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## Salute To The Queen Mary's 50th Year In Long Beach



The R.M.S. Queen Mary left Southampton, England, on October 31, 1967, for her final cruise, arriving in Long Beach on December 9, 1967, to a welcoming party that included an estimated 5,000 boats. Our 16-page section takes a glimpse at the past 50 years and what lies ahead for the iconic ship. (Queen Mary photograph) Turn to Page 17.

## Local Hotel Ordinance Proposal Defeated

By **SAMANTHA MEHLINGER**  
Assistant Editor

**O**n September 19, the Long Beach City Council narrowly voted down a proposal to create an ordinance imposing new safety and workload regulations on Long Beach hotels, with a loophole – unionized hotels would be exempt. Proponents of the ordinance argued that it was about safety for hotel workers, particu-

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## Long Beach Arts Community Working Toward More City And Resident Engagement

By **BRANDON RICHARDSON**  
Senior Writer

In recent years, the arts community has made huge strides in Long Beach with the introduction of more gallery space, music festivals, events such as POW! WOW! and an overall presence throughout the city, according to Griselda Suárez, executive director of the Arts Council for Long Beach.

“As an arts community, we are at a very exciting place. We are at a place where a lot of us are collaborating. We have built an amazing relationship with the city,” Suárez said. “We’re really at a place where we can begin to show the strength we have in the arts and in the creative economy we have here in Long Beach.”

In December, the arts scored a huge win with the Long Beach City Council’s approval of the Percent for the Arts program, which added a fee on new public capital improvement projects in the city to be allocated to the arts. Suárez explained that the arts council is currently working with the city manager’s office to create the Long Beach Percent for the Arts Committee, which would look at future public arts programs. The committee goes into effect with the new fiscal year, with the search for members and an open call for recruitment preparing to begin.

Since the passage of Percent for the Arts,



Griselda Suárez, Executive Director  
Arts Council for Long Beach

Suárez said the arts council has been working closely with the mayor and other city departments on ways to further strengthen the relationship between the city and arts community. She explained that more cultural planning is needed to reach the city’s full potential.

“We’re looking at a model that includes the arts council, a commission for public art and a cultural affairs department or staff in the city that are related to the arts administration. All of it working together can impact different levels of art,” Suárez said. “We’re talking

about audience building. We’re talking about investment in art projects in the city, cultural planning that involves engaging different aspects of art – everything from the artists to arts education to professional development.”

In addition to continued and growing collaboration with the city, the arts council is beginning more conversations with local arts venues, such as the Museum of Latin American Art and the Long Beach Museum of Art, according to Suárez. She explained that a primary focus is investing more money into marketing and promoting arts venues and looking at new strategies to inform residents and visitors of the arts culture already present in the city.

At the county level, Suárez explained that Los Angeles County’s 4th District, which includes Long Beach, receives the least amount of funding for the arts but that the arts council is working to build a relationship with County Supervisor Janice Hahn.

Aside from bringing in revenue for the city, the arts community provides about 550 jobs to the local area, putting money in residents’ pockets to be spent in the city, further stimulating the local economy, according to Suárez.

“We want a dynamic, vibrant, creative, culturally rich city,” Suárez said. “The arts are important because they really transform our space. They activate not only empty lots but our children’s and residents’ minds. It can turn a neighborhood into an engaged neighborhood.” ■

Long Beach Business Journal  
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Signal Hill, CA 90755-2139  
562/988-1222 • www.lbbizjournal.com

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## MILLENNIAL PULSE Sneaky Ways Millennials Are Making Your Life Better

By Assistant Editor Samantha Mehlinger

People love to gripe about Millennials. Even Millennials like to gripe about Millennials. I’ve got numerous friends around my age who make Millennial cracks and, upon my informing them that they fall into that very same generation, respond with a hefty dose of denial.

“But I don’t like pumpkin spice lattes!”  
“I swear, I don’t even know what ‘on fleek’ means!”  
Or, in a hushed tone: “To tell you the truth . . . I’m not a fan of Beyoncé.”

Every generation has their own moniker. The Silent Generation. Baby (Please Continue To Page 3)



The City of Long Beach and Plenary-Edgemoor Civic Partners hosted a "start of steel" celebration for the new Main Library on September 19. Seventh District Councilmember Roberto Uranga and Mayor Robert Garcia (pictured at left), among others, signed a steel beam that will be used in the construction of the 95,000-square-foot facility. Members of the Rotary Club of Long Beach presented a check for \$250,000 to the Long Beach Public Library Foundation to fund the Early Childhood Literacy Area and the Storytime Theatre, two areas of the new Long Beach Main Public Library. The gift commemorates the 100th anniversary milestone of the Rotary Club of Long Beach. The reading space was chosen as a Centennial Legacy gift to the community because since 1917, childhood liter-



acy has been a foundational focus of giving for the Rotary Club of Long Beach. Pictured from left: Rotarians Frank Newell and Jane Netherton; Rotary President Steve Keesal; Glenda Williams, director of Library Services; Rotarian Nancy Kindelan; and Long Beach Public Library Foundation President JP Shotwell. (Photographs by the Business Journal's Larry Duncan)



### Babette Bakery Celebrates 25th Year

Elizabeth and Christopher Rebufat celebrated the 25-year anniversary of their business, Babette Bakery, on September 1. Elizabeth said there is a great deal of satisfaction in being able to keep the business successful after all this time. She said it's gratifying to know her work is appreciated by the community. "I love making people happy," Elizabeth said. "To see the look on the customer's face when they see their cake order or call me and say everything was fantastic and everybody wanted to know where it came from – to me that speaks volumes." Located at 1404 Atlantic Ave., the bakery has 28 employees and specializes in French rolls, mixed fruit tarts and a sandwich menu that grew from three sandwiches when they opened, to more than 20 today. Pictured from left: Cinthia Gonzalez; Valerie Lewis; Belen Antonio; Markie Villeua; Carlos Velez; Elizabeth Rebufat; Emily Shiver; Connie Areuas; and Jay Wadell. (Photograph by the Business Journal's Larry Duncan)



On roughly 200 days of the year, the Aquarium of the Pacific hosts events, from cultural festivals and performances to discounted Late Nights and free Shark Lagoon Nights.

The Aquarium's cultural festivals celebrate Southern California's vibrant communities and our connections with our planet and each other. Fall is the height of the festival season, with Moompetam, the annual Native American festival; Baja Splash, in celebration of Hispanic Heritage Month; Southeast Asia Day, highlighting the cultures of Cambodia, Thailand, Vietnam, Myanmar, Laos, and Indonesia; Scarium of the Pacific, an annual Halloween event; and Autumn Festival, celebrating the cultures of Japan, China, Korea, and the Philippines. The Aquarium also regularly serves as a performing arts venue for dance, theater, and live music. On October 1, the Aquarium will host its first event featuring traditional Indian music and cuisine.

People of all ages can also come to the Aquarium to learn. The year-round Guest Speaker Series brings scientists, explorers, artists, and authors to the Aquarium to present their work. Educational events at the Aquarium also serve homeschoolers, teenagers,



teachers, and other groups.

Finally, Aquarium events are designed for people to have fun. From celebrating the holidays to spending a night out with friends at Night Dive, there are many chances to see the Aquarium in a new light. Visit [aquariumofthepacific.org/events](http://aquariumofthepacific.org/events) for event listings.

## Long Beach Business Journal

Vol. XXX No. 19 • September 26-October 9, 2017

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The Long Beach Business Journal is a publication of South Coast Publishing, Inc., incorporated in

the State of California in July 1985. It is published every other Tuesday (except between Christmas and mid-January) – 25 copies annually. The Business Journal premiered March 1987 as the Long Beach Airport Business Journal. **Reproduction in whole or in part without written permission is strictly prohibited unless otherwise stated.** Opinions expressed by perspective writers and guest columnists are their views and not necessarily those of the Long Beach Business Journal. Send press releases to the address shown here:

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#### Advertising/Editorial Deadlines

Wednesday prior to publication date. Note: Press releases should be faxed, mailed or e-mailed to: [info@lbbj.com](mailto:info@lbbj.com). No follow up calls, please. For a copy of the 2017 advertising and editorial calendar, please e-mail or fax request to 562/988-1239. Include your name, company and address and a copy will be sent to you. Distribution: Minimum 22,000.

#### Regular Office Hours

Monday-Friday  
 8:30 a.m.-5:30 p.m.

#### Subscriptions:

25 issues – 1 year  
 Standard Bulk Rate: \$30.00  
 (add \$2 if paid by credit card)  
 1st Class: \$70.00  
 (add \$3 if paid by credit card)

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(Continued From Page 1)

Boomers. The rather blandly named Generation X. But I often find that my Millennial peers shy away from our own label. Why? Well, what started as a name meant to identify the first generation coming of age in the new millennium has morphed into a one-word joke. “Millennial” is now a slight akin to someone going to a Long Beach café, looking around at the preponderance of bearded men in short shorts, and subtly sneering, “Hipsters,” into their cup of coffee.

We’re the generational equivalent of the kid in the corner forced to silently wear a dunce cap whilst all of his peers endlessly jeer him. Speaking up gets us 10 more minutes in the corner or, in today’s equivalence, 10 more memes on the Internet.

Older generations have always criticized those that follow. The only thing that has changed is that now we’ve got the Internet. At a scale never before possible, complaints about our generation spread exponentially, fueled by the power of social media.

But some of the things you make fun of us for actually have some pretty stellar upsides that you should consider before rushing to snap judgements. So, next time you find yourself griping about Millennials, perhaps try to remember the following ways we’re actually making your world just a little bit better.

**Live-In Help** – Much to-do has been made over Millennials living at home later in life than the past few generations. Typically, we’re pegged as lazy for this. As I have written previously, most of us would rather not be living at home, but are forced to do so due to challenging financial conditions: lasting impacts from the Great Recession like underemployment and slow wage growth, burdensome student debt, an incredibly pricey housing market, etc.

As a Millennial who lived at home well into her 20s – as did many of my friends – I’ve heard all the “adult children” cracks before. But for those of you who are parents to Millennials and spend your free time fantasizing about the day your nest is empty, perhaps you are thinking about this all wrong. Because what is an adult child living under your roof if not live-in help?

Listen, I’m not advocating for indentured servitude here. But if your kid is paying off loans because you continue to let him or her live under your roof, you can totally milk it a bit. Remember all those times they refused to take the trash out as kids? Never again. You now have the power of guilt. Wield it wisely, taskmaster.

Just realize that if they revolt, trying to ground them probably won’t work.

**Brunch** – The New York Post’s March 23 piece entitled “Millennials have officially ruined brunch” is woefully mistaken. Sure, as the author pointed out, we have made the meal a marathon event. But has that ruined it?

I am intimately acquainted with brunch and, in the most Millennially stereotypical fashion, often enjoy the meal with a group of friends that we shamelessly refer to as the “brunch crew.”

Sure, you might be annoyed that we take up a table for a couple of hours to get the most out of that bottomless mimosa deal. But at this point, look around – how many of your favorite restaurants that were formerly only open for lunch or dinner now also serve weekend brunch? There are now so many that most places, with the exception of the most Internet-famous spots, don’t

have much of wait no matter how many Millennials are holding tables hostage.

And guess what else we’re doing while we’re sitting there? Supporting our local businesses with some pretty sizable group bills and tips. So, get off our backs and try some avocado toast, for goodness sake. You might actually like it.

**Social Media** – I’d argue that social media wouldn’t be the heavyweight communication form it is today if it weren’t for Facebook. Developed by Millennial Mark Zuckerberg, it was first launched around the time I entered college as a platform for university students, a nearly all-Millennial demographic, to connect. Only after its users embraced it so thoroughly did it become the global behemoth it is today, followed by other incredibly popular platforms like Twitter and Instagram.

Sure, maybe you mostly hate social media. People you never wanted to see again from

high school continue to find you and guilt you into adding them. Each platform is mostly populated with people either glowing about how great their lives are or complaining about how awful everyone else is. And now you’re not even sure if that news story in your feed is real or Russian propaganda.

But at the end of the day, social media is an instant photo album of your grandbabies and direct line to faraway friends in your pocket. So, on behalf of Millennial Mark Zuckerberg and his oft-forgot predecessor Myspace Tom: You’re welcome.

But to pay us back, could you maybe stop sharing Every. Single. Photo. ever taken of your niece/nephew/godchild, etc.? Thanks.

**The Craft Beer Boom** – We at the Business Journal haven’t failed to notice the local proliferation of breweries and craft beer businesses cropping up across Greater Long Beach in the past few years: Ten Mile

Brewing, Long Beach Beer Lab and Beachwood Blendery are just a few among them. Our city is reflecting national growth in the craft beer industry: according to Investopedia, between 2010 and 2014 the craft beer industry more than doubled its share of the overall beer market from 5% to 11%.

Now, Millennials can’t take all the credit, but we can take some. According to the Brewers Association for Small and Independent Craft Brewers, the majority of weekly craft beer drinkers are Millennials – 57%, to be exact. The runner up is Generation X at 21%, so we’ve got a hefty lead.

So the next time you walk into your favorite bar and see a nice variety of brews on tap beyond Bud and Coors, go ahead and buy the Millennial next to you a pint.

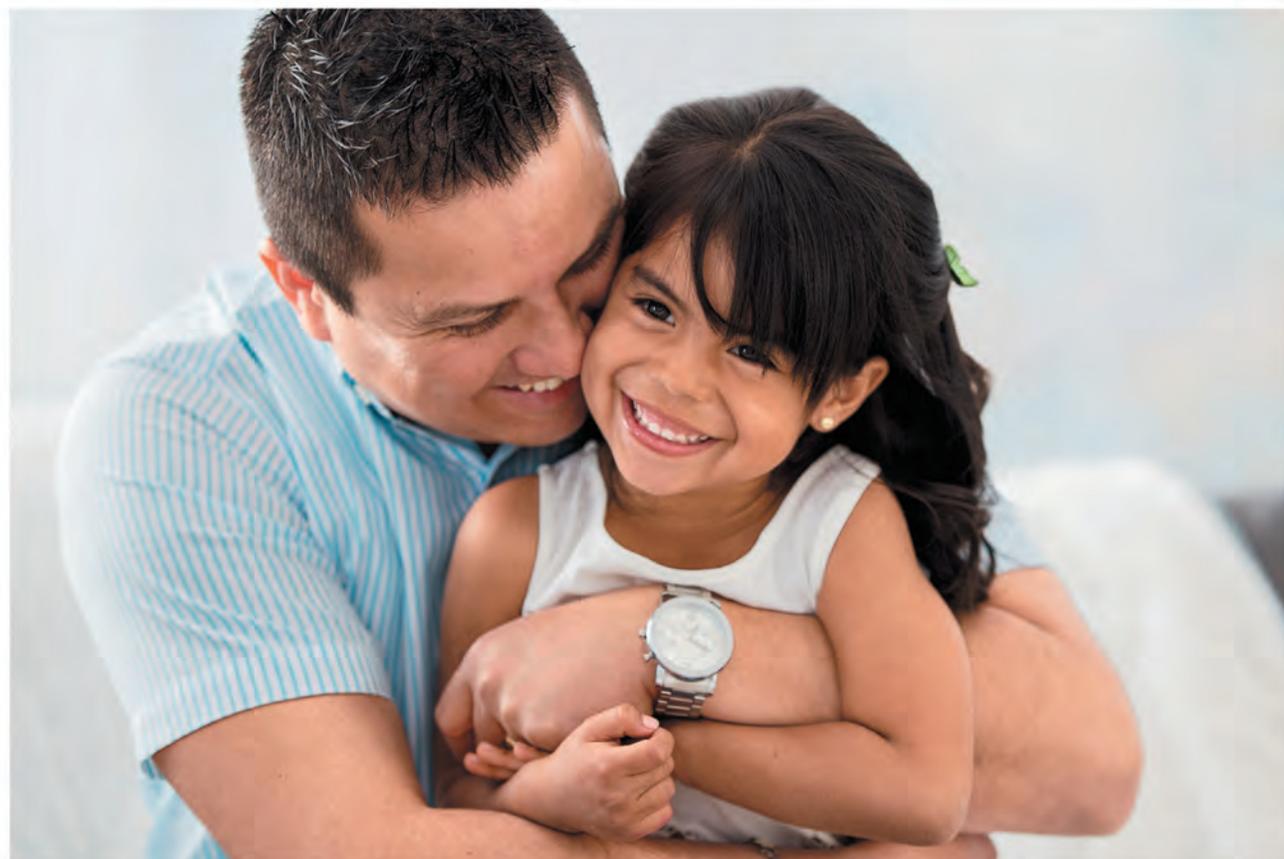
I swear, I have no self-interest in this suggestion whatsoever.

... See you at the pub. ■

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## 'A Great Run': The JetBlue Long Beach Marathon & Half Marathon Races Into Its 33rd Year

■ By **SAMANTHA MEHLINGER**  
Assistant Editor  
Long Beach Business Journal

The JetBlue Long Beach Marathon & Half Marathon is still going strong after more than three decades returning to Long Beach's streets and beaches. Now in its 33rd year, the event's success is evident in the investment of new ownership. Plus, its title sponsor, JetBlue Airways, has just entered into negotiations to stay on as a sponsor in years to come.

Long Beach Marathon's longtime operator, RUN Racing, was bought out by Motiv, a company that puts on 28 marathons and races in the United States and several others in Australia and the United Kingdom. RUN Racing's founder, Olympian Bob Seagren, retains partial ownership as a shareholder and continues to function as the local leadership behind the Long Beach Marathon.

"It's worth mentioning that from the title sponsor's perspective, the business structure change has really been transparent to JetBlue," Jace Hieda, communications manager of the airline's west and central regions, said in an interview with the Business Journal that included Seagren. "The marathon is operated well, and we expect nothing less than the same. The same team is at the helm, and it continues to be fantastic to work with them." He added, "What this means for us as a sponsor is a larger audience, at the end of the day."

Locally, Motiv also owns the Surf City Marathon in Huntington Beach and the Malibu Triathlon. According to Seagren, Motiv is among the top few running industry companies in the world. "If you take all of our events worldwide now, we're closing in on 200,000 finishers annually," Seagren said. "It's a significant number of runners that we reach."

The Long Beach Marathon is one of Motiv's largest events, with an expected 18,000 participants during the course of the October 6-8 weekend. Activities include the marathon, the half marathon, the Aquarium of the Pacific 5K and 1-Mile Kids Fun Run, and a 20-mile bike tour.

JetBlue's three-year contract as title sponsor runs out this year, but Hieda said he hopes to reach a new agreement to continue the partnership with Motiv. "The relationship and exposure and needs that this fulfills for JetBlue are the same this year as what we are talking about for years to come," he said. "We hope to an-



Jace Hieda, left, communications manager of the JetBlue Airways' west and central regions, is pictured with former Olympian Bob Seagren at the Long Beach Airport. Seagren's company, RUN Racing, was purchased by Colorado-based Motiv, which operates 28 marathons in the U.S. Seagren and his team continue to oversee the JetBlue Long Beach Marathon & Half Marathon. (Photograph by the Long Beach Business Journal's Larry Duncan)

nounce by the marathon that we are coming back. But at this point, we're currently in negotiations with Motiv."

Seagren noted that the marathon's longest title sponsor, International City Bank, was a wonderful local supporter for many years. "But International City Bank is very local. Part of my goal was always to bring in a national brand, which gives us a lot more recognition, and also I think it's a little more credibility to have a national brand behind you," he said. "I think it really validated that we put on a very good event and it was good enough to attract JetBlue as a title sponsor. . . . I am very happy, and hopefully we will keep them around for a long time."

Hieda referred to the Long Beach Marathon and the Boston Marathon, which JetBlue also sponsors, as the airline's mainstay sponsorship events. "It's a great event. It has such a great build to the October race weekend," Hieda said of the Long Beach Marathon. He noted that JetBlue is the largest air carrier operating out of Long Beach Airport and that the marathon provides visibility in the local market.

Seagren said this year's event will remain consistent with those in recent years, with the same event maps and the annual Health & Fitness Expo continuing on strong with about 115 vendors. The expo features many industry vendors selling products and operating giveaways, he noted.

"I love the expo," Hieda said. JetBlue

ramps up its presence at the expo every year. "This year, we want to take a slightly different angle and just have fun. We are partnering with a company called OM Digital. . . . We are basically going to bring in a 360-degree slo-mo video booth to the expo floor," he explained.

Having souvenirs to bring home from events is important to participants, Hieda said. "Expo attendees will be able to take this 360-degree video of themselves. . . . Our partner slows it down, packages it up, and in a minute or less you can e-mail it to yourself and share it online," he explained. "We're tying that in with a giveaway of tickets too."

A major part of the marathon weekend is the impact it makes on local nonprofit organizations and communities through its charitable giving options for participants. "We started a charity program at least 12 to 14 years ago now," Seagren said. "We empower charities to use our event to raise money for their particular charity. And we like to have as many Long Beach-based charities as we can, but we also bring in national charities."

The marathon and its participants raise between \$250,000 to \$350,000 for charities each year. "It is amazing, the amount of dollars raised just through marathons on an annual basis," Seagren said.

JetBlue's mission is to "inspire humanity." Each year, the airline does something different to give back and inspire. "With

the JetBlue Long Beach Marathon specifically, the first year we made the donation for every mile run. Last year, we had a partnership with an organization called Blind Start, where our crewmembers helped folks who had vision impairments run marathons," Hieda said.

"This year, we have partnered with the Orange County Rescue Mission and an organization called Up and Running Again," Hieda said. "Two of our crew members are participating as coaches of a team of 40 individuals that are either homeless or destitute or just otherwise displaced." JetBlue funded these individuals' entry fees, he noted.

Both Hieda and Seagren look forward to standing at the start and finish line every year to support participants. "It's so fun to stand at the finish line. You see when these people finish that it's a life changing experience for a lot of people. I mean, some of them just break down in sobs that they couldn't believe they did it," Seagren said.

"A lot of them bring so many different stories to the start line as well," Hieda chimed in. "I think last year we had a proposal."

About 70 JetBlue crew members representing 22 JetBlue cities are participating in the marathon. Overall, the marathon typically draws participants from every state and as many as a dozen countries, Seagren noted.

Hieda's last thought was a wish for the weekend's participants: "To the runners and to our participants, a great run as always and a great experience." ■

### The 33rd JetBlue Long Beach Marathon & Half Marathon Supports These Charities

The JetBlue Long Beach Marathon & Half Marathon strives each year to empower local and national charities to raise funds for their cause. Please consider joining the Pledge Drive of one of our Official Charity Partners to help us help others.

