



A VISIONARY ENTERTAINMENT EXPERIENCE
BUENA PARK, CALIFORNIA

THE SOURCE
THESOURCEOC.COM

ENTERTAINMENT ON A NEW SCALE

The Source is a dynamic, experiential mix of retail and exciting entertainment, reimagined for a new era.

INNOVATING THE SOURCE

- Approximately 600,000 sq. ft. of retail, entertainment, dining, hotel and office space
- 3 levels of modern promenades and streetscapes
- Highly visible, branded LED displays
- Carefully selected first-to-market concepts including CGV Cinema - a luxury cinema with premium seating for the ultimate viewing experience in cutting-edge 4DX theaters
- Partnership with YG Entertainment - a global entertainment powerhouse world-renowned for innovative production concepts

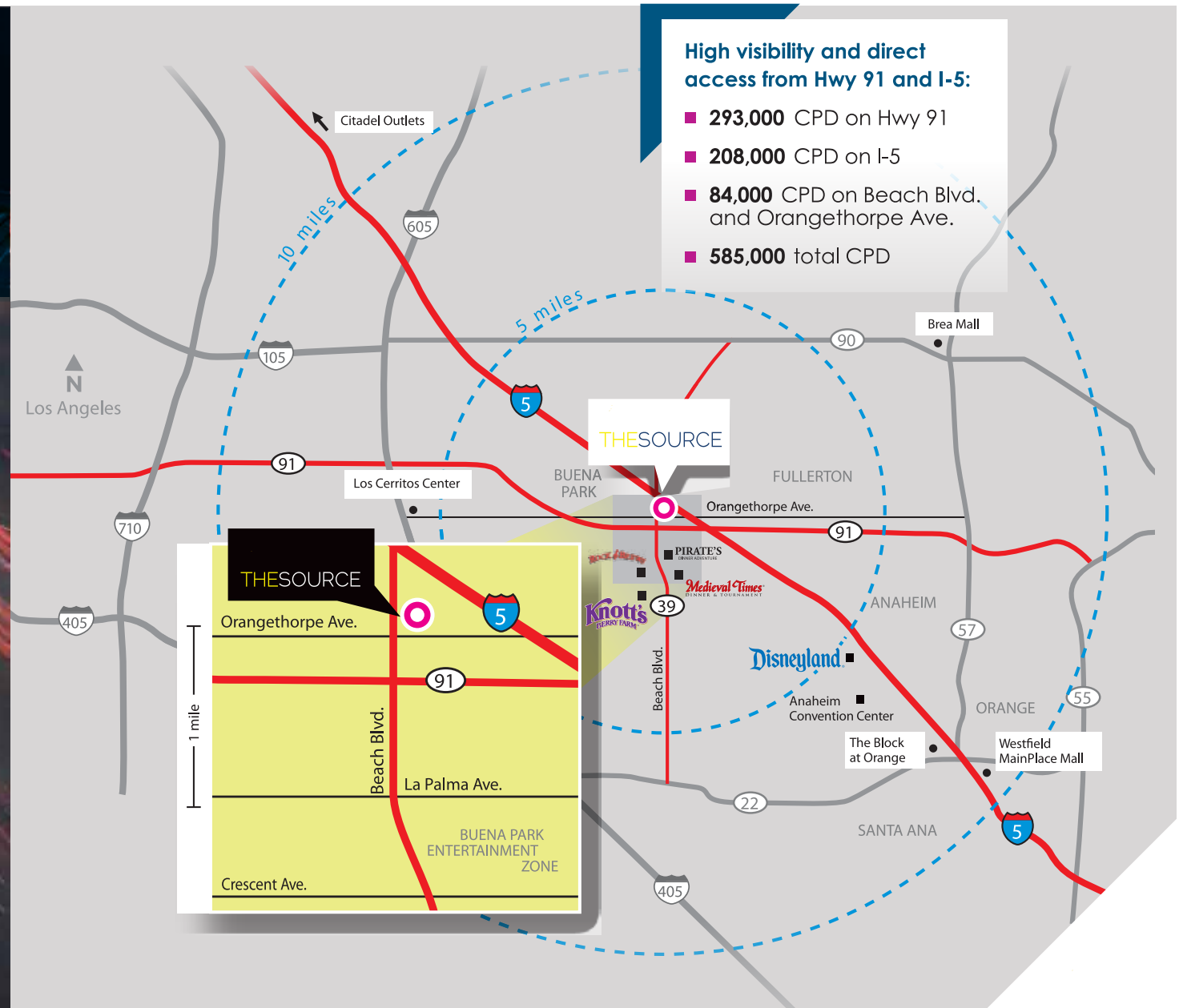
CLAIMING THE MARKET

- Serving Southern California residents with an average household income over \$82,000 within a 10-Minute Drive Time
- Surrounded by tourist attractions with huge visitor numbers
 - Disneyland: Over 50,000 visitors per day
 - Knott's Berry Farm: Over 10,000 visitors per day.



