

EXPANDING POSSIBILITIES

*Orange County Celebrates the Grand Opening
of Anaheim Convention Center North*



Presented by



Turner



Expand It and They Will Come

A local's guide to the new Anaheim Convention Center North

Pretty soon, all the tools will be packed up and the trucks will pull away from Anaheim Convention Center North. And the only task left will involve ribbon and a pair of oversized scissors.

On September 26, The Grand Opening of ACC North will signal the beginning of a new era in the history of the 50-year-old Anaheim Convention Center. It also kicks off a new chapter in the story of our community, one that promises to make life better not only for our convention-going guests, but for us locals, too. The additional \$9 million in annual revenue it is expected to yield will help fund a higher quality of life. More visitors (who tend to eat, shop and need a place to sleep) means more jobs for us. And all the really cool new restaurants, shops and entertainment venues don't just serve visitors, but make the community more fun for us too. As they say, a rising tide really does lift all boats. But what brought the tide in? And where will it take us?

The long, not-so-winding road to ACC North

This latest expansion of the convention center is actually the seventh in its 50-year history, and will grow the ACC to a whopping 1.8 million square feet. Even before the new expansion, ACC took the prize as the West Coast's biggest convention center. It's come a long way since July 1967, when the ACC was born as a 375,000-square-foot facility with arena, exhibit hall and 25 meeting rooms. Back then, the arena served as home to the Anaheim Amigos basketball team. Although professional hoops moved away, the arena became the destination for now-historic rock concerts: The Doors in 1967. Jimmy Hendrix in 1968. Led Zeppelin in 1969.

After two expansions (1974 and 1982), the ACC proudly hosted wrestling events for the 1984 Los Angeles Summer Olympic Games. With additional expansions in 1990, 1993, 2000 and 2013, the ACC grew to accommodate a wide range of large events such as college basketball conferences, VidCon, BlizzCon, WonderCon, Anime Expo and the National Association of Music Merchants (NAMM). And it's about to be ready for more, bigger and simultaneously scheduled events.

The back story of Expansion #7

Like its predecessors, the seventh expansion enables Anaheim Convention Center to stay competitive in the evolving world of meetings. This need became apparent during the recession of 2008, says Junior Tauvaa, Senior Vice President of Sales and Service at Visit Anaheim. "Suddenly it wasn't enough anymore to just showcase products. Companies needed to justify the expense of attendees going to conventions with a more educational component, like

getting certifications. Anaheim had plenty of exhibit space, but not enough breakout space for educational sessions." As a result, meeting planners started to lean toward other cities like Dallas, San Francisco and Chicago.

For example, NAMM was one long-time show that was bursting at the seams. "After nearly 40 years in Anaheim, our members consider it their annual home away from home," says Cindy Sample, NAMM's Director of Tradeshow Operations. But even so, "as the market for musical instruments, pro audio and entertainment technology has grown...additional space was needed to meet the demands from our members and attendees."



The goal of the new expansion was threefold: Keep the big shows. Attract new ones. Be able to schedule multiple events into the convention center. The \$190 million expansion was designed to achieve all three goals with two stacked levels of 100,000 square feet of flexible space each, including adjacent 10,000-square-foot balconies for fresh-air breaks and socializing. With such a flexible design, groups can choose to use these spaces as giant exhibit halls; divided into smaller meeting spaces; or configured into endless combinations of both. The expansion also includes 1,350 parking stalls, a new kitchen, loading docks, prefunction and lobby areas for registration, and a climate-controlled pedestrian bridge connecting to the existing Anaheim Convention Center building.

Designed for today and tomorrow

Populous, the architectural design firm chosen for ACC North, fulfilled meeting groups' increasing hunger for indoor/outdoor flexibility with 10,000 square feet of outdoor event balcony space. The street level prefunction area connects to the existing event plaza for outdoor concerts, food trucks and community events. (An especially nice way to show off our sunny climate to winter-weary travelers.)

The expansion's aesthetics celebrate our coastal setting with references to diffracted ocean waves—rhythmic patterns created when rolling ocean waves pass through an opening of rocks or an opening to a bay. And when it comes to environmental performance, the expansion is aiming to achieve Leadership in Energy and Environmental Design (LEED) Silver on the already sustainable LEED Gold campus. Efforts include new electric vehicle charging stations, a kitchen composting program, multiple recycling collection points, abundant natural light and energy-efficient LED light fixtures.

