

STC GARDENWALK

400 West Disney Way Anaheim, CA 92802



Disneyland



Anaheim House of Blues

2024 BUSINESS & MARKETING STRATEGIES



Presented by

STC 資產管理
MANAGEMENT

1985

An Accredited Management Organization Company



400 West Disney Way Anaheim, CA 92802

STC Business Strategy



INCREASE VALUE

LANDMARK IN THE MAKING

INNOVATION

CREATE ONE-OF-A-KIND EXPERIENCE



BUSINESS PARTNERSHIP

LOCAL • MUNICIPAL • INTERNATIONAL

INCREASE TRAFFIC

COMMUNITY COLLABORATION • PROMOTE TOURISM



SIGNATUR EVENTS

BRAND LOYALTY • COMMUNITY CONNECTIONS

Disney Entrance





Paradise Garden



Fantasy Garden



Carnival Garden



Upper Sky Level





Lower Sea Level





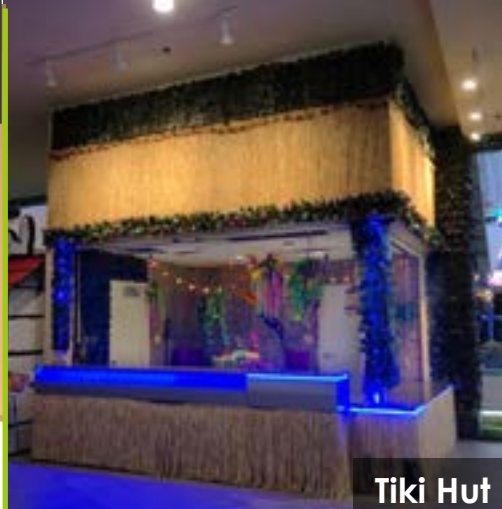
Holiday Decorations



New Features



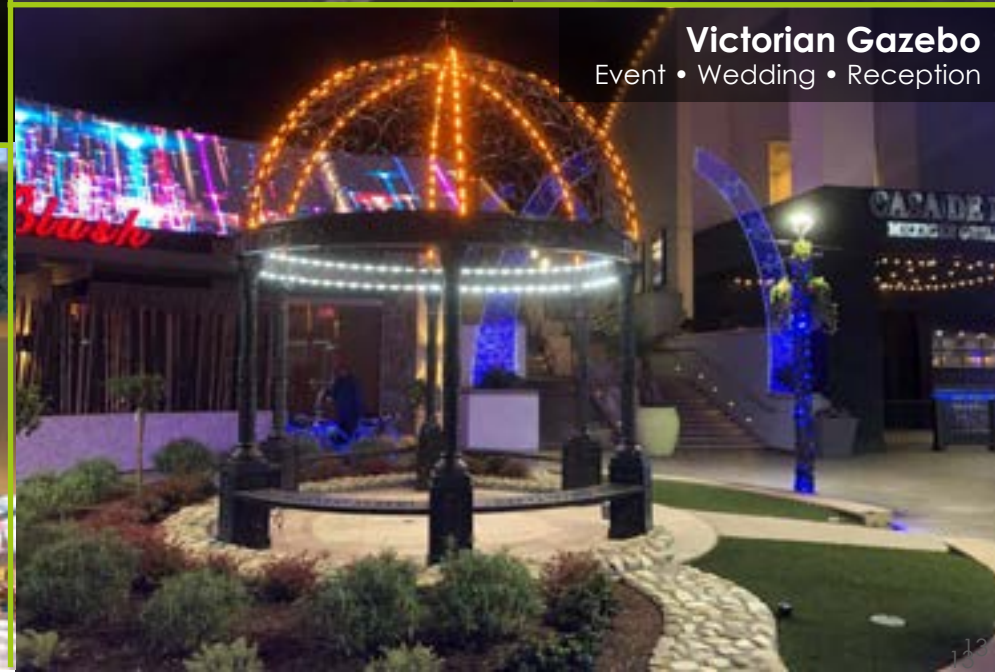
License Plate Recognition System
 Pre-Pay Station



Tiki Hut



High Visibility Large LED Screens



New Features



"Imagination is a powerful thing"
Main Garden Level



"What is your sign?"
Main Garden Level



"Fantasies in the Clouds"
Main Garden Level



Current & Incoming Tenants

Coming Soon

SHOP	SUITE
Pandora at Dara Beauty	113
Dara Beauty	125
Paris Baguette	132
Angry Bird Cafe	133
S. Preston Art + Designs	136
Anaheim House of Jerky	140
Mystical Gifts & Souvenirs	144
Soccer Warehouse	149
Factory Xtreme	137+152
CaseMac Wireless	163
Yiya Formosa Unique Cultural Gifts from Taiwan	448
Argo Pet Gifts & Accessories	162

EATERIES	SUITE
The Cheesecake Factory	100
Bubba Gump Shrimp Co.	101
California Pizza Kitchen	104
Roy's Restaurant	105
McCormick & Schmick's Grille	109
P.F. Chang's China Bistro	120
Gozen Edo Fusion Japanese Fusion	124
AllMyTea Café	129
The Kip Barry's Magic Café	139
King Coffee	142
Gyuzo Japanese BBQ	146
Café Bulba	169
ChaPlus Modern Tea Room	172
La Michoacana Mexican fresh fruity ice cream	184
Poke Garden	188
Casa de Pancho Mexican Grill & Cantina	212
Artist-Row Beer Garden Brewery, Food Kiosk and Art Gallery	302
World of Asia Authentic Delicacies from Asian Countries	303
Fire + Ice Interactive Grill + Bar	315
Johnny Rockets	320
House of Blue Restaurant & Bar	337
Starbucks Coffee	439
Huckleberry Breakfast & Lunch	444
Rakken Ramen	445
OneZO Boba Taiwanese Boba Shop	451
Meet Fresh	462
Jin Tea	466
Boiling Point Taiwanese Hot Soup Specialty	468

FUN	SUITE
Bowlero	85
UFC FIT	94
Kip Barry's Cabaret	141
NeoFuns	143
FIRE Loop VR	151
Meeples Family Board Game Room Entertainment	160
528 Tufting	166
Haunted Museum Horror of the Orient	168
Billy Beez	189
Flightdeck Simulation Center	196
Rumba Room Live	201
Heat Ultra Lounge	214
Mission Escape Games	305
AMC GardenWalk 6	319
House of Blues	337
STC Center Event & Culture Center	401
KPOP Games	200

UFCFIT



Tenant Highlights



Cheesecake Factory
Global Locations: 208



California Pizza Kitchen
Global Locations: 300



Bowlero Lanes
Global Locations: 300



AMC GardenWalk 6
Global Locations: 1,000



Bubba Gump Shrimp Co.
Global Locations: 42



House of Blues
2,200 Seats
11 Large Event Location

UFCFIT

The Ultimate Fighting Championship is an American mixed martial arts promotion company based in Las Vegas, Nevada, which is owned and operated by Endeavor Group Holdings along with Silver Lake Partners, Kohlberg Kravis Roberts and MSD Capital via Zuffa, LLC