STRAIGHT TO THE SOURCE

Located at one of the highest trafficked intersections in Orange County, The Source will capture an energized and affluent market in both Los Angeles County and Orange County.



GAME-CHANGING VISIBILITY

One of the highest trafficked intersections
in Orange County **(84,000 total CPD)**

- 7 LED displays with street frontage on two major roadways
- Screens visible from I-5 and Hwy 91
- Unprecedented brand exposure

Beach Blvd.
53,000 CPD

Orangethorpe Ave.
31,000 CPD

ILLUMINATE YOUR BRAND



- Striking **potential for branding** on unforeseen scales, likened only by the advertising capabilities of NYC's Times Square.
- Opportunities for delivery of **cutting edge visual technology** to target audience.
- Opportunities to project **captivating videos** and other related branding materials.
- Off-site **LED display by I-5**
 - 90 feet tall
 - 2,400 square feet of LED advertising space



A REIMAGINED EXPERIENCE

The design of The Source maximizes the length of visitor stay by creating a unique social experience.

- Modern open spaces
- Retail-lined streetscapes
- Winding corridors

DINING

From international brands to local favorites, visitors can embark on an epicurean tour around the globe.

LIVE MUSIC

A large open-air plaza will be home to countless local and international performers from all musical backgrounds.

THEATER

CGV Cinemas will offer a state-of-the-art multi-screen luxury theater experience in both 3D & 4D, providing appeal to families while creating an entertainment destination.



Shoppers will find everything they desire in one place, from their favorite brand-name stores to a diverse selection of restaurants and entertainment venues.



RESIDENTIAL MARKET

The Source is well-positioned to captivate this consumer market with an entertainment experience unlike anything else around.

WITHIN A 10-MILE RADIUS:

- **2.2 million** residents
- **860,000+** daytime population
- **\$82,000+** average household income

SHOPPER PROFILE:

- Ethnically diverse, educated upper-middle-class families
- Young urbanites and early adopters with an appetite for cutting-edge trends
- Couples and recent college graduates with socially-centered lifestyles

2015 DATA

RADIUS (DRIVE TIME)	5 MIN	10 MIN	15 MIN
Population	54,649	389,161	781,267
Median Age	32.7	35.3	33.9
Ave. Household Income	\$70,202	\$81,787	\$78,377



TOURISM MARKET

Orange County is one of the country's most popular tourist destinations, with tens of millions of domestic and international visitors annually choosing the area as their vacation destination.

