



City of Huntington Beach

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Businesses Ride the Wave of Success in Huntington Beach



Equipped with an educated and highly-skilled workforce, the opportunity to achieve unlimited growth in a supportive business climate (and certainly not forgetting nearly year-round sunshine), Huntington Beach is one of Orange County's top destinations for the business community.

From its early industrial days, to steadily increasing growth in manufacturing, healthcare, professional, and retail sectors in modern times, iconic "Surf City USA®" continues to be a place in which businesses of all types thrive.

Huntington Beach offers close proximity to freeways, airports and ports; diversity of available space; residents in high-income brackets; a clean and safe community; outstanding public services and reliable infrastructure; range of available housing choices; and top quality schools, to name but a handful of amenities and benefits that attract businesses and employees who enjoy a quality of life that can only be found in Orange County's fourth-largest city.

"Having grown up in my hometown of Huntington Beach, I've seen positive change, growth and development. More than 100 years ago, people flocked from all over the country to set up businesses in the seaside town," says Mayor Jill Hardy. "From the early booming oil industry, to today's aerospace leader Boeing, multiple surf and active wear retailers and hundreds of small to large businesses, Huntington Beach continues to attract and help local businesses achieve their goals."



Economic Development Strategy

Businesses in Huntington Beach enjoy a solid partnership with a City that demonstrates its commitment to serving its businesses in the most effective way possible. In 2014, the City completed development of a new Economic Development Strategic Plan. The Plan was created with significant input from local stakeholders that own and operate businesses in the community, enabling the City to craft and implement a practical strategy that truly reflects the current needs of local businesses. This information has enabled Huntington Beach to effectively target locations, programs, policies, and opportunities that address what is needed by existing businesses, and take action to attract new businesses to Huntington Beach. For a more detailed look at the City's Economic Development Strategic Plan, see "A Roadmap for the Future of Business in Huntington Beach" also featured in this special section.

Business Advocacy

"We take business seriously. We can't bring in business or encourage expansions if we aren't able to provide them with the support they need," says City Manager Fred Wilson, who has seen significant success and growth in local business since arriving in Huntington Beach in 2008.

"From the early booming oil industry, to today's aerospace leader Boeing, multiple surf and active wear retailers and hundreds of small to large businesses, Huntington Beach continues to attract and help local businesses achieve their goals."

- Mayor Jill Hardy

To demonstrate its commitment to making Huntington Beach a thriving and successful business climate, the City created the Office of Business Development in 2012. The Office, or OBD, is charged with keeping its focus on providing direct support to the business community, and to add value to choosing or remaining in Huntington Beach. OBD operates on the principle that no two businesses are alike; that a one-size-fits-all approach works for some,



but, more often than not, more attention to detail is required to get a business up and running as soon as possible. OBD provides the assistance of a dedicated staff member to businesses in need of guidance when navigating the often overwhelming task of starting, expanding or relocating a business. OBD connects businesses to resources both inside and outside of the organization, including assistance with the development process, financing options, networking, professional development, and various support services.

The City's overall commitment to open communication is enhanced by some of the services the City provides in the location or development process. Representatives from key departments work together as the Development Assistance Team to provide input that assists businesses in their location or expansion projects, both before and after submission of an application. The entire team reviews information in advance, and meets weekly to discuss projects, inviting the applicant, and often their architect or other members of their team, to join the meeting to receive comments. Time and time again, the City has heard that this process saved both time and money, and helped avoid surprises along the way to completing a project.

Similarly, department executives serve as the Development Services Team to collaboratively review department projects on an internal level in an effort to identify opportunities for improvement or solutions to potential issues. The City's Planning & Building Department also offers Second Opinion Services, providing the opportunity to obtain clarification or additional confirmation regarding zoning matters when needed.



Of course, one of the first steps and most critical decisions in establishing or expanding a business is finding just the right location. For those seeking the perfect location, Huntington Beach offers free, 24-hour access to hundreds of up-to-date listings, as well as valuable data, including maps and detailed demographics through Surf City Locator. This site, which can be accessed through the City's website on its business page, or directly at www.surfcitylocator.com, helps paint an accurate picture of what Huntington Beach has to offer. See the sidebar article entitled "Free Property Listings and Demographics Save Time and Money for Businesses," for a deeper look into what Surf City Locator can do to make a search for the perfect HB site an easy and productive one.

“We take business seriously. We can’t bring in business or encourage expansions if we aren’t able to provide them with the support they need.”
- City Manager Fred Wilson

Profitability through Sustainability

The City’s commitment to the concept of sustainability is more than just words on a page. Sustainability transcends environmental concerns; a sustainable community is one that sees economic development and sustainability as two sides of the same coin. Without a resilient business community the City would not be sustainable. After all, the definition of sustainability is the capacity to endure. The City continues to invest in a cleaner Earth and in helping businesses integrate their environmental responsibility into their operations in a manner that is sustainable as well as profitable. Qualifying businesses in Huntington Beach will soon have the opportunity to be recognized through our Sustainable Business Certification Program. The City is also leading the effort to become a Recycling Market Development Zone (RMDZ) and is awaiting final State approval. Both of these programs will create a vast array of new opportunities that will benefit our local business community. These benefits include technical and financial assistance and incentives, which will help to increase profitability and efficiency while helping the planet a little bit at a time. There is a bright future ahead, and the City will continue to seek opportunities that keep its businesses “in the green.”

Tourism and Business as One

No mention of Huntington Beach would be complete without the contribution that the tourism industry has made to the community. Huntington Beach was named “Best Beach in America” by the editors of *Time, Inc.* and voted the “Best Beach in California” by the readers of *USA Today* in 2015, a formidable testament to the quality lifestyle, beauty and growing allure for businesses in search of a unique location.



The Surf City USA® brand and travel and tourism industry are powerful economic engines for the City, supplying 4,500 jobs, and attracting millions of international customers. More than a half-million visitors spend the night each year in Huntington Beach’s expanding collection of hotels and resorts, from budget to four-star luxury properties. There are currently 1,900 rooms in town, and the three hotels currently under construction will increase that to more than 2,400 rooms within the next 18 months. Taxes generated from hotel visitors generate millions in tax revenues used to maintain and improve the cleanliness and safety of the community. Visit Huntington Beach, the City’s tourism and visitors bureau, estimates that tourism had \$12 million in economic impact in 2014 alone.