Ready, set, grow

It won't be long now until the doors open to ACC North's first convention on October 1. And that's just the first of 89 confirmed events for the new space. (In other words, business is very, very good.) Tom Morton, Executive Director of the Anaheim Convention Center reports that meeting planners seem "blown away by the idea of having 100,000 square feet of flexible space next to a 12,000-square-foot kitchen." He explains that conventions basically "build a city in three days and then tear it all down." So, ACC North's large, highly flexible design appeals to meeting planners eager to let their creativity fly. "What's fun is seeing how meeting planners will use the space in ways we've never thought of," says Morton.

Happy meeting planners mean happy improvements for our community. "More than a million people pass through the convention center each year," Morton explains. "The sales and property taxes benefit the county and state. And the hotel taxes benefit the city of Anaheim." But the impact doesn't stop there. "Sometimes people come out to do business and fall in love with Southern California, whether it's Huntington Beach, Newport Beach or Santa Ana," says Morton. "They might come in January and soak up the sun while it's snowing back home. Then they'll decide to bring their business out here." And that, of course, brings in more jobs, tax revenue and quality of life for us all.

Expand it and everyone wins.





What's New in Anaheim?

Plenty. Anaheim has come into its own with this bold lineup of projects

In a city already synonymous with happiness, more good times are on the way for meeting attendees. Thanks to dozens of high-impact projects, both in the works and in the pipeline, Anaheim is transforming into a more vibrant, walkable and efficient meeting destination. Which is good news for meeting planners, too.

This is what six billion dollars looks like

That's the approximate value of investment flowing into Anaheim, including additions to the *Disneyland*® Theme Parks; four new, four-diamond hotels; the expansion of the Anaheim Convention Center; plus new homes, shopping, dining, offices and hotels at the Platinum Triangle around Angel Stadium. (More details in a bit.) This high influx of investment dollars is among the largest in the US and reflects long-term planning by the city of Anaheim to attract more visitors from around the globe. The hook? A walkable urban village where everyone can easily access sports, entertainment, jobs and public transit.

Like a kitchen renovation, one thing leads to another

As any home renovator knows, that new dishwasher is likely to lead to a new sink, which inspires a new countertop and so on. In the case of Anaheim, improvements kicked off with the need for a bigger and better convention center that could work equally well for small, mid-sized and mega-shows. With the addition of 200,000 square feet of flexible space, Anaheim Convention North inspires endless combinations of big group gatherings, smaller breakouts, food service, concerts and more. But a new convention center wasn't the only improvement needed, says Junior Tauvaa, Senior VP of Sales and Service at Visit Anaheim. "The perception in the marketplace was that Anaheim was a smaller-tier destination, but now, because of the additional hotels, restaurants, entertainment and better walkability, Anaheim is increasingly recognized as a really complex, metropolitan business destination."

Four diamonds for your discerning clients

"With the four-diamond hotels we have coming, we'll be more appealing to the corporate groups in tech and pharmaceuticals who want higher-end accommodations," says Tauvaa. More luxury (and standard) hotel rooms near the convention center will allow attendees to walk to and from their accommodations. With more nearby hotels, restaurants and nightlife coming, and many already open, rental cars for attendees may become truly obsolete.

Four new luxury hotels are in the works. The first to break ground is the 7-story Westin Anaheim Resort which will feature 613 stylish guestrooms, including 101 suites, three restaurants, two bars including a rooftop lounge overlooking nightly fireworks at the resort, a state-of-the-art fitness center, a resort-style pool surrounded by lush, tropical landscaping, and a marketplace. To cater to Anaheim's growing demand for business meetings and corporate events, accommodations for major conventions at the Anaheim Convention Center, the hotel will also feature 11 meeting rooms totaling 42,000 square feet of customizable and high-tech meeting space including a 16,000-square-foot grand ballroom. This is the first newly built Westin in Southern California in over 25 years and the property is set to open in 2019.