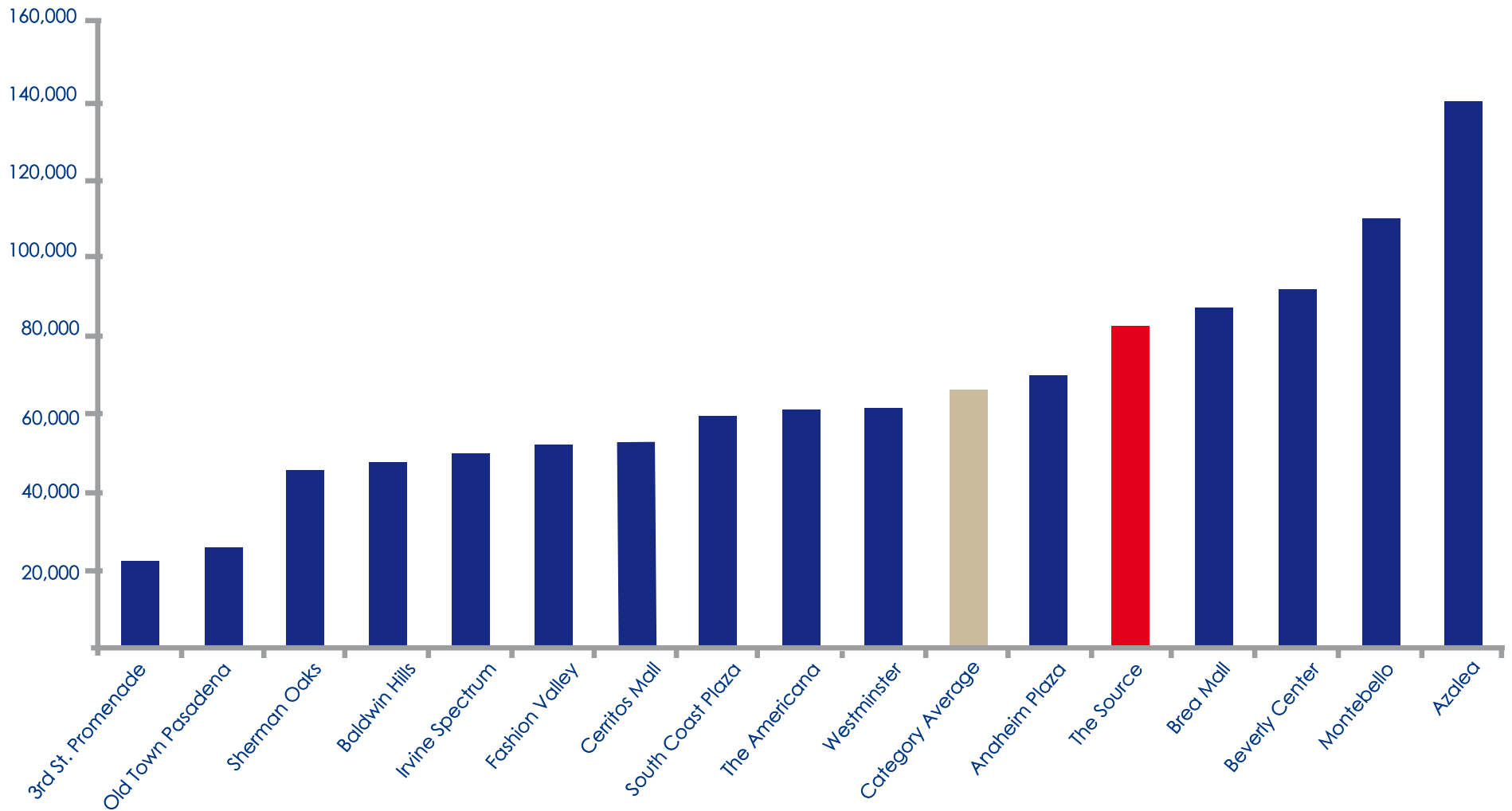
- **47.3 million** visitors to Orange County in 2015
- **\$11 billion** in tourism spending in 2015
- **6.4 million** annual visitors to Buena Park's Entertainment Zone, with The Source anchoring the 2-mile stretch

SURROUNDED BY MAJOR TOURIST ATTRACTIONS WITH HUGE VISITOR NUMBERS:

ATTRACTION	PROXIMITY	ANNUAL VISITORS
Disneyland Resort	6 miles	15.9 million
Knott's Berry Farm	1 mile	3.6 million
Buena Park Metroplex	1 mile	1.5 million
Pirate's Dinner Show Theater	1 mile	325,000
Soak City Water Park	1 mile	400,000
Medieval Times	1 mile	600,000