“There is nowhere more dynamic and compelling to do business right now than Huntington Beach. Board shorts, bikinis and business suits coexisting in perfect harmony on our streets is the perfect reflection of our City continuing to make sustainable, successful decisions to continue to grow and enhance the always eternal ‘surf city’ culture that is Huntington Beach. Our resort, our company, and certainly me personally, could not be more honored and excited to be a part of this community.”

- Scott Blakeslee, General Manager Paséa Hotel & Spa



HB Onscreen

The picturesque setting and diversity of locations has certainly played a part in attracting the film community to Huntington Beach for many years; however, it is the support and efficiency of the approval process and the ease of filming in the community which brings them back time and time again.

Since July 2015, 20th Century Fox has chosen Huntington Beach as the setting of its smash hit fall drama, “Rosewood.” Various recognizable locations around the City – the beach and City Hall most often - are featured in several episodes that have aired this season, with several more to come. The Huntington Beach Pier also played host to an exciting and intricate stunt shoot for the FX Network’s “It’s Always Sunny in Philadelphia” earlier this summer. Other productions include Rizzoli & Isles, Master Chef, Shark Tank, Dexter, 90210, Storage Wars, Austin & Ally, Graceland, and as well as scores of films, television commercials, music videos, and reality programs.

The City will soon further increase its efficiency and service to the production community with a cloud-based online permitting process, and has been creative and proactive in developing solutions to assist ongoing productions, as well as encouraging support of local businesses by productions occurring in Huntington Beach.

Moving Toward the Future

It’s no secret that businesses create jobs; that cities benefit from increases in property, sales and transient occupancy taxes; and that a diverse base of businesses provide valuable products and services locally, and, in some cases, to the nation and the world. Huntington Beach has placed a clear focus on making this community an outstanding place in which to do business, and there is much more to come: additional support and services for business; infrastructure improvements; increases in tourism; continuing dialogue with the community; and a commitment to making Huntington Beach a place that is a top choice for every business.





A Roadmap for the Future of Business in Huntington Beach

*I*s the idea of a Surf City address enough to attract business to Huntington Beach? For some, that might be enough. However, it's no surprise that businesses have varying needs, and successful communities know that serving the business community requires a far more comprehensive approach.

"It would be nice to say 'if you build it, they will come,' but, plain and simple, it takes a whole lot more than that to attract and retain businesses and to plan for the future," says Kellee Fritzal, Deputy Director of Business Development for the City of Huntington Beach.

The "whole lot more" to which Fritzal refers is the reason behind the Huntington Beach Economic Development Strategic Plan, prepared and adopted in by the City in 2014. The purpose of the Plan is to set a clear vision for the future and develop goals, policies and recommended actions that will set the framework for short-, mid-, and long-term economic decisions. It is the roadmap by which the City is taking direction to try and meet the needs of businesses, encourage local job creation and create a diverse business base citywide. The City's primary goal in creating the Plan was to obtain a true understanding of what the needed to be done to take Huntington Beach into the future – whether that future is now, or through the next 10 years. The basis of the Plan is a comprehensive economic analysis of Huntington Beach, along with in-depth interviews with a broad range of residents, business and development leaders, and nonprofit businesses and professional organizations.

The City hired an outside firm to guide development of the Economic Development Strategic Plan, and to encourage more candid, open dialogue that would produce real results. "We wanted to ensure whatever we created was meaningful, specific and measurable," said Fritzal. "We felt that bringing in neutral parties to assist would encourage the kind of dialogue that would make this process a success because the businesses would perhaps have some skin in the game and know that we listened and understood."

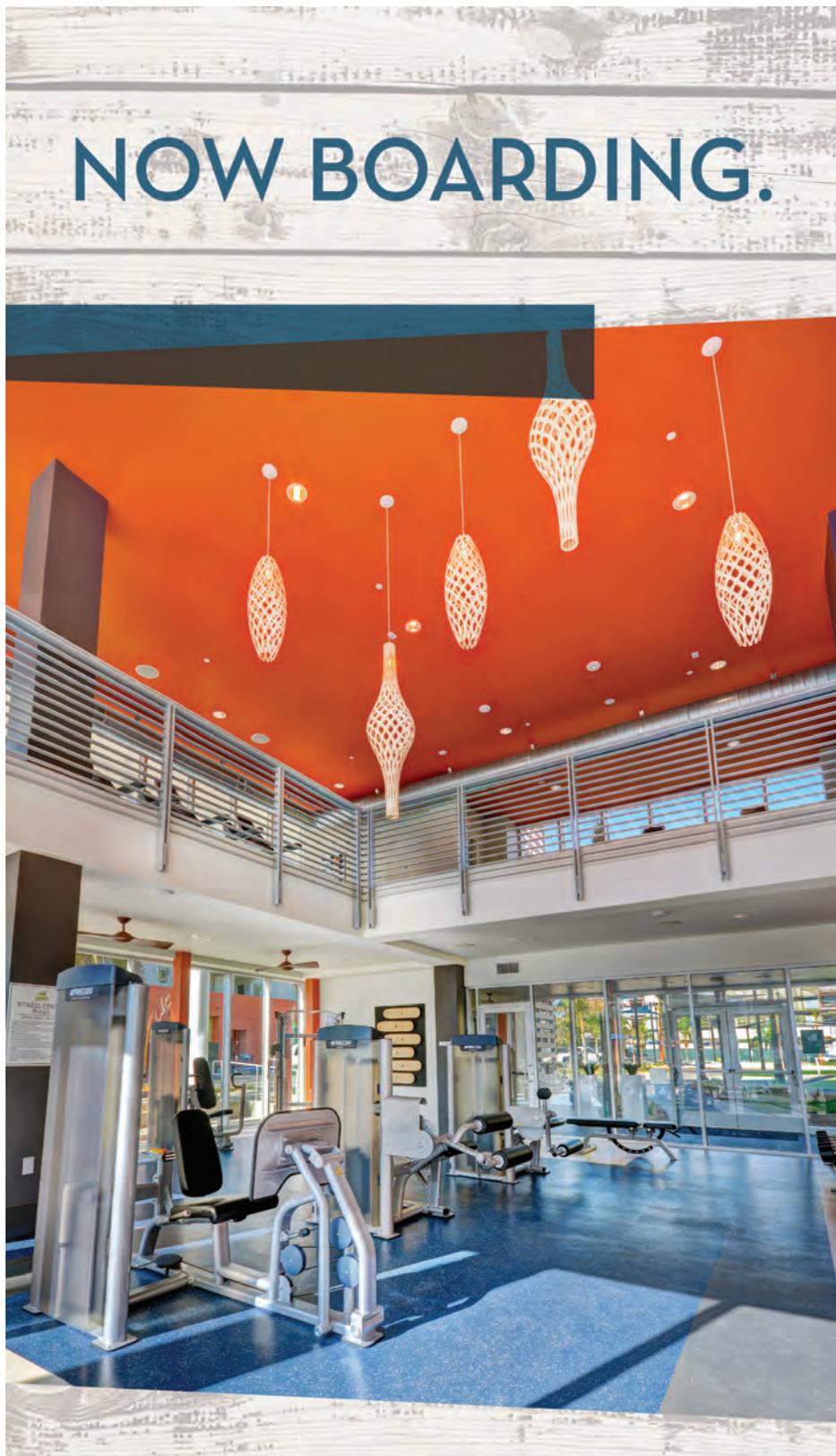
"We made the strategic move to this Huntington Beach facility because of the central location, convenient access to freeways and most importantly the space to accommodate the best facilities for our employees and products. Here we've been able to better service the breweries we represent... while being located in a vibrant community that is relevant to our employees, suppliers, customers and culture."