Wincome is also planning another hotel at the corner of Harbor Blvd. and Disney Way, featuring a rooftop bar with panoramic views of *Disneyland* Park fireworks, the coast and mountains. A JW Marriott, located near GardenWalk, is also expected to earn a four-diamond rating, and a new hotel is planned for the *Disneyland* Resort. Together, these four luxury hotels will bring around 2,380 upscale rooms to the Anaheim Resort District.

And then there's all the food and fun

Over the past several years, Anaheim has seen a rebirth in its downtown, only a couple of miles from the convention center. Historic, but long-abandoned buildings have found new life as restaurants, breweries and one-of-a-kind shops. This tourist- and local-friendly evolution owes much to

the vision of real estate developer Shaheen Sadeghi. His was the mind behind downtown's Anaheim Packing District, where an abandoned 1919 citrus packing house morphed into a wildly popular food hall, and Center Street Promenade, three full blocks of artisanal shops and restaurants. His newly opened MAKE, a former marmalade factory, features local "makers" who share conversation with their creations at a winery, brewery, soon to come distillery and barbeque joint.

Next up is Leisuretown, a Craftsman house and property featuring a Modern Times brewery, vegan restaurant, coffee roastery, pool, patio and movie screen. "We're setting it up like a resort," says Sadeghi. "It's a place to gather and enjoy a conversation. Today people don't just want to drink beer or coffee, they want to know how to make it. They want to go to a roastery and talk to the roaster about where the beans come from, if they were properly farmed."

Authentic interaction is the guiding principle behind another cool project on the horizon, HomeMADE, which Sadeghi explains as "a funky residential project that promotes culinary artists. The apartments all have commercial kitchens, so local chefs can open their homes for a 'food walk' where people can come in and eat whatever you decide to cook." He's also planning two park-side restaurants, 18 Folds and Greenhouse. "When people come from, say Ohio, to our convention center, they want to try something local. All of these places are a short distance, maybe a \$5 Uber ride away."

Even closer is the Anaheim GardenWalk, a 460,000-square-foot outdoor dining, shopping and entertainment experience. It's also the home of the House of Blues. Recently relocated—and expanded—from its location in Downtown Disney, this famed venue now has four performance areas for world-class live music.

Disney is growing along with Anaheim, too

Besides a new hotel in the works, Disney is remodeling its four-diamond Grand Californian Hotel & Spa. Planned for completion by the end of December, the remodel will include a complete reimagining of guest rooms and pool areas. The new and improved accommodations are well-timed—Disney's new attractions are expected to pull in even more visitors. The *Guardians of the Galaxy – Mission: BREAKOUT!* attraction opened at *Disney California Adventure*® Park in May, delighting guests with thrilling plunges, lifelike Audio-Animatronics and all the quirky humor of its namesake movie.

In Downtown Disney, the former location of House of Blues will become home to Splitsville, offering 20 lanes of bowling and dining at a 625-seat restaurant. And in Summer 2019, the *Disneyland* Resort will open its largest-ever single-themed land expansion: *Star Wars: Galaxy's Edge*. The land will feature two major attractions that put guests in the middle of a battle between the First Order and the Resistance. The land will offer guests the chance to immerse themselves in the *Star Wars* universe like never before.

Having the ever-improving Disney so close means you can weave memorable leisure time into your meeting. Disney is happy to work hand-in-hand and customize your experience. Or, attendees could simply add a day at the parks before or after their obligations. But if neither is in the cards, no worries, says Jay Burress, President and CEO of Visit Anaheim, the city's destination marketing organization. "In the past, convention groups would say to us, 'we're not family travel. We don't really want a bunch of kids running around.' But when meeting planners come here, they realize they can be right across from *Disneyland* at our convention center and have a completely different experience. People are discovering that we have the ultimate campus with the convention center and all the surrounding hotels and restaurants. It's compact and walkable."

So, if Anaheim is on your list of destinations to consider, stay tuned. More happiness lies just ahead. Learn more at visitanahiem.org/meetings.



Visit Anaheim

Not just a good idea, but the organization that makes it happen

Every night, at kitchen tables around the world, families discuss how to make your life better. Of course, to the untrained ear that may sound like, *Where should we go on vacation?* And around corporate board tables it may sound like, *Where should we hold our next convention?* But for those of us in Anaheim, those countless individual decisions result in 25 million tourist visits per year—and revenue that creates beautiful parks for our kids and dogs. Fire trucks for our emergencies. And to be clear, \$8.1 billion annually that never has to come out of our pockets.