# 2017 JetBlue Long Beach Marathon & Half Marathon

## JETBLUE LONG BEACH MARATHON RACE WEEKEND SCHEDULE

### Friday, October 6, 2017

Noon-7 pm .....Health & Fitness Expo, Hall C, Long Beach Convention Center

### Saturday, October 7, 2017

6:00 am.....Aquarium of the Pacific 5K Packet Pick Up  
 7:00 am.....Aquarium of the Pacific 5K Starts  
 9:00 am .....Aquarium of the Pacific 1 Mile Kids Run Wave Starts  
 9 am-6 pm.....Health & Fitness Expo, Hall C, Long Beach Convention Center

### Sunday, October 8, 2017

5:55 am .....Wheelchairs Start  
 6:00 am .....Bike Tour and Bike/Run Combo Start  
 6:00 am.....Marathon Start  
 7:30 am.....Half Marathon Start  
 6 am-2 pm.....Finish Line Festival

## STREET CLOSURES AND APPROXIMATE OPENING TIMES

Streets In Use	Direction	From	To	Re-Opening Time	Streets In Use	Direction	From	To	Re-Opening Time
Shoreline Dr	Both	Shoreline Village Dr	710 Freeway	10:00 AM	Monrovia Ave	Both	6th Street	4th Street	10:30 AM
Shoreline Dr	Both	Shoreline Village Dr	Ocean Blvd	5:00 PM	4th Street	Both	Monrovia Ave	Orlena Ave	10:30 AM
Pine Ave	Both	Shoreline Dr	Seaside Way	10:00 AM	Orlena Ave	Both	Colorado St	4th Street	10:30 AM
Queensway Bridge	NB	Ocean Blvd	710 Freeway	9:30 AM	Colorado St	Both	Orlena Ave	Appian Way	10:30 AM
Ocean Blvd	WB	Livingston	54th Street	11:00 AM	Marine Stadium	Both	Nieto Ave	Bayshore Ave	10:30 AM
Livingston Dr	Both	Termino Ave	Broadway	1:15 PM	Palo Verde Ave	SB	Atherton St	Anaheim ST	12:00 PM
Nieto Ave	Both	Appian Way	Broadway	1:00 PM	Atherton St	WB	Clark Ave	Bellflower Blvd	12:00 PM
Appian Way	Both	Nieto Ave	Park Ave	1:00 PM	Atherton St	Both	Bellflower Blvd	Palo Verde Ave	12:15 PM
Park Ave	Both	Anaheim	Appian Way	1:00 PM	Clark Ave	NB	Atherton St	Anaheim St	12:30 PM
6th Street	Both	Park Ave	Monrovia Ave	10:30 AM	Anaheim St	Both	PCH	Clark St	12:40 PM
					Ocean Blvd	Both	Livingston Dr	Alamitos Ave	2:00 PM

## RESIDENT, SPECTATOR INFORMATION

Please note that the marathon operates as an out-and-back course so streets will be reopened for traffic as the last athletes pass an area. Please also note that these are approximate times of street re-openings; times may vary. Police officers will be at every major intersection to allow cars to cross the marathon course once there is a break in the race. Please allow extra time for travel because of the street closures and traffic delays. The marathon course has a "rolling" re-opening. Long Beach police officers will re-open streets as the event goes on and participants have moved past a certain area.

FREE PARKING FOR BELMONT SHORE RESIDENTS is available in the beach parking lots along Ocean. Park for free Saturday night through Sunday. Residents can exit the lots on Sunday at GRANADA ONLY and be escorted across the race course by police.

Be one of the 50,000 spectators who will be a part of the 33rd JetBlue Long Beach Marathon on October 8th, 2017. If you are not a registered participant or one of the 2,000 volunteers, there is another way to show your support . . . SPECTATE. Your support provides encouragement and excitement for everyone. Every wave, cheer and smile given to a participant reinforces the collaboration of this Long Beach community supported event.



■ BY **BRANDON RICHARDSON**  
 Senior Writer

**Development News**

**Southeast Area Specific Plan Approved**

After a more than three-year process, the Long Beach City Council voted unanimously to approve the Southeast Area Specific Plan (SEASP) at its September 19 meeting. The 40-year plan encourages development of the city's southeastern most gateway from Seal Beach, as well as the restoration of the Los Cerritos Wetlands.

The new plan is replacing the Southeast Area Development and Improvement Plan, which was adopted by the city in 1977 making it the oldest planning ordinance in the city, according to Amy Bodek, director of Long Beach Development Services (LBDS). The plan's area covers around 1,500 acres from the Orange County border to the east, 7th Street to the north and Marine Stadium to the west.

Both those for and against the new SEASP agreed that the previous ordinance was outdated, including the plan's sole appellant, Warren Blesofsky.

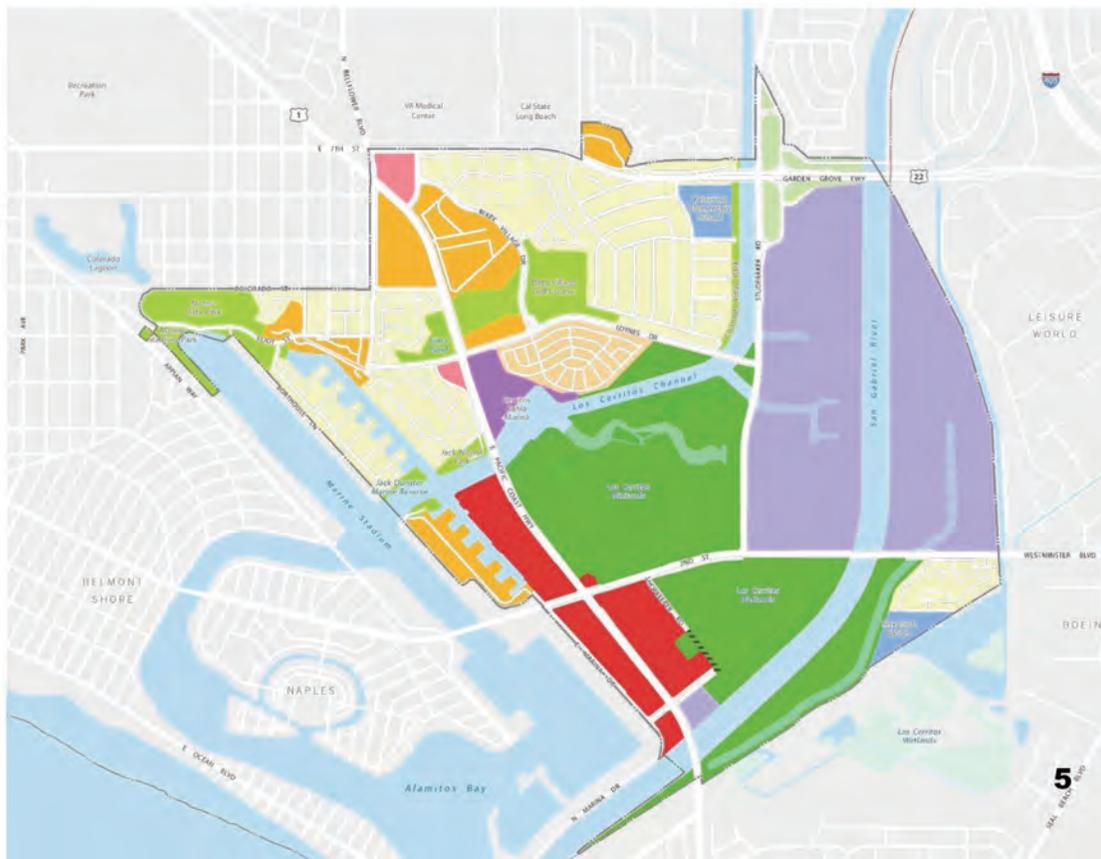
"Yes, SEADIP is inadequate because of its age, but SEADIP does have vital protections for the wetlands," Blesofsky, president of Long Beach Citizens for Fair Development, said. "So instead of repealing and replacing SEADIP, it could have been updated in such a way to protect the wetlands better."

Aside from Blesofsky's claim of a lack of wetland protections, he argued that public comments from community meetings throughout the process were not evident in the document. With building heights ranging from three to five stories – with one exception for seven stories – and environmental impacts of increased density, traffic and parking and air quality issues, Blesofsky said the environmental impact report is woefully inadequate.

**SEASP: Land Use Plan**

- Single Family Residential
- Multi-Family Residential
- Mobile Homes
- Commercial - Neighborhood
- Mixed Use Community Core
- Mixed Use Marina
- Industrial
- Coastal Habitat/Wetlands/Recreation
- Open Space/Recreation
- Public
- Channel/Marina/Waterway
- Dedicated ROW (not built)
- ROW/Caltrans Open Space
- ROW
- Specific Plan Boundary
- City Boundary

At its September 19 meeting, the Long Beach City Council voted unanimously to approve the Southeast Area Specific Plan. The 40-years plan presents development guidelines in the area, including density and building heights, and establishes the Wetlands Mitigation Fund to pay for the restoration and preservation of the Los Cerritos Wetlands. (Map courtesy of the City of Long Beach)



The SEASP falls into the realm of 3rd District Councilmember Suzie Price, who said the current plan is a good compromise after taking each side's comments over the course of 50 community meetings and countless one-on-one constituent meetings. She noted that the original proposal included 30% more density, with building heights between five and seven stories.

"Where we are today is a result of the input we received, and I'm very grateful for where we have landed. This proposal fixes shortcomings and encourages consistency in expectations," Price said. "Preservation of the wetlands was not as much of a priority in 1977 as it is today, and I say that because of the focus we have had on wetlands

preservation, conceptual design and restoration that's happened over the last five years that has not happened in this city before."

Details of the plan include a 100-foot buffer zone between developments and the wetlands; bird-safe treatments such as proper glass, plants and lighting; a 79% increase in bicycle lanes; a 29% increase in pedestrian facilities; and a 9% increase in automotive facilities. View corridors and waterfront dining are also part of the plan.

Christopher Koontz, advanced planning officer for LBDS, said the Pacific Coast Highway (PCH) streetscape is another focus area, since most residents did not describe the street as beautiful or something they are particularly proud of. The plan in-

cludes medians and landscaping along the street, along with a separated bike path.

"This is our entryway into the city for many visitors every day, and we don't have our best face forward today, I think would be the best way to describe it," Koontz said. "So it's about creating places that are human scale but are exciting and vibrant and invite a positive image for our city."

Under the SEADIP, building heights were capped at three stories. In a limited number of areas, namely the large commercial centers along PCH between the Orange County border and Loynes Drive, the cap would be raised to five stories. At the Marina Pacifica Mall and Marina Shores Shopping Center, developers could be al-

strong demand in these smaller markets will offset many of the drops in larger markets, and in general, commercial real estate price growth will flatten over the next year.

The NAR quarterly forecast notes that demand is high for commercial properties, but investment in this type of real estate has started to hit the "maturation phase" of the cycle. Much of this is because in large markets there was a 5% annual decline in sales, offset by an increase of 4% in small markets.

"While inventory shortages are still driving prices higher in most markets, shrinking cap rates and the higher interest rate environment are expected to lead to a plateau in price growth over the next year, especially for Class A assets in large markets," Lawrence Yun, the chief economist at NAR, said. "As a result, investors will continue to look to small and tertiary markets for properties that have the best opportunity to provide stability and generate solid returns."

Even the vacancy forecast for the coming year by NAR is not terrible and still resides in positive territory. The national office vacancy rate is predicted to lower by just over 1% to 11.9%, and the vacancy rate for industrial space is expected to decrease by the same margin to 7.8%. Even the retail sector, with all the battering it has taken, is expected to have less vacan-

cies over the next 12 months, although by only 0.4% and going down to 11.4%.

"A very healthy labor market and stronger confidence and spending from both consumers and businesses boosted economic expansion to a solid 3% last quarter," Yun added. "There's legs for more of the same growth to close out the year, which bodes well for sustained interest in all types of commercial space."

This latest NAR report echoes many of the observations from an earlier market study by Marcus and Millichap, one of the largest commercial brokerages in the nation. They have seen the larger markets surpass the prices and cap rates from prior to the recession, while smaller markets remain below those peaks – hence the interest in those areas from investors as they look for bargains post-recession.

The emergence of online retail has impacted brick-and-mortar real estate in two ways. With weakening demand on the horizon, less retail space is being built, while the demand for large regional warehouse space to meet the increasing distribution demands of the online marketplace is increasing and becoming more valuable.

Tighter construction lending for retail is also inhibiting retail development, which is taking a decline this year from 2016. Also, as noted by the Marcus and Millichap re-

port, owners of retail centers are now trying to change the mix of tenants in their properties by subdividing old anchor spaces to add restaurants and service providers to replace traditional stores.

Another recent blow to commercial markets are the losses due to the recent natural disasters that befell Texas and Florida. One report had almost \$39 billion worth of securitized commercial mortgages at risk in Florida alone due to the damage from Hurricane Irma.

But out here on the West Coast there is good news, as we have some of the top-ranked retail performers by Marcus and Millichap. Seattle-Tacoma is ranked first nationally, with San Francisco second. Los Angeles and Portland also make the top 10, while San Diego is among four from the West ranked between 11 and 20.

It appears that while overall growth in the commercial markets may slow from what we have seen over the past few years, there will continue to be areas of steady improvement and plenty of opportunities for those that choose the right market and properties.

*(Terry Ross, the broker-owner of TR Properties, will answer any questions about today's real estate market. E-mail questions to Realty Views at terryross1@cs.com or call 949/457-4922.)*

**Realty Views**

**Commercial Real Estate Growth May Be On The Downside**



By **TERRY ROSS**

The commercial, non-residential side of real estate has evolved into a mixed bag this year as some segments have stalled while others have continued to grow.

A large part of the equation centers around the changing habits of consumers and the advance of online shopping, which has put a large dent in the retail landscape. The dire forecasts have even predicted that by early in the next decade, the number of retail shopping centers will decrease by one-third. Yet others point to the trend of investors looking at smaller markets for greater value while large metro areas start to slump.

According to a recent forecast by the National Association of Realtors (NAR),

lowed to build up to seven stories on 15% or less of the site and only for the development of a hotel. The project would also have to include “additional extraordinary public benefits beyond what is contained as a base requirement,” such as a pocket park, recreational area or performance venue, according to Koontz.

In a press release following the council’s decision, Elizabeth Lambe, executive director of the Los Cerritos Wetlands Land Trust (LCWLT), said that while the trust was not granted all of its requests regarding the plan, it could have been worse. Seven stories is too high for buildings in the area, and the group supported 100,000 square feet of commercial development and 1,000 additional dwelling units, as opposed to the 300,000 square feet and 1,000 units approved.

However, the inclusion of the Wetlands Mitigation Fund, a fee on new development that would pay for the restoration and preservation of the wetlands, and additions made by Price prior to the vote were big wins for the environment and the public, according to Lambe.

Price’s additional motion requires city staff to provide copies of mandatory annual reports to all council offices and the Los Cerritos Wetlands Authority (LCWA); report the number of units proposed and actually built in the area; distribute applications for developments adjacent to the wetlands to LCWA and the LCWLT; meet with these groups to discuss appropriate buffers, public access, planting palette and other biological protections for the proposed project; and confer with LCWA on all wetlands restoration projects.

Another additional motion added language requiring the General Plan Land Use Element update to be completed in five years. If it is not, the SEASP would return to the planning commission for adjustments. Also, all new buildings developed in the area must meet Leadership in Energy and Environmental Design’s silver standard.

The SEASP still requires approval from the California Coastal Commission, a process that Koontz said staff expects to take about one year.

**Groundbreaking Of New Mental Health Facility**

On September 22, Mental Health America Los Angeles celebrated the groundbreaking of its new Integrated Wellness Center located at 1955-1965 Long Beach Blvd. “This project is a new model for caring for people with mental illness while connecting them to jobs and other resources,” Mayor Robert Garcia said. “We are really proud of Mental Health America and this partnership.” The project has been more than a decade in the making, with planning first beginning in 2006. The federally qualified health center will provide free and low-cost services to neighborhood residents, including a five-room primary care clinic, mental health treatment, case management and housing placement to people living with mental illnesses. The project also includes a public cafe, Third Wave Coffee, and community space. “I look forward to MHA providing service, education, advocacy and training for our Long Beach residents who suffer from mental illness,” 6th District Councilmember Dee Andrews said. “We know they are



Mental Health America of Los Angeles celebrated the groundbreaking of its Integrated Wellness Center on September 22. Located at 1955-1965 Long Beach Blvd., the \$7.8 million, 15,748-square-foot facility is expected to be completed in 10 to 12 months. Pictured from left: Los Angeles Lakers’ Metta World Peace; Dave Pilon, president and CEO of MHA; Mayor Robert Garcia; 6th District Councilmember Dee Andrews; Herlinda Chico, field deputy for Los Angeles County 4th District Supervisor Janice Hahn; and Elisa Nicholas, CEO of The Children’s Clinic. (Photograph by the Business Journal’s Larry Duncan)

going to honor the good neighbor agreement by protecting the surrounding neighborhoods.” Construction of the \$7.8 million, 15,748-square-foot center is expected to last 10 to 12 months.

**Phase Two Underway On The Terminal at Douglas Park**

Confirmed tenants of Urbana Development’s The Terminal at Douglas Park are expected to be able to begin the buildout of their respective office condos in early October, according to Jeff Coburn, principal at Lee & Associates Commercial Real Estate Services.

“We have the units on the market in ‘shell condition.’ So the developers are building the building, all the common areas, the exterior, the elevators, etc., and then they just have blank canvas in their space depending on how many units they take,” Coburn said. “We have some buyers that are buying one unit and others that are buying five units, and they will be getting in and doing their work.”

Of the 20 for-sale office condos, each averaging about 2,500 square feet in the two

(Please Continue To Next Page)

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Foundations are being poured for the second phase of The Terminal at Douglas Park, with an estimated completion of by the end of the first quarter of next year. Sixteen of the 20 office condos available in phase one have confirmed buyers, who will be able to start their buildouts by early October, according to Jeff Coburn, principal at Lee & Associates Commercial Real Estate Services. Pictured at far left in the background is the new Hampton Inn and Homewood Suites dual hotel scheduled to open by Nexus Development Corporation next month. (Photograph by the Business Journal's Larry Duncan)

(Continued From Page 7)

25,000-square-foot buildings, 16 are under contract to the following businesses:

- Transworld Shipping USA Inc.
- The Sullivan Group of Court Reporters
- PostCity Financial Credit Union
- Appraisal Pacific Inc.
- The Core Group
- CalCom Federal Credit Union
- Mountain-Bishop Private Wealth Mgt.

Coburn said some companies are prepared to begin building out the space as soon as the property is turned over, while others have not yet gotten through the city permitting process.

Phase two of the development includes two more 25,000-square-foot buildings, which have already broken ground, with crews currently working on the foundation. Coburn said the second phase is expected to be completed by the end of the first quarter of next year. He explained that phase two is meant for buyers seeking between 12,000

and 25,000 square feet, meaning an entire floor or the whole building.

**Long Beach Exchange Taking Shape, New Tenants Announced**

The 266,000-square-foot Long Beach Exchange retail center is beginning to show its form as buildings take the shape of airport hangars and control towers. Recently, Burnham-Ward Properties, with its affiliate Burnham USA and Rockwood Capital, announced three new fitness-based tenants on its roster: GritCycle, Ra Yoga and Orangetheory Fitness.

“Three great names in boutique fitness all within one project. This is the wave of the future,” Scott Burnham, CEO of Burnham USA, said. “Southern California residents have moved away from the cookie-cutter way of wellness and fitness and have embraced experiences that create an element of community with a personal touch. GritCycle, Ra Yoga and Orangetheory Fitness exemplify the boutique fitness concept, and we



The aviation aesthetic of Long Beach Exchange is beginning to take shape on the corner of Lakewood Boulevard and Carson Street. The 266,000-square-foot retail center at Douglas Park recently announced the addition of three boutique fitness tenants: GritCycle, Ra Yoga and Orangetheory Fitness. The development is slated for completion by spring 2018. (Photograph by the Business Journal's Larry Duncan)

are very excited to welcome them to LBX.”

GritCycle is an indoor cycling studio with locations in Costa Mesa and Dana Point that specializes in high-intensity, full-body cycling classes. Ra Yoga has locations in Costa Mesa, Irvine and Newport Beach

and is a one-stop shop for all yoga needs, including a comprehensive schedule of group classes, private classes and even childcare. Orangetheory Fitness has locations throughout Orange County and Los Angeles and offers “revolutionary, one-of-

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**LOCAL EXPERIENCE | GLOBAL STRENGTH**



The Signal Hill City Council recently approved Mother's Market & Kitchen at the former location of Fresh & East Neighborhood Market. The grocery store is expected to open by the holiday season this year. (Rendering courtesy of Signal Hill Petroleum)

a-kind group personal training workouts.”

The three boutique fitness concepts join the list of eight other confirmed tenants. Below is a list of all confirmed tenants and the square footage each will occupy at Long Beach Exchange:

- 365 by Whole Foods Market, 28,000 square feet
- PetSmart, 18,000 square feet
- TJ Maxx, 20,000 square feet
- Orchard Supply Hardware, 40,000 square feet
- Nordstrom Rack, 28,000 square feet
- Ra Yoga, 3,500 square feet
- Orangetheory Fitness, 3,000 square feet
- GritCycle, 3,000 square feet
- In-N-Out Burger, 3,500 square feet
- MOD Pizza, 3,000 square feet
- Dunkin' Donuts, 2,000 square feet

With this current list of tenants, 152,000 square feet of retail space at the center is accounted for, leaving approximately 114,000 square feet available. Long Beach Exchange is expected to open in spring of next year.

## Real Estate & Retail News

### New Grocery Store Coming To Signal Hill

Earlier this month, Signal Hill Petroleum Inc. (SHP) announced the final approval for Mother's Market & Kitchen to move forward with opening in Signal Hill. The boutique grocer will open at the site of the former Fresh & Easy Neighborhood Market, located at 2475 Cherry Ave. “We are very excited to be bringing a high-quality, much-needed and in high demand grocery to our community,” Debra Russell, vice president of community relations and real estate operations for SHP, said. “Mother's will not only be exactly what this community needs but it will also be the perfect anchor to our bigger project, the Heritage Square mixed-use development.” The grocery store is expected to open by this year's holiday season.

(Please Continue To Page 11)



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 5620 E Atherton St

**SATURDAY, OCTOBER 14TH**

11-1 PM  
 @ Best Western Golden Sails Hotel  
 6285 Pacific Coast Highway

**WEDNESDAY, OCTOBER 18TH**

6-8 PM  
 @ Expo Arts Center  
 4321 Atlantic Ave

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**Daniel Duran, Ph.D.**  
 Associate Professor of Business Administration, Whittier College
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**Kyle Ransford**  
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-  **BRICK & MORTAR SHOPPING**  
**Giancarlo Filartiaga**  
 VP of Development, Macerich Real Estate
-  **CHANGING CONSUMER BEHAVIOR**  
**Christine Cooper, Ph.D.**  
 Regional Economist, CoStar Group

#### SPEAKERS

-  **EMCEE AND MODERATOR**  
**Frank Mottek**  
 Business News Anchor, KNX 1070 NEWSRADIO
-  **SOUTH BAY ECONOMIC FORECAST REPORT**  
**Robert Kleinhenz, Ph.D.**  
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# CSUDH

(Continued From Page 9)



Sacred Roots new office at 2841 E. Broadway.

### Sacred Roots New Location

Originally near Redondo Avenue and 3rd Street, Sacred Roots Holistic Healing is now located at 2841 E. Broadway. "It was a pretty exciting transition because we weren't sure if we were going to be able to make it or not," Director Jocelyn Fee-Miller said. "But the community came together, and we raised over \$10,000 to make it happen." She explained that the space is almost exactly the same size but has one less treatment room, which created a larger event space, allowing the facility to host more events than ever. On September 23, the facility kicked off its newest program, a quarterly art show that is tied to the seasons. The current exhibit features Andrew Pisula (aka Vagabond Carving), Jennifer Cullen and Cody Hovdet and runs through October 14. Sacred Roots does not hold regular business hours, so Fee-Miller suggested viewing the calendar at [www.sacredrootsholistichealing.com](http://www.sacredrootsholistichealing.com). For additional questions, call 562/265-1810.

### Stepp Commercial Completes Multimillion-Dollar Sale

Principal Robert Stepp of Stepp Commercial represented the seller, 1136 Apartments LLC from Los Angeles, in the \$2.55 million sale of East 3rd Street Apartments. The buyer was a private investor from Los Angeles. "This asset offered the buyer a fully occupied, turnkey opportunity in a strong rental area that continues to grow as new restaurants and retail centers are opening their doors," Stepp said. The eight-unit property is located at 1136 E. 3rd St. in the Alamitos Beach submarket and consists of five two-bedroom units and three one-bedroom units. The sale breaks down to \$318,750 per unit in the two-story, Spanish-style building, which was built in 1927.

