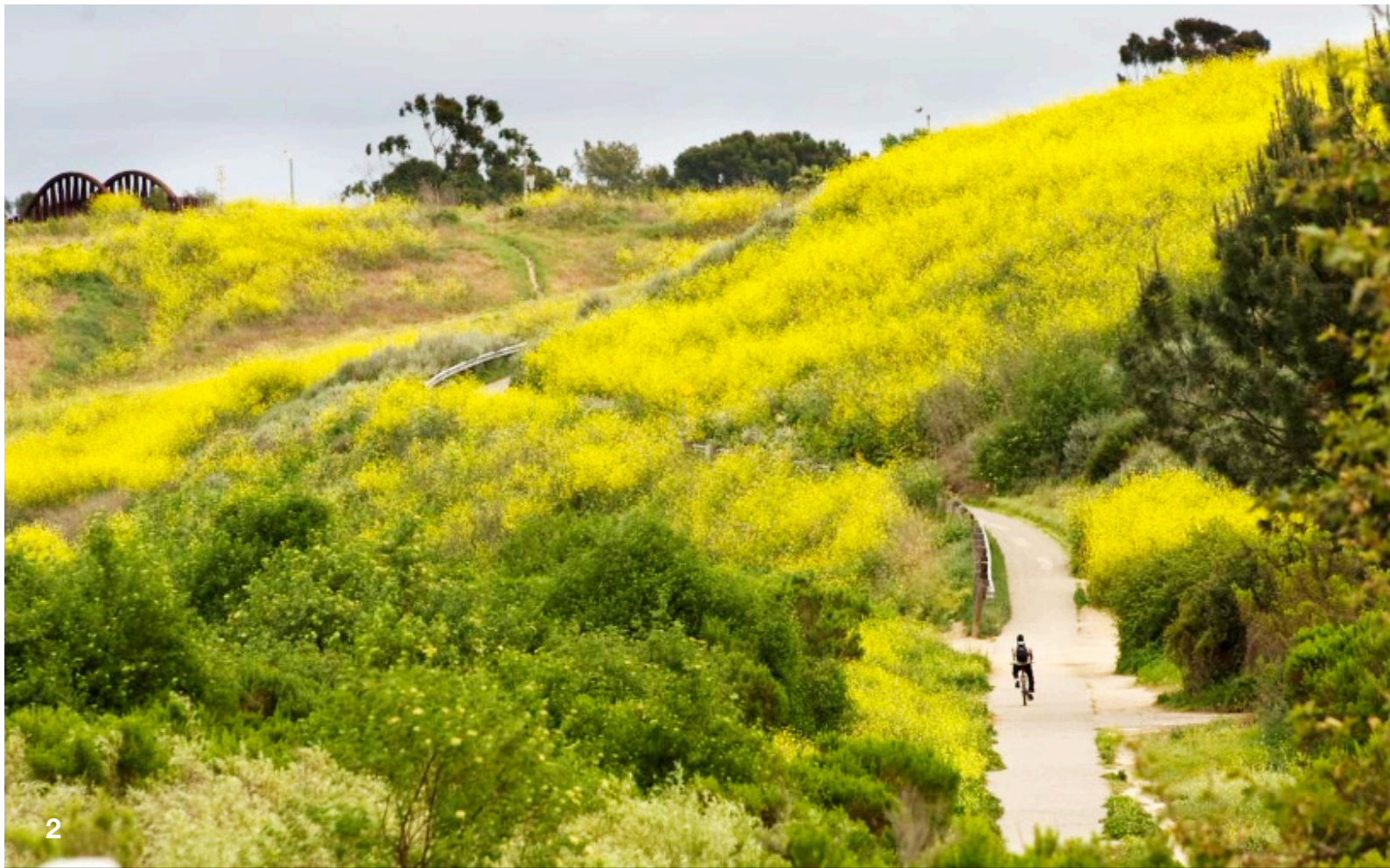
### CHALLENGE YOUR MIND AND BODY

Rock climb on more than 200 climbing routes at Rockreation or go for a 7-mile trail run at Fairview Park.