DARA BEAUTY | COSPLAY TO YOUR FAVORITE CHARACTORS

PANDORA at DARA BEAUTY | A POPULAR SWEDISH JEWELRY BRAND





**SOUTHERN
COOKIN'**
WITH A
CALIFORNIA TWIST!



CRAB CAKE BENEDICT



STUFFED FRENCH TOAST

OPEN 7AM -3PM DAILY • LOCATED UPPER SKY LEVEL #440

The pictures are for demonstration purposes only



STARBUCKS | BREW FOR THOSE WHO LOVES COFFEE





HEAT ULTRA LOUNGE | LOUNGE AND LIVE ENTERTAINMENT

ANAHEIM HOUSE OF JERKY | JERKY SPECIALIST

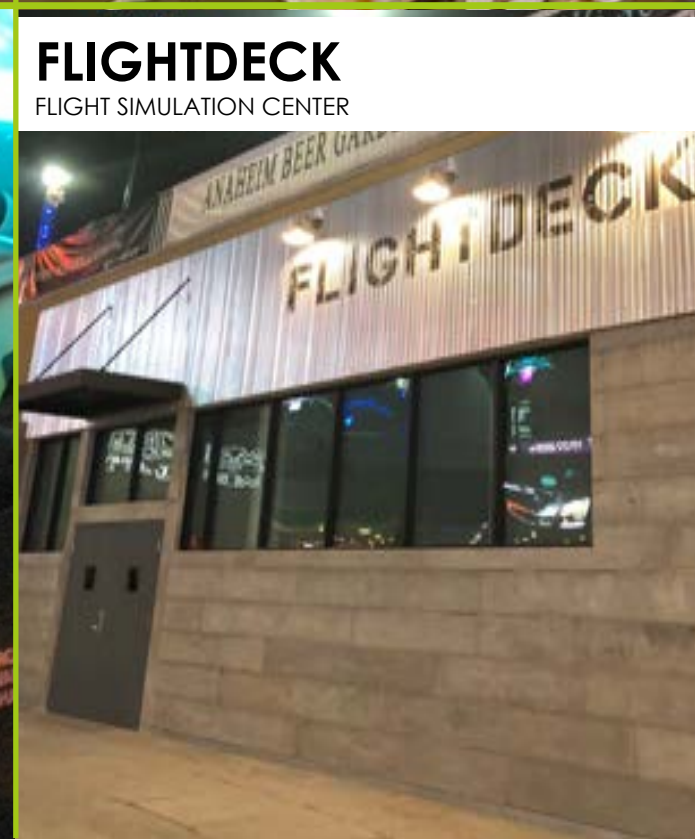




CASA DE PANCHO
MEXICAN CANTINA AND GRILL



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FLIGHTDECK
FLIGHT SIMULATION CENTER