### Investment Group Closes Two Apartment Building Deals

Bogie Investment Group of Marcus & Millichap recently completed the sale of two apartment complexes. The complex located at 2633 E. Broadway features two buildings for a total of four one-bedroom units, two studios, a common patio area and four single-car garages. Steve "Bogie" Bogoyevac, founder of the group and a senior vice president in Marcus & Millichap's Long Beach office, represented both the seller and buyer in the more than \$1.2 million sale.

Bogoyevac and Shane Young represented the buyer and seller of a property located at 1430 Elm Ave. The 1930s-era, Spanish-style building sold for \$2.2 million and consists of 14 one-bedroom units, on-site laundry and gated subterranean parking. ■



2633 E. Broadway



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Long Beach Water

## Hotel Proposal Nixed

(Continued From Page 1)

larly for female room cleaners who, they contended, are more likely to be victims of sexual assault. Opponents of the measure, largely represented by business interests, argued that it was something of a Trojan horse: an attempt to force hotels to unionize disguised as a movement to protect workers from violence.

First District Councilmember Lena Gonzalez was the principal author of the proposal, entitled “Supporting Long Beach Working Women: Hospitality Workload & Safety Ordinance.” Her proposal was co-signed by 2nd District Councilmember Jeannine Pearce, a former labor advocate for Los Angeles Alliance for a New Economy (LAANE), an organization that has been advocating for this type of legislation

under the name “Claudia’s Law.” It was also signed off on by 7th District Councilmember Roberto Uranga and Vice Mayor/9th District Councilmember Rex Richardson.

Safety provisions in the ordinance would have required hotels to provide hotel room cleaners with panic buttons, provide notice to employees of any sexual offenders staying as guests, put notices in rooms informing guests about hotel workers’ rights to be free from harassment, and other requirements. Workload regulations pertained to limiting the square footage workers would be allowed to clean in a certain period of time and mandating that overtime be voluntary.

Hotels with “a bona fide collective bargaining agreement” that included “equivalent protections” would be exempt, according to the agenda item.

Protests at downtown hotels in the past few years, largely led by the union Unite

Here Local 11, have centered around the issues of sexual violence against hotel workers and burdensome workloads.

Sgt. Brad Johnson of the Long Beach Police Department told the Business Journal that there was one battery of a male adult victim reported at a hotel on the 100 block of East Ocean Boulevard on June 16 this year. On July 30, a sexual battery in which a suspect “slapped a female victim’s buttocks over her clothing” occurred at a hotel in the 200 block of Bay Street. He also noted that in 2014, a female employee of a hotel reported that a male suspect exposed himself to her.

The council meeting went late into the night as dozens of individuals participated in public commentary for the item. All councilmembers participated in debate over the item and were frequently interrupted by applause and jeering.

Third District Councilmember Suzie

Price spoke at length, detailing concerns and questions about the ordinance while affirming her support for the safety of workers.

“Look, I am a prosecutor. I know that most sexual assaults go unreported,” she said. She pointed out that the ordinance only applied to hotels with more than 100 rooms. “Do we have any data that says people are more likely to be assaulted if they are working in a hotel with 100 rooms versus working in a hotel with less than 100 rooms?” Police Chief Robert Luna responded that he was unaware of any such data.

Price also said she did not understand the connection between the amount of square footage a hotel worker cleans and that worker’s likelihood to be assaulted. Pearce later explained the ordinance was about “inhumane working conditions” related to both workload and safety.

Eighth District Councilmember Austin commented that as a union representative, he appreciated the concern for the issues behind the ordinance. “While I appreciate the advocacy on this issue, I really didn’t appreciate the tone, the subtle threats, the direct threats,” he said. “I found that to be despicable, but also duly noted.”

Austin continued, “The item before us doesn’t feel like sound public policy in my opinion. And it is not supported by facts, and there is no record of reported incidents. . . . What is the rush?”

After questioning the city attorney on a number of points, Austin made a substitute motion. “I am going to take a shot at a substitute motion to request the city attorney to draft a resolution of the city council’s strong support for safe work environments for all employees in Long Beach’s hospitality industry that protects women and encourages the best technology in terms of panic buttons and surveillance in our hospitality industry in all hotels,” he said.

Austin continued, “Second, I would like to encourage the hospitality industry to work with the Long Beach Police Department to develop and review their safety plans and protect all guests and employees, to come up with the best safety plan possible.

“Three, I would like the City of Long Beach to support the rights of employees to organize and democratically select a union of their choice and support [the] collective bargaining process in the hospitality industry.

“Four, I would like to encourage the hotels and motels in Long Beach to place a priority on hiring local residents and the diversity of the city to fill jobs.

“And fifth, I would like to resolve that we support these protections for all workers and guests in Long Beach hotels and motels regardless of their size.”

Pearce cited data that 91% of sexual assault victims are women and that more than 80% of workers in the local hotel industry are women.

“I have worked with Unite Here for 10 years, not on their payroll but as a partner. . . . I understand this policy more than anybody,” Pearce said, referring to the union that has been attempting to unionize multiple Downtown Long Beach hotels for the past few years. The union was a major supporter of the proposed ordinance. Pearce then made a substitute-substitute motion to phase in the workload requirements over time.

Fourth District Councilmember Daryl Supernaw said he supported Austin’s motion. “How are we going to have mandatory overtime for our city employees but then we are

# Can we lend a hand?

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**Yvonne Santos**

Vice President & Small Business Administration Underwriter

**Shannon E. Vinson**

Senior Vice President & SBA Department Manager

going to tell the private sector you cannot have mandatory overtime?" he queried. "It's a classic 'do as I say, not as I do.'"

Gonzalez and Pearce rebutted Austin's proposal and encouraged their fellow councilmembers to vote with them. "A resolution over an ordinance basically tells, I think, many of us that this is not something that should be taken seriously," Gonzalez said. "To bifurcate the item, to talk about again the data, the non-reports, I think, is just a slap in the face to many of the victims that have dealt with this."

Ultimately, Pearce's substitute-substitute motion failed to gain the support of the five other councilmembers – Price, Supernaw, 5th District Councilmember Stacy Mungo, 6th District Councilmember Dee Andrews and Austin – who voted against the measure in lieu of Austin's motion to create a resolution supporting safety for hospitality workers.

After the vote, some in the audience stood up and pointed at the council, yelling, "Shame on you," and "We'll be back," with at least one person calling out Austin by name.

LAANE issued a statement following the vote expressing feelings of betrayal and anger. "We look forward to reengaging the council on this crucial issue. Our commitment to these workers and to the community will not fade. We will continue to advocate and organize to ensure hotel workers in the City of Long Beach are able to live and work, free from the fear and burden of sexual assault and inhumane workloads in the workplace," the statement said.

"At the end of the day, if it was truly about public safety, the councilmembers who introduced the item would've reached

out to us before introducing anything just to understand our hotels' business model and what they do in terms of public safety," Jeremy Harris, senior vice president of the Long Beach Area Chamber of Commerce, told the Business Journal. "It doesn't take a rocket scientist to understand the true meaning behind this item, and that was to make these onerous regulations on these hotels to force them to go into a collective bargaining agreement. If that wasn't the case, then why did they include the carve-out?"

Harris said that he and chamber staff had previously met with Gonzalez to get her take on the matter and help educate her about the local hotel industry. "That's why it was disheartening when the item came out," he said.

Greg Keebler, general manager of the Hilton Long Beach, told the Business Journal that his hotel already provides panic buttons to workers. "Our hotel several years ago started issuing panic buttons every morning in housekeeping," he said. "Our associates work in the rooms with the cart in front of the door with the door locked. We want to make sure nobody forgets one for the day. That's why we issue them every day." He added, "They are 130 decibels, so they are screeching loud. You can hear them five or six floors away."

Keebler noted that Hilton was recently voted as Forbes' top 100 list of places for women to work. "We've been on that list for years. This speaks to our global commitment to our associates as well as our local commitment," he said.

Kent Peterson, chair of the chamber's board of directors, said the opt-out for

(Please Continue To Page 14)

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TITLE	BID NUMBER	DATE
Homeland Security Grant Admin Support - REBID	RFP DC17-082	09/27/2017
PCI Compliance Subject Matter Expertise (SME)	RFP TI17-144	09/27/2017
General Automotive Parts	ITB FS18-003	09/27/2017
Groundwater Treatment Plant Chemical Tanks Replacement Project-Phase IV	WD-20-17	09/28/2017
S-1 Sewer Lift Station Rehab Project (SC-0275)	WD-31-17	09/28/2017
F-250 Super Cab CNG 4x4 Service Body (1)	FS 18-014	10/03/2017
Heavy Duty Equipment Rental	ITB FS18-019	10/03/2017
Air Filtration Units	ITB PR17-134	10/04/2017
Management Consult. for LAAFCFA Reg. Train. Grp	RFP FD17-135	10/05/2017
One Ton CNG Dump Truck	ITB FS18-005	10/05/2017
Airport Flight Information Display System	RFP AP17-142	10/09/2017
Episerver Design & Development Support	RFP TI17-138	10/10/2017
CNG 75' Aerial Bucket Truck	ITB FS18-004	10/10/2017
Historic Terminal HVAC Replacement	R-7087	10/11/2017
Heavy Duty Auto Body Repair Services	ITB FS18-022	10/11/2017
Airport Security System Maintenance	RFP AP17-141	10/12/2017
Project Mgmt. for Payment Processing Services	RFP TI18-001	10/23/2017
Develop & Implement Traffic Calming Measures for Traffic Exiting the I-710 into Long Beach	R-7053/R-7056	10/25/2017
Development Opportunity at Long Beach Airport	RFP AP17-128	11/01/2017
Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

\*\*Some of the listed projects have scheduled mandatory pre-bid meetings which may have already occurred due to publication lead times\*\*

**Bidder Registration**

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## Hotel Proposal Nixed

(Continued From Page 13)

unionized hotels was the chamber's biggest issue with the proposal. "It's not local government's job to impose the rule of organized unions on certain industries," he said. "The chamber is not against unions, by any means. We're against the fact that one of the unions tried to get laws made that favor them and almost make it a mandatory requirement for an organization to go out and get unionized in order to avoid those laws."

Peterson said he was "extremely happy" with the councilmembers who voted against the proposal. "All they needed to do was convince one of those five people that this was a good thing to go forward with. And in this case, logic prevailed," he said. Still, he does not believe this is the end of the matter. "This is only one battle. I'm sure it's not the end of it. They're not just going to walk away from it. This has been going on for the better part of the past four years."

His prediction was affirmed by Maria Elena Durazo, general vice president for immigration, civil rights and diversity on the national level for Unite Here, who said the following in an e-mailed statement to the Business Journal: "Councilwoman Lena Gonzalez deserves enormous credit for having the courage to sponsor Claudia's Law, as do Councilmembers Pearce, Uranga and Richardson for supporting the proposed ordinance. It is disappointing that Long Beach City Council has, once again, delayed taking action to protect hotel workers from sexual assault and inhumane workloads in the City's hotels. Long Beach

hotel workers and their allies will not forget the councilmembers who voted against Claudia's Law. But the women and men who work in the hotels, and the community supporting them, are not daunted – they're not going away. In fact, we are more committed than ever to organizing. I remain confident that it's only a matter of time before Claudia's Law will be passed."

The Business Journal left numerous messages for Gonzalez and Pearce, who did not return requests for comment. ■

## "Sanctuary City" Policy Approved By City Council

■ By **BRANDON RICHARDSON**  
Senior Writer

Following the passage of California Senate Bill 54 on September 16, the Long Beach City Council voted at its September 19 meeting to approve its own "sanctuary city" policy to expand on the immigrant protections provided by the state bill.

The agenda item, dubbed the Long Beach Values Act, was introduced by 1st District Councilmember Lena Gonzalez and passed with a 7-1 vote. The only dissenting vote came from 5th District Councilmember Stacy Mungo. She explained that while she supports Deferred Action for Childhood Arrivals (DACA) and DREAMers, she was concerned the item did not go before the city's state legislative committee, which re-

views and recommends support for or opposition to proposed statewide policies.

"If it wasn't for my mother's and my grandmother's sacrifices to come here, I certainly wouldn't be sitting in this seat," Gonzalez said. "I don't think they ever thought that, as immigrants, that their daughter or granddaughter would be now pushing policies to protect our communities."

Prior to the passage of SB 54, Gov. Jerry Brown indicated that he would sign the bill into law if passed by the state legislature. If signed by the governor, state and local law enforcement agencies would be prohibited from using resources to investigate, interrogate, detain, detect or arrest people for immigration enforcement purposes.

With the approval of the Long Beach Values Act, the city manager's office will work with the office of equity and partner with local immigrant rights organizations, the Long Beach Sanctuary City Coalition, Centro Cha, Long Beach City College, the Long Beach Unified School District and California State University, Long Beach in expanding the policy in the following ways:

- Protecting and advocating for local DACA and DREAMER students.
- Preventing future deportations of local residents.
- Examining partnerships with L.A. County for local legal defense funds.
- Protecting the confidentiality of local immigrant residents and their information and ensuring no city resources are used to create registries based on religious affiliation, immigration status or any other protected class such as gender, sexual orientation, race, etc.

- Affirming an aggressive approach to advocating at the federal and state level for pro-immigrant policies.

Councilmembers highlighted the recent decision by the Trump administration to phase out DACA, which has benefited about 800,000 young immigrants since being adopted five years ago.

During the meeting, councilmembers and public speakers pointed out that the issue hits close to home, as Long Beach has a large population of immigrants or children of immigrants, including Mayor Robert Garcia and councilmembers Gonzalez, Uranga and Price. Councilmembers Uranga and Austin each employ a DACA participant in each of their offices.

Public commenters shared that the fear of deportation has increased within immigrant communities, as well as threats of retaliation by landlords and employers if they ask for higher wages or improved living conditions.

The policy will be brought before the council in the next 60 days for final approval. ■

## Does SB 35 'Restrict Local Control' Over Development?

■ By **BRANDON RICHARDSON**  
Senior Writer

On September 15, the California State Senate voted to approve Sen. Scott Wiener's Senate Bill 35, which proponents say streamlines the approval process for housing in cities that are not meeting state-

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mandated housing goals and incentivizes affordable housing development.

“The legislature took a significant step forward to address California’s housing shortage – a shortage that threatens our state’s future,” Wiener said following the state assembly’s vote on September 14. “While the package doesn’t solve our housing problems entirely . . . it’s a very healthy down payment that should make us proud.”

The bill was supported by various labor, environmental and nonprofit affordable housing developers. The California Council for Affordable Housing, California Apartment Association, California Association of Realtors, Mercy Housing and Bridge Housing also supported the bill, among others.

While California’s 33rd Senate District Rep. Ricardo Lara, along with most of the Legislature’s Democrats, supported the bill, California Assembly District 70 Rep. Patrick O’Donnell, also a Democrat, was opposed. On September 7, O’Donnell released the following statement:

“Senate Bill 35 is bad for Long Beach and bad for California. This bill has the potential to significantly restrict the ability of California cities to control new development within their boundaries. We should not plan cities or approve new local developments from Sacramento. This bill threatens neighborhoods by allowing developers to build ‘by right,’ meaning new projects will not be shaped by community input, but instead by state-imposed planning law. Cities will be forced to approve new developments without any public input as to how they look or fit in with surrounding neighborhoods.

“There are neighborhoods in and around

Long Beach that serve as an example of what happens when neighborhoods are up-zoned without the parking, schools, or services to support the massive increase in density. This experience leads me to oppose SB 35.”

Josh Butler, executive director of Housing Long Beach, a housing and tenant advocacy group, said he has been and remains in support of SB 35 because it adds another tool to the toolbox when it comes to increasing housing development, particularly affordable housing. However, he noted that there is no single solution to the problem.

While the process for developer approval is streamlined, Butler noted that public input and responsible development should not go by the wayside. He said that community wants and needs should still be considered by developers.

“We’ve been building a lot of market rate housing, but we haven’t been building affordable housing,” Butler said. “So, even with SB 35 and the fast track, we still don’t have a good funding source for affordable housing. There was legislation that was passed to assist with that, but we still need a local mechanism.”

The additional affordable housing legislation that was approved includes SB 2 and SB 3. Senate Bill 2 will add a \$75 fee on mortgage refinancing and other real estate transactions, excluding home and commercial property sales, while SB 3 will place a \$3 billion bond on the 2018 statewide ballot. Each bill is meant to funnel money toward low-income housing financing and building low-income residential projects.

Gov. Jerry Brown has yet to sign or veto any of the three pieces of legislation. ■



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Articles by Senior Writer Brandon Richardson.  
Photographs by the Business Journal's Larry Duncan

# Support Local Small Businesses



## Port City Tattoo

After apprenticing at a shop in Sunset Beach, working at a couple of shops in Orange County, and opening (then selling) his own shop in Costa Mesa, Tom Moser opened Port City Tattoo off Long Beach's Traffic Circle in April 2011. "I just always liked the outsider culture – kind of similar to someone who might listen to punk rock music or heavy metal music," Moser said. "Just seeing the images kind of have this powerful effect on me, I was just kind of drawn to it." Located at 4290 E. Pacific Coast Hwy., the tattoo shop currently has around 11 artists who work as subcontractors. After three years of success in Long Beach, Moser decided to open a second Port City location in Costa Mesa. He explained that he adheres to an old school mentality: he doesn't promote tattoos on the face and neck and often cautions against them on hands, unless the client already has several tattoos. Moser said that while society has become more accepting of body art, there is still the risk of an employer not hiring someone with these sorts of in-your-face tattoos. "I don't really care what it is, as long as the customer leaves happy. That's a rewarding feeling for me," Moser said. "It's going to be on them for the rest of their life, and I don't take that lightly." For more information, call 562/494-6800 or visit [www.portcitytattoo.com](http://www.portcitytattoo.com).

## J&L Fine Jewelry

As a child, Janice Krantz collected rocks and was interested in things that came from the earth, which included jewelry. In 1991, Krantz opened J&L Fine Jewelry at 1823 Ximeno Ave. after around 24 years of working for others in the industry. "I love jewelry. I enjoy the customers. To me, they are like friends," Krantz said. "You get attached to people and their families. I think I'm on the third generation of families buying jewelry from me." She has four part-time employees, and her son, Josh, works full time at the store. Aside from sales, J&L offers jewelry, watch and clock repair; custom jewelry design; watch batteries; appraisals; gold recycling; and complimentary cleanings. One of the most enjoyed aspects of the store is the two estate cases where customers can sell their unwanted jewelry rather than scrap it. Krantz helps them set a price and then works to sell the pieces, keeping only 25% for the store. "I like helping young kids get engaged because it seems like it's scary for the guys and I become their mother and try to help them spend what they can and not go into debt over an engagement ring and make sure they got the right girl," Krantz said. "I love everything about the jewelry business." For more information, call 562/986-4380 or visit [www.jnljewelry.com](http://www.jnljewelry.com).



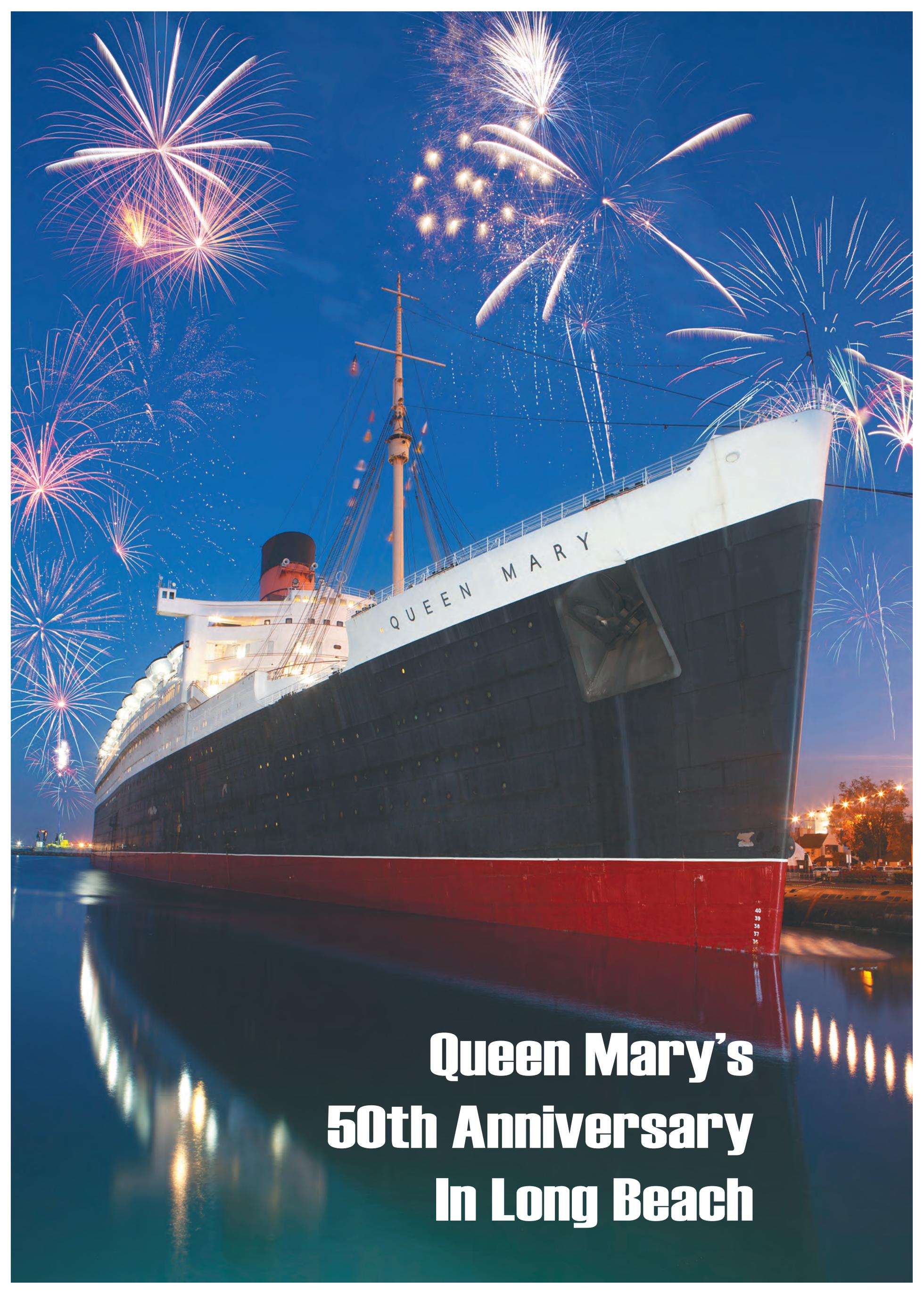
## Tomlin Eye Care

Dr. Luelinda Tomlin decided to go back to school to fulfill her dream of helping people by playing a role in the medical community. She started at the California College of Optometry in 1980 and graduated in 1984. "It helped me to be able to achieve my dream of being able to do something one on one on a daily basis and have that satisfaction going home at the end of the evening knowing I helped somebody's life to be better," Tomlin said. In 1990, she began working at Dr. Dominic Belletti's practice located at 4409 E. Los Coyotes Diag. When Belletti retired in 1991, Tomlin purchased the practice, transforming it into Tomlin Eye Care. The practice has four employees and focuses on providing high-quality and personalized optometric care, sometimes referring patients to specialized or primary care practitioners. As a Long Beach resident, Tomlin explained that she enjoys being able to work within her own community and that she often sees patients when she is out around town. "We try to do what we do with a cheerful smile and friendly communication and try to create an atmosphere of health and well-being," Tomlin said. "Getting your eyes checked on a regular basis is really important because it's a part of [your] overall health." For more information, call 562/437-1276 or visit [www.tomlineyecare.com](http://www.tomlineyecare.com).