- Mike Vaca, Vice President of Operations, Reyes Beverage Group/Harbor Distributing (Relocated to Huntington Beach in 2015)

Huntington Beach is using the Strategic Plan to capitalize on the City's strengths – like its visitor and tourism sector – and to identify opportunities to diversify the economy and create jobs. The City hopes to use the Plan to aid it in expanding the technology manufacturing and technology services sectors. It also intends to identify focus areas so that the City can plan and prioritize its capital investments to support the needs of businesses already in place, encourage expansion, and to attract new firms to locate in Huntington Beach.

Each year, the City will look at the Plan, and check in with itself to see what progress has been made, and what the next year will look like. "By no means is this a static document that will land on a shelf somewhere. The annual implementation plan will keep us focused, and demonstrate that we believe in our City, and are committed to making it a great place for business," says Fritzal.

To read the City's Economic Development Strategic Plan, visit www.huntingtonbeachca.gov/government/departments/ed/economic-development-strategy/



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Our dedicated Business Development Team is here as your advocate to help you get down to business. Huntington Beach is within minutes of major freeways, and within an hour's reach of international airports, the ports of Los Angeles and Long Beach, and major rail lines. Locating here provides access to our educated and talented workforce, diverse housing options, a safe and beautiful environment, excellent schools, and a variety of amenities that add value to making Surf City USA® home to your business. Give us a call. We can't wait to welcome you.



For more information, please contact:
Huntington Beach Office of Business Development
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Visit our free online commercial property listings at: **surfcitylocator.com**

Learn more about the City and its services at: **huntingtonbeachca.gov**

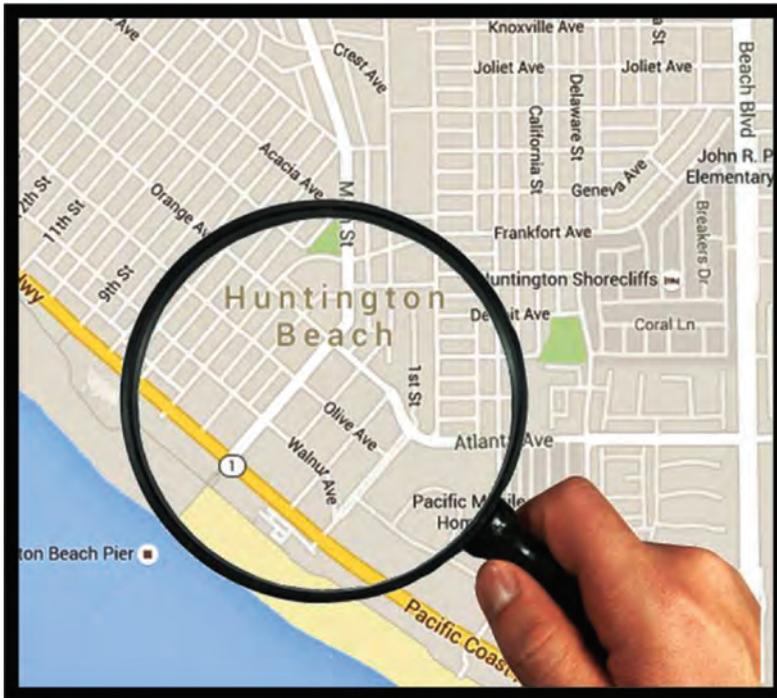
Free Property Listings and Demographics Save Time and Money for Businesses

As Huntington Beach continues to experience steady growth in a variety of sectors, it is also seeing a trend in the size and number of employees within each business. There are approximately 9,000 businesses in Huntington Beach, but more than 90% of these businesses employ fewer than 20 people. The City has discovered that this trend has translated into a greater demand for office, manufacturing and retail space, and more interest from small business owners who approach the City about finding a suitable location.

“Before a person starting a new business or relocating contacts a broker, we know they do extensive research on their own. They are excited to get started and the internet is the first place they turn to,” said Ken Domer, Assistant City Manager of Huntington Beach.

“We understand the process is daunting and wanted to take some of the burden off a prospective business owner,” continued Domer. “We saw a need and an opportunity to provide better service for people looking to expand their existing business or bring something new to our community.”

Domer said that the Office of Business Development evaluated various tools and options to help business owners looking for locations, and found a way to go one step further. They chose to not only provide real-time listings - free of charge to users around the world - but made looking for a location more valuable and convenient by also including demographic and GIS-related data to serve as additional tools for decision-making.



“Huntington Beach is a strong selling point for your product.”
- Mitchell Freeman, Director of Sales and Marketing, Primal Elements

This brand of out-of-the box thinking produced SurfCityLocator.com, a stand-alone website that provides real-time access to actual broker listings as well as a treasure trove of maps and data about each location and the City overall. Each listing offers one-click access to an extensive database of easy-to-access information and mapping at neighborhood or City level, as well as in a specific radius of miles or driving time, which is often data that businesses can only access for a fee through proprietary services. This information includes, for example, per household expenditures on various personal and consumer needs and lifestyle items; average household costs for rent, mortgage, and utilities; specific information on the retail potential in the community; wages and labor force data; local business information; housing data; and more. The site is also accessible and searchable through various locations on the City’s own website, so anyone expecting the City to have this information would easily be able to find what they are looking for.