So, if these countless decisions result in a huge impact on our quality of life, it's essential that Anaheim remains top of mind. Which isn't easy in a world of increasingly sophisticated travelers choosing among thousands of competing cities, convention centers and tourist attractions. This is where Visit Anaheim comes in—a local organization of more than 50 citizens who make sure the name “Anaheim” not only pops up in those globe-spanning conversations, but comes along with a convincing list of reasons to visit. Beyond the obvious, of course.

But wait there's more

If you don't live here, chances are good you already know that Anaheim is home to the *Disneyland*® Resort. But if you do live here, you're fully aware of all the other amazing things Anaheim has to offer visitors. World-class music at The House of Blues and City National Grove. An acclaimed food scene, including the dizzying culinary options at the Anaheim Packing House. A seemingly infinite supply of craft beers to sip, with six new breweries opening in 2017 alone. Professional sports, shopping, museums, golf and galleries. And for business travelers, a convention center that's about to become one of the country's largest and most state-of-the-art places to meet.

It's the job of Visit Anaheim to make sure that all of this does not go unnoticed by potential visitors. Otherwise, if Disney isn't on someone's radar, Anaheim may not come to mind. But happily, that's changing as Jay Burress, President and CEO of Visit Anaheim points out. There's a new depth and breadth to Anaheim that's exciting to share with outsiders. “We did a rebranding project a couple years ago to find out the perceptions of Anaheim, both within and outside the city,” Burress said. “Disney was the image that came to everyone's mind, which is great. But when we dug deeper, we found that the feeling people get when they go into *Disneyland*, that spirit of imagination, discovery and inspiration, is actually what they find throughout the city. With all the new developments going on—the hotels, restaurants, breweries and convention center—Anaheim has really become a new place to discover.”

The business of bringing in business

Burress has been President and CEO since early 2013, after decades at the Dallas and Arlington, Texas Convention Bureaus. What drew to him to Anaheim is exactly what's drawing record numbers today: its well-rounded vibe. While Dallas attracts business travel, and Arlington's Six Flags amusement park and Cowboys games pull in tourists, Anaheim does both. “I don't know of another city with the population we have, a convention center our size, and attractions like Disney, the Angels and the Ducks,” says Burress.

The greatest challenge to overcome has been the perception that Anaheim isn't a good fit for business travelers. Burress notes that “convention groups would say to us, ‘we're not family travel. We don't really want a bunch of kids running around.’ But when meeting planners come here, they realize they can be right across from *Disneyland* at our convention center and have a completely different experience. People are discovering that we have the ultimate campus with the convention center and all the surrounding hotels and restaurants. It's compact and walkable.”



Behind the scenes at Visit Anaheim

Every day, the team of Visit Anaheim works hard to fulfill their mission “to develop, market and sell Anaheim and Orange County as a premier visitor destination.” One quantifiable measure of Visit Anaheim's outreach is in business bookings. For example, in 2016 Visit Anaheim was responsible for booking 60 events at the Anaheim Convention Center, resulting in an estimated 725,000 people coming to Anaheim for meetings, conventions and trade shows. Besides working hard, these visitors dined, played and experienced all that Anaheim offers. And that benefits our economy enormously.

Visit Anaheim has been doing this work since 1961, albeit under their previous name of the Anaheim/Orange County Visitor & Convention Bureau. (It's a shorter, punchier name—but Visit Anaheim still promotes the region as a whole.) Visit Anaheim works hand-in-hand with area hotels, attractions, transportation entities, restaurants, shops and entertainment companies. Together, they work to improve Anaheim as a destination, market it, deliver a great experience, and follow up experiences through social media. A division of Visit Anaheim, Sports Anaheim, specializes on attracting sporting events to the city. And Visit Anaheim Cares, a charitable offshoot, participates in several community service events and donates to local causes.

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The Convention Center's new expansion is amazing, but there's lots more to see that's new too. Hot new restaurants, electric nightlife—like the new House of Blues, two exciting professional sports teams, 14 craft breweries (3 more to open by end of year) and of course, our incredible Orange County beaches.