## HD Orthodontics

In September 2015, Dr. Heather Dosh opened HD Orthodontics after previously working for a corporate company in Los Angeles and a private practice in Orange County. "I became interested in orthodontics as a young child. I was always super self-conscious of my smile, and in all our home videos growing up, I was in the background. I didn't want to smile," Dosh said. "So for me, orthodontic treatment was such a positive experience. My orthodontist was a cool guy. I actually enjoyed going to the visits because I saw the progress and my smile improving." Located at 4714 E. Los Coyotes Diag., Dosh's practice is currently open three days per week, with days varying each week, and she sees between 20 and 30 patients each day. She explained that the three days are not at capacity but that when they are, the practice will open more frequently and she will hire more staff to assist the four she currently has working for her. Dosh said she loves seeing a patient's face light up when they see progress and feel more confident. "Once you join the practice as a patient, you become part of our family. We like to have fun, so we keep it a light environment," Dosh said. "We don't want fear of the orthodontist or dentist coming into play." For more information, call 562/283-6590 or visit [www.hdorthodontics.com](http://www.hdorthodontics.com).





**Queen Mary's  
50th Anniversary  
In Long Beach**

# Queen Mary's 50th Anniversary In Long Beach



**MAYOR ROBERT GARCIA**  
CITY OF LONG BEACH

### LONG BEACH CELEBRATES THE 50<sup>TH</sup> ANNIVERSARY OF THE QUEEN MARY

On behalf of the City of Long Beach, I am proud to celebrate with you all the 50<sup>th</sup> anniversary of the Queen Mary, one of Long Beach's prize attractions and cultural landmarks.

Commissioned in 1930 and built on the River Clyde in the seaside town of Clydebank, Scotland, the historic RMS Queen Mary was the largest, fastest, and most luxurious ocean liner of its time, and is a true testament to its Scottish heritage. From her maiden voyage in May 1936 to her retirement in Long Beach in 1967, the Queen Mary dominated transatlantic passenger transport and even served in World War II, carrying a record 16,683 American Troops and helping bring victory to the Allied forces.



Fifty years ago, the City of Long Beach purchased the Queen Mary and converted it into a hotel, historic, and entertainment venue. It has since become a landmark and priceless community asset, entertaining and inspiring countless locals and visitors alike. The Queen Mary fits perfectly alongside our oceanfront downtown, public marinas, the Port of Long Beach, and the Aquarium of the Pacific, solidifying our reputation as the "Aquatic Capital of America."

The City of Long Beach is committed to keeping this legacy alive. We have agreed to invest \$23 million to repurpose the ship and the surrounding area. We started the process of repainting approximately 240,000 square feet of the Queen Mary's exterior to its original colors and treating the corrosion that has accumulated over the past eighty years. We have also partnered with Urban Commons to transform the land around the Queen Mary into a magnificent entertainment complex with retail stores, restaurants, and sports and entertainment facilities.

By maintaining the history and integrity of the ship and its surroundings, I am confident we will all be able to enjoy the Queen Mary for decades to come.

Go Long Beach!

Mayor Robert Garcia



British  
Consulate-General  
Los Angeles



On behalf of Cunard, we extend our congratulations to The Queen Mary on her 50th Anniversary milestone of arriving from England to Long Beach, California.

The Queen Mary is a cornerstone of our illustrious company, having played a significant role in Cunard's long history, notably during the "Golden Age of Ocean Travel" when celebrities, politicians and luminaries sailed the famous liner during the 1930s-1950s, and making a major impact in world affairs with her role as a troop ship during WWII. Named by HM Queen Mary in 1934, the ship was to be the first of eight Cunard liners to be named by a member of the British Royal Family, with most recently, the Royal Naming of Queen Elizabeth in 2010, by HM Queen Elizabeth II.

Since 1967, when The Queen Mary retired to her new home in Long Beach, she has continued to fascinate visitors from all over the globe. She lives to bear witness to the revival of Cunard's ocean liner renaissance with the advent of her namesake Queen Mary 2, which proudly carries on the company's traditions, heritage and hallmarks made famous by her predecessor. In fact, today, the Cunard fleet's specialty restaurant is The Verandah, which pays homage to the namesake venue on The Queen Mary.

The team at Cunard's North American headquarters in Valencia, California are very fortunate to have The Queen Mary in our own "backyard." In the last decade, we have had the pleasure of collaborating with the iconic ship's staff on several events, the most recent being in February 2015 on the occasion of Cunard's 175th Anniversary, when our ship, Queen Elizabeth, docked adjacent to The Queen Mary, kicking off a day of celebration and festivities. This was the first time that a Cunard ship had docked next to The Queen Mary.

The Queen Mary is an icon of the 20th century who shall forever remain one of the world's most beloved ocean liners, and an enduring symbol of the special relationship between the United States and the United Kingdom. We are very grateful for the ship's ongoing legacy, and are gratified that people from all walks of life continue to learn about her very special place in history. Cunard sends all of our best wishes on this milestone occasion, and toasts to the next 50 years!

Sincerely,

Josh Leibowitz  
Senior Vice President  
Cunard North America



This December marks the 50<sup>th</sup> Anniversary of RMS Queen Mary's arrival in Long Beach. It is a perfect time to thank the City of Long Beach for its stewardship of the vessel, especially since many more people have boarded the ship since her arrival in Long Beach than when she was in commercial service.

The Queen Mary debuted as the epitome of British innovation in the 1930s, dominating the luxury cruise industry as the most stylish, but above all the fastest transatlantic vessel, winning the Blue Ribband in 1936 and again in 1938. She saw service during WW2 as a troop carrier (sometimes ferrying over 16,000 personnel at a time—a standing record) and even served as Churchill's maritime office.

Today the Queen Mary is the only surviving ocean liner from the golden age of travel. As such, she offers a rare opportunity to step back in time to a lost age – something I vividly remember doing as a teenager during a visit to Long Beach with my family 25 years ago. Thanks to the city of Long Beach, we can still enjoy what was once called "the stateliest ship afloat."

Britain's maritime industry is much different today than the 1930s, but ships still move the world and the United Kingdom remains a global maritime power. The Royal Navy is the second most powerful in NATO after the United States. The UK boasts the second-largest maritime cargo industry in Europe, which contributes £22 billion a year to our economy and employs at least 360,000 people.

Like the Queen Mary, Britain has seen its global role change significantly since the 1930s. But far from a museum piece, our partnership with the United States remains as relevant today as during the darkest days of WW2 when the Queen Mary carried both British and American servicemen. We remain partners in times of war and times of peace. And we support each other's prosperity - the UK is the second largest investor in Southern California and every day in the State, over 1,000 Americans go to work for British companies and over 1,000 Brits go to work for US companies.

When Winston Churchill visited the California Club in 1929 he lauded the "enterprise and sunshine of Southern California" adding that "in no place has the hand of friendship been more cordially extended than in this fair city of Los Angeles." The Queen Mary's presence remains a reminder of that hospitality and friendship. Here's to the next 50 years.

Sincerely,

Michael Howells  
HM Consul General  
Los Angeles



# 50 Years Forever! The Queen Of Southern California

■ BY **EVERETTE HOARD**

Commodore of the Queen Mary

On the last day of October 1967, the RMS Queen Mary, then 31 years old and the world's most famous ocean liner, would leave her native United Kingdom forever. Thirty-nine days and 14,500 nautical miles later, she would arrive off the Southern California coastline in the cool of the morning of December 9th. An estimated 5,000 boats of all shapes and sizes would be waiting to greet her! Millions of admirers watched from the shores as the liner steamed toward her new home in Long Beach.

This would conclude one of the most brilliant sea-going careers in history. In war and peace, in fair weather and foul, the Queen Mary would make 1,001 crossings of the North Atlantic carrying nearly three million passengers over a distance of 3,794,017 nautical miles. In fact, her role as a troop ship in the Second World War was such that, had she been torpedoed or bombed, it could have dramatically changed the outcome of the European conflict. Sir Winston Churchill traveled in the ship several times, even planning Operation Overlord, the invasion of Normandy, from his main deck suite.

In peacetime, the Queen Mary captured the hearts and imaginations of the traveling public. She was one of the only great liners to earn her way in the late 1930s. In the '50s, wearing the laurels of her heroic wartime adventures, the ship was annually earning what it cost to build – \$25 million. The Cunard Line, the ship's owner, thought they had found the pot of gold at the end of the rainbow!

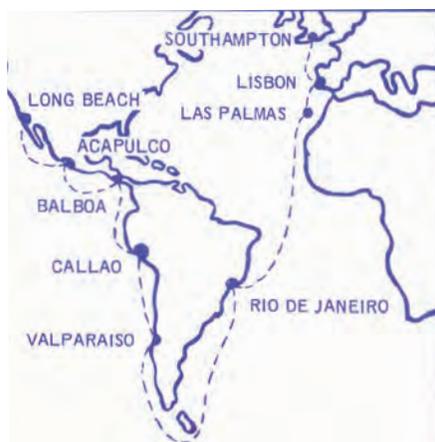
However, towards the end of the decade, two remarkable jet airliners would emerge and make their debuts to the world. They were the Boeing 707 and the Long Beach-built Douglas DC-8. Traveling by jet, one could fly over the North Atlantic in just eight hours. No longer would it take five days to get to Europe in a ship sailing across some of the roughest ocean on the earth. Almost immediately, the number of passengers sailing in the Queen Mary began to fall. Captain Treasure Jones, the vessel's last sea master, would comment, "In the '60s the Queen Mary rattled across the Atlantic, using 1,000 tons of oil fuel every 24 hours with 1,200 crew looking after only a couple of hundred passengers." It was the end of the era of the golden age of ocean travel.

Most ships are scrapped and recycled at the end of their lives and only live in pictures, memories, and hearts. But not the Queen Mary! This epic vessel would find immortality of sorts among all the names of the great liners. Thanks to the creative and far-sighted thinking of the City of Long Beach, California, the Queen Mary would know a second, even longer life as an iconic attraction, hotel, and place for special events.

On December 9th, we celebrate 50 fabulous years since the arrival of the Mary. Her popularity has never been greater, and she has a global following including 315,000 Facebook friends! The ship has had nearly 10,000 weddings performed onboard, some 2,000 champagne Sunday brunches held in the Grand Salon, and starred in more than 300 movies, including "The Aviator" with Leonardo DiCaprio and "Pearl Harbor" with Ben Affleck, as well as television shows and commercials. Even "American Idol" was filmed onboard with Ryan Seacrest, Randy Jackson, Niki Minaj and Mariah Carey. We have been visited by members of the royal families of Great Britain, Saudi Arabia and Qatar, as well as President Ronald Rea-



The Queen Mary enters Long Beach Harbor on December 9, 1967, after a 39-day journey that began in Southampton, England. (QM photo)



**R.M.S.  
QUEEN  
MARY**  
**THE LAST GREAT CRUISE**

On October 31st., 1967, the Queen Mary departed from Southampton for the last time. She called at Lisbon, Las Palmas, Rio de Janeiro, Valparaiso, Callao ( Lima ), Balboa, Acapulco & arrived at Long Beach on December 9th.



gan, Margaret Thatcher, Randolph Churchill and governors of nearly every state in the union. Countless musicians and singers have been seen on the ship in recent years including: Rod Stewart, Rick Springfield, The Beach Boys, Hugh Laurie, Britney Spears, Dionne Warwick and Snoop Dog, too!

So why this insatiable appeal and longevity of life for our beautiful Queen? I believe this intangible magic goes back to the very beginning of her life. The day the ship was launched in 1934, King George V would proclaim, "No longer will she be a number on the books, but a ship with a name in the world, alive with beauty, energy and strength!" The King also said, "May she in her career bear many thousands of each race to visit the other as students and return as friends." The Queen Mary is still doing this all these years later!

In her current role as a floating Southern California icon, the Queen Mary has seen better than 50 million people come across her fabled gangways. Now 50 years and 50 million guests since the propellers have turned a single revolution, one must recall the words of a well-known English psychic, Lady Mabel Fortiscue-Harrison, also spoken on the day of the launch: "Most of us will be gone when this takes place including myself, but the Queen Mary will know her greatest fame and popularity when she never sails another mile or carries another fare paying passenger." Quite an insight!

The Queen Mary has become to Southern Californians what the Eifel Tower is to Parisians, what Big Ben is to Londoners, and what the Statue of Liberty is to New Yorkers. Now in Long Beach longer than she was at sea, the great vessel has become a symbol of our community. Surely an honor that she has earned.

So here's to you Great Queen, dowager of the fleet, apple of my eye, and Queen of millions of hearts around the globe. May you live another 50 years and beyond as a clarion reminder of oceanic magnificence from another age as you so proudly breast the ebb and flow as the Queen of Southern California!

Long live the Queen!!!

## Queen Mary Timeline 1967-2017

### October 31, 1967

Queen Mary departs Southampton, England on 39-day "Last Great Cruise."

### December 9, 1967

Queen Mary arrives in Long Beach, greeted by more than 10,000 ships and boats of all sizes, including one man in a bathtub with an outboard motor. Also on hand was the USS Long Beach, the world's first nuclear-powered surface combat ship. Thousands of spectators lined the shoreline and docks to catch a glimpse of the Queen. She docked at Pier E in the Port of Long Beach and at 12:07 p.m. Captain Jones used the bridge telegraph to signal "finished with engines," for the last time.

### December 11, 1967

Removed from British registry and officially handed over to the City of Long Beach.

### March 26, 1968

Diners Club Inc. named master commercial lessee.

### April 6-May 18, 1968

Drydocked at the Long Beach Naval Shipyard for hull cleaning, repairs, repainting, and sealing, then taken to Pier E for conversion.

### July 1970

Diners/QM terminates participation in the project.

### February 27, 1971

Queen Mary moved to Pier J.

### April 1, 1971

Specialty Restaurant Corp. takes over as master lessee.

### May 8, 1971

Queen Mary Story and Power Train Tour, and Upper Decks open on weekends only.

### December 11, 1971

Jacques Cousteau's "Living Sea" portion of Museum of the Sea opens.

### February 20, 1972

Largest day's attendance: 19,600.

### November 2, 1972

First 150 hotel rooms open.

### February 9, 1974

Hyatt Corporation takes over management of the hotel.

### March 1974

Preview opening of Mary's Gate Village (later named The Queen's Marketplace).

### January 5-8, 1976

The American Freedom Train makes a whistle stop on Pier J next to the Queen Mary. Long Beach is

# Portal To The Past: Two Passengers Reflect On The Final Voyage

■ BY ANNE ARTLEY  
Staff Writer

Although 25-year-old flight attendant Carla Marshall was no stranger to international travel, she recalled feeling awestruck at her first sight of the Queen Mary.

"She was so magnificent. It was just stunning. She's so huge. It was a little bit overwhelming," she said.

Marshall joined the crew of the Queen Mary's final voyage in Rio de Janeiro as a hostess on the hospitality deck. She received the opportunity through her position at Pan American World Airways (Pan-Am). Her work had taken her to the middle east (her first flight with Pan-Am was to Tehran, Iran), Africa and Asia, but she had never sailed on a ship before.

"I was so keyed up in Rio, I couldn't sleep," she said. "When I saw the immensity of the water stretching out, I thought, 'oh no, this is more than I anticipated.'"

Marshall was one of five women who ran the hospitality deck. All but one of them worked for Pan-Am, she said. They

were all around the same age, which was significantly younger than the passengers.

"The average age was early 70s," she said. "Who else could afford six weeks on a first-class fare but retired people?"

Mervin Clarke, who served as a commis, or entry-level, waiter was another young person employed on the ship. He was 16 when he came aboard the Queen Mary in Southampton, the starting point of her final voyage. He said his hometown, Liverpool, was a "pretty rough, run-down area," and he described the dining experience on the Queen Mary as a culture shock.

"I had never seen so much silverware in my life. At home you had a knife, fork, spoon, and that was it. On the Queen Mary, you had a soup spoon, a fish knife, a main course knife..." he trailed off, laughing.

Marshall, too, recalled the mealtimes as particularly memorable.

"I have never in my life eaten so much caviar every day," she said. "I mean. . . gallons of it, and gallons of champagne."

Clarke was connected to the Queen Mary through sea school, which he described as similar to cadet school in the United States. He decided to join the British Merchant Navy which involves the transportation of cargo and passengers. The Queen Mary was his first assignment.

"We were given a choice of shipping companies that we fancied. I listed Cunard as my first choice," he said. "I was delighted when I was offered the position. I got the letter the day before the ship sailed out of Southampton."

After departing from England, the ship made stops at Lisbon, Portugal and Las Palmas, Canary Islands before crossing the Atlantic to Rio de Janeiro. After departing from Brazil, the ship sailed around Cape Horn, the southernmost tip in South America. She then made calls at Valparaiso, Chile; Callao, Peru; Balboa, Panama and Acapulco, Mexico before arriving in Long Beach, according to the Queen Mary website.

"There were always people standing around the ship," Clarke recalled. "And we'd come through with our passes. We were young, and it was like we were in the F.B.I or something special," he said.

Marshall described life on the ship as insular, especially after a few weeks at sea.

"It really shrinks the size of the ship when you're on it for that long. There was stuff going on in the world that we didn't know about, even though they put a newspaper out every day," she said. "It was all about 'who did you see?' 'what were they doing?'"

When the Queen Mary arrived in Long Beach, on December 9, 1967, a procession of almost 5,000 water craft followed behind her, welcoming the ship to her forever home.

"You could've walked on water, it was so crowded out there," Marshall said.

Marshall currently lives in her native St. Louis. Clarke resides in Ahiohill, a village in Ireland about 20 miles outside of Cork. It has "more cows in the field than people," he said. Both are married with grandchildren.



Carla Marshall takes in the interior of the Queen Mary, where she once served as a hostess on the hospitality deck during the ship's final voyage to Long Beach. Marshall came by the opportunity through her work as a flight attendant for Pan-Am. (Photograph provided by Marshall)



Mervin Clarke, who served as a waiter on the Queen Mary's final voyage in 1967, visited the ship again in 2017 with his wife, Caroline. The Clarkes reside in Ireland. (Photograph provided by the Clarkes)



# The Queen of Ships

The Port of Long Beach has welcomed the biggest ships ever to visit North America, but few vessels as memorable as the Queen Mary, a symbol of our city since she arrived back in 1967. Congratulations on 50 years!



Port of  
**LONG BEACH**  
The Green Port

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its 54th American display city as it travels to 48 states to commemorate the U.S. Bicentennial Celebration. The train is a traveling exhibition of the history and triumphs of the U.S.A. and was viewed by 7 million visitors during its 26,000-mile tour.

#### October 1, 1976

Queen Mary Tours Inc. takes over operation of Museum of the Sea.

#### 1979

The Associated Radio Amateurs of Long Beach (ARALB) establish W6RO Amateur Radio Station aboard the Queen Mary's Sun Deck. It is the first amateur radio station to be installed on a museum ship. The ARALB club was founded in 1923 by a group of radio hobbyists who met once a week in Recreation Park. After the Long Beach Earthquake in 1933, club members provided emergency radio communications for the area.

#### February 3, 1979

"Liberace: A Valentine Special" airs in color on CBS-TV. Liberace whisks his special guests, Sandy Duncan and Lola Falana, to his "yacht," the Queen Mary. This was not his first Queen Mary experience. In 1956 he performed on the Queen Mary on a trans-Atlantic crossing. It also was not his first experience in Long Beach. He embarked on his first world tour with two concerts on February 17-18, 1947 at the Long Beach Municipal Auditorium. While in town he also played privately at the Long Beach Naval Hospital for 500 wounded veterans. On July 1, 1952 Liberace performed again at the Long Beach Municipal Auditorium along with his brother George.

#### September 1, 1980

Wrather Port Properties, Ltd., a subsidiary of Wrather Corporation, signs a 66-year lease to manage the Queen Mary and adjoining acreage.

#### 1981

Wrather unveils plans for PortAdventure By The Sea, to include Queen Mary, a marina, new shops and restaurants, the Hughes Flying Boat Exhibition and an onboard maritime museum.

#### July 5, 1981

Beach Boys perform a free concert live from the Queen Mary. Hosted by radio personalities Wolfman Jack and Charlie Tuna. The opening acts were Rick Springfield, Three Dog Night and Pablo Cruise. Jan & Dean guested on "Barbara Ann."

## The Queen Takes The Throne: Arrival In Long Beach

■ By **ANNE ARTLEY**  
Staff Writer

**W**hen the Queen Mary arrived in Long Beach on December 9, 1967, she was not alone. An armada of almost 5,000 watercraft followed in her wake to welcome the ship to her new home, wrote Commodore Everette Hoard

in his narrative, "The Last Great Cruise of the RMS Queen Mary."

In fact, the ship's procession was so large that the U.S. Coast Guard was brought in to guide it along. Even the U.S. Navy sent a cruiser, the USS Long Beach, Hoard wrote.

"The Queen Mary has a magic about her. I don't know of any other passenger ship in history that has drawn the imagina-



Thousands of people welcome the Queen Mary's arrival as it enters the inner harbor of the Port of Long Beach, December 9, 1967. (QM photo)

tions and captivated the hearts of so many," Hoard told the Business Journal.

For many of the passengers, the celebration began early in the morning as they had stayed up late partying the night before. In fact, the ship ran out of coffee cups, so they began pouring coffee into cereal bowls and lapping it up, according to Hoard.

As the ship drew closer to the Long Beach harbor, passengers started throwing souvenirs toward the boats below, including deck chairs, cutlery, and pots and pans – anything that wasn't tied down, Hoard said.

After the Queen Mary docked in the harbor around noon, the ship's captain, Treasure Jones, rang "Finished with Engines" from the engine room telegraphs, signaling the beginning of the Queen Mary's second life as a Long Beach icon.

"A ship that had delivered 810,000 military personnel safely around the world in pursuit of peace and freedom during World War II and carried 2.5 million of the most famous people in the world during her seagoing career. . . . This ship was news," Hoard said. "This ship had a name in the world, and Long Beach was looking for something like that."

At the time, the city was struggling to attract tourists and recapture some of its former glory as a top destination, according to Bob Maguglin, the public relations manager of the Long Beach Area Convention & Visitors Bureau.

"Through the late 1800s to 1920s, Long Beach was the destination for visitors. None of the other beach cities had any kind of infrastructure. This was the queen of the beaches," Maguglin explained. "What happened was, the U.S. Navy decided to base a portion of the Pacific Fleet here. In order to do that, they needed protection for the ships, so they built the breakwater. That pretty much ended us as a beachfront community."

But the popularity of the Queen Mary seems to have compensated for lost time. The ship draws about 1.5 million visitors per year and has more than 315,000 Facebook followers. In fact, her total social media outreach is about one million, according to Hoard.

"The ship has become our Eiffel Tower, our Big Ben," Hoard said. "I'm pretty well-traveled, and I think you could go anywhere in the world and most people know about the Queen Mary."

Hoard's position is ambassadorial; he has never served as an officer. As a commodore of a standing ship, he said his title encompasses the roles of chief historian, senior captain and nautical expert. He also performs wedding ceremonies.

"When you love something as much as I love the Queen Mary, it becomes a way of life," Hoard said. "Every day is an event here. This is the only ship in the world where the voyage never ends."