1



2

- 1 **FAIRVIEW PARK** One of Costa Mesa's majestic parks. It expands over 210 acres. | Ana Venegas, OC Register, Travel Costa Mesa
2. **LION'S PARK AND LIBRARY** New City Library and grassy promenade to the east. | City of Costa Mesa
- 3 **TEWINKLE PARK**, A beautiful community park that features a pond, playground, basketball courts, and a skate park. | Travel Costa Mesa

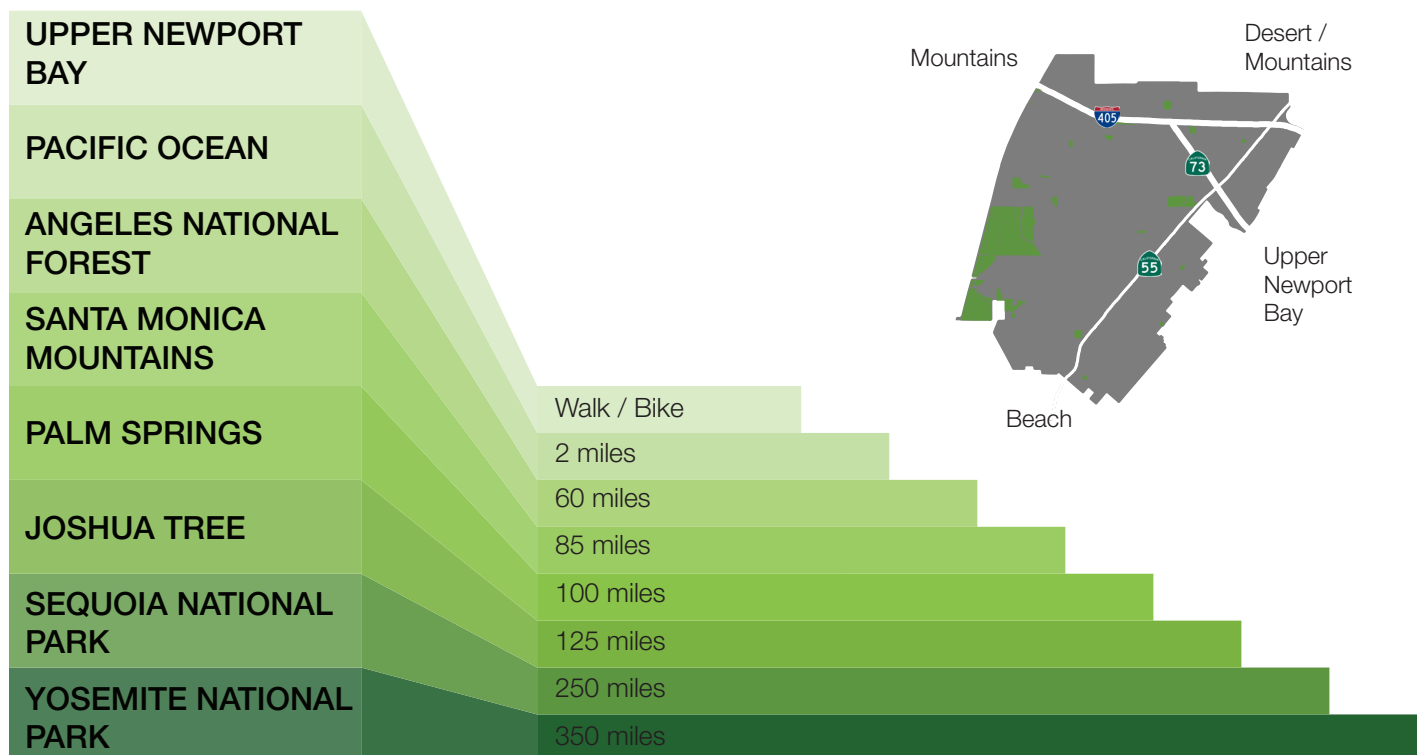
## OPEN SPACE

# An Urban Oasis in a Natural Setting

Costa Mesa rests on a natural plateau that leads to the ocean and is nestled between the Santa Ana River and Newport Bay. Hop on a bike and take a leisurely cruise to the beach or ride the numerous trails which follow the natural landscape surrounding Costa Mesa. For a longer adventure, drive to the mountains, desert, or forests within an hour of the City; Costa Mesa is in close proximity of two National Parks and six State Parks and much more. Costa Mesa offers 32 parks which provide a full range of recreational opportunities, including the 210-acre Fairview Park and recently redesigned Lion's Park.



## GEOGRAPHICAL DISTANCE





1 **THE HIVE** Outdoor meeting areas at The Hive a creative office campus. | Steelwave

2 **BIKE SHARE AT BAKER BLOCK** New apartment complex offers bike share amenity for tenants. | City of Costa Mesa

3 **VANGUARD UNIVERSITY** Academic Health Center at Vanguard University. | City of Costa Mesa

4 **ORANGE COAST COLLEGE** Mathematics, Business and Computing Center Building on Campus | Los Angeles Times