STREET VISIBILITY

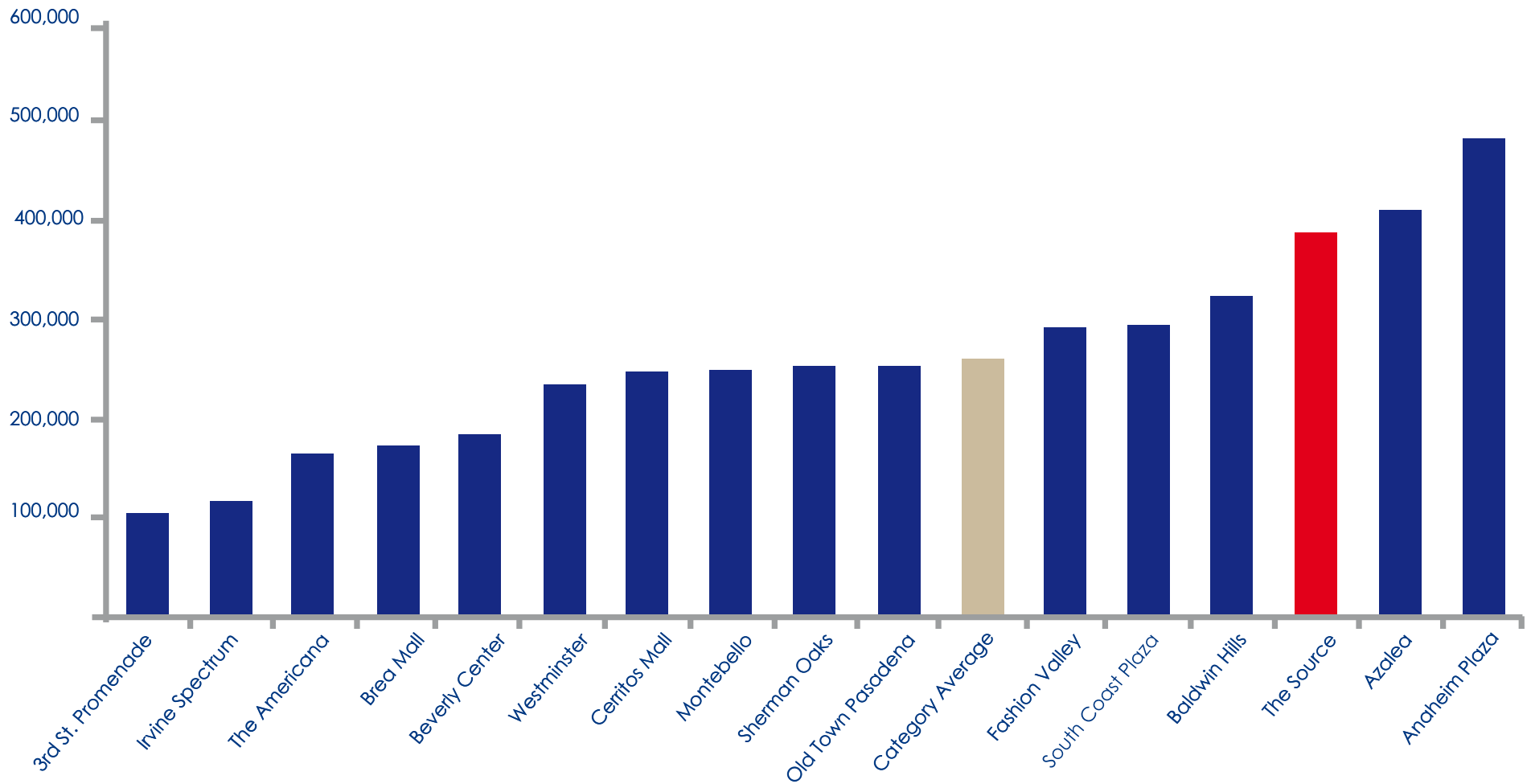
(CARS PER DAY)



SOURCE: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

POPULATION DENSITY

(10 MIN. DRIVE TIME)