Queen Mary Commodore Everette Hoard's "love affair" with the ship began at age three. His father passed on his love of ships from his time in the Navy. The Alabama native saw the Queen Mary 17 years later, when he and his father took a road trip to Long Beach. He began working at the ship in the early 1980s and was named commodore in 2012. (Photograph by the Business Journal's Larry Duncan)



Capt. Treasure Jones with his wife, Belle. Captain Jones was the captain of the Queen Mary on its final voyage. Below, from left, are Long Beach Mayor Edwin Wade, Captain Jones and Long Beach Vice Mayor Robert Crow make their way through the crowded wharf on the Queen Mary's arrival on December 9, 1967. (QM photos)





# Congratulations

# Queen Mary

On behalf of the

Long Beach Convention & Visitors Bureau, Board, Staff and over 400 Hospitality Business Partners, we would like to congratulate you on 50 years of wonderful service to Long Beach.



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**December 9, 1982**

Queen Mary Club celebrates 15th Anniversary of Queen's arrival in Long Beach in 1967. Capt. John Treasure Jones and his wife, Belle, are the special guests of the QM Club. A special ceremony on the ship's bow includes Long Beach Mayor Tom Clark, current captain of the Queen Mary, John Gregory, and a host of city officials, dignitaries and Queen Mary Club members and former Queen Mary passengers. The elaborate ceremony included a U.S. Coast Guard color guard with the flags of the U.S. and Great Britain, a marching band, bagpipes and a contingent of the Queen Mary's own "Queen's Guards" to salute Captain Jones's arrival. At the conclusion of the ceremony, a Douglas DC-9 Super 80 buzzed the ship at 600 feet, recreating the flyover of a Douglas DC-3 for the arrival of the Queen Mary into New York on her maiden Voyage. The DC-3 was flown by WWI American flying Ace Eddie Rickenbacker.

**May 14, 1983**

Howard Hughes's Spruce Goose flying boat opens to the public next to the Queen Mary.

**March 29, 1988**

Walk Disney Company buys Wrather Corporation for \$152 Million. The agreement includes the Disneyland Hotel and management of the Queen Mary and Spruce Goose property.

**March 6, 1992**

Disney advised the City and the Port of Long Beach that it will end its lease for the operation of the Queen Mary and the Spruce Goose. The company agrees to operate the attraction until September 30.

**Spring 1992**

Aero Club of Southern California announces sale of the Spruce Goose to Evergreen International Aviation Inc. in McMinnville, Oregon.

**September 30, 1992**

Walt Disney Company gives up the lease on Queen Mary and Spruce Goose property. For the remainder of 1992, the Port of Long Beach becomes operator of the property and looks for a new operator.

Hotel Queen Mary closes.

**October 2, 1992**

Spruce Goose is moved out of the Dome and put on barges to be towed to McMinnville, Oregon.

**December 31, 1992**

Queen Mary closes.

# The Queen Mary's Renaissance: Her Rebirth As A Hotel And Attraction

■ BY ANNE ARTLEY  
Staff Writer

When the Queen Mary launched in 1934, the renowned British psychic Lady Mable Fortiscue-Harrison made a prescient prediction: "The Queen Mary, launched today, will know her greatest fame when she sails not another mile or carries a fare-paying passenger," according to Bob Maguglin, the public relations manager of the Long Beach Area Convention & Visitors Bureau.

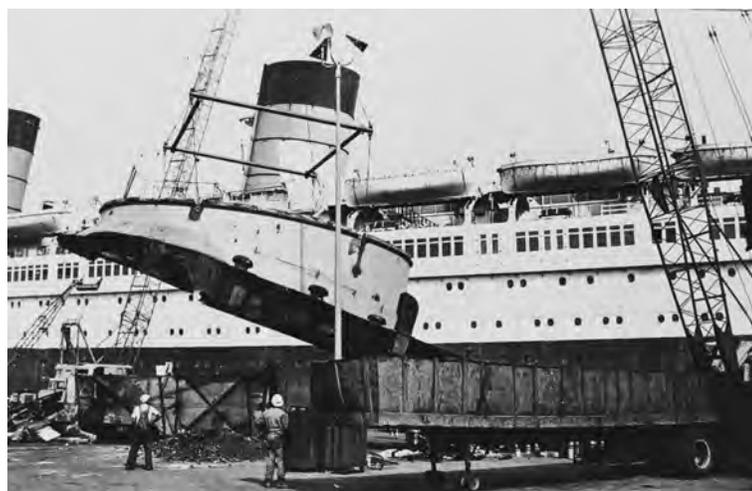
Many at the time might not have believed how much that prophecy would be fulfilled. The Queen Mary is celebrating her 50th anniversary as a standing attraction in Long Beach. She spent 31 years at sea.

"She's much more a part of the tapestry of our lives today," the Queen Mary's commodore, Everette Hoard, said. "She lives on her famous laurels, but her life in California as a famous icon is almost as interesting as her life at sea."

Converting the Queen Mary from a seafaring vessel into a hotel and attraction was a journey in and of itself. The total cost of the project exceeded the estimated amount, Maguglin, who worked aboard the ship in its early years, said. It took about four years to complete.

The City of Long Beach worked with a team of consultants and developers on the ship's transformation. Retired Navy Adm. John J. Fee served as the project manager.

"A lot of the areas of the ship that were redundant were removed, such as the boiler and generator rooms, as well as the third-class accommodations," Hoard said. "If it didn't fit the Queen Mary's new role, then the space was cleared for museums



Above: Three 70-foot smokestacks were removed during the conversion process. The plan was to return them after the ship became a standing attraction, but they collapsed once they were placed on the dock. An inspection ruled about 100 coats of paint were holding them together. Below: The process to convert the Queen Mary into a hotel and attraction took about four years. More than 100 underwater outlets were sealed. The three boiler rooms and the engine rooms were turned into a museum outlining the history of the ship. (QM photos)



Bob Maguglin is the public relations manager of the Long Beach Area Convention and Visitors Bureau and a former employee of the Queen Mary. His book about the ship, *The Queen Mary: The Official Pictorial History*, was published in 1993. Maguglin began working on the ship as a tour guide in 1975, and became tour and travel manager two years later. He was eventually promoted to assistant sales manager and project information officer. (Photograph by the Business Journal's Larry Duncan) At right: "Living Sea," an interactive exhibit on life underwater, was the Queen Mary's first major attraction. Scientist and explorer Jacques Cousteau worked with his son on its design. It opened in December of 1971. (QM photo)



and infrastructure to support what's going on in the ship today."

The team added private facilities to the 365 staterooms. They also moved the restaurants, located low in the ship, to the promenade and sun deck so diners could take in a view above water.

"It requires a different infrastructure to run the ship as a hotel than as a seagoing entity," Hoard said. "All of the cooking was done by electricity created by the ship. We'd never be able to afford to do that with a static vessel."

The team also removed the three 70-foot funnels (smokestacks) to allow access to the former boiler and engine rooms. Each stack was large enough for three locomotives to pass through next to each other, Maguglin stated.

The original plan was to return the stacks to the ship after the conversion, but after giant construction cranes placed them on the dock, they collapsed, nearly disintegrating, Maguglin related. An inspection revealed they were "basically held together by three coats of paint," he stated.

Three of the four screws (propellers), each weighing 35 tons and spanning 20 feet, were also removed. The fourth was kept as an exhibit when the ship opened. Visitors could look into a steel box and watch as the propeller "churned up water like a washing machine," Maguglin stated. But it was so efficient that it turned too quickly for anybody to see the structure. It is still open for observation today.

"Living Sea" was another early exhibit. It was the ship's first major attraction, showing from 1971 to the late 1980s. French naval officer and scientist Jacques Cousteau and his son designed it. Hoard described it as "a precursor to a lot of modern-day aquariums."

"It had an iceberg in there that you could touch. It showed man's ascent from the sea, what evolution was like," he said. "There were submarines revolving on a turntable, some of which had been used in explorations. And at the bottom, there was a tide pool where you could pet the sea creatures."

Maguglin was trained to lead up-to college-level tours of the Living Sea. He said it also housed an electric eel named "Sparky" and a section called "Homo Aquatics," which showed how humans might one day live underwater.

"Back then, we thought we'd be doing it by now, since that was 40 years ago," Maguglin said. "Maybe by the 100th anniversary."

## Guests Transported To World War II In New Exhibit

■ By ANNE ARTLEY  
Staff Writer

Visitors to the Starboard Shoppe, a gift shop on the Queen Mary, are also inside the office that former Prime Minister Winston Churchill used during his time on the ship. The space that now houses magnets and coffee mugs also contains the desk where he signed the order to invade Normandy during World War II.

Soon, the history of Churchill's connection with the Queen Mary during the war will expand past the gift shop to a new exhibit opening November 10.

"He sailed on the ship many times," Director of Entertainment Events Brian Luallen said. "The most significant trip was when he sailed with his entire war cabinet, planning for the Quebec conference where the D-Day invasion was planned."

Luallen said the War Rooms at Sea exhibit is going to be comprised of two different sections: one that tells the story of Churchill's role in the war and another that re-imagines the ship's atmosphere at the time. The exhibit is set in 1941 during the London Blitz, a German bombing offensive against Britain.

"We've worked with Hollywood professionals to re-create a scene that feels very much like Churchill's war bunker in London," Luallen said. The war bunker was a group of secret, underground offices that served as the center of Britain's war effort.

The first part of the exhibit transports visitors to a conference room "of great significance," Churchill's private bedroom, and a map and communications room.

"Today when we think of spies, we think of a war effort that's very high-tech," Luallen said. "When you walk through this set as a guest, you'll see that



Brian Luallen is the director of entertainment events for the Queen Mary. He said that a new exhibit on Winston Churchill and his connection to the Queen Mary during World War II will debut this November. (Photograph by the Business Journal's Larry Duncan)

the real tools they had in front of them were crayons, pencils, notepads and telephones. With amazingly small technology, these guys were able to ward off the Axis powers and defeat Germany."

The second part of the exhibit reconstructs troop quarters and showcases oral histories from soldiers that sailed to and from Europe on the ship. Among the testimonies is Randolph Churchill, Winston Churchill's son, speaking about his father's association with the ship and its historical significance.

Luallen said the Queen Mary worked closely with the archives at Cambridge University, Churchill College to comb through original documents that show exactly where Churchill's war cabinet stayed on the ship and what they discussed in certain rooms.

The Queen Mary plans to announce a media partnership that ties in to the exhibit in October.

THE AQUARIUM OF THE PACIFIC CONGRATULATES THE QUEEN MARY  
ON ITS 50<sup>TH</sup> YEAR SINCE ARRIVING IN LONG BEACH.

*Aquarium of the Pacific*

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**January 1, 1993**

The City of Long Beach resumes responsibility for the Queen Mary from the Port of Long Beach.

**February 5, 1993**

Joseph F. Prevratil, President & CEO of RMS Foundation, Inc. signs a five-year lease with the City of Long Beach, forms Queen's Seaport Development Inc. to operate Queen Mary property.

**February 26, 1993**

The Queen Mary reopens to the public. Self-guided and guided "Captain's Tours" resume. Most restaurants and Sunday Brunch are back.

**March 5, 1993**

Hotel Queen Mary reopens with 125 rooms operational. Banquet rooms operational.

**April 15, 1993**

RMS Queen Mary listed on National Register of Historic Places.

**April 17, 1993**

Audio Tours reopen. English, German, Japanese, Spanish.

**April 30, 1993**

Remainder of Hotel Queen Mary's 365 rooms reopen.

**May 12, 1993**

Capt. John Treasure Jones, the 33rd and last sailing master of the Queen Mary dies at the age of 87 at his home in Chandler's Ford, England, just north of the port town of Southampton.

**June 23-July 4, 1993**

Grand opening ceremonies announce Queen Mary Seaport, the new property-wide name given to the 55 acres adjoining the historic Queen Mary. Queen Mary Seaport includes the Queen Mary attraction, Queen Mary Hotel, The Dome at the Queen Mary (formerly the Spruce Goose Dome), The Queen's Marketplace (formerly Mary's Gate Village & Londontowne), and the surrounding property.

**September 26, 1994**

Diamond Jubilee Celebration of the 60th Anniversary of the launch and naming of the Queen Mary. Officiating is RMS Foundation President Joe Prevratil. Special guests include H.R.H Prince Michael of Kent, grandson of Her Majesty Queen Mary, representing the British Royal Family, and Scotland's Clydebank District Provost Jack McAllister.

**Summer 1995**

RMS Foundation, Inc., operator of Queen Mary Seaport, commemorates the 50th Anniversary of the end of World War II and pays tribute

## The Crown Jewels: Art On The Queen Mary

■ By **ANNE ARTLEY**  
Staff Writer

As legend has it, two unicorns touching horns creates music. That's why a painting of two unicorns in battle is displayed in the Queen's Salon, a room that was once used for music and entertainment on the Queen Mary, the ship's historic resources advisor, John Thomas, said.

"What each artist tried to do was get a sense of the room and create something very tranquil and appropriate to go with it," Thomas said. "They wanted to know what the room would be used for so they could tell a story."

When the Cunard Line built the ship, the firm wanted to make sure their creation "really shone," Thomas said, so many artists of the era were hired to make a contribution.

Most of the art was influenced by the Art Deco movement of the 1920s and 1930s. This style came out of Paris and represented modernism expressed through fashion. Classic images included animals, foliage and sun rays, according to Encyclopedia Britannica.

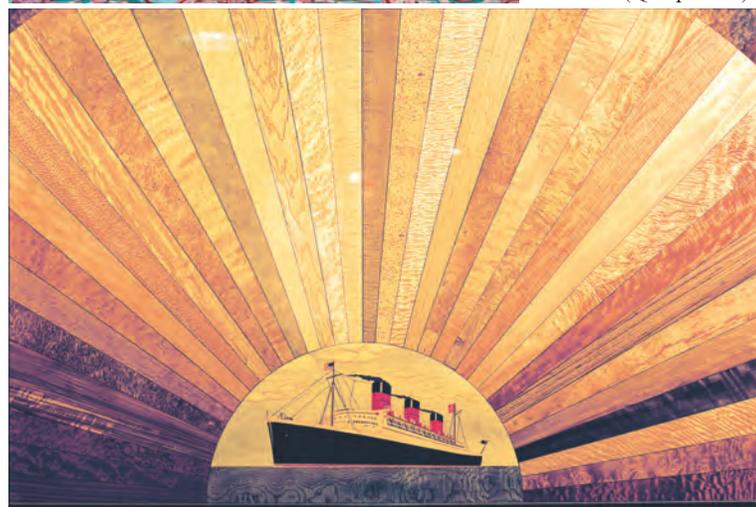
Another goal of the artists was to connect with the passengers and perhaps remind them of the familiar, Thomas said.

"A lot of the artwork provides glimpses of what you would see around your own town, like large farms and gardens," Thomas said. "It would almost make you homesick because it would remind you of your garden at home. It allowed the passengers to interpret it too, which is what art is about."

As a ship, the Queen Mary also contains art that echoes themes of the ocean, transportation and movement.



Left: "Unicorns in Battle," a mural in the Queen's Salon, was created by Alfred Oakley and Gilbert Bayes. According to Greek mythology, two unicorns touching horns creates music. It is a gesso panel – a wood carving overlaid with plaster, then finished with gold and silver gilt. Below: Wood from 56 types of tree species is found on the ship, earning the Queen Mary the nickname, "the ship of woods." Six of those species are now extinct, making the ship one of the few places they can be found. (QM photos)



Kenneth Shoesmith continues work on his 1934 painting "Flower Market," in the first-class drawing room. One goal of the artists hired by the Cunard Line was to connect to the passengers with art that could remind them of their hometown, said Historic Resources Advisor John Thomas. (QM photo)

Examples of wood from 56 different tree species are also found on the ship, earning the Queen Mary the nickname "the ship of woods," according to the ship's website. Six of those species are now extinct, making the Queen Mary one of the few places they can be found.

"While you would think wood veneers on the wall are subtle, it's actually very impactful," Thomas said. He described the wood as "a decorative feature much greater than paint."

As for preserving the art, Thomas said 10 restoration projects have taken place over the past five years.

"It's been exposed to food and smoking. People smoked cigars," he said. "The fact that it's [in] as good a shape as it's in is marvelous."

A comprehensive art analysis is one of the ship's upcoming preservation projects. Thomas estimates it could take 10 or 15 years to assess, prioritize and fund the restorations.

## Behind The Scenes: An Ongoing Effort To Preserve A Queen

■ By **ANNE ARTLEY**  
Staff Writer

The Queen Mary is unique among museums. Visitors stay in authentic guestrooms with original fixtures. Rather than gazing at an object behind a glass case, everyone aboard the ship is "surrounded by the artifact," John Thomas, the historic resources advisor for the Queen Mary, explained.

As Thomas put it, this is what makes his job so rewarding. It's also what makes preservation and renovation of the Queen "a 24/7 operation," he said.

Thomas, who assumed his position in 2012, oversees major restoration projects. Currently, about two dozen projects are in the works, even more than when the ship was converted into a hotel and attraction in 1970, he noted.

Some of the ongoing renovations include painting the exterior of the ship, evaluating the teak deck and replacing it in

some areas (to fix the water intrusion from the rains last January) and evaluating the artwork for barrier protection, Thomas said.

Since the Queen Mary last sailed in 1967, some fixtures that kept her afloat are no longer necessary for her second life in the Long Beach harbor. According to Thomas, a project is in the works to remove the expansion joints that allowed the ship to “flex on the high seas,” as the preservation team found they were the source of leaks.

Thomas described preserving the Queen Mary as a “team sport.” It is a coordinated effort among outside experts, a specialist who restores the wood, and the “three legs” that keep the ship in operation: the City of Long Beach, leaseholder Urban Commons and management firm Evolution Hospitality.

“A unique part of the Queen Mary is that all of our crew are stewards of preservation. While they may be a waiter or a plumber, they also have a great opportunity to report any maintenance-related issues. Everyone on the ship is cognizant of that fact,” Thomas said.

Guests, too, become part of the crew when they step aboard, in the way that they can help continue the ship’s legacy.

“We make sure our guests get a sense of place and are careful rolling luggage,” Thomas said. “We encourage them to take the tour, to get a sense of where they’re at and how important it is to be mindful.”

Other initiatives consist of evaluating the wooden stairways, replacing carpets and renovating guestrooms. While on the surface a repair may appear as a quick fix, it often ends up requiring a “deep dive,” Thomas said.

“I coined the term ‘peeling the onion’ to describe a preservation effort,”



Historic Resources Advisor John Thomas is pictured in the Observation Bar & Art Deco lounge. He is standing in front of a 1930s painting depicting the 25th anniversary celebration of King George’s reign. Thomas said an art analysis is one of the ship’s upcoming projects. (Photograph by the Business Journal’s Larry Duncan)

Thomas said. “You develop a scope and methodology, but almost always you’re going to encounter something you didn’t think you’d see. Then you need to address what you discovered and re-shape the scope. You do cry a little bit because it almost always causes a slowdown, but it’s a fact of the work.”

Thomas said patience is key for completing restorations and that the Queen Mary presents an extra challenge since the team has to work around the millions of guests the ship attracts every year.

He reflected, “In the other preservation work I’ve done, you can close the building, but there’s no closing the Queen Mary.”

## Learning Aboard The Queen

By **SAMANTHA MEHLINGER**  
Assistant Editor

In partnership with the Long Beach Unified School District, the Queen Mary offers a variety of educational programming for local students in kindergarten through 5th grade, with new programming for junior high students in the works.

“Working together to develop meaningful connections between the past, present and future, the Queen Mary and the Long Beach Unified School District have partnered to develop standards-based education programs that connect to STEAM (science, technology, engineering, arts and mathematics). These programs are designed to enrich all age groups through active participation and interactive experiences,” Cara Mullio, who sits on the Queen Mary Heritage Foundation’s board of directors, told the Business Journal via e-mail. The Queen Mary Heritage Foundation is dedicated to preserving the ship and promoting educational programming, services and spaces onboard.

A “Full STEAM Ahead” guided tour for 3rd to 5th graders shows students how steam was harnessed for energy to power the Queen Mary. In a subsequent classroom activity, students engineer their own boats and test them for functionality and speed.

“One of the ship’s newest programs is the Ellis Island Experience. Docents lead students in a role-playing exercise that transports them back in time and simulates an ocean crossing onboard the Queen Mary’s older sister, the Maurtania,” Mullio stated. “A brief film sets the stage for an interactive role-playing simulation of what it was like for immigrants coming to the United States through Ellis Island. Students experience going through the immigration process, including a medical examination, interviewing with a legal inspector and ultimately, facing deportation, detainment or entry into the United States.”

For more information about the ship’s educational programs, visit <http://www.queenmary.com/tours-exhibits/education-program/>.

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to the Queen Mary's service as a troopship nicknamed "The Grey Ghost."

#### October 1995

Queen Mary "Shipwreck" Halloween Terror Fest opens with one scary maze. A very successful annual event, by 2008 it grows to six mazes and includes live music venues and more.

#### May 8, 1996

Queen Mary celebrates 25th Anniversary of its opening day in 1971.

#### May 27, 1996

RMS Foundation, Inc., celebrates Diamond Jubilee Celebration for the 60th Anniversary of the Queen Mary's Maiden Voyage from Southampton to New York in 1936.

#### May 31, 1997

"Titanic: The Expedition" exhibit makes West Coast debut aboard the Queen Mary.

#### December 9, 1997

Queen Mary celebrates 30 years in Long Beach.

#### February 23, 2006

The Royal Rendezvous –

On her first venture on the Pacific Ocean, the Queen Mary 2 visits Long Beach for a special Royal Rendezvous with her namesake, the RMS Queen Mary. The Queen Mary 2, with only a few feet of water under her hull, salutes the original Queen Mary with one of her own one-ton ship's whistles, which was given as a gift to the new ship during construction. Thousands of boats and watercraft surround the two ships, and overhead 15 news helicopters and three blimps record the event. Sky typing planes type "God Save the Queens" overhead. Aboard the lead aircraft is the man who invented sky typing and was also the "Sky Writer" who wrote, "God Save the Queen" in 1967 when the ship arrived in Long Beach. To signal the beginning of the whistle salute Queen Mary and Cunard officials were atop the Hyatt Hotel. At the sound of five heraldic trumpets from the Hyatt rooftop, both ships sounded their whistles. The leader of the trumpets played in the middle school band that greeted the Queen Mary as she docked at Pier E in 1967.

#### 2006

Joe Prevratil's Queen Seaport Development files for bankruptcy.

#### 2007

Save the Queen LLC purchases Queen Mary lease through bankruptcy court. Hires Hostmark to manage property.



Business Journal photograph

## The Queen Of Hearts: The Ship Gives Back To The Community

■ BY ANNE ARTLEY  
Staff Writer

Long Beach Ronald McDonald House Executive Director Cheri Bazley is familiar with the state of mind of a parent with a seriously ill child.

"Families are sometimes at the hospital all day long. The parents' focus is on their critically ill child, being present to hear any words the doctor might say or for any interaction with the nurse. Parents are very often not focused on themselves. They lose track of taking care of themselves," she said.

That's why sometimes they realize they have forgotten to eat in a while once they return to the house, Bazley said. And that's where the Queen Mary steps in.

Every month, the chef on the ship prepares a dinner to serve around 60 to 70 parents of sick children staying at local hospitals. The Queen Mary has partnered with the Long Beach Ronald McDonald House since it opened in 2011. The Ronald McDonald House is a nonprofit that provides resources to families with seriously ill children and gives them a place to stay while their children receive treatment in the hospital.