And everywhere you turn in Anaheim, you'll experience a **Culture of Service** that is simply in our DNA like no other city in America. And you know it's true: **Service can make the difference between a ho-hum meeting and a true Five Star Experience.**



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Focus on Fun – Breakout of the Meeting Routine

How do you design the perfect meeting? It helps when you start out in a location that brings smiles to faces with just the mere mention of its name. Anaheim and the mouse that built it are known the world over. What happens when the means and ends collide? Creativity, more productive meetings, and fun.

Just a half-mile from Disneyland® Resort, Anaheim Majestic Garden Hotel is outfitted for groups up to 600 people within a five-minute ride on their free Dream Machine shuttle to Disneyland® Park, the Anaheim Convention Center or Downtown Disney's famed restaurants and entertainment.



As an added incentive, the hotel is offering new meetings a Visa card worth up to \$1000, depending on the amount spent during the meeting. For more information, visit www.majesticgardenhotel.com/meetings/earn-1000-visa-card.

The 20,000 square feet of space at "Anaheim Majestic" can be arranged to entertain as few as 10 people or large groups of 600 banquet-style (up to 1,200 theater!). Fifteen meeting rooms range in size from 504 to 8,280 square feet, allowing multiple configurations and offer state-of-the-art audio-visual and beautiful natural lighting. Or, take advantage of Anaheim's sunny Southern California weather and move the meeting, training or social event outside to the Majestic Gardens, Koi Pond, and Courtyards. All nestled inside the hotel castle walls providing an oasis from the hustle and bustle of the Disneyland® Resort area.

The resort's banquet staff keeps the creativity flowing with menus and custom options to accommodate themes or budget. After the meeting, guests can

indulge in dining from a quick bite in the California Deli to a more relaxed experience in the Garden Court Bistro, featuring indoor and outdoor dining. And the Garden Court Bar & Lounge is perfect for a casual snack and cocktails. Plus, opening inside the hotel by the end of 2017, the exquisite



Hanagi Restaurant will offer the most authentic and tantalizing Japanese cuisine in town.

Guests can choose from 489 comfortable, spacious, smoke-free rooms including the Standard Rooms, family suites with Castle bunk beds, and Junior or Majestic suites. Room amenities include

complimentary high-speed WiFi, mini refrigerators, and charging stations.



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In the perfect blend of business with pleasure, meeting guests that bring their families enjoy the epicenter of family entertainment at Anaheim Majestic Garden Hotel. Children can meet the hotel's very own Princess Corinne at story time, or chat with the Princess at breakfast in the Garden Court Bistro. Free daily Dream Machine Shuttle service takes guests to and from Disneyland® Resort every half hour. And, as a Disneyland Good Neighbor® Hotel, an authorized Disney ticket seller, guests can purchase their park passes in the hotel lobby. Whether it's a visit to Disneyland® Resort, or to the beach, or an exciting Anaheim Ducks game, your family is sure to have a thrilling vacation experience, even while you meet.

Visit www.majesticgardenhotel.com/meetings for more information and let their friendly, flexible and professional staff guide you through a truly majestic event experience from start to finish.



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Flexibility and Experience: The Future of Convention Center Design & Construction

The hospitality market in Southern California is thriving, and the new expansion to the Anaheim Convention Center puts the City of Anaheim in a great position to attract large and diverse conventions to the region. The expansion was a critical element of the City's plan to increase the number of visitors and continue to invigorate the local economy. With the update to the convention center and the continued development activity throughout the Anaheim community, the City is at the forefront of new trends in convention center and hospitality design.

Turner

At Turner Construction Company, we have worked on numerous hospitality projects throughout the Southland. In addition to recently completing construction of the Anaheim Convention Center expansion, we also built the Great Wolf Lodge Resort down the street in Garden Grove, the new Wilshire Grand Hotel high-rise in downtown Los Angeles, Terranea Resort in Rancho Palos Verdes, and a recent expansion to the Riverside Convention Center. For each project, and especially when we were designing and building the Anaheim Convention Center, the main questions are: how do you get the people there, and how do you bring them back?