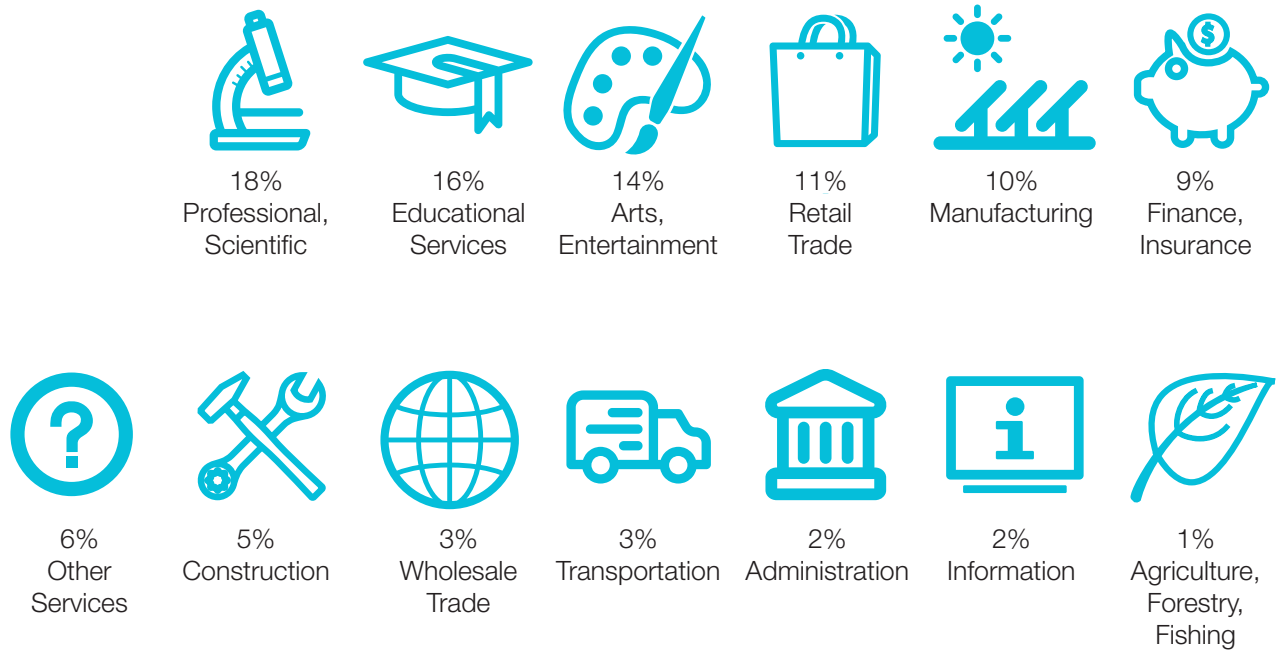
## DIVERSITY

# A Professional Workforce in a Collegiate Atmosphere

Costa Mesa has a youthful population with a median age of 34; three years younger than the Orange County and California averages. More than 9,000 college students live in Costa Mesa. Costa Mesa's youthful, but highly educated, population is constantly seeking new opportunities to grow. Placing your business in Costa Mesa will provide you access to the best and the brightest young innovators from local universities as well as nearby nationally-recognized institutions such as the University of California, Irvine and Chapman University.



## LABOR MARKET





- 1 **THE MET** An creative office campus for the diverse and innovative workforce. | Travel Costa Mesa
- 2 **ART INSTALLATION** Located in the SoBeCa District (South of Bristol Entertainment and Cultural Arts | Travel Costa Mesa
- 3 **CRACK SHACK** New restaurant on 17th Street by Chef Richard Blaise | Travel Costa Mesa
4. **TACO MARIA** A sample from Taco Maria, 2018 Best Restaurant in Southern California by LA Times. | Travel Costa Mesa