The Queen Mary also hosts an annual benefit event for the Ronald McDonald House. The Queen Mary Classic Golf Tournament, held at Virginia Country Club, raises at least \$5,000 every year, Bazley said.

CHILL, the Queen Mary's winter event, also raises funds for the nonprofit. Last year's theme was "Alice and Winterland," a re-creation of scenes from the Lewis Carroll story in light fixtures. The event included an outdoor skating rink, a 135-foot ice tubing luge and a gingerbread house where visitors could create their own.

"We get a lot of additional community awareness just from their partnership with us alone," Bazley said. "Someone might read something about it in the newspaper or see something on a boat billboard or in the Queen Mary marketing materials, and they might never have known about us before. So it's not only a really nice gift that they give back in terms of financial proceeds but it helps to create more community awareness that we're here."

The Queen Mary participates in the nonprofit's events as well. A team of staff from the ship joins the annual Ronald McDonald House 5K walk that starts and ends at Shoreline Park. Attendees can view the ship in the background during the walk.

"I think our relationship evolved over time," Bazley said. "They wanted to get more involved after they started doing the meals and finding out more about what we do. I have a fabulous relationship with John Jenkins, the former general manager. He and I have gotten to know each other better over the years through community business dealings." Jenkins is now vice president of asset management at Urban Commons, the leaseholder for the ship.

This year, the Ronald McDonald House is honoring Jenkins at its annual gala, "A Few Good Men," which acknowledges those who have given back to the community. The event is on October 25.

"It's business partners like the Queen Mary that help us stay successful and fulfill our mission," Bazley said. "It's strong community relations and partners that help us keep our doors open and serve more families."

## The Future Of The Queen: A Living History, A Connected Community

■ BY SAMANTHA MEHLINGER  
Assistant Editor

The Queen Mary's future as an attraction and hotel is one that will capitalize on her greatest asset: her storied history. General Manager Stephen Sowards is working to turn that dream into reality in his role overseeing the ship as a hotel, attraction and event venue through its management firm, Evolution Hospitality.

Although the Queen Mary has competition as a hotel from several branded hospitality chains in Downtown Long Beach, what the ship lacks in typical modern-day hotel amenities she makes up for in her personal connection to generations of people both here and abroad. It is that connection, combined with her history, that Sowards intends to foster moving forward.

"We have so much to offer because we have the attractions:



Cheri Bazley is the executive director of the Ronald McDonald House.

the Princess Diana and the Titanic exhibits and the engine room and all these things," Sowards said in an interview at his office aboard the ship. "But we're really lacking on some of the basics of a destination hotel resort model that you would have in Southern California: no outdoor seating for dining, no swimming pool, no beach," he explained.

"We have to use what are the strengths of the ship in terms of its story – why it is here and what it represents, not just regionally and in California but [also] locally," Sowards said. "I think that's what really brings people back here, is the emotional connection to the ship. I mean, I can't walk the Queen Mary each day without meeting somebody whose parents came over on the ship to Ellis Island when they immigrated, or perhaps whose dad was in the Army and went to World War II on the ship."

Sowards is planning to implement programming and experiences to make the vessel's history come alive for guests. "We really want to tie the past experience and history of the stories to the new generation creating memories on the Queen Mary," he said.

One of the initial ways guests will be able to immerse themselves in the ship's history is through their taste buds. "What we have decided is we are going to create these classic monthly prix fixe menus," Sowards said. Sir Winston's, for example, will feature monthly menus based upon a historical menu from one of the ship's voyages.

From an entertainment perspective, Sowards is looking into bringing back some 30s- to 50s-era experiences and activities. The attraction may eventually feature a speak-easy, for example, he noted. "Big band jazz and ballroom dancing is another thing we're looking at," he added.

To create an everyday immersive experience, Sowards hopes to eventually activate the Queen Mary with characters who will mingle with guests. "If you were to go on one of these voyages – when you see, like, some of the maiden voyages – who would have been there to greet you?" he said of the concept. "We're going to go back to doing some stuff like that."

The vessel's extensive renovations and restoration projects are also slated to revive some of its history. Once exterior and infrastructure work is completed, the ship's interior will undergo refurbishments, according to Sowards. "In addition to the exterior and the aesthetics, part of the experience is the guest rooms," he said. "It's not a typical hotel. It's a cruise ship stateroom model with Art Deco touches that will be restored to their original state."



Stephen Sowards was named general manager of the Queen Mary in April 2017. He hopes to eventually highlight the ship's archives in a permanent exhibit. (Photograph by the Business Journal's Larry Duncan)

Evolution Hospitality is expanding upon the ship's event lineup to prep for the types of events that guests will come to expect from the future Queen Mary Island. "The location centrally between Los Angeles and Orange County is great for special events. We have the capability with the space that we have to be creative," Sowards said.

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# Queen Mary's 50th Anniversary In Long Beach

## October 28, 2007

The Queen Mary's amateur radio station (W6RO) is renamed the Nate Brightman Radio Room in honor of Mr. Brightman's more than 40 years of dedication to the station.

## December 9, 2007

The Queen Mary celebrates 40 years in Long Beach.

## January 18, 2008

Star Trek The Exhibition opens in the Queen Mary Dome and runs through March 2. It is a traveling 50,000 square foot attraction with full recreations of the bridge deck of the original Enterprise and the Next Generation Enterprise, plus motion simulator rides, a 360-degree theater, recreated sets from the TV shows and movies, costumes, and movie props.

William Shatner was the guest of honor at the grand opening.

## September 2009

Garrison, a Save the Queen LLC lender, takes over Queen Mary lease when Save the Queen defaults on the loan. Hires Delaware North to manage property.

## October 2009

Queen Mary's "Shipwreck" Halloween attraction is replaced by "Dark Harbor," a greatly expanded experience with high-tech lighting and sound, state-of-the-art horror makeup and special effects.

## May 2011

The Queen Mary celebrates her 75-year anniversary of the Maiden Voyage.

## September 23, 2011

Garrison Investment Group, owners of the Queen Mary lease, hire Evolution Hospitality, LLC, of Newport Beach as the management company for Queen Mary.

## June 2012

Diana: Legacy of a Princess, A Royal Exhibition opens on the Queen Mary.

## November 2012

Queen Mary's "Chill – The Ice Kingdom" debuts. Dozens of colorful, giant-sized ice sculptures delight in the Queen Mary Dome, "the world's largest igloo!"

## March 12, 2013

Royal Rendezvous 2 – Cunard's newest cruise ship, the Queen Elizabeth, sails into Long Beach harbor for a whistle salute and special ceremony. This is the first time the Queen Mary has greeted a Queen Elizabeth since September 25, 1967, when she passed her sister ship, the original Queen

(Continued From Previous Page)

This summer, the ship's grounds played host to a number of large outdoor concerts, including the Alt 98.7 Summer Camp, which features acts such as Foster the People and the Head and the Heart. "We are doing concerts now of up to 15,000 people," Sowards said. The grounds have also recently been used to hold professional MMA fights. The Queen Mary's successful repeat events such as CHILL, Dark Harbor, and July 4th and New Year's Eve celebrations will carry on as well, he noted.

Sowards also intends to increase the ship's connection with and benefit to the local community. "We have made a conscious effort that we are going to engage with the residents of Long Beach," he said.

When Sowards first came on at the Queen Mary in April, one of his first actions was to institute free admission after 6 p.m. (a list of blackout dates is available at [queenmary.com/free-after-six/](http://queenmary.com/free-after-six/)) He made the decision after noticing potential visitors, who did not want to have to pay the price of admission to have dinner or a drink, being turned away. "We decided, hey, if they want to come on and if they go to a restaurant or the bar and have drinks or an entrée, we will validate their parking," he said of the program. "We're in hospitality here. Let's make it hospitable for them. So that's what we did," he noted.

"Our vision is this: It's the people of Long Beach's ship. We want them to engage with this ship, we want them to use this ship and we want them to come and see the ship," Sowards said.

The future of the Queen Mary is looking greener. "How do you make the ship green? Well, we've got a big list," Sowards said. The ship's management intends to swap out old fixtures with new, energy-saving devices. Low-flow toilets, automatic faucets and hand dryers, and LED lighting are some components of that plan. Sowards said he is also looking into creating a more sustainable ship by recirculating its wastewater for use in watering landscaping and perhaps even installing solar panels to generate electricity.



Sowards explained that once exterior and infrastructure work is completed, the ship's interior will undergo refurbishments. (Photographs by the Business Journal's Larry Duncan)

## CHILL Out Around The World On The Queen Mary

■ By **ANNE ARTLEY**  
Staff Writer

Attendees of this year's CHILL event on the Queen Mary are not only visiting a historic ship, but they can also pop by Germany, Switzerland, China, Russia, Holland and the North Pole in an expedition honoring international holiday traditions.

The experience starts in "Germany" with a re-creation of the Munich Market and a gnome's wishing well. Attendees can experience an alpine lodge in Switzerland with holiday treats like chocolate and cheese. Traditional lion dances take place in China, as well as lantern decorating and weekly fireworks. Visitors can take in the Shanghai Speedway, a motorsport race track.

In Russia, the 9-degree Ice Bar will serve vodka and guests can dance to a DJ at the Northern Lights Show. Holland features an outdoor ice skating village with live shows, private chalets and gourmet donuts and pancakes.

And of course, no holiday event is complete without the North Pole. Liquid-candy is available at a candy bar and honorary elves can build their own stockings.

The 38,000-square foot ice park includes ice bumper cars, ice tricycles and an ice shuffleboard. It also offers a two-story ice tubing slide designed after the Matterhorn Mountain stretching 100 ft. long. The Alpine Zip Line soars 34-feet above the ground and is more than 300 ft. long.

Admission starts at \$29.99 for adults and \$19.99 for kids (ages 4-11). CHILL will run December 13, 2017, through January 7, 2018, excluding December 31. For more information, including hours or to purchase tickets online, visit <http://queenmary.com/chill/>.

The Queen Mary also presents "Dark Harbor," an annual Halloween event. This year, the attraction includes a fourth maze. General admission starts at \$24 pre-sale online. The Dark Harbor season pass is \$99 and allows for multiple visits. The attraction opens September 28, from 8 p.m. to midnight. It is open select nights from September 29 through November 1, from 7 p.m. to midnight. To purchase tickets to Dark Harbor, go to: [queenmary.com/events/dark-harbor/](http://queenmary.com/events/dark-harbor/).

# The Seemingly Bright Future For A Treasured Icon

■ BY BRANDON RICHARDSON  
Senior Writer

When Los Angeles-based real estate investment firm Urban Commons replaced Garrison Investment Group as the master leaseholder of the iconic Queen Mary and surrounding land at the beginning of 2016, promises were made regarding ship and development investments. After a year and half with the company at the helm, renovations are underway and development design plans are slowly being revealed.

“Our excitement about this project is hard to contain,” Taylor Woods, a founding principal at Urban Commons, said. “It is just a unique and historic property. That makes it completely different than other assets that we own because it has a history and a life of its own.”

In making the decision to purchase the famous ship more than 50 years ago, Woods said Long Beach officials had the foresight and wisdom to realize it would become synonymous with the city. He explained that across the country and even around the world, the mention of Long Beach, California, brings images of the Queen Mary – not to mention the geodesic dome, which is part of the master lease and the former home of Howard Hughes’ Spruce Goose – to the forefront of people’s minds.

Aside from being a positive branding tool for the city, Woods said the ship has, is and will continue to be a draw for tourism due to the history, heritage and stories associated with the ship. On a weekly basis, Woods said staff encounters people who crossed the Atlantic Ocean on the ship or had relatives who did. He noted one visitor he spoke to whose father witnessed the launching of the Queen Mary in 1936.

To continue and increase the ship’s draw and appeal, improvements are well underway by Urban Commons. “Many people have noticed that we are painting the entire ship with an exciting new product that allows for the paint to adhere to the rust and strengthen the steel structure as a result. Not only that but it looks beautiful. It’s shining and sparkling, and the rivets seem to twinkle in the sunlight when you are walking past it. We want the ship to create a sense of energy and a life of its own when people approach it.”

In addition to the cosmetic improvements to paint, decks and rails, restaurants, bars and rooms – including the return of the Promenade Restaurant and the Ghosts and Legends tour, which takes passengers into the deepest parts of the hull – much of the work being done by Urban Commons is structural and not visible to visitors, according to a spokesperson.

These crucial structural repairs began after a marine survey that noted the ship’s state of disrepair from years of passive ownership could lead to the structural collapse of certain areas and even the shrinking of the ship. Last month, Dan Zaharoni, chief development officer for Urban Commons, said the company has done more work on the ship in the last 18 months than has been done since it arrived in the city nearly 50 years ago.

“We will continue improvements on an annual basis throughout the entire lifetime of the ship and the structure by making reinvestment on a regular basis,” Woods said. “What we have created is a revenue stream that funds the Historic Preservation Fund, which is exclusively identified as funds that are dedicated to the ship itself.”



Taylor Woods, co-founder and principal at Urban Commons, explained that through the Historic Preservation Fund, renovations and maintenance to the Queen Mary would be funded on an annual basis in perpetuity. Work is already underway aboard the Long Beach icon, including a fresh coat of a specialized paint that adheres to rust and strengthens the steel structure. (Photograph by the Business Journal’s Larry Duncan)

The preservation funds are generated through Urban Commons’ relationship with Carnival Cruise Lines, which is currently expanding its terminal to allow for larger ships and more passenger throughput. Additionally, revenue

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Long Beach Airport congratulates the Queen Mary on 50 years of rule in Long Beach. Long may she reign.



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# Queen Mary's 50th Anniversary In Long Beach

Elizabeth in mid-Atlantic. The Queen Mary was making her last trans-Atlantic crossing, from New York to Southampton.

**February 5, 2015**

Royal Rendezvous 3 – The Queen Elizabeth returns to the Port of Long Beach, this time docking at the Carnival Cruise Terminal next to the Queen Mary. This is the first Cunarder to ever dock and disembark passengers in Long Beach. As part of the day-long celebration, the Queen Mary unveils its new exhibit, “The Ship Model Gallery,” featuring large-scale models of Cunard ships and other famous trans-Atlantic liners.

**2015**

Long Beach hires consultants to conduct a marine survey of the Queen Mary’s condition.

**November 20, 2015**

Queen Mary 4-D Theater opens with “The Polar Express.” The 21-seat theater uses state-of-the-art video, sound, lights and physical special effects to provide an exciting immersive movie experience that delights kids and adults

**2016**

Long Beach signs 66-year Queen Mary lease with Urban Commons.

**March 2017**

Marine survey results released by City, reporting that ship needs repairs. Urban Commons begins restoration and repairs of Queen Mary.

**March 22, 2017**

Urban Commons unveils vision for “Queen Mary Island,” a \$250 million dollar development to include new restaurants, music venues, retail shopping, a yacht marina and hotel tower.

**July 2017**

Queen Mary worker discovers “hidden room” behind A-Deck bathroom. Sealed off since the late 1960s, the 1,500-square-foot space houses the Queen’s massive anchor windlasses, gears, and motors used to lower and raise the ship’s 16-ton anchors.

**September 18, 2017**

Urban Commons announces All-New Chill, the first ever “Ice Adventure Park” in the U.S. Attraction to open December 13 through January 7, featuring a host of family fun including an ice skating track, ice bumper cars, ice tricycles, a zip line adventure, ice shuffleboard, a two-story 100-foot ice tubing slide and many more festive winter activities.

Special thanks to Bob Maguglin, director of public relations for the Long Beach Convention & Visitors Council and a former Queen Mary employee, for preparing the timeline.



(Continued From Previous Page) generated by the proposed development of the 65 acres of land and water surrounding the ship would contribute to the ship funds.

Urban Commons is in the process of finalizing designs for Queen Mary Island, featuring 700,000 square feet of retail, restaurant, bar and entertainment space. Included in the designs are a 7,000-square-foot amphitheater, which would overlook the water and Downtown Long Beach skyline, and Urban Adventure, a 150,000-square-foot indoor adventure park concept by London-based Urban Legacy that would feature more than 20 interactive and experiential activities, such as ice climbing, surfing and zip lining.

Between these two revenue streams, Woods said the preservation fund would accrue millions – if not tens of millions – of dollars for continued annual refurbishments, upgrades and maintenance aboard the ship for years to come.



Queen Mary Island renderings provided by Urban Commons

“There’s a large wave of enthusiasm that’s gone on which is truly terrific because we want people to experience the Queen Mary on a regular basis and see those developments happen as they visit,” Woods said. “Everything we do is intended to create broader appeal, greater recognition and draw a wider audience to be able to experience the Queen Mary, which is one of a kind and we hope lasts for another 80 years or longer.”

## Celebrities Who Traveled Aboard The Queen Mary



A. Cary Grant; B. Tony Curtis and Janet Leigh; C. Walt Disney; D. Mae West; E. Spencer Tracy, left, and Clark Gable; F. Mel Ferrer and Audrey Hepburn; G. John F. Kennedy; H. Elizabeth Taylor and Nicky Hilton; and I. David Niven. (QM photos)

# Looking To The Future Of The Arts Venues And Museums Of Long Beach

■ By **BRANDON RICHARDSON**  
Senior Writer

The City of Long Beach is littered with art – from official venues such as galleries, performing arts facilities, music venues and museums to countless outdoor music festivals, street art and pop-up art installations. With the support of Mayor Robert Garcia and the city councilmembers, the arts community has gained momentum, and permanent venue executive directors and presidents are looking to capitalize on and expand collaboration within the city.

“That’s an important movement for the arts community,” Ron Nelson, executive director of the Long Beach Museum of Art, said. “I think a lot of art has been really isolated. And I think there’s never been a time when there is new management filled with enthusiasm and excitement, and that goes from the mayor down. It’s an exciting time.”

## Long Beach Museum of Art

[www.lbma.org](http://www.lbma.org)

For nearly 70 years, the Long Beach Museum of Art has brought contemporary art from Southern California and around the world to Long Beach. The museum is currently showing the work of Rafael Soriano, a Cuban artist who was exiled to Florida where he continued his work. The exhibit, titled “The Artist as Mystic” includes 100 paintings, drawings and pastels from before and after the artist’s exile. Nelson said it is an interesting show and that many visitors have been emotionally impacted by it.

Upcoming exhibits include a collection of Henri Matisse pieces curated by Ellsworth Kelly, who will also have work featured in a separate room of the exhibit. Nelson said the exhibit is slated for next summer and that he is thrilled to have been able to pull it together.

“I’ve got another one that’s really great, but I shouldn’t talk about it yet. It’s based around immigrants and Southern California,” Nelson said. “This was planned before, but the timing of it is going to be critical and the work is spectacular. And the stories that go along with it are amazing. Part of the museum’s purpose is for social justice and commentary on our time and not just to hang pretty things up.”

When speaking about the future of the museum, Nelson said collaboration is key – collaboration with the city as well as with other members of the arts community. He explained that working to break down barriers for all ages is important so residents realize there is a place in the city where they can continuously connect with the arts and history.

Education is a large presence at the museum, with more than 1,000 students visiting every year. Nelson said that he and his staff will continue to push and expand the educational aspects of the museum, which depends solely on donated funds and grants. He said having the ability to change the lives of children is very meaningful.

“I think the museum’s reach has to be all throughout the city, and that’s why we do educational classes all throughout the city,” Nelson said. “An art museum is a huge part of that quality of life, and we really want to



Dr. Lourdes Ramos, president and CEO of the Museum of Latin American Art in Downtown Long Beach, said the museum is working to increase inclusion and accessibility, as well as drive community engagement and innovation. (Photograph by the Business Journal’s Larry Duncan)



The Terrace Theater is gaining interest from Hollywood and New York promoters and agents, particularly in the standup comedy world, according to John Braun, assistant general manager of the Long Beach Convention & Entertainment Center. Braun also noted that work is being done to assist local groups in growing their audience for performances at the Beverly O’Neill Theater. (Photograph by the Business Journal’s Larry Duncan)

be the beacon of that. And we really take very seriously what we are doing.”

## Museum of Latin American Art

[www.molaa.org](http://www.molaa.org)

According to Dr. Lourdes Ramos, president and CEO of the Museum of Latin American Art (MOLAA), the future direction of the museum has to be in line with the 21st century. Ramos said this means inclusion and accessibility. She stressed that while the museum focuses on Latino and Latin American art, the goal is not to exclude other ethnic groups but rather to share with them a different culture and background.

Ramos and her staff are currently in the planning process to drive the museum to the next level by pushing community engagement and becoming a leader in the community as well as internationally.

“Innovation through the exhibitions is the driving force of new research by different curators, not just local but international,” Ramos said. “We want to be part of the force of the Long Beach community in the process of the transformation of the city. Working together with other museums in the city and in the State of California is a must in this context of innovation.”

Coming to the museum next year are shows such as the history of tattooing in Long Beach and the Navy, which will eventually travel the country as a temporary exhibit, and an exhibition of work by Judithe Hernández, a well-known Chicano artist.

“We are a cultural center, and the vision of the museum in the 21st century is more about how we can share knowledge under different labels of art, not just exhibition,” Ramos said. “We want to build up that collaboration with all different aspects of art and enforce the importance and financially grow the collection of MOLAA.”

## The Beverly O’Neill and Terrace Theaters at the Long Beach Convention & Entertainment Center

[www.longbeachcc.com](http://www.longbeachcc.com)

John Braun, assistant general manager of the Long Beach Convention & Entertainment Center, said the Terrace and Beverly O’Neill theaters will continue to host local performing arts groups and acts moving forward. However, he noted that the Terrace Theater is seeing more interest from national entertainment promoters.

While the Beverly O’Neill Theater continues to host the Camerata Singers, Musica Angelica, Musical Theatre West, International City Theater and the Long Beach Opera, the Terrace Theater is home to the Long Beach Symphony. Braun said that recently, the Terrace Theater has become a target for popular entertainment events, including standup comedy shows.

“We just had Jim Jefferies here a couple weeks ago. Earlier in the year we had Louis C.K. And we’ve got Joe Rogan, Brian Regan and Kevin Hart coming this year,” Braun said. “We’re getting a lot more of those mid-range acts for music – [we] had Chicago this year – and we have various holds for the Terrace Theater for that.”

Looking at the future of the Terrace Theater, Braun said the convention center is building up a reputation and demand for promoters and agents out of Hollywood and New York for these types of shows. Even when interest is shown and the show ends up somewhere else, he said it’s a good sign. When competing with Los Angeles and Orange County markets, Braun explained that it really comes down to the needs and expectations of a particular show in terms of venue size and tour routing.

Moving forward, Braun said the goal is to continue promoting the local groups that perform at the Beverly O’Neill Theater, helping them to grow their audiences and awareness. Between the regular performances by arts groups and convention uses, Braun explained that the gaps are filled with other community performances such as high school plays.

Though there is no work planned for either of the theater spaces, Braun noted that plans are moving forward to update the fountain in front of the Terrace Theater. He said the idea is for more of a Bellagio-style fountain with movement and light. This feature would make the space an entertainment venue from the moment a person stepped into the plaza all the way to their seat inside.

(Please Continue To Top Of Next Page)



The completely renovated Terrace Theater Plaza and Lobby, home to some of the city's most memorable events, provide stunning views of Downtown Long Beach. (Photograph provided by the Long Beach Convention & Visitors Bureau)

(Continued From Previous Page)

### Expo Arts Center

[www.expoartscenter.org](http://www.expoartscenter.org)

While most of the arts venues are focused in and around Downtown Long Beach and on the eastside, the Expo Arts Center sits on the north side of the Bixby Knolls neighborhood. The community space serves as the field office for 8th District Councilmember Al Austin and the office of the Bixby Knolls Business Improvement Association (BKBIA), as well as a meeting and arts community space.