The answer, we've discovered, is to create flexible spaces that focus on the end-user experience. With over 430 convention centers in America, event planners and attendees are looking for centers that offer unique features. The ability to customize a space to the needs of the event, along with providing an overall destination experience, will help give a convention center the advantage when it comes to attracting clients.

Anaheim Convention Center is a great example of providing flexibility and options for meeting planners, as well as having the capacity for large convention space. In the expansion, the second-level multipurpose space was designed with a focus on adaptability. The large space can be transformed to accommodate many different events, ranging from banquets and large exhibits to small meeting spaces and break out rooms – or a combination of several layouts. The options that the convention center team is now able to provide, enables them to accommodate the needs of multiple meeting planners at the same time.

The other advantage of having an adaptable space is that the convention center can grow with the conventions that they host. Every convention has to start somewhere. Take the example of Comic-Con, the rising star of the convention world. Comic-Con started in 1970 with 145 attendees. Twenty years later, in 1990, the convention grew to 13,000 attendees and today sees upwards of 160,000 attendees. You may not see that kind of overwhelming success with every convention, but Anaheim now has the flexibility to take on a smaller convention and adapt as the needs and numbers of the convention begin to grow.

Another unique aspect in convention center design is not just the diversity of the indoor space, but also the option to provide outdoor spaces and allow natural light into the building. When you consider that a convention can span four days, it becomes more enticing to meeting planners if the convention center can provide a variety of environments for the events that they are hosting. Often, when you think of a convention it includes dimly lit rooms and fluorescent lights. The trend is moving away from these enclosed spaces to a more open atmosphere where convention centers use the local destination as part of overall convention experience. The ability to take a walk while on a break or attend a cocktail hour on a patio or green roof, helps to reinforce the flexibility and attraction of a particular venue.

A distinctive aspect of the Anaheim Convention Center is the design of the pre-function space at the event level. The space is connected via windows that look down to the exhibit hall creating a visual connection to the exhibitions prior to entering the space. This visual prompt provides a sense of direction and anticipation once on the exhibit floor. Having the preview into the exhibit space enables the visitors to pinpoint their destination of choice once on the floor and provides an overview of what's ahead.

In addition to creating unique experiences within the convention centers, meeting planners and visitors are looking for life outside the convention center walls. With over 23 million visitors to the city in 2016, Anaheim has no problem attracting people to the area. Southern California has many features that cannot be found in other locations around the county – sunny skies, beaches, local sports, and of course, Disneyland. But in order for Anaheim and cities around the country to remain competitive, development of the surrounding areas and differentiating is key to attracting more business and larger events.

One way to attract conventions is to highlight the surrounding areas with a focus on the culture – restaurants and nightlife, museums, sporting events, and outdoor activities. Another important aspect is the diversity of hotel options. From large convention center hotels to boutique accommodations, having plenty of diverse lodging options is a crucial element of attracting large conventions. Anaheim is already ahead of the game. According to the Anaheim/Orange County Visitor & Convention Bureau, 2015 and 2016 saw unprecedented hotel development and there is currently more than \$2 billion in investment happening within the Anaheim Resort District (the 1,100 acres of land between Disneyland Resort, the Anaheim Convention Center and hotel construction). This development helps to create a perfect landscape for the growth and attraction of quality conventions in the region.

By expanding the convention center and investing in flexible design and construction, the City has situated itself as an attractive destination for visitors from around the world and across the country. With the proposal of several new hotel developments in Anaheim and the surrounding cities, convention goers will also be encouraged to stay awhile and come back again next year, benefiting both the hospitality sector and the local economy. It will be exciting to watch over the next few years as both Los Angeles and Las Vegas prepare for large convention center expansions, but for the time being, Anaheim has done a fantastic job positioning the convention center as leader in size, flexibility and attractiveness.

Kevin Dow

Kevin Dow has more than 30 years of experience in the construction industry. As Vice President and General Manager for Turner Construction Company, Kevin is responsible for Turner's Southern California region, which completes approximately \$500 million in construction volume each year. For more information on Turner Construction Company's services, please contact us at 714.940.9000 or www.turnerconstruction.com.