MYSTICAL GIFTS & SOUVENIRS

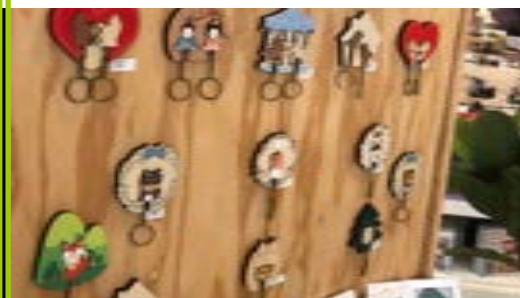
DISNEY GIFTS AT A BARGIN PRICE

KING COFFEE | SPECIAL VIETNAMESE COFFEE



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YIYA FORMOSA | UNIQUE AND CULTURAL GIFTS FROM ASIA





KIP BARRY'S MAGIC CAFE



KIP BARRY'S CABARET & MAGIC ARTS

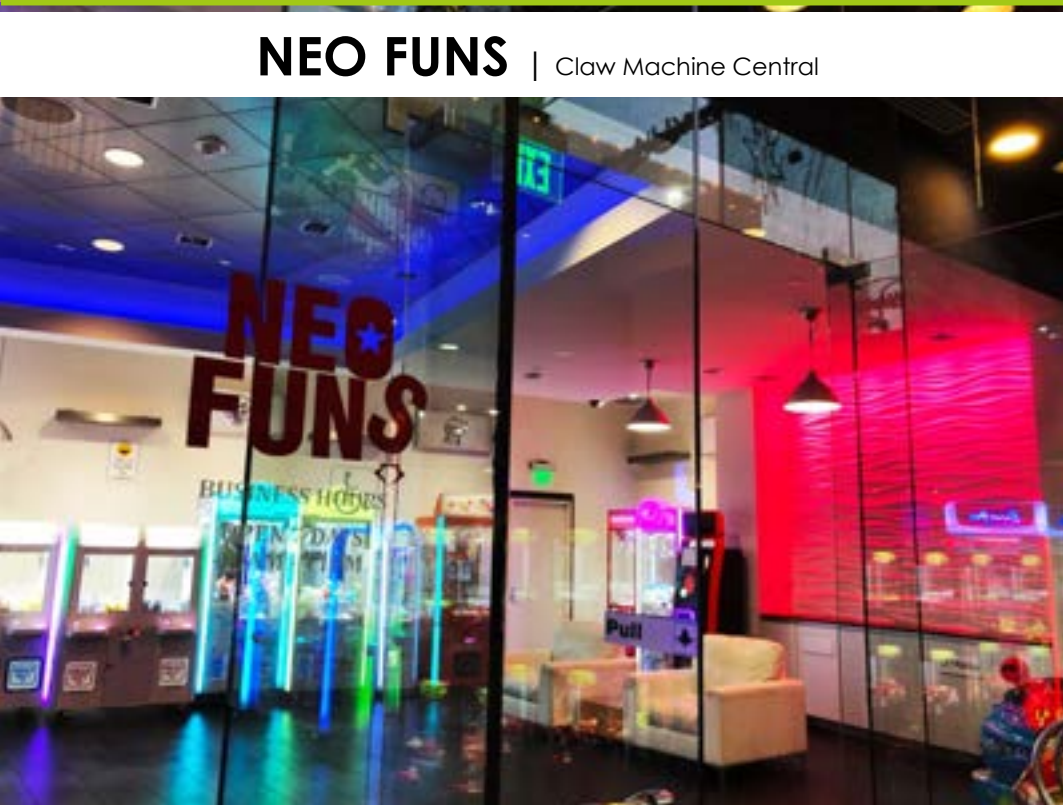




CHAPLUS | HANDMADE DESSERTS DESSERT STOP



ALLMYTEA | SPECIAL HAND BREWED GOURMET TEA & COFFEE



NEO FUNS | Claw Machine Central



LA MICHOACANA | MEXICAN FRESH FRUITY ICE CREAM



RIDE MAKERZ | CUSTOMIZE YOUR ULTIMATE CAR EXPERIENCE

POKE GARDEN | MAKE YOUR OWN POKEBOWL WITH FRESHEST INGREDIENTS



Coming Soon



BOILING POINT | TAIWANESE HOT SOUP SPECIALTY RESTAURANT

RAKKEN RAMEN | HEALTHY AND TASTY JAPANESE RAMEN



Coming Soon



HAUNTED MUSEUM | YEAR-ROUND HAUNTED HOUSE



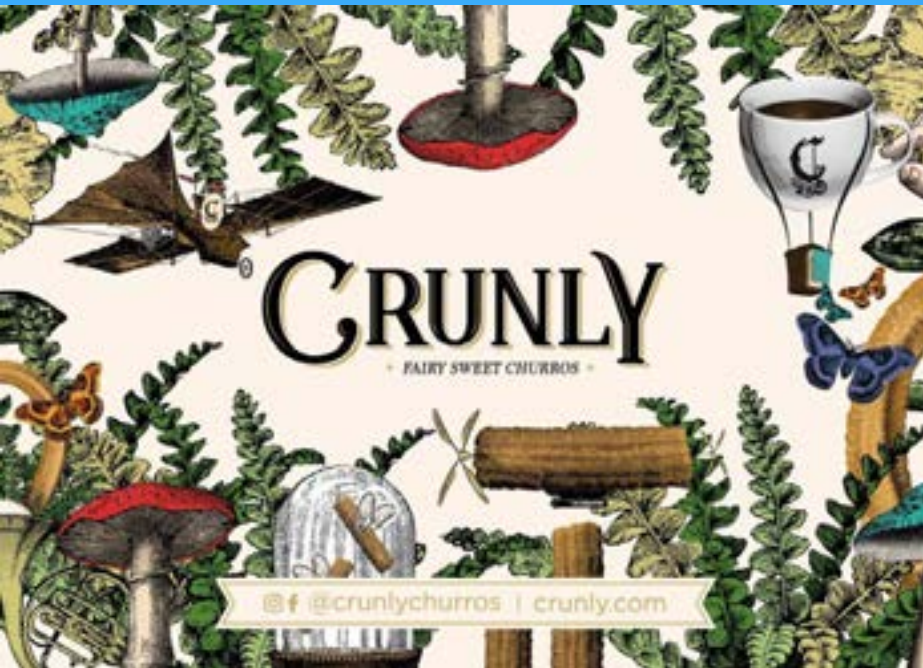
MEET FRESH | TAIWANESE DESSERT

GOZEN EDO FUSION | TAPPANYAKI



The pictures are for demonstration purposes only

Coming Soon



CRUNLY | THE ORIGINAL TASTING OF FAIRIES CHURROS & ICE CREAM CONCEPT



PARIS BAGUETTE | CAFÉ AND BAKERY



Coming Soon

ANAHEIM BEER GARDEN

ARTIST ROW

Artist Row is at its core – an outdoor art gallery, created for and by the local arts community. Located at the heart of Anaheim, CA with the House of Blues, Anaheim Convention Center, and Disneyland all within walking distance – the 20,000 sq/ft venue is a one-of-a-kind entertainment experience.

The open-air venue offers guests: delectable food options from our outdoor food hall, exclusive local beers from the brewery, a place to make memories with family and friends in the beer garden, live music and performances from an outdoor platform stage, and a behind-the-scenes view into the happenings in our recording studio.

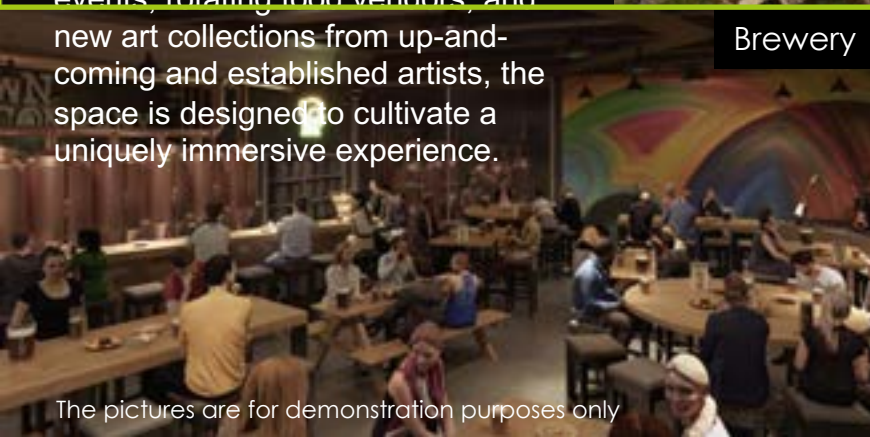
Artist Row promises that no visit will ever be the same. With pop-up events, rotating food vendors, and new art collections from up-and-coming and established artists, the space is designed to cultivate a uniquely immersive experience.