"We moved our offices on-site because it would be better for everybody," Blair Cohn, executive director of the BKBIA, said. "Now that we've been here, we manage the sub-tenants – the two theater groups that are here – community meetings and any one-off events that come through here. Of course, the biggest, every First Friday it's filled with artists."

Cohn said that building improvements are going to be underway soon utilizing Measure A funds set aside by the city. Carpets, floors and lighting will be replaced and upgraded, new ADA approved doors are being installed on the front and side of the building, and the north side of the building is getting a new roof.

One of the most important improvements is occurring in the main room, where arts events take place. Cohn said the space is vacuous and sound echoes relentlessly off the walls. A portion of the Measure A funds are going to be used for sound dampening tiles, which will make for an overall better meeting, event and gallery space.

The exterior of the building has already received attention, being the location of two separate POW! WOW! murals with the remaining walls painted with colors matching the art. Once the inside is improved – which should be completed by the end of the year,

according to Cohn – it would be easier to maximize the space with two events occurring simultaneously, such as a community meeting and a theater rehearsal.

A long-term goal for Cohn would be to bring on an event manager to program the space and to be on-site during all events to troubleshoot, which would alleviate the work of his current staff. Also, he is looking forward to expanding the programming of the space to draw more people into the neighborhood.

### Aquarium of the Pacific

[www.aquariumofthepacific.org](http://www.aquariumofthepacific.org)

One of the city's most unconventional arts spaces is the Aquarium of the Pacific, which hosts countless cultural and art events every year.

"The Aquarium is a firm believer in using the arts to connect people to science. We have had various visual and performing arts programs for several years now," Cecile Fisher, vice president of marketing and communications for the Aquarium, said. "One major component of Pacific Visions, our upcoming expansion, is an art gallery. When people go through and enter into the new Pacific Visions wing, they will encounter an art gallery."

Aquarium staff has not determined what the opening exhibit of the gallery will be or how often exhibits will rotate, according to Fisher. However, she explained that the vision is to create an emotional connection to the ocean and nature using the arts. She said the gallery will not focus on educational content, as that is what the rest of the expansion and Aquarium are for. Rather, the gallery will focus on inspiring visitors through a variety of artistic mediums, such as photography, painting, mixed-media installations and digital art.

The Pacific Visions expansion also includes performance space that can be uti-

lized after regular aquarium hours for various community groups. Fisher said the space should be particularly ideal for dance performances, which are sometimes held in the great hall with some difficulty. Music and drama would also be possible, and the Aquarium is open to exploring those options when the space opens.

One of the Aquarium's most popular events, Night Dive, currently takes place quarterly after regular business hours and often includes live music and DJs, as well as art installations and demonstrations. Beginning next year, Fisher said the event is expanding to six per year. She explained the event has been particularly successful in engaging young adults.

"We are opening up a new exhibit called 'Weather on Steroids: The Art of Climate Change Science' on October 24, and that's going to go through February 26," Fisher said. "That's from the La Jolla Historical Society, where there was a collaboration between artists and climate change scientists to create artworks that engage people on climate change."

Also in October, Fisher said the Aquarium is featuring an evening of music from India, which it has not done before. The event includes a traditional Indian dinner accompanied by a musical performance by a local Long Beach group using traditional Indian instruments.

In addition to new programming, Fisher said the Aquarium is continuing with its annual cultural festivals such as Moompetam Native American Festival, Baja Splash, Southeast Asia Day and the Autumn Festival. Also, the annual Urban Ocean Festival will remain, including art, poetry and fashion contests.

"We believe science can be something that can be intimidating for people to understand. So we feel that the arts is a won-

derful way to engage people on an emotional level to want to learn more about science," Fisher said. "It's also very important to us to engage our community. Our local communities are very important to us, and one of the ways to connect to those communities is through the arts."

### Richard and Karen Carpenter Performing Arts Center

[www.carpenterarts.org](http://www.carpenterarts.org)

Megan Kline-Crockett, interim executive director of the Carpenter Performing Arts Center, said the venue is going to continue its tradition of programming the world-class performances audiences have come to expect. She said she is interested in bringing in new talent that audiences would be thrilled to discover.

Entertainment and laughter is important as an integral part of humanity, especially with so much discord currently in the world, according to Kline-Crockett. She explained that people want a place to have a sense of community where they can truly experience all their senses and that the center provides that.

"I'm also thinking a lot about our place here in the community and how we are serving Long Beach," Kline-Crockett said. "Our own campus has such an incredible diversity, and I'm thinking a lot about that when doing our programming. Are we serving the community? Are we serving our students? How can we do that better?"

Kline-Crockett said she has started reaching out to community leaders and faculty to work on engaging the community more, as well as connecting to the school's academic units in order to incorporate performances into the curriculum. For instance, she said she booked author Jeffrey Toobin, who is also a CNN legal analyst and writer for The New Yorker, to speak to the community re-



The Beverly O'Neill Theater is an elegant performance and special event venue that impresses with its stylish décor and upscale demeanor. This intimate, 800-seat theater has become a hub for culture with seasonal programming of five Long Beach performing arts groups. (Photographs provided by the Long Beach Convention & Visitors Bureau)



while, he's gotten super famous, but it's interesting that there's this root right here."

### ArtExchange Long Beach

[www.artexchangeib.org](http://www.artexchangeib.org)

Jay Hong, executive director and asset manager of the Art Exchange Long Beach, retired three years ago and eventually helped launch the art space out of incubation in October 2016. He said the Downtown Long Beach area is evolving and maturing and that the Art Exchange is a part of that maturation process.

As executive director, Hong said he is working to establish financial stability for the space, as well as reaching out to the various communities in the city so that people understand what the Art Exchange offers and how fragile permanent art space is unless it receives community support through engagement and monetary funding.

"When you look at Long Beach, there are a lot of philanthropic families and businesses here, and I think that these people that have the wherewithal to move the city forward need to get more involved," Hong said. "I think the community needs to realize that without their support, optional things like art and museums and galleries are going to take longer to evolve unless the community gets behind it."

The Art Exchange is taking a multi-pronged approach to developing an arts community campus that will benefit residents citywide, Hong explained. The first prong was to bring in a diverse group of four artists to inhabit the campus studios to work, sell and manage their art.

The second prong is art education. Hong said the group has been successful in securing grants and private donations, which allowed more than 1,000 students from the Long Beach Unified School District to visit the campus for a tour of the gallery space and participate in an application class to explore their own creativity. He said allowing students to participate rather than simply gaze at art truly encapsulates what the Art Exchange is all about.

The third prong, according to Hong, is the gallery space itself, which is 3,000 square feet and currently includes about 125 curated pieces of art. The current exhibit, which runs through the end of October, is being held in conjunction with the Long Beach City College Department of Art. On November 11, the Art Exchange is opening its Holiday Salon, where any artist may submit a piece of art for evaluation and the chance to have it on display in the gallery.

"All of the art is for sale. And if a piece is sold, the proceeds go back to the artist," Hong said. "So what the Art Exchange is trying to do is give Long Beach artists a vehicle to display their art, for the community to come and look at that art. If they buy it, then we've just provided a commercial transaction for that artist where they get a little bit of revenue for their art."

The gallery shows all mediums of art and will continue to do so with the support of the community, Hong said. He explained that the Art Exchange is a perfect real estate footprint to create an artistic and cultural environment in Long Beach.

"I think that there is a lot of potential. If you have a world-class city, you need foundational museums and galleries and art community campuses like we are trying to nourish and build," Hong said. "If we want a world-class city and we strive to be one, we have to have art." ■

### University Art Museum

[www.csulb.edu/university-art-museum](http://www.csulb.edu/university-art-museum)

With recent announcements about the inclusion of Cal State Long Beach in two large-scale Downtown Long Beach developments, Kimberli Meyer, executive director of the University Art Museum, said she is contemplating the arts uses and expansion of university art space to the area.

Despite the possibility of expansion, Meyer said the museum on campus remains important to the community. She said the museum has increased its focus on its art collection, which is significant and substantial, and is continuing to work hard to make the collection and exhibits relevant to students in order to help them understand the world around them.

"We consider ourselves very firmly rooted to doing the kind of work that one can only do on a university, which is really have a lot of interaction with students and with the curriculum," Meyer said. "We take our teaching responsibilities very seriously. So what we are thinking about doing is really doubling down on what we are doing on campus."

Expansion downtown merely allows the museum to reach new audiences that may never have experienced university arts on the eastside of town, Meyer explained. However, the primary focus remains a true

university component which allows for intellectual creative space for people to ask questions and to learn. That is not to say that Meyer is not excited at the prospects.

Looking at future programming of the campus museum, Meyer said she is looking to dig deeper than the superficial surface of art and its subjects and themes and its history. She explained that in their daily lives, people encounter and engage items and products without understanding how they came to be and that the same goes for the arts.

One example of digging deeper is an upcoming exhibition of art by Argentinian artist David Lamelas, a nomadic artist who spent a lot of time in Los Angeles during his travels over the last 30 to 40 years. While the connection between a nomadic Argentinian artist and Long Beach may seem non-existent on the surface, Lamelas was one of the early artists involved in the video program at the Long Beach Museum of Art, which is why he came to the Los Angeles area in the first place. She said these are the types of layers she hopes to peel away to reveal community connection to the arts.

"In January, we will be opening a show on the work of Robert Irwin. He's famous for . . . the garden at the Getty Center," Meyer said. "The very first [site-responsive work] he ever did was right here on the Cal State Long Beach campus in 1975. Mean-

garding where the country is politically. The show will offer a student discount to encourage academic engagement.

Choreographer Jessica Lang's group is scheduled to perform "Thousand Yard Stare," a performance about post-traumatic stress disorder that Kline-Crockett described as beautiful and stunning. She said Lang wanted to honor veterans' experiences and patriotism. In the same spirit, Kline-Crockett said she is reaching out to veterans on campus to experience the show as her guests.

Another upcoming act features the first Native American to headline the Carpenter Center, Martha Redbone. The blues, jazz and soul singer tells her multi-generational story of growing up with a Native American mother and an African-American father through a cast of musicians. Kline-Crockett explained that she is working with ethnic studies professors on the show.

"What's so incredible about where we live is there are so many tastes and communities," Kline-Crockett said. "We can really offer a variety here, and I love that about the center. It's just continuing to find performances that engage people intellectually. And sometimes people just want to laugh. I don't think we're changing that much. It's just really considering who we are and who we're serving and reflecting our community, the incredible diversity of Long Beach, and our campus."

# The Future Direction Of Long Beach Performing Arts Groups

■ BY SAMANTHA MEHLINGER  
Assistant Editor

In many respects, Long Beach is a city with momentum. Unemployment is at a historic low. Cranes dot the downtown skyline. New schools have been built. The university may soon expand into Downtown Long Beach. Investments in new housing, retail and commercial properties are holding strong citywide. In recent years, Long Beach has even welcomed some of the world's most recognizable corporate citizens – Mercedes-Benz and Virgin, among others.

This momentum extends to the city's major performing arts organizations, which are working to grow programming, uphold artistic quality, appeal to new and diverse audiences, and expand their footprints to make a greater impact. Sharing their visions for the future direction of their organizations, local performing arts leaders expressed a common desire to reach more of the Long Beach community and build upon their educational programming for the benefit of area youth.

## International City Theatre

"There is the art form itself and our responsibility for it, and then our responsibility to the community at the same time: building audiences and making them aware of the value of theater to society and making sure they have affordable, quality work," Caryn Desai, artistic director and producer of International City Theatre (ICT), said of her priorities.

ICT is a regional theater that has been based in Long Beach since it was founded 31 years ago. The theater produces a full season of five plays at the Beverly O'Neill Theater at the

Long Beach Convention & Entertainment Center and also provides a series of community and educational programming.

"Long Beach is blessed to have a regional theater in their community because it plays an important role," Desai said. "We have to continue to provide relevant, thought-provoking and entertaining work because it's our role to continue to educate our society."

In planning ICT's seasons, Desai seeks out plays that will resonate with audiences. "Our future depends on, as far as the art forms are concerned, maintaining quality productions," she said.

Also of utmost importance to Desai is ensuring that ICT invests in talent. "It is also our job to continue to invest in the artists. If you're not producing new or relevant works, then those writers are not going to continue to write for the theater," she said. Desai noted that she hopes to commission new plays to debut at the theater, both to support writers and to build the theater's brand and reputation.

Investing in the next generation of potential theatergoers is also a focus for Desai. The theater has six educational programs to expose youth to theater and help them understand the role of art in society. "We made 480 classroom visits to third grade last year," she noted.

"In order for this art form to thrive, we need to continue to train. The art form needs to be nourished and supported."

## Long Beach Ballet

Now in its 37th year, the Long Beach Ballet is 500 students strong. Although its artistic director, David Wilcox, does not intend to grow the organization itself, he does have big plans for its role in the Long Beach arts community as a whole.

"I am really happy right now with where we are. We have a very stable organization," Wilcox said. "We produce professional dancers, we put on major productions that people love, and we are fiscally very sound. As a nonprofit organization, we are almost exceptionally sound."

The Long Beach Ballet produces two major performances every year, including a June ballet at the Carpenter Performing Arts Center and an annual holiday production of "The Nutcracker" at the Terrace Theater. The latter is about to enter its 35th year running, Wilcox noted.

"We also tour and perform every year in China in the summer. And then we are also very involved with the Youth America Grand Prix, which is the major international ballet competition every year," Wilcox noted.

Wilcox pointed out that if there were more venues available for performances, Long Beach Ballet might put on more productions. "There is just nothing available. . . . It is really difficult to get dates for anything," he said.

But he might have a solution for that.

"I do have one thing that I would like to pursue. And this is a big thing," Wilcox said. "There is a big building right across the street from the Long Beach Ballet. It's about 24,000 square feet and has a really big, high ceiling. And it could be converted into an amazing studio theater complex."

Wilcox hopes to partner with other arts organizations to form a nonprofit and purchase the property. "It would be really nice to have a theater that was just for small arts organizations to be able to put on performances like a contemporary new choreographed ballet. It could be used 365 days a year, I'm sure," he said.



Jerrold Kappel, executive director and CEO of Long Beach Opera, is pictured at the organization's new offices in Long Beach's 9th District. He hopes to forge strong ties within that community. (Photograph by the Business Journal's Larry Duncan)



Madison Mooney became the executive director of the Long Beach Playhouse in January, after having served as its business and operations manager since 2012. Prior to that, she volunteered at the theater in a variety of capacities, and even appeared there as an actor. (Photograph by the Business Journal's Larry Duncan)



Alexandra Opsahl is the new executive director of Long Beach-based baroque orchestra Musica Angelica. The orchestra, which performs at the Beverly O'Neill Theater, uses historic and replica era-specific instruments. (Photograph by the Business Journal's Larry Duncan)

**Long Beach Camerata Singers**

Long Beach Camerata Singers is kicking off its 2017-18 season with new leadership under artistic director Dr. James Bass, who is taking the longtime professional choir in a new direction, according to Board President Jan Hower.

“There are some changes in our programming as a result of his coming to our organization,” Hower said. “The first big change is the establishment of the Camerata Peace Project, which we will be [debuting] on October 8. We have committed to this project for about the next five years,” she said. “We’ll be presenting different iterations all around the same theme, which is peaceful interaction through music in the community. This year, our overarching theme is diversity and inclusion.”

The project includes a community roundtable discussion with other arts groups and leaders in the community, according to Hower. “It’s a new, very different approach to Camerata. . . . [It’s] an ethical expression of why we’re artists and why we make music.”

Camerata Singers is also experimenting with new programming. The organization’s annual Bach Festival is being replaced this year in lieu of a new concept, ChoralFest Long Beach. “Everybody loves baroque music, but it was time to put a fresher spin on it,” Hower said.

In the future, Hower hopes the organization will work more closely with the Long Beach Symphony and its new music director, Eckart Preu. “He has a background in choral music, so I suspect that it is going to be a very happy relationship between our two groups,” Hower said.

“We would love to greatly expand our education programs,” Hower said. “We would love to be able to go into the schools and work in the schools. We would love to be able to present more small concerts around the community to nursing homes or developmentally disabled or children’s groups.” Expanding such programs would require additional funding. “As community support for us increases, I have a whole list of programs that we could bring forth.”

**Long Beach Opera**

Long Beach Opera is known for producing infrequently performed operas in unique spaces, and the organization will continue to do so, according to Executive Director and CEO Jerold Kappel.

“Artistically, our vision remains the same as it has [been], and that is to present operas that are rarely done or newly commissioned, or new versions,” Kappel said. A recent example of such a production was 2016’s “Fallujah,” a premiere work about a vet returning from Fallujah with severe PTSD. “We did that at the Long Beach Armory. . . . It was a new opera, it was done in a site-specific place, and we worked with organizations within the community.”

The guiding goals for the organization are to be outside of the box, provocative, engaging, relevant and adventurous. “It is kind of coy. It spells ‘opera,’” Kappel said, referring to the first letter of each goal.

Long Beach Opera, which was founded in 1979, typically produces four productions per year. Productions often focus on issues with modern relevance, including October’s “The Consul,” which is about a World War II refugee. “Right now, there are more refugees in the world than at any time since the end of World War II. And refugees and immigration and the acceptance of refugees, that whole issue is at an all-time high,” Kappel noted.

Last year, the organization’s board approved a new strategic agenda that provided for increased emphasis on community, according to Kappel. “A goal is to strengthen our community engagement and our educational offerings. For instance, Long Beach Opera is very pleased to be an arts community partner for the L.A. Unified School District,” he said. “But we want to get even more involved in the Long Beach schools.”

Long Beach Opera recently opened a new office in the city’s 9th District. “We moved into the 9th District from downtown about a year ago, and we want to be very much a part of the North Long Beach community,” Kappel said.

**Long Beach Playhouse**

This year, the Long Beach Playhouse gained new leadership when Madison Mooney, a longtime employee and volunteer with the theater, was appointed executive director. The playhouse also has a new artistic director, Sean Gray.

“When we both came into the positions in January, we talked a lot about what we want to do [and] keeping with what the playhouse has done the past 88 years,” Mooney said. “But we also want to make sure that moving forward, we represent our community as the community playhouse of Long Beach – making sure that we are doing lots of different types of shows to appeal to everyone in the city and surrounding area.”

The playhouse’s new leadership is committed to ensuring its productions reflect the diversity of the community. “[That means] making sure that we have female playwrights and minority issue-driven plays throughout the year to make sure that we are representing everyone in our community,” Mooney said.

The playhouse has two stages and features about 13 productions each year. “We do comedies. We do dramas. We do classics. We do two musicals a year to close out each season. And then we will also do murder mysteries and contemporary works,” Mooney said.

Additionally, the theater annually hosts a collaborative series featuring productions by outside performing arts groups, as well as a festival showcasing two brand new theatrical productions. “We have a literary committee that reads about 90 to 100 plays that are submitted that are completely new and have never been performed before,” Mooney said. “They pick the top two, and then we have a new works festival where we have a staged reading of the winning plays, which is the first time they are read aloud with actors.”

Mooney said the playhouse is continuing to support local education by hosting its summer youth musical theater conservatory. “They do acting, singing, dancing, improv, theater appreciation, a bit of theater history,” she said. “It’s a great program.”

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### Long Beach Symphony

With new artistic leadership, strong community ties and solid financial footing, Executive Director Kelly Lucera is excited about the future direction of the Long Beach Symphony.

“We are experiencing a renaissance at the Long Beach Symphony. It is actually a very exciting time,” she said. “Ticket sales and contributions are strong. We are serving over 60,000 people every year. We are fiscally stable, and now we are poised for new artistic growth and increased collaboration.”

Lucera said the organization has spent the past two years bolstering relationships and partnerships within the community, which puts the symphony in a position to facilitate dialogue about the future of the arts in the city. “We think that we could be a great catalyst for that kind of education, empowerment and change. That’s a big focus for us,” she said.

This is the first season for Music Director Eckart Preu, who is bringing a new artistic vision to the symphony. “He is very excited about extending the concert experience so that when you come up to the Terrace [Theater] or the arena, the entire experience is fun and thematic and accessible – sort of bringing the concert into the lobby in a way that energizes and engages everyone,” Lucera said.

Lucera said she is looking into ways to better connect the symphony with communities outside of the downtown area, including providing shuttle service to symphony performances. The symphony is also launching a Sunday matinee series that will include a free pre-performance program for children.

The symphony stands to have a new summer venue years in the future, when the proposed Queen Mary Island development is completed. Plans include a 7,000-seat amphitheater that would serve as the symphony’s summer home, Lucera said. “We are spending a lot of time working with Urban Commons and the city to provide an outdoor venue unlike any other right on the water that would better serve the community in all of its diversity,” she said.

### Musica Angelica

Musica Angelica, a historically informed baroque orchestra, has called Long Beach its home since 2015, after relocating from Santa Monica. Led by Music Director Martin Haselböck, a Viennese conductor, the orchestra has built a solid audience base here, according to Alexandra Opsahl, the organization’s new executive director. Opsahl, a classical cornetto musician, started the position in mid-September.

“Musica Angelica based itself in Long Beach three years ago. And they have managed to build an incredibly good audience,” Opsahl said. “I am very excited about how quickly we are growing our audience in Long Beach,” she said, adding that Musica Angelica has so far been adept at community outreach.

Musica Angelica falls into what Opsahl called a “little faction of baroque music” in which musicians use historic or replica instruments specific to the time period. “A baroque violin is [as] equally interesting to hear as a classical or modern violin,” she said. “I do think that’s an important message we do try to bring to the children.”

The orchestra partners with the Long Beach Unified School District to allow school children to attend concerts with their families. The program includes an educational lecture. The orchestra also provides free master classes to California State University, Long Beach students, according to its website.

“We have traditionally performed five concerts per season – three larger orchestral concerts and two smaller chamber concerts – and we will stick with that,” Opsahl said. However, the group may work with other organizations in town, such as Long Beach Opera, for special collaborations, she noted.

### Musical Theatre West

Now in its 65th season, Musical Theatre West is going strong. The theater company, which typically produces a four-production season, has added a fifth show this year. And, according to Artistic Director Paul Garman, other exciting new plans are in the works.

“We are now in our 65th season, and we are going to continue to explore newer Broadway shows that we can bring to our local audiences,” Garman said. “We have a couple coming down the pike that we are hopefully going to be able to be the first West Coast producer for.”

Availability at MTW’s performance venue, the Carpenter Center, allowed the theater company to add a fifth production this year: the holiday classic, “White Christmas.” “Hopefully we can start the tradition of an annual holiday show,” Garman said.

The organization strives to create a lineup that appeals to different parts of the Long Beach community, according to Garman. “We particularly chose ‘In the Heights’ this year because . . . it will speak to large segments of the community,” he said, referencing Lin-Manuel Miranda’s musical about a largely Dominican neighborhood in New York. “It really does speak to generational issues and to family issues.”

The organization’s Reiner Reading Series is coming to an end after this season due to prohibitive new changes put in place by the actors’ union, according to Garman. However, MTW is continuing its new Broadway in Concert series at the Beverly O’Neill Theater.

One of Garman’s main points of focus is on educational outreach. For each production, MTW puts on weekday matinee performances for school children, he noted. “We hope to be able to expand that program.”

The organization plans to acquire a second facility to use for educational programs. “We are looking forward to the acquisition of a second facility that would be strictly for education outreach activities to have year-round classes and more programming for kids,” Garman said. “It is definitely on the horizon for us and something we plan to do before too long.” ■



# Students love us. Discover why.

Long Beach Museum of Art is proud to partner with the Long Beach Unified School District to bring quality arts education to all Long Beach 5th grade students.

