



Media Fact Sheet



About OCVIBE

- » OCVIBE will be a vibrant district surrounding Honda Center that will span 100 acres—showcasing the best of our diverse and unique local culture
- » More than an entertainment district – it’s a hub for vibrant culture and connected communities
- » OCVIBE will showcase Anaheim as a vibrant destination for culture, business, entertainment, and more
- » The interconnected design of the campus is intended to mimic the currents of the Santa Ana River, had it been allowed to flow naturally, as represented by the curving lines of the building architecture and pathways



About OCVIBE Unveiled

- » Today’s event is part of our grand launch – unveiling our plans for OCVIBE
- » This is the first time we’re inviting the public behind the curtain to see, hear, taste and experience what this district will be like
- » Tonight, we officially start the countdown to a new downtown, opening to the public in 2026



District Highlights

- » Four unique venues with world class events, anchored by Honda Center
- » 28 curated restaurants and six bars featuring the best of regional and global cuisine
- » 20 acres of open space including two 4-acre parks. One in the residential area and one along the riverfront near ARTIC
- » Mass timber construction office building with operable windows, outdoor balconies, and furnished outdoor workspaces to serve OC’s most innovative employers
- » Residential apartment communities, 15% of which will be affordable housing units



Impact on the Community

- » Creating jobs (10,000 construction, and 3,000+ ongoing), supporting local businesses, and providing public spaces for people to connect and enjoy
- » Expected to generate more than \$10M per year in direct revenue to the City of Anaheim



Market Hall

- » Two-story, 50,000-square-foot food hall with 21 chef-driven food stalls and 6 curated bars, designed by four different Southern California interior design firms
- » Draws inspiration from Southern California food culture and natural beauty: coastlines, canyons, deserts, orchards, and mountains
- » For example, the ceiling of the space is designed to look like clouds billowing above the food stalls
- » Open kitchens are designed to showcase the chefs and their techniques, allowing guests to experience the craftsmanship and culture behind each dish
- » Offers turn-key spaces and operational assistance to support chefs in delivering exceptional culinary experiences
- » The chefs selected will reflect the cultural diversity of Southern California's communities, ensuring a wide array of culinary concepts





The Weave

- » Four stories of uniquely-designed and amenity-rich office space with materials that literally weave the building together – built with mass timber
- » There will be operable windows, outdoor conference spaces, and other design elements to bring outside into the workspace
- » Design foregoes the typical elevator core of an office building to allow for more light and open air access
- » Raised planter beds in an adjacent outdoor space will allow tenants to grow their own food



Concert Hall

- » 5,700-person concert hall will be a top-tier entertainment venue for music, live performances, and special events
- » Outside, the music-inspired Stretto art piece is designed to look like a sheet of music unfolding around the building and serves as a canopy for an accompanying cafe, open daily for all guests
- » Concert hall is designed with no fixed seating on ground floor, providing maximum flexibility of event types





Urban Park

- » As the heart of OCVIBE, Urban Park combines immersive technology with elements of art and moments of quiet enjoyment—a digital waterfall, spatial audio, and a stunning media wall create a welcoming entrance into the district
- » Anaheim's agricultural past will be celebrated. If you were to zoom out on Google Earth from 50 years ago, the pavers of the Urban Park reflect what the farmland would have looked like back then