“The response from our broker community and from those seeking locations has been incredibly positive,” said Domer. “It’s built confidence in the service that we can provide, and helps us build outstanding, long term, viable relationships with businesses. More importantly, it helps brokers fill vacancies. It’s a great contribution to the long-term success of businesses in our community.”

Surf City Locator will continue to play an integral part in connecting businesses to finding a location in Huntington Beach. To try Surf City Locator for yourself, visit www.SurfCityLocator.com.

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adjective

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A Passion for PlaceMaking ...

by Tammy McKerrow-Poulos, JERDE SVP/Senior Design Principal; Lead Design Principal for the new Pacific City in Huntington Beach

The commercial real estate industry has now fully latched onto the idea that creating experiences and memorable places within retail and mixed-use environments is cool. As industry pioneers, Jerde's philosophy as a distinct architectural and planning practice has been implementing this strategy for nearly 40 years (firm founded in 1977); and it remains at the core of the local Los Angeles-based studio as it continually looks at creating new concepts, innovations and attractions to develop stronger, newer city-making ideas.

The firm continues to be focused as a design leader in retail/entertainment, mixed-use and integrated resorts sectors; nearly all of its international projects, including several under construction in China and greater Asia, are "true mixed-use" places encompassing at least three or more uses. This has continued to be the case over the last year, and we are now seeing more of this typology emerging in other major progressive markets.

While other firms state similar philosophies, Jerde PlaceMaking points to realized, built environments that have large, tangible metrics of success, including high economic commercial returns, visitor counts, sales revenues, job creation, and major catalysts for further growth and redevelopment in an area. Jerde-designed places like Fashion Island, Del Mar Plaza, Canal City Hakata, and Namba Parks continue to be relevant and flocked-to destinations for a reason. Jerde designs look beyond the form and materials to envision a visceral space that evokes sensation – being as much a designer of the emotional space as the physical space. Another key differentiator is that the firm remains a relatively boutique design studio that applies customized, collaborative, tailored solutions for clients and projects.

On November 5, 2015, the 191,100-square-foot, open-air Pacific City in Huntington Beach, Calif., opened its doors to the public with a soft-opening (about one-third of the tenants). One of the first new ground-up retail developments in Southern California since the global financial crisis, it features two levels of retail and F&B designed as a series of contemporary California beach bungalows (11 buildings in total), blending seamlessly with the waterfront site and larger city scale. It is not a mall or necessarily a lifestyle center, but rather a game-changer as a new "neighborhood place" model.



Tammy McKerrow-Poulos

JERDE

With a renewed interest in urban living and a movement away from static environments, Jerde continues to approach new projects as a purveyor of distinct, meticulously programmed destinations. The studio is currently working on a number of projects in Los Angeles, including the Promenade at Howard Hughes remodel, as well as international work including several distinct mixed-use places in Mexico and Latin America, and nearly 10 projects under construction throughout China – from Shenyang to Shanghai, Ningbo to Shenzhen.

Throughout the last decade, the industry has been hit hard, but emerged with a better understanding of how to utilize retail and entertainment as urban regeneration (such as what is occurring in downtown LA). The culmination of oversaturation, homogenization and growing popularity of online retailers, combined with the lowest consumer confidence post-recession, retailers were faced with incredible challenges to remain afloat. Those who were able to adapt, created new paradigms in retail that offer more stability and more appeal to consumers and people in general.

Traditional retail is no longer a sufficient driver in many regions, but this is good news in that it will require something more enticing to draw customers in. Jerde is seeing many more dynamic retail spaces that have smarter programming and personalized experiences; it is much more about providing an experience than a product.

The key strengths and drivers for success in the industry have always been rooted in the firm's placemaking philosophy and the purposeful design of spaces for people. The essence of Jerde's practice aims to engage with the existing urban fabric and generate spaces that feel organically evolved and woven into the context of the local community, so that people can seamlessly move, interact and discover throughout the city. It strives to deliver the ideal mix of urban amenities and programs to ensure that these spaces are not only needed, but are also fresh in order to spark constant curiosity and exploration, a staple of Jerde's creative values. Clients see the reward in the firm's unique approaches and their direct access to the senior principal in charge through the duration. Jerde PlaceMaking is a process that promotes persistent co-creation with clients and partners.

For more information, visit www.jerde.com.



GET LOST INTO THE BLUE

Perched on the edge of the world's most expansive ocean you'll find a new destination so spectacular the only way to reach it is to leave the everyday behind. Introducing Paséa Hotel & Spa.

Paséa is the answer to an ocean dream, a hotel and spa that provides everything one could ask for under the watchful eye of the California sun. It is modern style. It is coastal comfort.

It is at the heart of a vibrant emerging community, yet an island of its own. Come stay.

Come eat. Come play. Welcome to Paséa Hotel & Spa.

THE HOTEL

With a commitment to providing the most desirable guest experience in Huntington Beach, Paséa features spacious guest rooms and suites, nearly all with ocean views. Paséa's rooms, grounds, and meeting spaces greet you with craft and design that inspire, and the property acts as gateway to all that the Pacific City development has to offer.

THE SPACE

Paséa Hotel & Spa has been designed for business and pleasure, with an environment that transitions seamlessly from one to the other. Boasting 11 meeting rooms and over 34,000 square feet of event space, Paséa Hotel & Spa is the perfect oceanfront destination for relaxed meetings and memorable events.

THE SPA

Balinese-inspired, with both indoor and outdoor treatment areas, Aarna, the spa at Paséa sets a new standard for relaxation and rejuvenation. Designed to be a vibrant and energizing oasis, Aarna focuses on the small details and surprising touches that recharge the body and spirit.

THE CUISINE

At the signature restaurant at Paséa, tantalizing aromas pour forth from a wood fired oven. Guests enjoy floor-to-ceiling views, of the Pacific in one direction, and through warehouse glass into the exhibition kitchen in the other.

Stop by Blend Café morning or evening to enjoy coffee, pastries, sandwiches, and wine by the glass.

**Emerging in 2016. Advanced reservations are being taken now.
Check in and get lost into the blue...**

PASÉA
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MERITAGE COLLECTION®

Get Lost into the Blue: Paséa Hotel & Spa. Emerging Spring 2016.