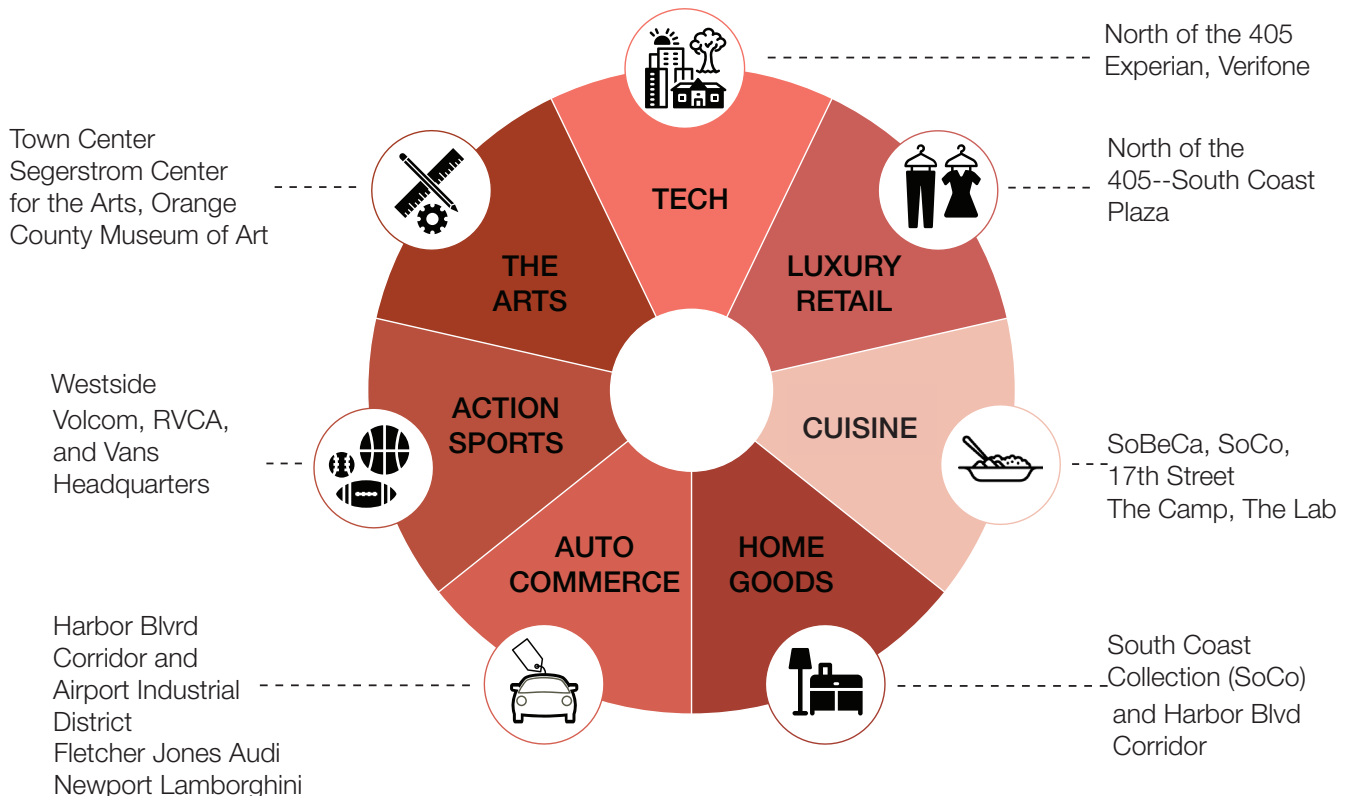
## BUSINESS

# Established Industries in a Successful Marketplace

Business flourishes in Costa Mesa. Costa Mesa is home to retail giant South Coast Plaza, retail innovators The LAB and The Camp, and major companies such as Experian Information Solutions and the NFL's Los Angeles Chargers. Costa Mesa is recognized as the action sports capital of the world housing Hurley, Volcom, Vans, RVCA to name a few; as well as a foodies' paradise including the LA Times "2018 Restaurant of the Year" for Southern California, Taco Maria.



## DIVERSE INDUSTRIES





2

- 1 **THE OC MIX** contains unique boutique shops and restaurants under one roof. | Travel Costa Mesa
- 2 **SALTY BEAR MICROBREWERY** The newest microbrewery in the SoBECA area which already boasts 3 other successful microbreweries. | Salty Bear
- 3 **SOCO** This Home Goods Commercial Center also provide a delectable assortment of restaurants like The Tackle Box, Greenleaf, and ARC Pizza

## MARKET

# A Busy Economy in a Prosperous Region

Costa Mesa and the surrounding community (which includes neighboring Newport Beach and Irvine) provide some of the most attractive demographics in the nation. Costa Mesa generates more than \$57 million in annual retail sales tax in a city whose population is 115,296.