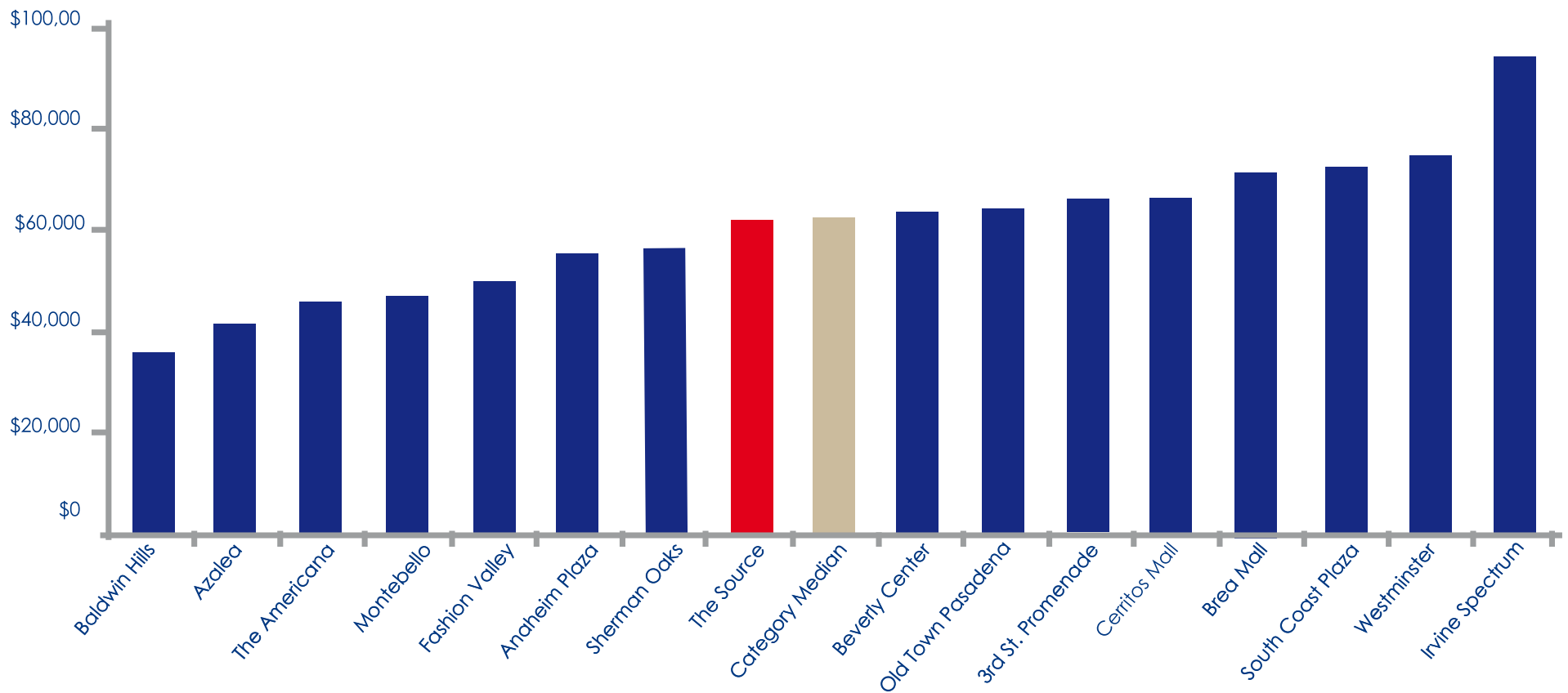


SOURCE: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

THESOURCE

MEDIAN HOUSEHOLD INCOME

(10 MIN. DRIVE TIME)



SOURCE: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

THESOURCE

GREATER % OF HH EARN \$100K+ WITHIN 10-MILE RADIUS OF BUENA PARK THAN BEVERLY HILLS

1. Westfield Topanga Canyon

Burberry
Lacoste

2. Century City Shopping Ctr

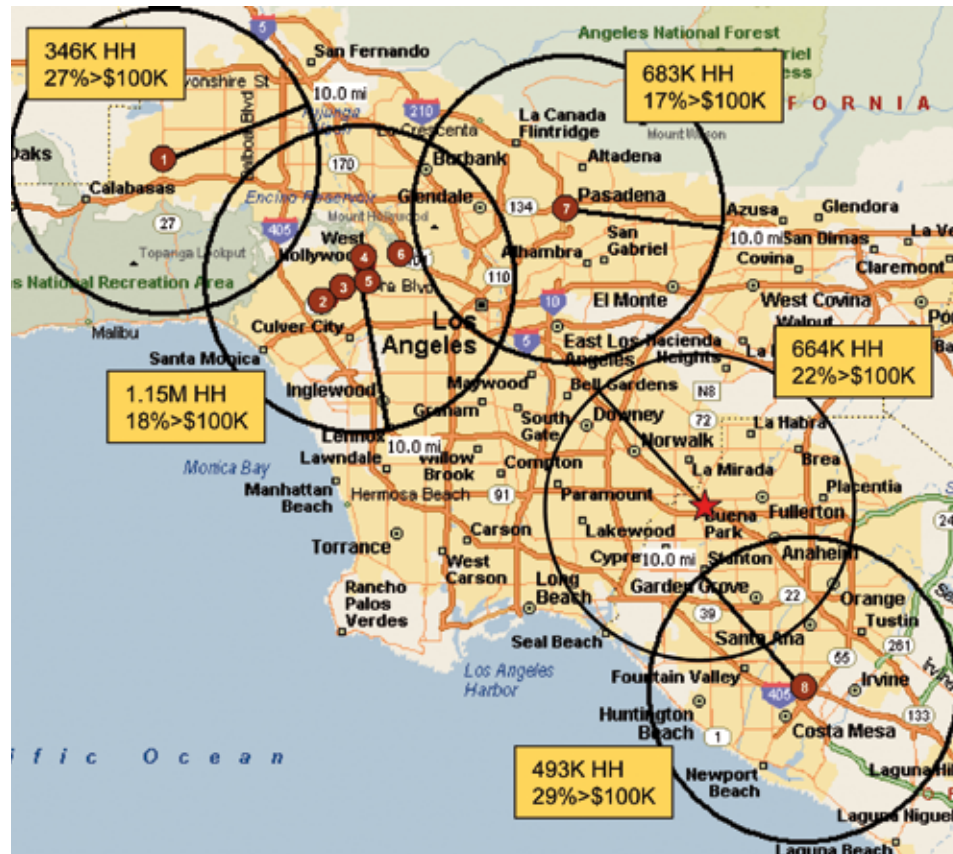
Hugo Boss
Louis Vuitton
Tiffany & Co.