Steps from the sparkling golden coastline of Huntington Beach, Paséa Hotel & Spa will make its grand debut in the spring of 2016, featuring a soothing seaside ambiance, epic ocean views, and expansive oceanfront meeting and event space.

"Paséa" combines the words "Pacific" and "sea," and in Spanish, it means "to take a stroll." Similar to its definition, Paséa Hotel & Spa will transport guests to a world of relaxation and fun, offering a scenic oceanfront setting, and refreshing cocktails and delicious culinary fare from its new restaurant and bar concept.

"We are honored to be a part of the vibrant community of Huntington Beach," said Scott Blakeslee, general manager at Paséa Hotel & Spa. "With intuitive service and luxurious amenities, our hotel will bring the comforts of laid-back modern coastal living to guests. From board shorts to business suits, our property will serve as a gateway to the 'surf city' culture of the area."

Paséa Hotel & Spa sits across the street from Huntington Beach State Park, which was recently named *Time Magazine's* "Best Beach in the U.S." Warm, mild temperatures and sunny days year-round create the perfect setting for outdoor activities and special events. The hotel will encourage guests to immerse themselves in the active beach culture and laid-back vibe of its sun-loving residents.

"Paséa Hotel & Spa promises to be an exceptional property in Huntington Beach, appealing to both the leisure and business traveler," said Kory Kramer, chief investment officer at Pacific Hospitality Group. "With the amount of ocean-view outdoor space, the hotel is certain to be an ideal location for social events and upscale dining and nightlife. We are excited to add another luxury hotel and spa to our growing Meritage Collection portfolio."

Paséa Hotel & Spa will bring hundreds of jobs to the Huntington Beach area, and it is also steps away from Pacific City, a new 191,000 square-foot retail space comprised of unique shops and charming first-to-market restaurants and eateries.

"The hotel is ideally suited to complement the Southern California beach-inspired lifestyle," said Bob Olson, founder and CEO of R.D. Olson Development. "We're excited to be nearing completion on this exceptional project and to draw upon the culture of this storied surf city."

Come play.

Brilliant sunrises and bronze-hued sunsets over the Pacific Ocean will mesmerize guests staying in one of the 250 well-appointed guestrooms, which include eight luxury one-bedroom suites and one penthouse suite at Paséa Hotel & Spa. Interior design studio – Monogram – anticipates the craft and style of each room will inspire guests to relax. Warm tans, crisp whites, and ocean blues reflect soothing toes in the sand, a soft breeze through an open balcony, and the remnants of a salty sea on one's skin. Guestroom amenities include Fresh bath products, flip flops, custom Frette bed and bath linens, and comfy hooded sweatshirt robes. The oceanfront one-bedroom suites will offer unrivaled 180-degree views up and down the coast and include a living room, wet bar area, and expansive bathrooms. The 1,900 square-foot penthouse suite, located on the eighth "Sky" floor, will feature breathtaking 180-degree ocean views with a living area, separate dining room, fireplace, kitchen, luxurious master suite with a free-standing soaking tub, and three balconies.

Interior design companies Kay Lang + Associates and Hatch Design Group are the creative teams that conceptualized the design elements of the hotel's spa, restaurant, and public spaces.

"We envision Paséa Hotel & Spa as a modern interpretation of the iconic California and Huntington Beach surf culture," said Kay Lang, president and CEO of Kay Lang + Associates. "It intermingles textural and natural elements such as light-colored distressed woods, teak accents, contemporary organic furnishings with live edge tables, and comfortable casual seating."



As guests enter Paséa's lobby, they immediately feel immersed in the grand and picturesque Pacific Ocean views from the large floor-to-ceiling glass windows. Pops of color in hues of orange and blue accentuate the neutral background of the lobby and public space. Striking pieces of artwork from local California artisans populate the hotel and give it a unique gallery feel while still maintaining the overall warmth of the surf culture.

Known as the "Ninth Island," the two outdoor pools and jacuzzi mimic an infinity edge with the ocean while sun-kissed guests lounge on daybeds and in VIP cabanas with bottle service.

Come meet.

At Paséa Hotel & Spa, business and pleasure seamlessly transition between one another, making it the perfect oceanfront destination for relaxed meetings and memorable events. The property boasts 11 meeting rooms and more than 34,000 square feet of event space. From the oceanfront Blue Room with a terrace bathed in the sea breeze to the event-centric Ocean Lawn featuring fire pits that overlook the ocean, all of the hotel's meeting venues allow attendees to feel immersed in a coastal atmosphere. The rooms also come with gracious service, customizable menus to fit varying dietary needs, and state-of-the-art audiovisual amenities.

PASÉA
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Come relax.

The Balinese-inspired Aarna Spa, Sanskrit for "wave" or "ocean," will feature more than 5,800 square feet of tranquil space and set a new standard for relaxation and rejuvenation. Guests and locals will enjoy indoor and outdoor treatment rooms named after flowers found throughout the Balinese countryside, a boutique salon, relaxation room and outdoor garden. Designed to be a peaceful but revitalizing oasis, Aarna focuses on therapies that relax and cleanse the mind, body and spirit.

Come eat.

The two-story signature restaurant concept at Paséa will feature the best in fresh Southern California cuisine and stunning floor-to-ceiling views of the Pacific Ocean. Locals and visiting patrons will also be able to observe the culinary team cooking the restaurant's delectable cuisine on a 72" inferno wood-fired grill in an exhibition kitchen encased in glass. The upstairs area will have additional seating, a private dining area and chic rooftop patio bar serving handcrafted specialty cocktails.

"Our goal for the design of the restaurant and rooftop bar at Paséa was to take full advantage of the location's panoramic ocean views and warm year-round weather," said Sam Hatch, president at Hatch Design Group. "Spaces that open up to bring the 'outside in' are enhanced with warm, rustic materials and finishes, and unique coastal inspired artwork. The combination of these elements creates a modern atmosphere that is energetic and eclectic, and speaks to the area's relaxed nature and beach lifestyle."

For a quick bite or retail necessities, guests can stop by Blend Café in the morning to enjoy coffee and grab and go breakfast or evening for a light bite and glass of wine.

Come discover.

