

REAL ESTATE CHALLENGE

CHAPMAN UNIVERSITY Argyros College of Business and Economics

-VS- UCI Paul Merage School of Business Center for Real Estate

NAIOP SoCal Orange County Real Estate Challenge to be Held April 17: Challenge Site Revealed

Santa Ana, CA (March 12, 2025) – The 4th Annual NAIOP SoCal Orange County Real Estate Challenge between graduate student teams from the Chapman University Argyros College of Business & Economics (Chapman) and the University of California, Irvine Paul Merage School of Business Center for Real Estate (UCI) will take place on Thursday, April 17. On that night, teams will compete for the coveted Orange Cup.

Each university's five-member student team will compete head-to-head in a real estate challenge to determine the highest and best use for a more than 37-acre site that includes the reimagination of the Santa Ana Civic Center and Santa Ana Stadium in the heart of Santa Ana. The winning team must accrue the most points during written and oral presentations to an esteemed panel of local commercial real estate industry leaders as well as a live audience. The City of Santa Ana is serving as the Project Site Sponsor for the competition.

The 2025 challenge site includes federal, state, county, and city agency buildings, including the Santa Ana City Hall, OC Civic Center, Central Justice Center, Santa Ana Main Library, and the stadium. While portions of the site are actively in use, there is a need to reimagine the Civic Center and Stadium location to better connect it to the growing vibrancy of downtown Santa Ana and better serve the City, County, and State employees who occupy the facilities. In addition, the City desires to attract competitive sports, entertainment, and revenue-generating attractions by either relocating and reconstructing the stadium within the Project site or modernizing the amenities and increasing the seating capacity of the stadium. The City of Santa Ana seeks a redevelopment plan to revitalize this site, incorporating and appropriately consolidating existing uses for continued functionality and introducing new uses offering benefits and vibrancy to the community.

"This year's site offers a thought-provoking challenge for the students due to its breadth and complexity. Once again, the NAIOP SoCal challenge will be an excellent showcase for the student teams as they work through the site to develop each of their presentations," said David Salisbury, NAIOP SoCal OC Real Estate Challenge Co-Chair.

"We're excited to sponsor this student design competition to reimagine our civic center! This is a great opportunity to support the next generation of designers and bring fresh, innovative ideas to update a vital community space that will serve our residents and residents of the county for years to come," said Alvaro Nuñez, City Manager, City of Santa Ana.

"The reimagination of the Santa Ana's Civic Center is a once-in-a-generation challenge to reshape the County's seat," said NAIOP SoCal CEO Tim Jemal. "NAIOP SoCal continues to support the future of the industry. We are honored to create a platform to elevate the next generation and work closely with our two premier local universities."

The challenge event begins at 5:00 pm on the UCI campus. Sponsorship opportunities are still available, and tickets can be [purchased here](#).

About NAIOP SoCal: With over 1,300 members, NAIOP SoCal is the leading association representing commercial real estate in Southern California. Our mission is to provide advocacy, education, and networking opportunities that support the industry's growth and success. With a focus on innovation and leadership, NAIOP SoCal is dedicated to shaping the future of commercial real estate in the region. Learn more at www.naiopsocal.org.



(UCI Student Team)



(Chapman University Student Team)



(Student teams, city of Santa Ana representatives, NAIOP SoCal staff and committee members.)

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