Outdoor Event Space



Recording Studio



Brewery



Food Hall & Art Gallery



Dog Park

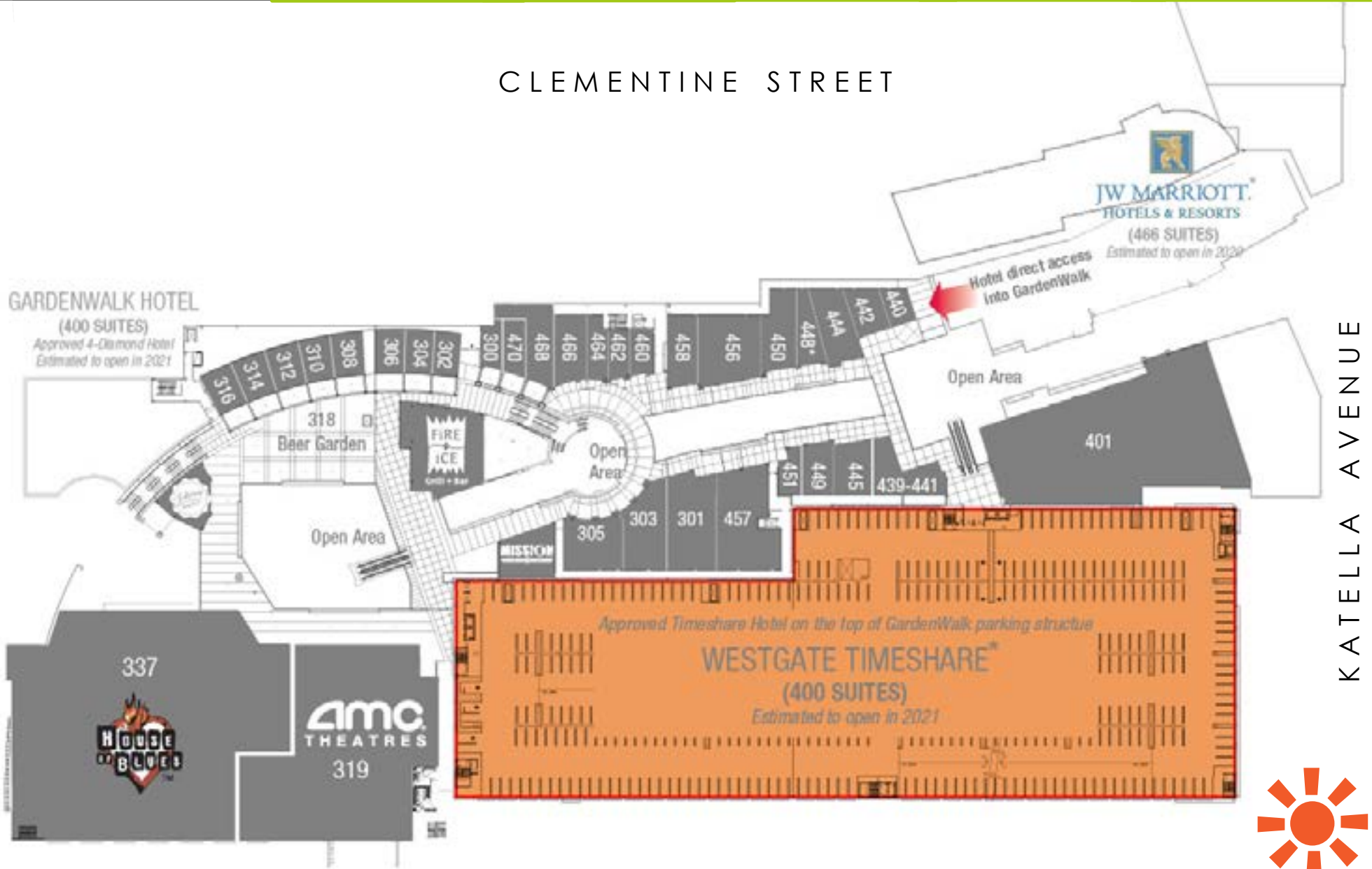


Upper Sky Level



CLEMENTINE STREET

DISNEY WAY

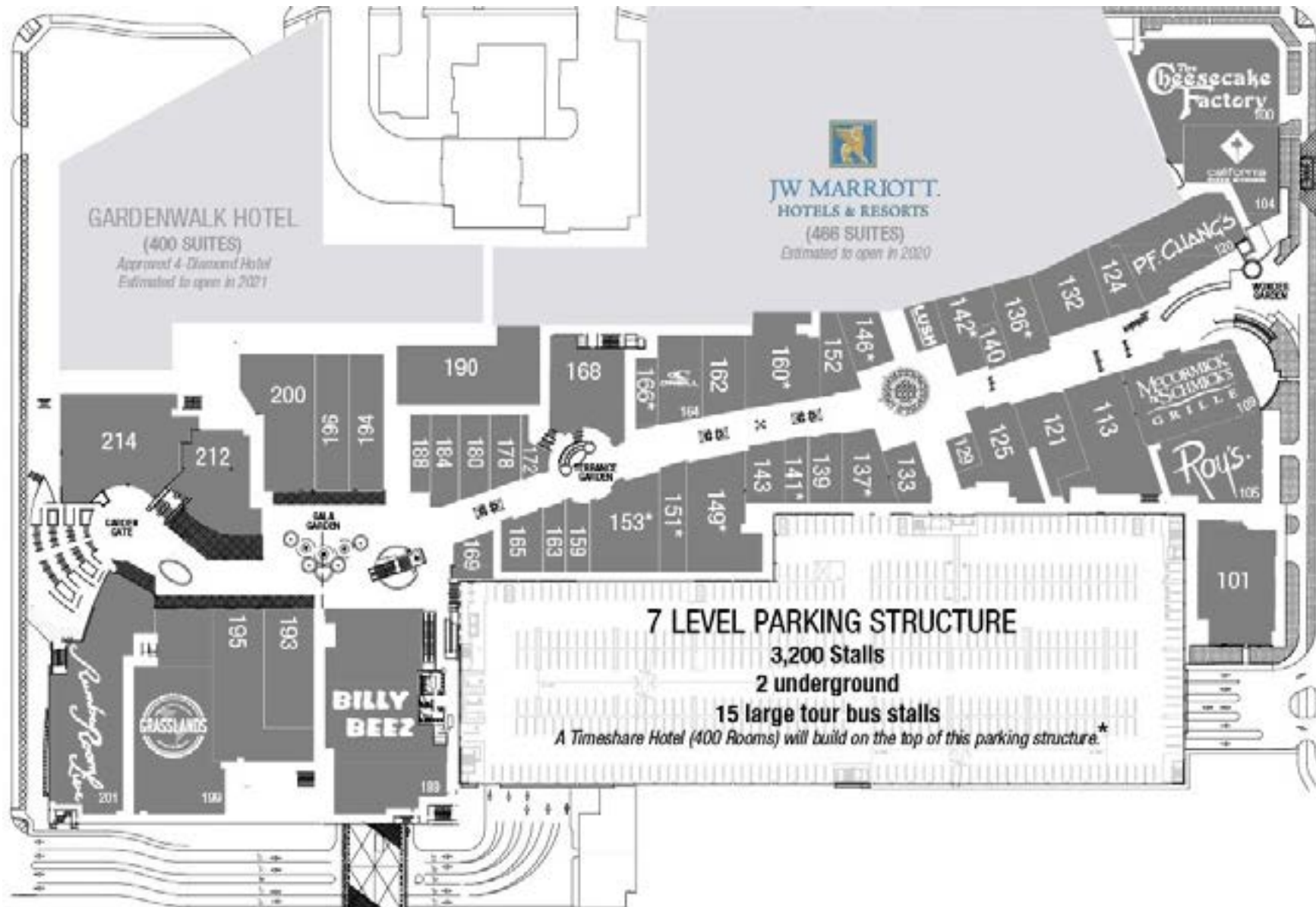


Main Garden Level



CLEMENTINE STREET

DISNEY WAY



UNIVERSITY AVENUE

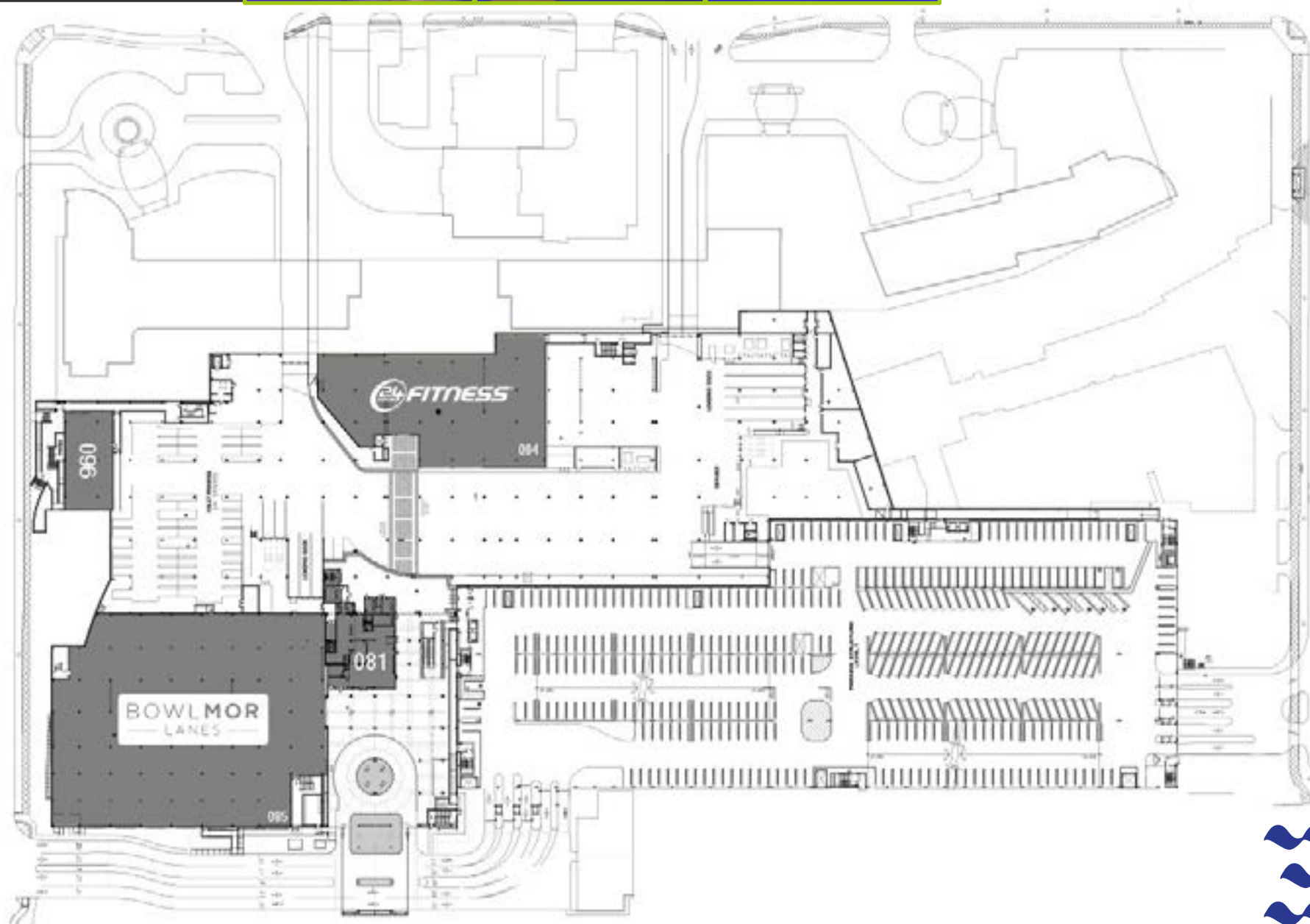


Lower
Sea
Level



CLEMENTINE STREET

DISNEY WAY



KATELLA AVENUE





400 West Disney Way Anaheim, CA 92802

Demographics / Statistics



Property Facts (3 mile radius)

Population: **263,876**

70,051 Households



Median Age: **33.7**

Average Household Income **\$84,054**



14,000 Hotel rooms in close proximity

Population by Ethnicity: **46.2%** White Alone

29% Asian Alone, **59.6%** Hispanic Origin



\$310 M Consumer Spending in 1 mile Radius

64,500 Daily Attendees to Nearby Disneyland Park

45,000 Daily Attendees to Nearby California Adventure



Area Overview

Touris

Anaheim is the 4th Most visited city in US



49 MILLION visitors to Orange County in 2018, 25 MILLION visited Anaheim, breaking records for the sixth straight year in a row.

Orange County welcomed 3 MILLION International Visitors in 2018.

Top contributors include China, Japan, Mexico, Middle East, Canada, Australia, South Korea, United Kingdom, Saudi Arabia, Vietnam and Taiwan

Visitor Spending by Origin, 2016p