Paséa Hotel & Spa is a part of the Meritage Collection, which is a new group of luxury and lifestyle hotels that offer exceptional one-of-a-kind travel experiences in five of California's most sun-soaked destinations. Debuted in 2013, Meritage Collection blends the best in leisure and group travel and is comprised of The Meritage Resort and Spa in Napa Valley, Bacara Resort & Spa in Santa Barbara, Paséa Hotel & Spa in Huntington Beach, Balboa Bay Resort in Newport Beach, and Estancia La Jolla Hotel & Spa. For more information about Meritage Collection, please visit MeritageCollection.com.

Come explore.

Paséa Hotel & Spa and its Meritage Collection sister properties are members of the Global Hotel Alliance (GHA) and its DISCOVERY rewards program. Guests at Paséa can sign up for the loyalty program and receive points when staying at the hotel or any of GHA's more than 500 hotels in 76 countries around the world. DISCOVERY rewards travelers with local experiences and rare adventures not generally available to the general public.

Paséa Hotel & Spa. Emerging in early 2016. Check in and get lost into the blue—paseahotel.com.

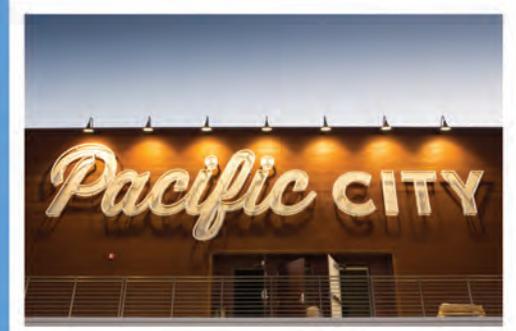


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SMS Architects

SMS Architects was founded in 2009 by Greg Simonoff and Joseph Smart, and has become one of Orange County's fastest-growing architectural firms. As a growing mid-sized company, SMS commands significant design strength on retail and mixed-use developer projects, luxury theaters, restaurants and hotels. SMS Architects key to success is in working with "best in class" clients, providing pragmatic solutions to luxurious designs. SMS has been working with the best in the industry to elevate theater design into a total experience with culinary, mixology and film as these components are taken to the highest level of cutting-edge, integrated environments. Theater projects include Cinopolis Luxury Cinemas and the recently opened The Lot in La Jolla.

The firm has experience in waterfront mixed-use projects, such as DJM Capital Partners' Pacific City in Huntington Beach and Lido Marina Village in Newport Beach. SMS is a leader in creating outdoor "living rooms" in the retail environment, incorporating the new trend in anchors...restaurants, luxury theaters and health clubs. The retail places of the future will incorporate more entertainment, housing and services that make for a better balance of work, life and play. Master planning and site planning urban areas, retail centers and entertainment districts is a strength of the firm, with ongoing large projects such as Tustin Legacy. The firm's experience with housing, hospitality and office round out the background needed to understand the complexity of a well-integrated mixed-use development. SMS excels in creating added value



ARCHITECTS

for developers and cities through tailoring programs to the best use of outdoor space and beautiful architecture.

Recently, Chris Coonan has joined the firm as a director after a successful career in China, master planning large urban areas, building design and residential towers for developers. As a business owner and developer of his own restaurant projects in China, he brings a unique perspective to the firm. Chris was also formerly with RED Development, Target Corp., and as a colleague of Greg and Joseph as upper management at a major architecture firm. Chris has won a number of design competitions in China, most notably the Shunde Eco Business Zone, just outside of Guangzhou.

SMS is the architect for numerous new upscale restaurants and nightclubs in the Orange County area including The Ritz in Newport Beach, OLA Mexican Kitchen at Pacific City in Huntington Beach, ERA nightclub at The Triangle in Costa Mesa and the Improv Umami Burger at the Irvine Spectrum. A new mixed-use hospitality and retail project, the Hyatt Andaz, planned for downtown Palm Springs is the culmination of the firm's experience in boutique hotel, spa, outdoor amenities, retail, bar and restaurant design. While Orange County is home to SMS, the firm is executing designs nationwide. Currently the firm has projects in Texas, Virginia, Ohio, New York and has completed projects in a number of states throughout the U.S. The team at SMS brings decades of experience with thoughtful, timeless design.

To contact SMS Architects visit our website at www.sms-arch.com or call 949.757.3240.



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PACIFIC CITY CELEBRATES ITS "SNEAK PEEK" OPENING WITH A WAVE OF EXCITEMENT AND COASTAL ALLURE



Orange County is a-buzz about the "Sneak Peek" of Pacific City, the new oceanfront shopping, dining, and entertainment destination in Huntington Beach. Boasting a landmark location on PCH just south of the iconic HB Pier, Pacific City is another must-see project from the innovative developers at DJM Capital Partners, owners of HB's successful Bella Terra and other properties throughout Southern California.

Anticipated to hit its stride in early summer, 2016, DJM decided to give the community a first-look at Pacific City this fall, with a number of boutiques and a state-of-the-art Equinox fitness facility open now, and more stores and eateries quickly debuting in the coming weeks and months. The special opening preview, offering customers their first taste of this exciting destination, gave visitors a feel of what Pacific City will offer the community it calls home, and the obvious inspiration it draws from the stunning geography surrounding it.

"We are thrilled to have brought this watershed project to fruition for residents of Huntington Beach and visitors drawn to Surf City USA" says D. John Miller, Founder and CEO of DJM Capital Partners. "What was a challenging project for other developers presented an exciting opportunity for DJM. This is an accomplishment we're proud of - a jewel in our growing portfolio of desirable coastal properties."

ROOTED IN THE SoCal CULTURE

In developing Pacific City, DJM identified the site's cultural birthright, envisioning the rare oceanfront location as an unparalleled opportunity to attract tenants and guests to a place that looked and felt different from anything that had preceded it. In doing so, the DJM team designed Pacific City to embrace its surroundings and pay homage to a California coastal aesthetic that is recognizable, relaxed and instantly appealing. The results demonstrate that sea, sand and surf are an integral part of Pacific City's DNA, and good vibes run deep through the center's bloodlines.

"We had a rare opportunity to deliver an exceptional place in a setting most only dream about" says DJM Capital Partners Chief Marketing Officer Linda Berman. "However, we had a creative obligation to achieve that goal without using too heavy a hand. The energy of the surf culture is intoxicating, but it's not a cliché. You couldn't just put surfboards everywhere.

We tried to express the freedom, texture and vibe this culture represents to those who are part of it. It needed to feel right."