## COST AND PROJECTIONS

BUSINESS LICENSE

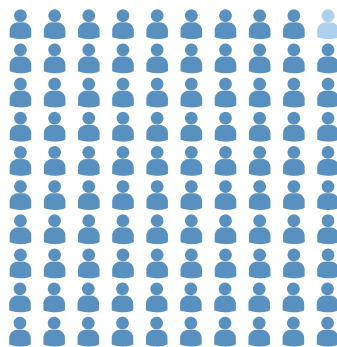
**200**  
DOLLARS  
MAX



=

2020 EMPLOYEE  
PROJECTION

**99K**  
EMPLOYEES

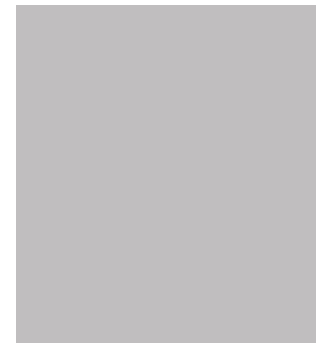
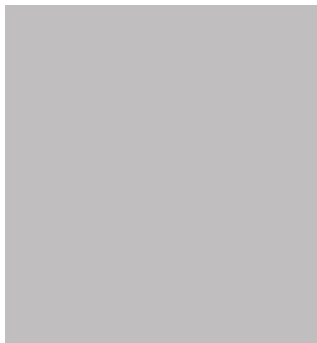
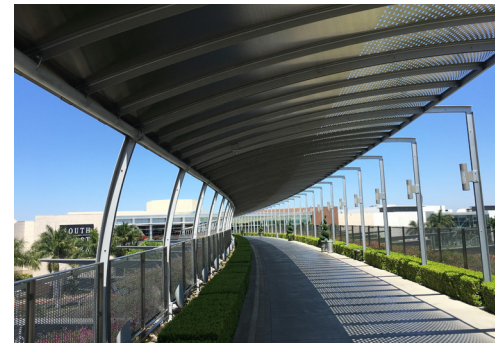
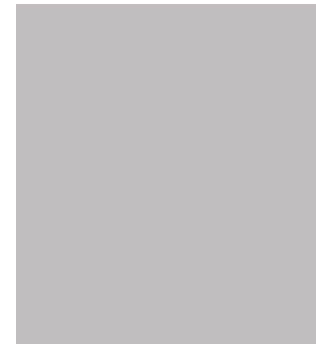
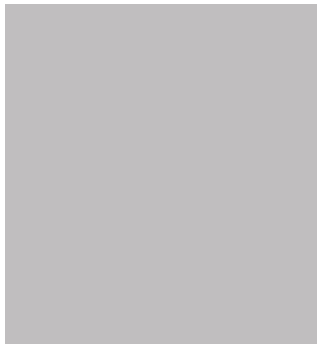
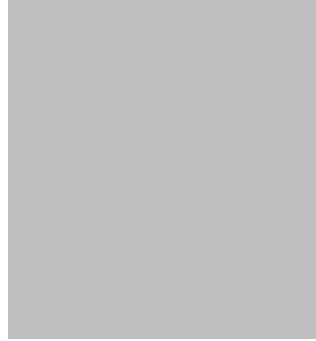


+

2018 SALES TAX  
REVENUE

**57.1**  
MILLION  
DOLLARS





**From Top-Bottom, Left to Right:** *The California Scenario* an art garden piece in Town Center | *The Country Club*, a new restaurant on 17th Street | *LAB* an Anti-Mall in the SoBECA area | Shepard Fairey mural, “*Welcome Home*” on the side of the new Baker Block apartments | *Triangle Square*, located at the terminus of the 55 freeway | Mezzanine of the *Renee and Henry Segerstrom Concert Hall* performing art venue | *The Connector*, a sculpture by Richard Serra in the center of the George and Julianne Argyros Plaza | The *Bridge of Gardens*, connecting South Coast Plaza to Crystal Court | The *Pacific Symphony* calls Costa Mesa home | Common area in *The CAMP*, an environmentally sensitive commercial center in SoBECA.