Avenue of the Arts Costa Mesa, a Tribute Portfolio Hotel

Humans are wired to appreciate creativity. The arts have been revered by every civilization around the globe. At **Avenue of the Arts Costa Mesa, a Tribute Portfolio Hotel**, we indulge this innate passion. For us, life is an art and we set the stage. We break beyond the typical hotel experience with eclectic design, inventive culinary creations and an ideal location in the Theater and Arts District close to fashion-hub South Coast Plaza.

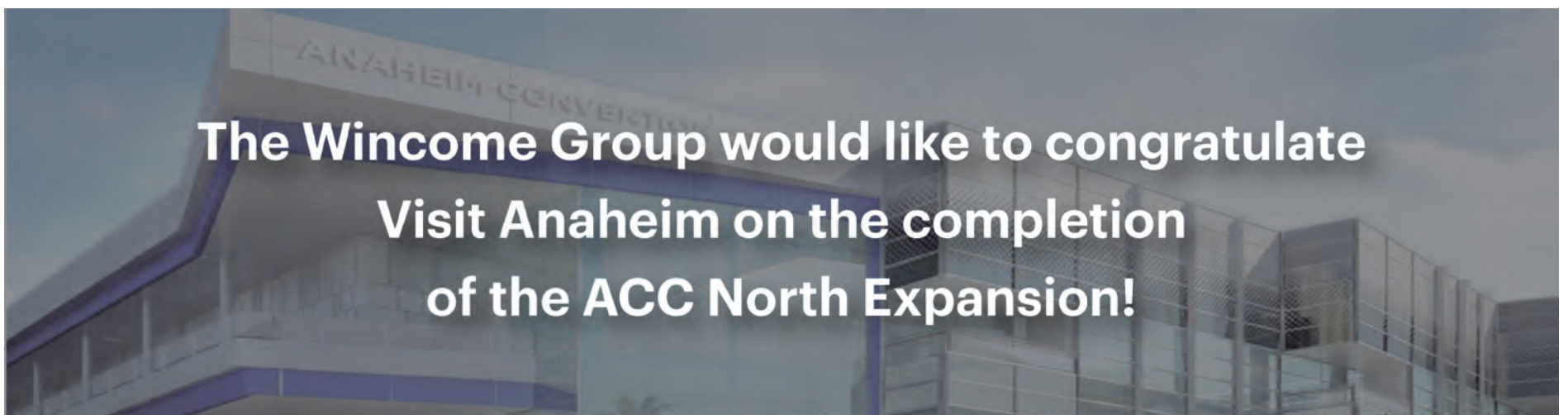
Business travel should be inspiring. Start your day with a jog around the pond before collaborating with colleagues over a cocktail in the vibrant bar. Complimentary WiFi throughout our property ensures you stay as close to your work as you like. When it's time for your meeting, let our natural light and lofty

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ceilings serve as your inspiration. Follow a morning conference with a lakeside luncheon or hold a brainstorming session under the tall trees of the Garden Retreat. Indulge your attendees with our flexible accommodations and state-of-the-art technology. And treat yourself to a successful meeting, individualized to exceed your unique needs by our expert planners.

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For more information about Avenue of the Arts Costa Mesa, a Tribute Portfolio Hotel, call 714.361.4907 or visit AvenueoftheArtsHotel.com.



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Grand Legacy At The Park

Grand Legacy At The Park has become Anaheim's favorite family hotel, located directly across the street from the magic of the Disneyland® Resort and half a mile from the Anaheim Convention Center. After a \$15 million expansion and remodel, returning guests find what was once a Ramada, delightfully transformed with a lavish front tower and welcoming ambiance. Upon arrival, guests experience a new spacious front driveway and luxurious lobby with espresso wood detail, a contrasted walkway leading to the front desk, and a softly lit onyx front counter. In the front tower, you will find Grand Legacy At The Park's newest room types: Luxury Two Queen Bed Rooms, Legacy Two Room Suites and Grand Legacy Three Room Suites. All rooms in the new tower feature modern furniture and décor, including granite countertops, contemporary tile and elegant art pieces. Perfect for large groups and special occasions, the new suites include a parlor room and face the Disneyland® Resort, with the Grand Legacy Suite sleeping up to 10 people. Guests and locals can enjoy three new delicious eateries: Pizzaterian, Jimboy's Tacos and Creamistry, along with the convenience of popular on-site shops Alpha Gift Mart and Discount Tickets and Tours. www.grandlegacyhotel.com