A PERFECT PROJECT FOR DJM'S CAPITAL'S PROS

Pacific City does feel right, a natural fit for DJM's wheelhouse of experience and talent. With success developing retail centers in some of California's most sought-after and supply-constrained markets, DJM was well respected in Huntington Beach as owners of Bella Terra, their one million square-foot open-air center at Beach Blvd. and the I-405. DJM's strong relationship with the City of Huntington Beach positioned them well to gain approvals and support for Pacific City.

To realize their ambitious vision, DJM assembled a world-class team including The Jerde Partnership as lead design architects, SMS as executive architects, Lifescapes International for landscape architecture, and C.W.Driver as builders. A strong roster of additional consultants was added.

"The challenge was as much managing consultants as it was maintaining our vision," says Lindsay Parton, President of DJM Capital Partners and head of the development effort. "The emphasis on collaboration and teamwork was at the heart of this effort. When you factor the City and all the significant stakeholders into the mix, it made for a new challenge every day. This business is not for the faint of heart!"

Rounding out the project is the 250-room Pasea Hotel & Spa and The Residences at Pacific City, 516 luxury apartment homes developed by UDR. Both are set to open next year.

AN EXPERIENCE UNLIKE ANY OTHER

Pacific City boasts a rich tapestry of offerings. The retail piece houses 191,000 square feet of shops, an upscale Equinox fitness facility and spa, and an exciting collection of first-to-market restaurants offering beautiful, outdoor dining. Lot 579, Pacific City's California culinary experience and public market, will house multiple food purveyors offering everything from artisanal sandwiches and delicious burgers to fresh fish tacos and perfect pizza by the slice. The cool energy of Lot 579 will no doubt make it a favorite spot at PC when it opens next spring.

continued on page B-64

A TASTE OF PACIFIC CITY

Backhouse Yakitori + Sushi - Open Kitchen, freshest Sushi, sophisticated Japanese cuisine

The Bungalow – Intimate lounge, dining, al fresco patio, in-house DJ and cool coastal ambience

Gelateria Zomolo – Artisanal gelato and sorbet made fresh, on-site daily

Lemonade – Seasonal Southern California comfort food in fresh, modern setting

Old Crow Smokehouse – Regional BBQ from across the U.S. with live country music and friendly atmosphere

Ola Mexican Kitchen – Fusing elements of authentic Mexican comfort food with elevated South of the Border influences

Philz Coffee – Full service coffee bar with baristas handcrafting one cup at a time

Saint Marc Pub-Cafe, Bakery & Cheese Affinage – Friendly local café, pub, luscious bakery and specialty cheese purveyor all in one

Simmzy's – Neighborhood fare at its best – featuring artisan foods, craft beers and small production wines

Ways & Means Oyster House – Oysters, sustainably caught fish and fresh vegetarian dishes from land and sea

More to be announced!

LOT 579

The American Dream – Authentic burgers with a twist, and over 60 IPA beers on tap

Bear Flag Fish Co. – Famous fish tacos, burritos, sushi, poke and full bar

Burnt Crumbs – Artisanal sandwich shop, inspired by the traditional deli

Hans' Homemade Ice Cream – Old-School creamery churning out cones, shakes, sundaes, chocolate-dipped bananas and more

Il Barone – Whole pies, pizza by the slice, pastas, calzones and more

Pie-Not – Authentic Aussie-style bakery for sweet and savory pies and treats

Popbar – Custom Pops, each dipped and topped to customers' creativity and tastes

Portola – 2014's "Coffee Roaster of the Year" brings their passionate perspective to delivering the perfect cup!

More to be Announced!

WHAT'S IN STORE

Visit GoPacificCity.com to see retailers, videos and more!





Reliable Wholesale Lumber

by Jerome Higman, Reliable Wholesale Lumber

Reliable Wholesale Lumber has been a family-owned and operated business, primarily servicing Southern California, for more than 44 years. We are a major distributor of forest products, serving both contractors specializing in residential tract work and wholesale lumber sales throughout the western United States. Founded by myself, Jerome Higman, and my brother, Daniel Higman, we incorporated Reliable Wholesale Lumber in 1971 with a seven-acre distribution yard in Temple City, Calif.

Our growing customer base led us to search out property to build a distribution yard in the Orange County area. In 1974, as our business continued to expand, we began our search. While we worked with our realtor to find just the right property with rail service, we also worked closely with the city of Huntington Beach. They were very efficient and helped us secure the proper permits so we could construct our offices and lumber mill. The process was extremely streamlined. Within one year, we were able to purchase 10 acres with rail service in the Gothard Business Corridor and the rest is history.

Reliable Wholesale Lumber has been in business in Huntington Beach now for 40 years, and we have a great relationship with the city to this day. In total, we have brought the city of Huntington Beach \$4-5 billion in taxable sales revenue. They have supported us all the way and we like to think of ourselves as their good neighbors by employing about 90 people from the Huntington Beach area.

We are committed to maintaining our company's substantial presence within the marketplace. Due to our solid relationship with the city of Huntington Beach, we are confident that we will continue to grow and prosper.

For more information, visit us at 7600 Redondo Circle, Huntington Beach, CA 92648 or call 714.848.8222. www.rwli.net

Holiday Events at Hyatt Regency Huntington Beach and Watertable

Watertable has a variety of unique spaces to host memorable dining experiences. Whether an intimate gathering or groups of up to 40 for a complete culinary adventure, or a cocktail reception with small bites and appetizers. For larger parties, Hyatt Regency Huntington Beach Resort and Spa has multiple ballrooms of various sizes and ocean views.



Watertable offers two private dining venues — Private Dining Room 1 (tables of four) with total guest capacity of up to 40 or Private Dining Room 2, with one large Chef's Table that accommodates 8 to 10 diners. Both these venues have doors separating each from the rest of the venue.

Others areas for events within the restaurant include the Library, which can accommodate 40, seated and standing for receptions. The Loggia area has floor-to-ceiling windows and ocean views and can seat 40. The Family Kitchen is perfect for 30 people standing with an open kitchen for recipe prep and demonstrations, and its outdoor covered patio can seat 78 and overlooks the ocean.

We also have an open space, the Sophia Room, seating 45 with tables of two, four, six and eight.

For private parties and menu options, please contact Melissa Liebengood at 714.845.4885 or email watertablehb@hyatt.com.



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Boardwalk by Windsor Making Waves in Huntington Beach's Newest Submarket!