## Long Beach Museum of Art

2300 EAST OCEAN BLVD. | WWW.LBMA.ORG  
LONG BEACH, CA 90803 | 562.439.2119

**Museum Hours:** Thursday, 11am to 8pm; Friday – Sunday, 11am to 5pm

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# MUSICAL THEATRE WEST

Southern California's Premier Musical Theatre Company  
Paul Garman, Executive Director/Producer

## BROADWAY IN CONCERT

W E L C O M E H O M E

Six Southern California natives return to their roots for three electrifying concerts

Nov. 12 **Lindsay Mendez...**  
7:00 **Back From Broadway**

Ms. Mendez, star of Broadway's *Wicked*, *Significant Other*, *Grease*, *Godspell*, *Everyday Rapture* and Off-Broadway's *Dogfight* returns to So Cal for an evening of roof-raising vocals.



Feb. 4 **Oh What a Night!**

7:00

*Jersey Boys* cast members Joseph Leo Bwarie (the longest running Frankie Valli), Quinn VanAntwerp (the longest running Bob Gaudio), Michael Lomenda (Nick from the *Jersey Boys* movie and Broadway) and John Edwards (the longest running Barry Belson) take the stage for an electrifying night of some of your 60s favorites!



Apr. 1 **An Evening with Eden Espinosa**

7:00

Ms. Espinosa is most recognized for her critically acclaimed portrayal of Elphaba in *Wicked* on Broadway and in both LA and SF. She also originated the title character in *Brooklyn the Musical*, played Flora in *Flora the Red Menace*, and Maureen in the closing company of *Rent*.



In the intimate Beverly O'Neill Theatre at the Long Beach Convention & Entertainment Center

### REINER READING SERIES *the final season*

Mary Rodgers & Marshall Baerer's

**Once Upon A Mattress**

Nov. 19 - 7pm

BEVERLY O'NEILL THEATER

IRVING BERLIN'S

**LOUISIANA PURCHASE**

Feb. 11 - 7pm

BEVERLY O'NEILL THEATER

JULE STYNE, BETTY COMDEN & ADOLPH GREEN'S

**RE MI RE**  
BOOK BY GARSON KANIN

Jun. 3 - 7pm

BEVERLY O'NEILL THEATER

FRANK LOESSER'S MUSICAL

**The Most Happy Fella**

Aug. 19 - 7pm

CARPENTER CENTER

**TICKETS: [musical.org](http://musical.org) or (562) 856-1999 x4**

## WATER MUSIC

HANDEL

SEPTEMBER 30 BEVERLY O'NEILL THEATRE

## HEAVEN & EARTH

VIVALDI

NOVEMBER 11 BEVERLY O'NEILL THEATRE

## A BACH CHRISTMAS

DECEMBER 9 BEVERLY O'NEILL THEATRE

## RESOUND BEETHOVEN

FEBRUARY 10 BEVERLY O'NEILL THEATRE

## FRENCH SPLENDOR

APRIL 7 BEVERLY O'NEILL THEATRE

Using both originals and copies of historic instruments, this repertoire is brought to life under the direction of award-winning Viennese court organist and conductor

**Martin Haselböck.**

His orchestra of highly trained Baroque specialists is joined by concertmaster **Ilia Korol**, trained at the Moscow Conservatory, and the highly-acclaimed baroque oboist **Gonzalo X. Ruiz**, faculty of the Julliard Historic Performance program.

**Musica Angelica Baroque Orchestra**

(562) 436-3645

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*“ Southern California’s  
most important early  
music ensemble ”*

- LA Times

The world-renowned Musica Angelica provides Long Beach with the unique opportunity of hearing the great works of the Baroque and Classical periods as they were first heard.

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ANNIVERSARY  
SEASON

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Arrive early and enjoy a party on the plaza of the Long Beach Performing Arts Center with Maestro Eckart Preu and Mayor Robert Garcia. Food and beverages will be available for purchase before the concert.

SATURDAY, OCT. 7 | 8:00 PM | LONG BEACH PERFORMING ARTS CENTER, TERRACE THEATER



**GET YOUR TICKETS TODAY!**  
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# OPERA LONG BEACH

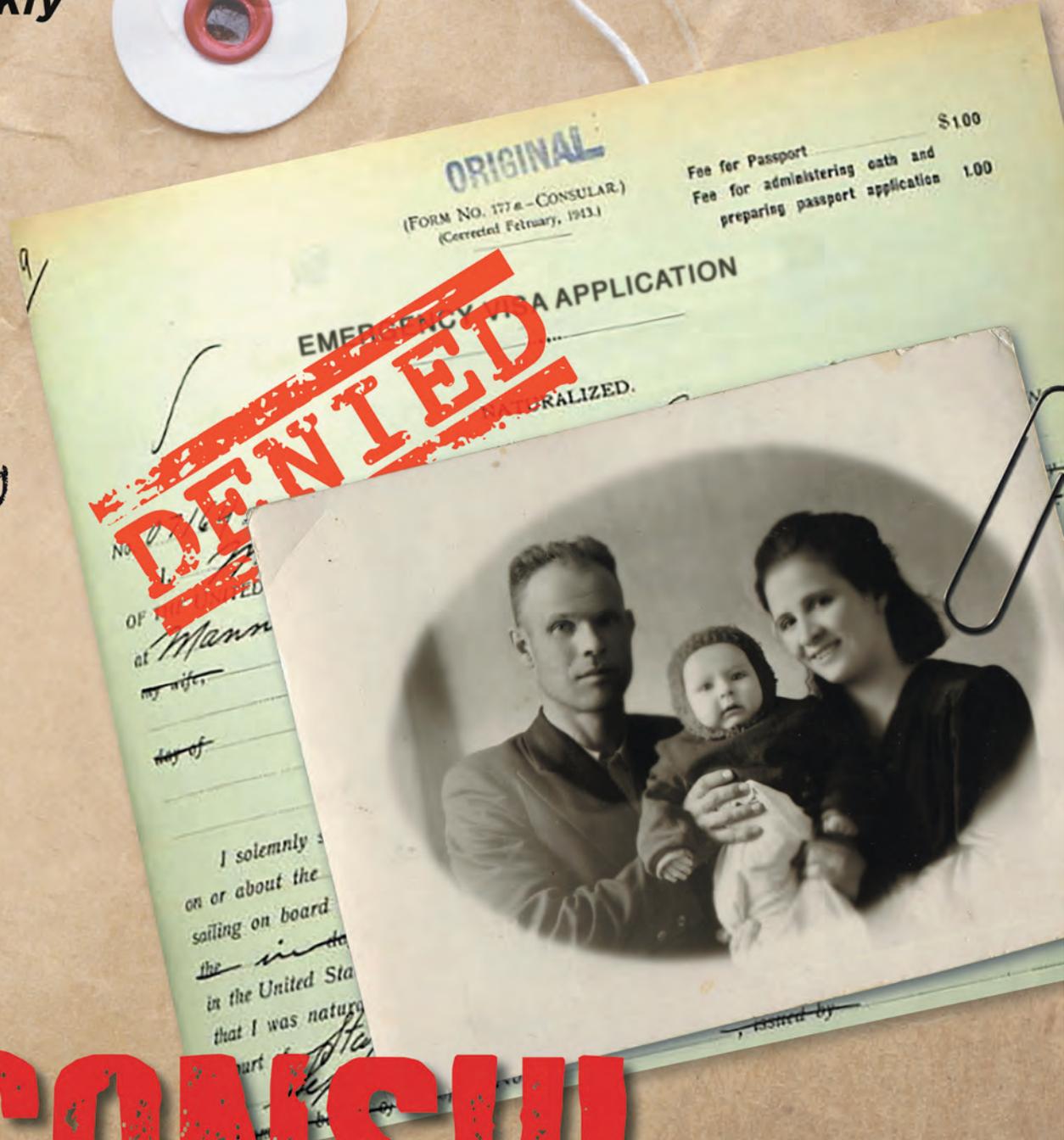
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OCT 14 7:30 PM  
OCT 20 8:00 PM  
OCT 22 2:30 PM

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*"Best Experimental  
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is a case."*



**GIAN CARLO MENOTTI**

# THE CONSUL

**FEATURING PATRICIA RACETTE**

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**Riveting. Powerful. Relevant.**

Patricia Racette, one of the great singing actresses of our time, stars as Magda Sorel in this politically charged refugee thriller. Magda is pleading for a visa to save her persecuted family, but is confronted with a soul-destroying consular bureaucracy where "your name is a number," and "your story is a case." This suspenseful drama holds your attention from beginning to end and won both the New York Drama Critics' Circle Award for Best Musical and the 1950 Pulitzer Prize for Music. A chilling story about the world we live in.

# THANK YOU LONG BEACH!

*for 36 years of support*

*With the love and support of the people of Long Beach, Long Beach Ballet has grown from a small neighborhood ballet school into one of the world's foremost ballet academies.*

*36 years of performances throughout Long Beach*

*36 years of sharing the joys and challenges of ballet with the youth of our great city*

*36 years of graduates with successful careers*

*34 years making Long Beach the "Nutcracker Capital of Southern California"*

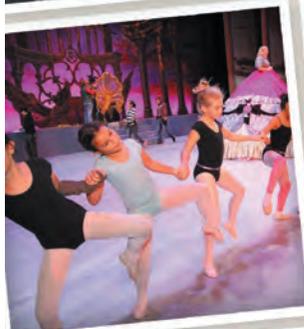
*34 years of outreach to those in need*

*20 years of cultural exchange with China's finest ballet companies*

*2 years of collaboration with the Long Beach Aquarium*

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[www.LongBeachBallet.org](http://www.LongBeachBallet.org)





# International City Theatre

Your Award-Winning Professional Regional Theatre

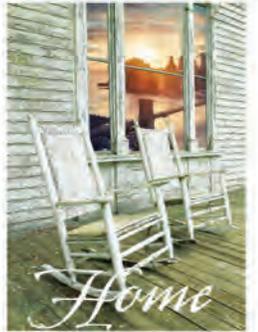
caryn desai, Artistic Director/Producer

## Final show for the 2017 Season! Oct 18 - Nov 5

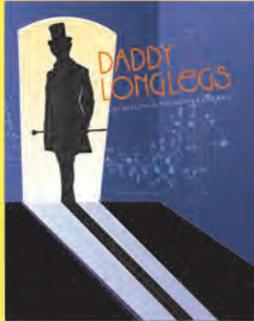
### Home by Samm-Art Williams

“... one of the happiest theatrical events of the season” – NY Times

Brilliantly inventive and lyrically expressive, the action begins on a small South Carolina farm that orphan Cephus Miles has inherited from his family. Two women join Cephus on stage to play the many characters in his life as he tells his story. A joyous story of overcoming obstacles and finding home.



## Announcing our 33rd Season for 2018



### DADDY LONG LEGS — NY Drama Desk Winner. . . . . Feb 21 - Mar 11

Music and Lyrics by Paul Gordon and Book by John Caird

A heartwarming Cinderella story about a witty and winsome young woman and her mysterious benefactor, based on the treasured novel that inspired the classic 1955 film starring Fred Astaire. Daddy Long Legs is a beloved “rags-to-riches” tale of newfound love, in the spirit of Jane Austen, The Brontë Sisters and “Downton Abbey.”

“A GREAT TREAT! Sweet and beautifully sung.” – The New York Times



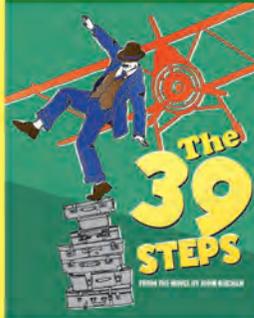
### CARDBOARD PIANO. . . . . May 2 - May 20

by Hansol Jung

**WEST COAST PREMIERE**

A beautiful new play. Chris, the spirited daughter of an American missionary, falls head-over-heels in love with a local teenage girl in Northern Uganda. Late night on the eve of the millennium, they secretly meet in a church to exchange vows and plot their escape. But when the surrounding war zone encroaches on their fragile union, they cannot escape its reach. Confronting the religious and cultural roots of intolerance, Cardboard Piano explores violence and its aftermath, as well as the human capacity for hatred, forgiveness, and love.

“Haunting ... authentic” – Louisville Courier-Journal

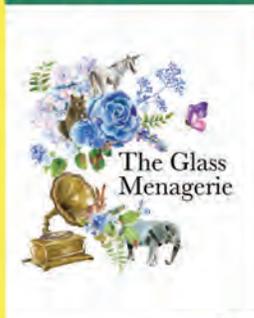


### THE 39 STEPS . . . . . Jun 20 - Jul 8

Olivier Award — Best New Comedy by Patrick Barlow

Mix a Hitchcock masterpiece with a juicy spy novel, add a dash of Monty Python and you have The 39 Steps, a fast-paced whodunit for anyone who loves the magic of theatre! This 2-time Tony® and Drama Desk Award-winning treat is packed with nonstop laughs, over 150 zany characters (played by a ridiculously talented cast of 4), an on-stage plane crash, handcuffs, missing fingers and some good old-fashioned romance!

“Rollicking Fun! Hugely Entertaining!” – Sunday Times



### THE GLASS MENAGERIE . . . . . Aug 22 - Sep 9

NY Drama Critics' Circle Award as Best American Play by Tennessee Williams

A drama of great tenderness, charm and beauty, THE GLASS MENAGERIE is one of the most famous plays of the modern theatre. The Glass Menagerie is a memory play by Tennessee Williams that premiered in 1944 and catapulted Williams from obscurity to fame. The play has strong autobiographical elements, featuring characters based on Williams himself, his histrionic mother, and his mentally fragile sister.

“Striking. . . clear-eyed. . . immediate.” – San Francisco Chronicle



### A SPLINTERED SOUL . . . . . Oct 17 - Nov 4

by Alan L. Brooks

A powerful contemporary play about immigration and life after trauma, written by Long Beach's very own Alan L. Brooks. Following the aftershock of the Second Great War, San Francisco's Jewish community becomes a safe harbor for survivors of the Nazi regime. It is there we meet Rabbi Kroeller and a group of morally starved refugees as they seek to define their existence in this new tidy post-war America.

“Thoughtful drama ... worth taking seriously.” – Theatre Mania, NY

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# LONG BEACH CAMERATA SINGERS 2017-2018 CONCERTS

Inaugural Season of Dr. James K. Bass, Artistic Director

## CAMERATA PEACE PROJECT

A CONCERT EVENT THAT EXPLORES THE IDEAS OF  
DIVERSITY, INCLUSION, AND WHAT IT MEANS TO BELONG

Sunday, October 8, 2017

Community Round Table - 3:00 pm | FREE ADMISSION

Concert Performance - 4:30 pm

Long Beach Performing Arts Center | Arena Lobby

300 E Ocean Blvd, Long Beach, CA 90802

**TICKETS \$45 PREFERRED \$30 GENERAL AT [LBCAMERATA.ORG](http://LBCAMERATA.ORG)**

**OR CALL (562) 373-5654**

### **Handel's *Messiah***

Sunday, December 3, 2017

Pre-Concert Lecture at 3:30 p.m.

Performance at 4:30 p.m.

**PREFERRED \$45**

**GENERAL \$30**

### **Carl Orff's *Carmina Burana***

Sunday, April 22, 2018

Beverly O'Neill Theater

Pre-Concert Lecture at 3:30 p.m.

Performance at 4:30 p.m.

**PREFERRED \$45**

**GENERAL \$30**

### **Jazz at the Sky Room**

*Featuring David Benoit*

Sunday, April 29, 2018

5:30 p.m.

The Sky Room

**Single Ticket Price: \$75.00**

### **Evening of Song**

Saturday, June 16, 2018

Daniel Recital Hall, CSU Long Beach

Silent Auction Begins at 4:30 p.m.

Performance at 5:30 p.m.

**Single Ticket Price: \$45.00**

LONG BEACH CAMERATA SINGERS

P.O. Box 90511

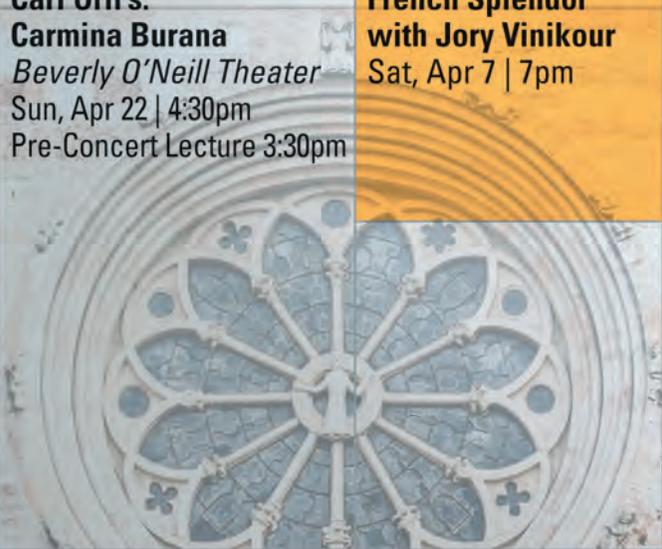
LONG BEACH, CA 90809

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# Tap your foot. Sway

## Long Beach's Terrace and Beverly O'Neill Theaters

	<b>LB Camerata Singers</b> <i>Beverly O'Neill Theater</i>	<b>Musica Angelica</b> <i>Beverly O'Neill Theater</i>	<b>International City Theatre</b> <i>Beverly O'Neill Theater</i>	<b>Long Beach Opera</b> <i>Beverly O'Neill Theater</i>	<b>Long Beach</b> <i>Terrace Theater</i>
<b>Sept</b> 2017		<b>Handel: Water Music</b> Sat, Sept 30   7pm		<b>Renaissance High School for the Arts</b> <i>As part of our city's dedication to the arts, this visual and performing arts magnet high school provides students with both a challenging visual, performing arts program and a rigorous college preparatory curriculum.</i> <a href="http://lbrhsa.schoolloop.com">lbrhsa.schoolloop.com</a>	<b>Opening Night!</b> Sat, Oct 7   8pm
<b>Oct</b> 2017	<b>Camerata Peace Project</b> <i>Long Beach Arena Lobby</i> Sun, Oct 8   4:30pm Community Roundtable Discussion 3pm	<b>Vivaldi: Heaven &amp; Earth</b> Sat, Nov 11   7pm			
<b>Nov</b> 2017					<b>Salute To Heroes</b> Sat, Nov 11   8pm Pre-Concert Talk 7pm
<b>Dec</b> 2017	<b>Handel's Messiah</b> <i>Beverly O'Neill Theater</i> Sun, Dec 3   4:30pm Pre-Concert Lecture 3:30pm	<b>Baroque Christmas Featuring Bach, Trumpets &amp; Vocal</b> Sat, Dec 9   7pm			
<b>Jan</b> 2018				<b>The Black Cat</b> Sat, Jan 13, 20   7:30pm Sun, Jan 21   2:30pm	
<b>Feb</b> 2018		<b>Beethoven Festival</b> Sat, Feb 10   7pm	<b>Daddy Long Legs</b> Feb 21 – Mar 11 Thurs – Sat   8pm Sun   2pm		<b>Spanish Nights</b> Sat, Feb 3, 2018   8pm Pre-Concert Talk 7pm
<b>Mar</b> 2018				<b>The Invention of Morel</b> Sat, Mar 17, 24   7:30pm Sun, Mar 25   2:30pm	<b>Scottish Fantasy</b> <i>Terrace Theater</i> Sat, Mar 10   8pm Pre-Concert Talk 7pm
<b>Apr</b> 2018	<b>Carl Orff's: Carmina Burana</b> <i>Beverly O'Neill Theater</i> Sun, Apr 22   4:30pm Pre-Concert Lecture 3:30pm	<b>French Splendor with Jory Vinikour</b> Sat, Apr 7   7pm			<b>Prokofiev's Romeo &amp; Juliet</b> Sat, Apr 28   8pm Pre-Concert Talk 7pm
<b>May</b> 2018			<b>Cardboard Piano</b> May 2 – May 20 Thurs – Sat   8pm Sun   2pm		<b>New Family Concert</b> Sun, Apr 29   3pm Matinee & Musical Play
<b>Jun</b> 2018			<b>39 Steps</b> Jun 20 – Jul 8 Thurs – Sat   8pm Sun   2pm		 <b>Rachmaninoff Tchaikovsky</b> Sat, Jun 2   8pm Pre-Concert Talk 7pm

# -a-long. Laugh. Cry.

**Beverly O'Neill Theaters** – it's going to be another fun season.

<p><b>Long Beach Symphony</b> <i>Long Beach Arena POPS!</i></p>	<p><b>Musical Theatre West</b> <i>Beverly O'Neill Theater</i></p>
<p><b>Lights, Camera, POPS!</b> <i>POPS!</i> Fri, Oct 14   8pm</p>	<p><b>Reiner Reading Series:</b> <b>Pipe Dream</b> Sun, Sept 17   7pm</p>
<p><b>A Night at the Cotton Club</b> <i>POPS!</i> Sat, Nov 18   8pm</p>	<p><b>Lindsay Mendez –</b> <b>Back from Broadway</b> Sun, Nov 12   7pm</p>
<p><b>Long Beach Ballet</b> <i>Terrace Theater</i> <b>The Nutcracker</b> Sat-Sun, Dec 16-24   2pm, 7:30pm</p>	<p><b>Reiner Reading Series:</b> <b>Once Upon a Mattress</b> Sun, Nov 19   7pm</p>
<p><b>Isn't it Romantic</b> <i>POPS!</i> Sat, Feb 17   8pm</p>	<p>Mary Rodgers &amp; Marshall Baerer's <b>Once Upon A Mattress</b></p>
<p><b>Celtic Spirit</b> w/ Eileen Ivers: <b>A St. Patrick's Day</b> <b>Celebration</b> <i>POPS!</i> Sat, Mar 17   8pm</p>	<p><b>Oh What a Night – a</b> <b>Night with Broadway's</b> <b>Jersey Boys</b> Sun, Feb 4   7pm</p>
<p><b>Fiesta Finale</b> w/ Poncho Sanchez <i>POPS!</i> Sat, May 12   8pm</p>	<p><b>Reiner Reading Series:</b> <b>Louisiana Purchase</b> Sun, Feb 11   7pm</p>
<p><b>Do Re Mi</b> Sun, Jun 3   7pm</p>	<p>IRVING BERLIN'S <b>LOUISIANA PURCHASE</b></p>

Season 2017/2018

**Host to the city's premier theatrical groups**  
— operatic, Broadway, choral, plays, musicals and dance — this season will be full of the finest and most exciting in the performing arts. Glittering chandeliers, continental style seating and the rich acoustics of each performance provide the ultimate theater experience and, with over 125 restaurants just steps away for dinner, drinks or dancing, it will be, dare we say, “a feast for the senses”.

*Beverly O'Neill Theater*



*Terrace Theater*



Theaters are located at 300 E. Ocean Blvd. | Long Beach, CA 90802

Two extraordinary arts theaters  
one ultimate acoustic experience.  
**Long Beach's Terrace and Beverly O'Neil Theaters**

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Glittering chandeliers, continental style seating and the rich acoustics of each performance provide the ultimate theater experience and, with over 125 restaurants just steps away for dinner, drinks or dancing, it will be, dare we say, “a feast for the senses”.

**Look for our Schedule  
– Enjoy our 2017/2018 Season –**

**The Magnificent Seven**

- International City Theatre
- Long Beach Ballet
- Long Beach Camerata Singers
- Long Beach Opera
- Long Beach Symphony
- Musica Angelica
- Musical Theatre West