## CONNECTION

# A Collaborative City with an Ideal Space For You

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 typical bureaucratic headaches. Costa Mesa staff provides site selection assistance, a planning liaison throughout any City entitlement or permit process a project may require. And additional support can be found with our active business-oriented organizations; Chamber of Commerce, Travel Costa Mesa, and South Coast Metro Alliance.



## WHAT THEY ARE SAYING



### OC Register

“Costa Mesa can now lay claim to being Orange County’s center of commerce, culture and cuisine.” 2017



### South Coast Plaza

“One of Southern California’s best-kept secrets is an art walk in Costa Mesa featuring contemporary and modern works by internationally renowned sculptors.”



### CBS Los Angeles

“From radical and rarified activities, to all kinds of artistic enticements, to dynamic dining and lodging choices, Costa Mesa has it all!”



### Tom Telesco, Chargers General Manager

“We want to be a part of this community and we’re going to do whatever we can to make you proud of us.”



### Passport & Plates

“The low-key artsy city in the OC.”

## NOTES

Title Page: Orange County Youth Symphony, Philharmonic, Scott Stedman | The Cheese Shop OC Mix, Travel Costa Mesa | Renee And Henry Segerstrom ceiling by Chris Costea, Segerstrom Center for the Arts.

Notes Page: Costa Mesa Skyline Dusk, Travel Costa Mesa | Costa Mesa Courtyard Fountain, City of Costa Mesa