3. Beverly Hills

Barneys New York
Burberry
Cartier
Chanel Boutique
Christian Dior
Dolce & Gabbana
Gucci
Hugo Boss
Lacoste
Louis Vuitton
Ralph Lauren
Salvatore Ferragamo
Tiffany & Co.
Versace

4. Sunset Boulevard Shops

Dolce & Gabbana
Hugo Boss



10-MILE TRADE AREA

5. Beverly Center

Burberry
Christian Dior
Dolce & Gabbana
Gucci
Hugo Boss
Lacoste
Louis Vuitton

6. Hollywood & Highland

Louis Vuitton

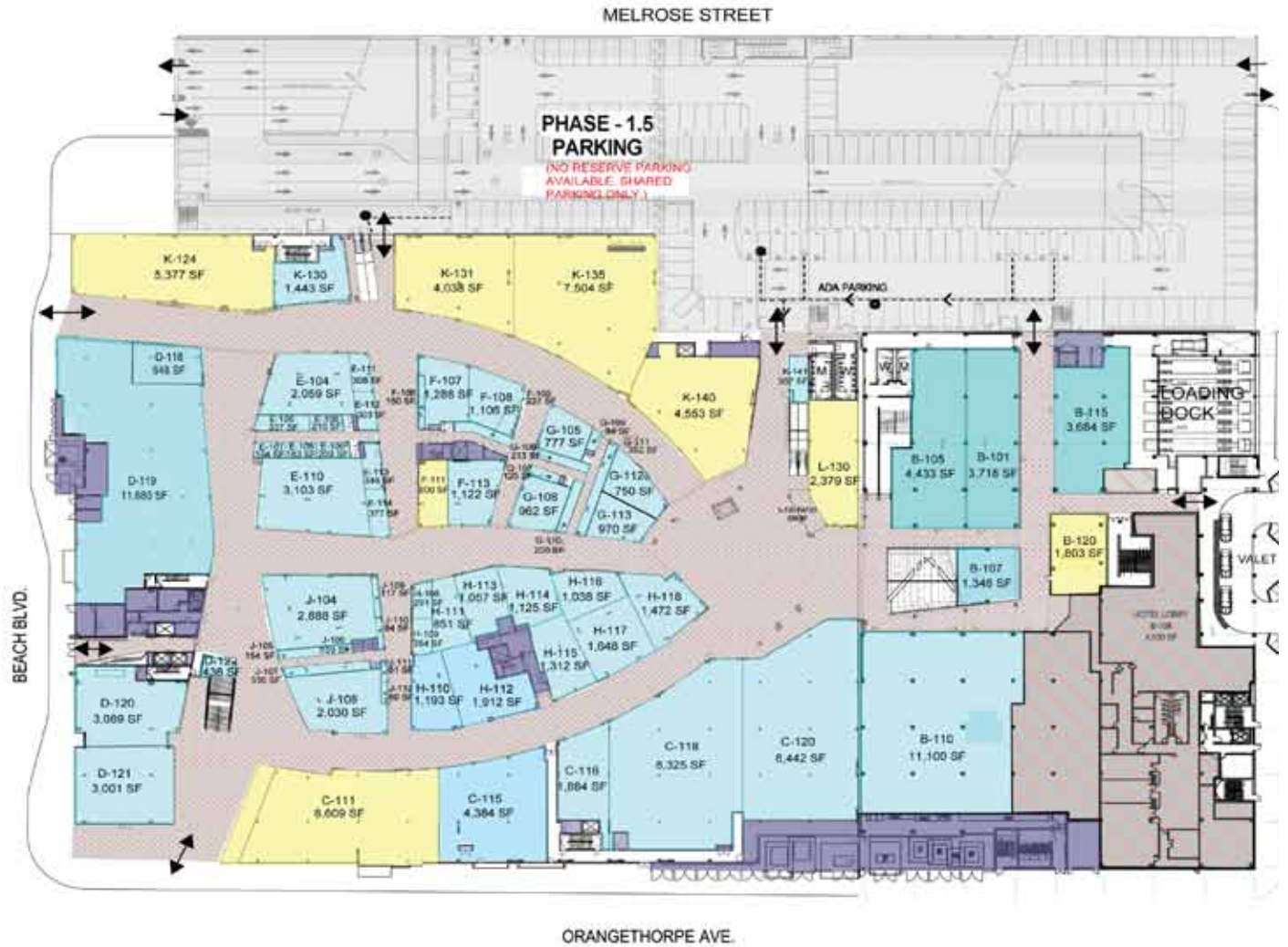
7. Pasadena

Tiffany & Co.