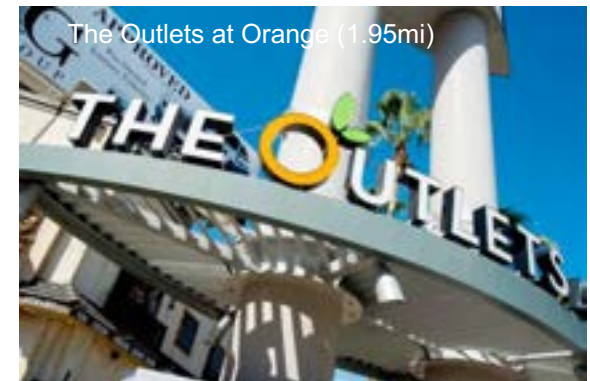
International Visitor Spending
Amounts in Real 2016\$



Visitors spent **\$9 BILLION** in the City of Anaheim
\$332 MILLION on Entertainment
\$247 MILLION on Shopping
\$367 MILLION on Dining

Retail Hub

(distance from GardenWalk)



Anaheim Town Square (2.55 mi)
 Anaheim Plaza (2.71mi)
 Mainplace Mall (3.15 mi)

Area Overview

Hotels in Anaheim

Anaheim Fairfield Inn by Marriott
 Anaheim Marriott Anaheim Marriott Suites
 Anaheim Plaza Hotel & Suites
 Courtyard Anaheim Theme Park Entrance
 Desert Palms Hotel & Suites
 Anaheim Resort
 Disney's Grand Californian Hotel & Spa
 Disney's Paradise Pier Hotel
 Disneyland Hotel
 Embassy Suites by Hilton Anaheim South
 Great Wolf Lodge
 Hilton Anaheim
 Hotel Indigo
 Hyatt House at Anaheim
 Hyatt Place Resort/Convention Center
 Hyatt Regency Orange County
 Grand Legacy at the Park
 Residence Inn at Anaheim Maingate
 Sheraton Park Anaheim Resort
 SpringHill Suites
 Wyndham Anaheim Garden Grove



142 HOTELS

20,383 ROOMS

14,000 rooms are in close proximity to STC GardenWalk

81.8% Occupancy Rate



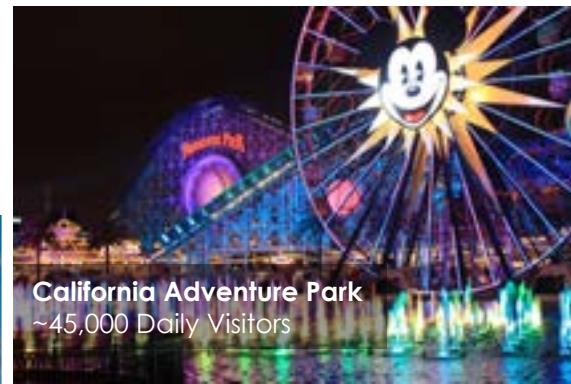
Area Overview

Local Attractions

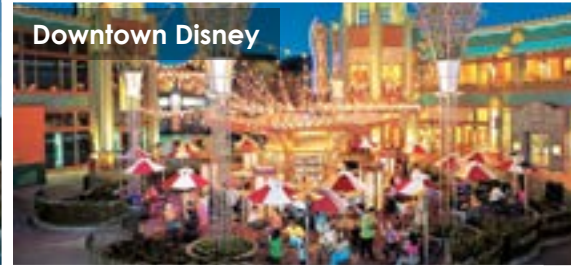


Disney Resort

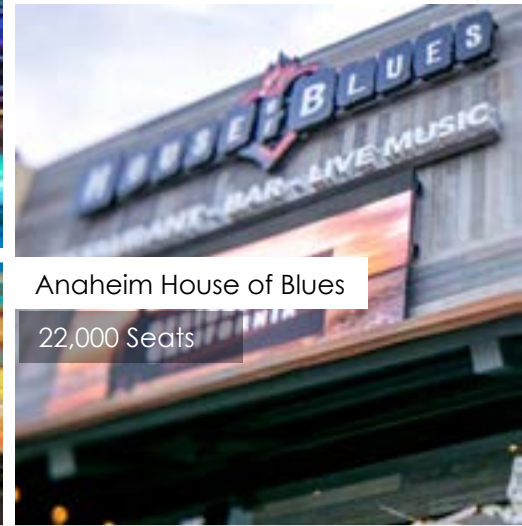
Disneyland Park
~64,500 Daily Visitors
~31,160 Employees