Near a Dynamic Transit Corridor, Boardwalk by Windsor is a Commuter's Dream

Staris-Regis and GID Investment Advisors opened its doors to the Huntington Beach market in August 2014. With construction coming to a close as of September 2015, Boardwalk by Windsor offers 487 residential apartment homes with approximately 10,000 square feet of retail storefront. Located at 7461 Edinger Avenue, this multi-family, mixed-use community features modern floor plans with contemporary design features coupled with 30,000 square feet of residential amenities.

At Boardwalk by Windsor, residents have the choice of incredibly spacious studio, one- and two-bedroom homes and a select number of townhome units with attached private garages. Each residence is fully appointed with designer finishes and thoughtful touches, including dramatic living spaces with high ceilings; transom windows and energy-efficient interiors; open-concept kitchens with stainless steel appliances, Quartz countertops and custom cabinetry; spacious bedrooms; generous walk-in closets; luxury bathrooms with custom framed mirrors; hardwood-style flooring in the entry, kitchen, living and dining areas; energy-efficient, full-size, front-loading washers and dryers; and terraces.

Boardwalk by Windsor also features expansive amenity spaces, including state-of-the-art club rooms and lounge areas, a full-length swimming pool and resort-style spas, three-story fitness center, a private indoor media lounge and a combined internet café and postal facility. Residents also have the access to the



recreation building, which features a rooftop deck lounge and a public park with sand volleyball and paddle tennis courts, outdoor seating areas, a lawn and play areas.

As a vibrant and social community, Boardwalk by Windsor hosts monthly resident events including on-site food trucks, social media contests and personalized group fitness classes, often partnering with neighboring businesses.

Cats and dog lovers welcome! Boardwalk is a pet nirvana, permitting pets up to 100 lbs. and with close proximity to a Fido-friendly beach. The community also offers a pet park with dog washing station.

With immediate access to the freeway, the property is situated two blocks from the I-405 freeway on a main thoroughfare in Orange County, providing the community with convenient access to major employers.

Boardwalk by Windsor is located adjacent to the Bella Terra Mall, a recently renovated lifestyle center anchored by Whole Foods and a 20-screen Century Theatre. The mall has approximately 20 restaurants and various national retailers such as Barnes & Noble, REI, Bed Bath & Beyond, Old Navy and Costco.

Don't miss out on living at Huntington Beach's hottest new address! For leasing inquiries, please stop by the leasing center at 7461 Edinger Ave. or call us at 844.412.4741, or visit us online at www.boardwalkbywindsor.com.

Congratulations to DJM Capital Partners!
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continued from page B-60

Pacific City's eclectic architecture might best be described as beach modern meeting reclaimed renaissance, an inviting mix of buildings reflecting a casual approach to design carefully orchestrated to make guests comfortable while navigating the surprisingly intimate space. The spectacular outdoor environment offers coastal views from every plaza, deck and patio. A stroll from one end of Pacific City to the other allows guests to experience rich, indigenous landscaping, intimate outdoor lounge areas, fire pits and ping-pong tables, and an outdoor movie screen. Live music, unique community events and creative pop-up installations define a hub of activity that will surely attract audiences from Orange County and beyond.

A fresh approach to what's new in retail, restaurants and good times will define Pacific City as it continues to build momentum throughout the coming months. Set for rolling openings from November 2015 through summer 2016, tenants include an exciting combination of new concepts and tried-and-true mainstays, with enough surprises to keep Pacific City's guests coming back for more!



As Pacific City rises in Huntington Beach, DJM continues its Orange County momentum. They're pushing the envelope at Bella Terra, with plans for architectural enhancements, new retailers, and a greater emphasis on new food and dining experiences. "Food is the new fashion", says Heather Hollister, DJM's Senior Vice President of Leasing. "At Pacific City, we've engaged in a vibrant dialogue with the culinary community, and we have every intention of continuing that conversation to bring new ideas to all our properties as we expand."

NEWPORT BEACH NEXT

That expansion includes Lido Marina Village, which finds DJM re-developing a Newport Beach landmark.

"We bought Lido Marina Village with the goal of bringing it back to its original charm and vibrancy", says Lindsay Parton. "Although the project had been allowed to languish with previous ownership, we saw the potential to revitalize Lido, to make it a special place that captured the sophisticated charm of Newport Beach."

Capitalizing on an idyllic waterfront location, DJM is carefully refurbishing Lido, thus attracting luxe boutiques and restaurants who typically eschew the conventional shopping center in favor

of chic streets and artful urban districts.

The newly re-imagined Village is set to open beginning first quarter through summer of 2016, with a carefully curated mix of eateries and shops chosen for their appeal to a discerning local audience. Anchored by international culinary/style powerhouse Nobu, who had been searching for an appropriate OC location for years, and the popular Zinque Café and Wine Bar from L.A., interesting restaurants will round out the village food experience. Chic tenants already signed include retail stars and fashion pioneers Jenni Kayne, Steven Alan, Planet Blue, Clare V, and Serena & Lily. More first-to-market leasing coups will be announced in the coming months, as this tasteful Newport Beach jewel comes to life under the watchful eye of the DJM team.

Pacific City and Lido Marina Village represent the strong belief in the OC market at the core of DJM's development philosophy. Together with Bella Terra, these forward-looking projects collectively reflect DJM's optimism for continued success and a bright future in Orange County.

For more information about DJM Capital Partners, visit djmcapital.com.

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We evolved to have three divisions – local commercial (with hundreds of fine clients located throughout Orange County); PASS (public agency staffing solutions) providing staffing to county, city and special districts; and FEDGOV – providing staffing to federal government agencies both military and civilian throughout the USA.

For more information, contact Cathy Vee at cvee@hbstaffing.com or 714.960.2800.

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Tradeshow exhibit for 2K Games, at this year's Electronic Entertainment Expo (E3) in Los Angeles, CA; featuring cast of characters from video game *Battleborn*. Exhibit and characters designed and fabricated by FGIPG and The Shop @ Showready (Photo courtesy of Jamie Padgett).



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FGIPG CEO & President, Frederique "Freddie" Georges (left); FGIPG CFO, Melanie Chomchavalit (right). Custom exhibits, events and themed environments are specialties of FGIPG.

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Publication date: January 18, 2016	Listing Deadline: December 10, 2015	Ad Materials Due: January 4, 2016
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For advertising information, please contact Amy Sfreddo at 949.833.8373 x 246 or sfreddo@ocbj.com.