8. South Coast Plaza

Burberry
Cartier
Chanel Boutique
Christian Dior
Dolce & Gabbana
Gucci
Hugo Boss
Lacoste
Louis Vuitton
Ralph Lauren
Salvatore Ferragamo
Tiffany & Co.
Versace

SITE PLAN - FLOOR 1

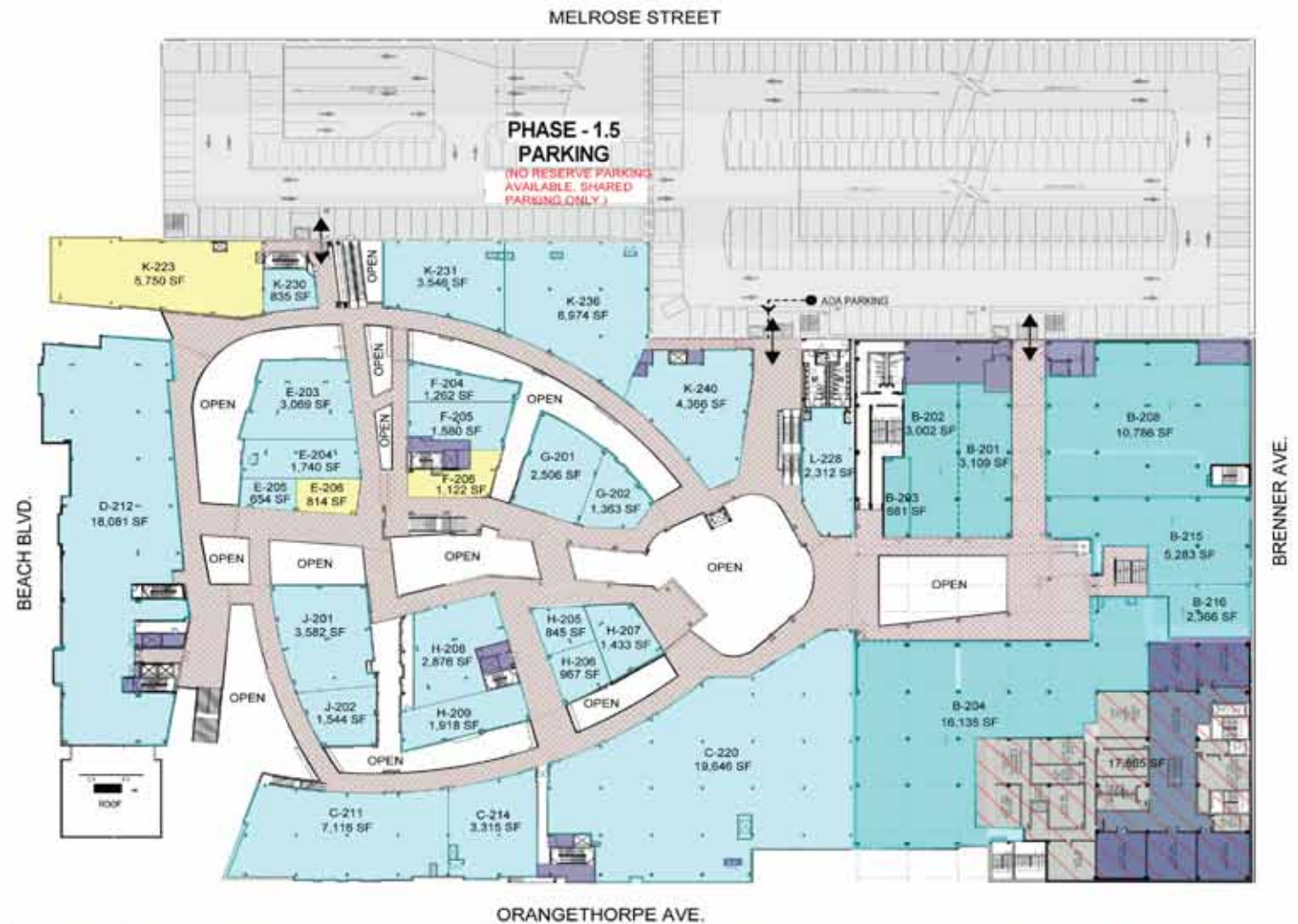


SITE PLAN - FLOOR 2

THESOURCE

	Restaurant
	Retail
	Hotel
	Utility

FOR REFERENCE ONLY USED TO IDENTIFY RESTAURANT & RETAIL LOCATIONS.