California Adventure Park
~45,000 Daily Visitors



Downtown Disney

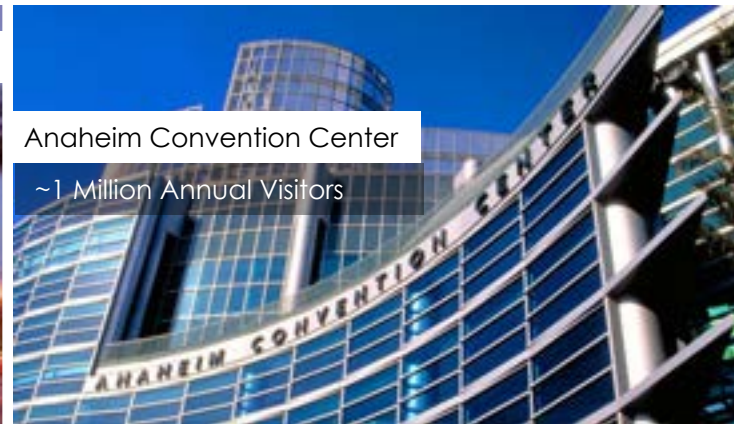


Anaheim House of Blues

22,000 Seats



Anaheim Packing District



Anaheim Convention Center

~1 Million Annual Visitors



Segerstrom Center for the Arts

1,000 Seats



Angel Stadium

~1,139 Employees
45,000 Seats



Honda Center

~18,000 Seats



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Incoming Developments



Anaheim Resort

The City of Anaheim, Disney and the Anaheim/Orange County Visitor and Convention Bureau combined resources to create the 1,100-acre Anaheim Resort District that focuses on the construction of hotels, retail and entertainment-focused uses

Hotel Development

More than 112 hotels with over 22,543 rooms in a 2-mile radius from the property, including Great Wolf Lodge (603 rooms), the largest hotel (in rooms) of any hotel opened in 2016. Over 3,000 rooms have built or in development in this process.

Disney Forward

Disney is launching the Disneyland Forward, a public planning effort with the City of Anaheim to update development approvals to meet the current and future demands in entertainment. With these updated approvals, Disneyland Resort can continue to invest and be an industry leader in bringing first-of-a-kind offerings to Anaheim, which bring more traffics, create new traffic and services in Anaheim.

This project is aim to explore the creation of integrated experiences featuring new theme park attractions, dining, retail, hotel, and more.

ocV!BE

ocV!BE, a \$3 billion, 115-acre, mixed-use community and live entertainment district, is coming to Anaheim. An endeavor of the Samuelli Family (owners of the Ducks), this sustainable and transit-oriented district is scheduled to open in 2024 and be fully completed by the 2028 Olympics when Honda Center hosts indoor volleyball.

The Big A - Angel Stadium Development Project

Agreement was struck for Angels Baseball to play in Anaheim for the next 30 years, for the sale of Angel Stadium of Anaheim and for development of surrounding land. This Angels Stadium redevelopment plan will include almost 1,000 hotel rooms, 466 to 3,105 affordable apartments, 7-acre flagship city park and a commercial retail area.



Potential Consumer Demands

HILTON GARDEN INN ANAHEIM RESORT
(210 ROOMS)

I-5 FREEWAY (±284,487 CPD)

FUTURE DISNEY PARKING EXPANSION
(10,000 STALLS)

ELEMENT BY WESTIN
(174 ROOMS)

PROPOSED 4 DIAMOND HOTEL
(400 ROOMS)

WESTGATE PROPOSED
TIMESHARES
(400 UNITS ON TOP OF
AGW PARKING STRUCTURE)

JW MARRIOTT
(466 ROOMS)

PROPOSED 4 DIAMOND HOTEL
(580 ROOMS)

WYNDHAM GARDEN HOTEL
(105 ROOMS)

KATELLA AVE (±37,000 CPD)

DISNEY FORWARD PROJECT

Neighboring Hotel Developments



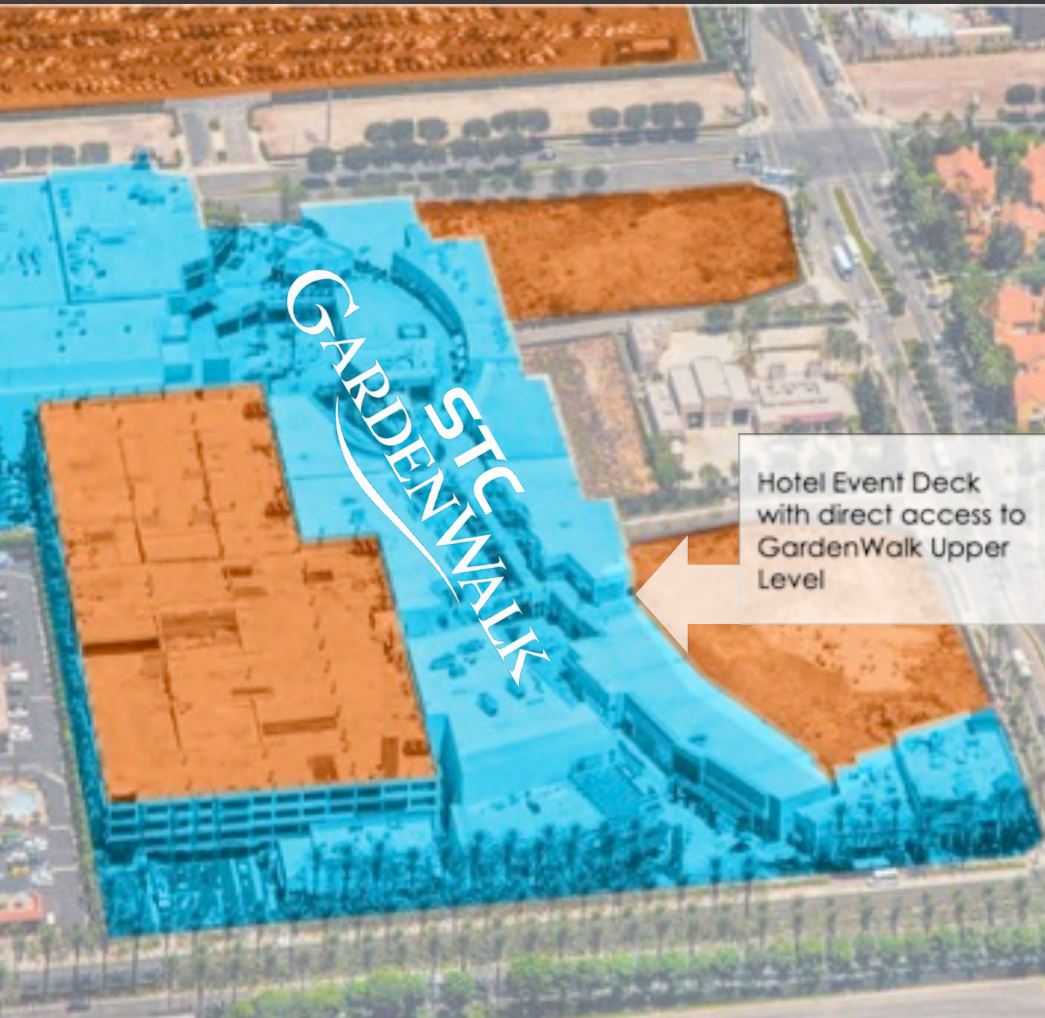


JW MARRIOTT

JW MARRIOTT, ANAHEIM RESORT

1775 South Clementine Street, Anaheim, California 92802 USA

connected to GardenWalk Upper Sky Level





DISNEY WAY



Toy Story Lot

POSSIBLE IMMERSIVE THEME PARK
Could include hotel, retail, dining, and entertainment



The pictures are for demonstration purposes only





Legend

- **Possible Disneyland Park Expansion**
- **Possible Disney California Adventure Park Expansion**

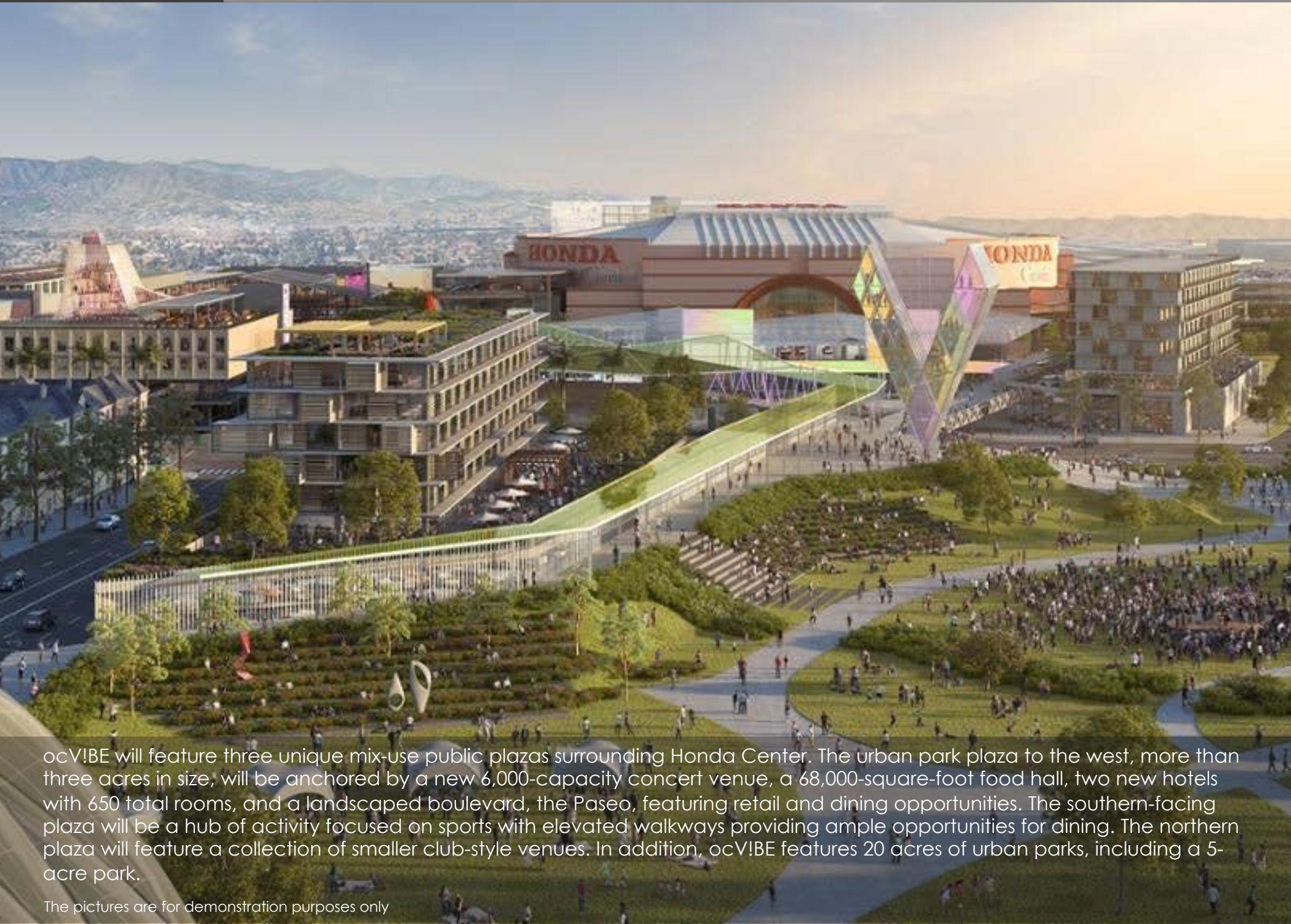
Existing

- **Disneyland Park**
- **Disney California Adventure Park**
- **Downtown Disney District**

Additional Possible Uses

- Theme Park Experience
- Hotel
- Retail, Dining, and Entertainment
- Parking and Transportation Expansion





ocV!BE will feature three unique mix-use public plazas surrounding Honda Center. The urban park plaza to the west, more than three acres in size, will be anchored by a new 6,000-capacity concert venue, a 68,000-square-foot food hall, two new hotels with 650 total rooms, and a landscaped boulevard, the Paseo, featuring retail and dining opportunities. The southern-facing plaza will be a hub of activity focused on sports with elevated walkways providing ample opportunities for dining. The northern plaza will feature a collection of smaller club-style venues. In addition, ocV!BE features 20 acres of urban parks, including a 5-acre park.

The pictures are for demonstration purposes only



DEVELOPMENT PLAN FOR STADIUM SITE WITH OVERVIEW OF PROPOSED DEVELOPMENT AND LAND USES

Stadium: renovation of existing stadium or building of a new stadium of up to 45,000 seats

Housing: 5,175 apartments and condominiums; 777 affordable apartments throughout

Office: 2.7 million square feet

Commercial: 1.75 million square feet of retail, restaurants, hotels

Hotels: 943 rooms

Parks: 7-acre flagship city park, plus 5.2 acres of city-required community park space, 11 acres of flexible open space



In 1996, the property surrounding Angel Stadium, including The Grove of Anaheim, was approved and slated to potentially become a new major economic development anchor for Anaheim.

As part of the City's overall Platinum Triangle Plan, a new additional stadium, hotel, exhibit halls, as well as residential, entertainment, retail and office spaces were approved for the property but never realized due to the lease restrictions.

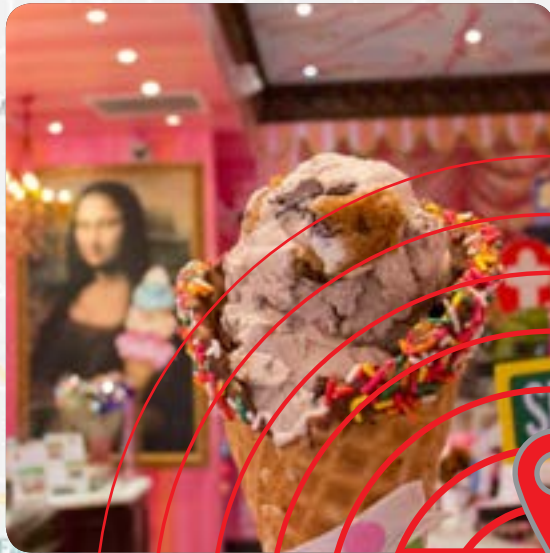
Now, the Stadium Development Plan will move towards the long anticipated economic and employment potential of the property decades earlier than possible, and at a time when the City needs it most. The property that was once defined by blacktop will become a one-of-a-kind, transit-oriented community for the future.

INCREASE VALUE

LANDMARK IN THE MAKING | DECREASE COMMON AREA EXPENSE

EAT DRINK

Theme Restaurants
Crafted Coffee
Dessert Shops
Beer Garden
Confectionery Shop!



STC
GARDENWALK

FEEL GOOD VIBES

Greenery Installments
Security on Wheels
Friendly Amenities
Instagram Hot Spots
Novelty Vending Machine
Visibility Improvements
Community Fun Center
Outdoor Concerts and Events



FUN ENTERTAINMENT

VR Rides and games
Music Livehouse
Movie Theater and Family Bowling
IG Spots Here
Museum and Gallery
GardenWalk Live
Night-Outing Fun!