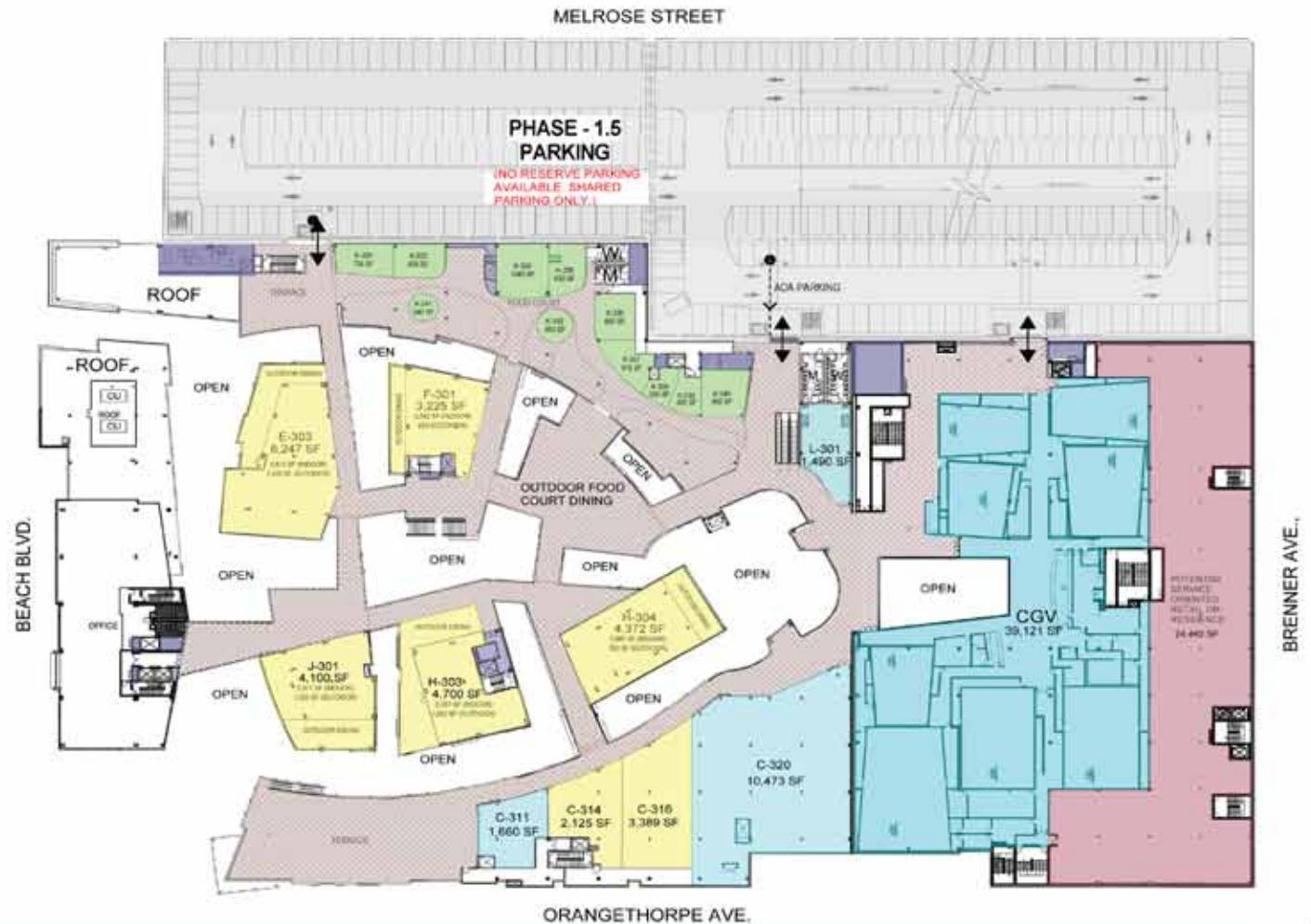
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SITE PLAN - FLOOR 3

THE SOURCE

- Restaurant
- Retail
- Food Court Tenant
- Potential Service Oriented
- Retail or Residence
- Utility

FOR REFERENCE ONLY USED TO IDENTIFY RESTAURANT & RETAIL LOCATIONS.



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