BUY SHOP

Brand Names
Specialty Shops
Craft Shops
Unique Gifts
World of Asia
Experience Store



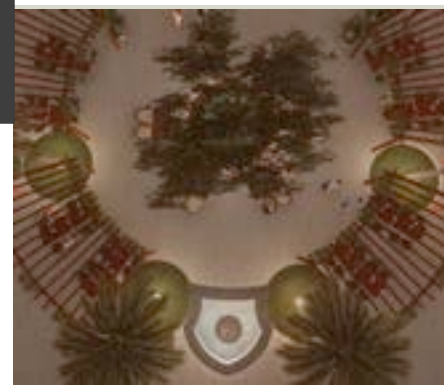


Confectionery Shops



Specialty Crafted Drink Shops





Oasis Gardens at GardenWalk

The courtyard and the fountains will be turned into an atmospheric and inviting rest area.



Craft and Cultural Creative Arts Gallery

The cultural and creative talents of our community create a welcoming environment and the potential to bring vast amounts of traffic. Individual creativity, skills, talents, and the development and use of intellectual property are key to promote local and international artists. We aim to bring craft arts, painting galleries, gift shops and displays, and much more to promote the importance of culture in our community.



Family Fun Center & Exhibit Hall

We will install an indoor family fun center where locals and visitors can relax and enjoy. The open area can be utilized as a multifunction hall for exhibitions and much more!



Have You Checked-In Yet?

We will install multiple secret, intriguing, culturally related and uniquely GardenWalk check-in spots. People will want to make the special visit to find them all and make their trip more memorable.



Indoor Adventure Rides
RC Racing
Robot Battle Arena
Laser Tag Maze
Futuristic Exhibits
Roller Blade Skate Rink
and much more possibilities..

Future GardenWalk Renovation Plans



INCREASE TRAFFIC

COMMUNITY / BUSINESS COLLABORATION | INCENTIVIZED TOURISM



Collaborating with Asian travel agencies and Asian media to consistently bring in high net worth Asian tourists and local consumers to patronize Garden Walk. We have accomplished this at many of our other retail centers in which we were able to strategically bring targeted consumers to a particular location to enhance tenants' businesses through various creative community events and activities.

Promotion for more Asian tourist traffic

Work closely with Asian media, social media communities and travel agencies and make GardenWalk a must stop destination for local and abroad visitors.



In 2017, 49.5 million visited Orange County. Top International Sales Sources includes China, Japan, South Korea, Vietnam and Taiwan

--Annual Report, Orange County Visitors Association

Asian Media Channels



Asian Travel Agencies



ESTABLISH SIGNATURE EVENTS

BRAND LOYALTY | COMMUNITY CONNECTION

STC Management has a rich experience in drawing on the community traffic with seasonal events and activities!

We will partner up with Disney to promote and market this location and work closely with top management at Disney Entertainment Division. STC Foundation has provided annual signature event of Mulan Procession to Disney for years and has established trust and respect to help each other with community outreach and collaboration.



Winter Wonderland

Rowland Heights, CA



Annual Lunar New Year

Mulan Procession at Disney



Signature Events will deepen the impression and accrue traffic from the local and international community.



Annual Countdown

Rowland Heights, CA

"Let it Snow" in Anaheim



COMMUNITY CONNECTIONS



COMMUNITY CONNECTIONS



COMMUNITY CONNECTIONS



YEAR-ROUND COMMUNITY EVENTS

1st New Year
COUNTDOWN
@ STC GardenWalk



- Celebrating Lunar New Year
- Year-Round Themed Pop-Up Shop events
e.g. Little Haunted Shops, Halloween Madness
- Community Performances
e.g. Dance Around the World, Trombone Christmas
- Food Tasting Events
e.g. Taste of Anaheim, the Culinary and Cocktail Clash, Taste of GardenWalk.
- Sports Events
e.g. SummerFest Series @ GardenWalk
- Cultural Presentations
e.g. MultiCultural Festival @ GardenWalk
- Special Tributes
e.g. Salute to Our Heroes
- Seasonal Events
e.g. Winter Wonderland @ GardenWalk, New Year Countdown @ GardeWalk



PARTNERSHIP WITH LOCAL BUSINESSES AND COMMUNITY GROUPS

LOCAL | MUNICIPAL | INTERNATIONAL

Partner up with local business communities and governments to facilitate business establishments at Garden Walk. With connections to the Commissioner for LA County Assessment Appeal Board and Board Member for various chambers of commerce, we are able to bring people together to solve problems. We have partnered up with Federal, State and local government agencies to provide invaluable resources and networking opportunities to hundreds and thousands of businesses in Southern California.



Asian Business Seminar is a collaboration between local business groups, non-profit groups and government agencies, aims to bring updated regulatory and market information to small business owners in San Gabriel Valley.



STC recognize the importance of supporting our community groups, and sponsored the winner of Holiday Lights Contest in the "Best show in the neighborhood" category.



STC joined effort with Anaheim Mayor Harry Sidhu to create an opportunity for the Mayor to meet his constituents to talk about an important topic about the city.

RECOGNITION AND AWARDS



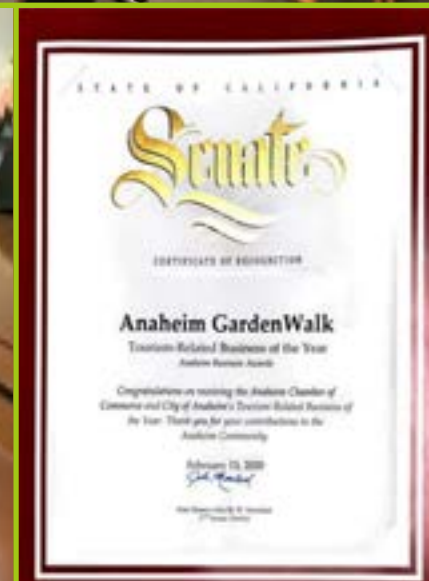
Most Effective Property Management Program Gold Award



Business Commercial Holiday Lights Contest Award



Anaheim Business Award in the Tourist-Related Businesses



Art in Public Place Recognition



STC GARDENWALK

400 West Disney Way Anaheim, CA 92802

The Future



ABOUT STC MANAGEMENT

We are a group of dedicated, experienced, and motivated real estate professionals who pride in developing long-term partnerships with our clients. We treat our clients' real estate investments as our own and make every effort to provide optimal yield in our management portfolio's bottom line. We continuously develop our expertise with continuing education and professional accreditation, and we diligently adhere to the highest level of professional conducts at all times. As such, we have been able to create and sustain long-term, successful relationships with our vendors, tenants, and clients.

STC MANAGEMENT is incorporated under Sung Tien Corporation, which was established in May 1985. STC, also known as "Sung Tien Collaboration", aims to bring people together in synergistic ways so that the whole is the much more than the sum of its parts. "Sung Tien" is a Chinese saying for following the heavens. We believe that doing good naturally brings good outcomes, and through the process, we can have a positive impact on those around us.

Our expertise and people-oriented philosophy have proven to be key in successfully connecting members of our community so that each can benefit from the others and ultimately promote the well-being of everyone.

John Hsu, MBA, CCIM, CPM
STC MANAGEMENT, CEO



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國際認證資產管理機構
ACCREDITED MANAGEMENT ORGANIZATION



國際註冊商業地產投資師
CERTIFIED COMMERCIAL INVESTMENT MEMBER



國際註冊認證資產管理師
CERTIFIED PROPERTY MANAGER



商業地產協會成員
COMMERCIAL REALTOR



國際購物中心理事會
INTERNATIONAL COUNCIL OF SHOPPING CENTERS

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