The FIFTH

The final touch of the expansion was the opening of The FIFTH, Anaheim's only rooftop restaurant and bar located on top of Grand Legacy At The Park. An assortment of craft cocktails, a rotating selection of local brews, and a menu of lite bites and handcrafted entrées are only the beginning of your night at The FIFTH. Cozy up to a fire pit and experience priceless views of the Anaheim skyline, the Disneyland® Resort and one of the best firework displays in the nation (on select nights). Enjoy live entertainment from a variety of artists, ranging from singer/songwriter to jazz to rock. After 10 p.m., The FIFTH becomes 21 and over, bringing a new meaning to nightlife in the Anaheim area. Be sure to check the calendar of events at www.thefifthoc.com and reserve your spot by finding The FIFTH on Yelp.



The FIFTH has become the most desirable venue for special events and weddings in Orange County. With the Anaheim Convention Center within walking distance, The FIFTH has hosted a wide range of corporate events and shows. Delectable custom menus created by an in-house chef perfectly complement the signature cocktails crafted by master bartenders, creating an exclusive experience specific to each event. Brides and grooms can host an unforgettable wedding reception at The FIFTH for up to 300 guests. The rooftop will mesmerize you with flickering fire lamps, oversized plush couches and umbrellas, and sprawling tables lined with fine food. Create the perfect celebration with a team of the industry's best vendors, ready to make your dream a reality.

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For more information, contact Jennifer McVey at jennifer@grandlegacyhotel.com or 714.288.0043.

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Hilton Anaheim at a Glance

Located in the heart of the Anaheim Resort District, Hilton Anaheim defies convention with well-appointed meeting spaces and newly renovated public areas that make it an ideal locale for your next meeting or special event. We're designed for business success – from our stylish interiors and appointments to our smarter meeting and event areas. Discover a recent hotel transformation that makes Orange County's biggest, and often busiest hotel, also feel as intimate as a boutique property with recent renovations, such as Mix Lounge, Chef's Table, Starbucks Café and Presidential Suite. We now have the best of both worlds in a single property.



And, of course, no other hotel in OC offers as much for your meeting and convention. You'll be footsteps from 52 versatile meeting rooms, including twin 28,500-square-foot ballrooms, 28 concourse level breakout rooms and salons, and an executive boardroom. Surround yourself with special amenities, including our renowned fitness center and club, signature stores, award-winning restaurants, lounges – even a full-service Starbucks! Plus, rediscover our impeccable service and catering, not to mention being freeway-close to four major airports.

Amenities

- ▶ 1,576 deluxe guest rooms
- ▶ 95 luxuriously appointed suites, including oversized VIP and presidential suites
- ▶ 100,000 square feet of flexible meeting space
- ▶ Two 28,500-square-foot ballrooms
- ▶ Adjacent to the Anaheim Convention Center and one block from the Disneyland® Resort
- ▶ 140 deluxe guest rooms and suites on the Executive Floor
- ▶ Wired ethernet and wireless access available in guest rooms and meeting rooms
- ▶ On-site audiovisual services

For more information about Hilton Anaheim, visit www.hiltonanaheimhotel.com or call 714.740.4220.

888 S. Disneyland Drive | Suite 102
Anaheim, CA 92802

WINCOME GROUP

Anaheim Celebrates Groundbreaking of New Four-Diamond Hotel – The Westin Anaheim Resort

Wincome Group started construction this month on the seven-story, 613-room Westin Anaheim Resort, setting the stage to provide Anaheim with new, upscale accommodations and meeting space adjacent to the Anaheim Convention Center (ACC).

The hotel will feature 613 stylish guestrooms, including 101 suites; three restaurants; two bars and a rooftop lounge overlooking nightly fireworks at the resort; a state-of-the-art fitness center in tune with Westin’s wellness lifestyle; a resort-style pool surrounded by lush, tropical landscaping; and a marketplace. To cater to Anaheim’s growing demand for business meetings and corporate events, as well as accommodations for major conventions at the ACC, the hotel will feature 11 meeting rooms totaling 42,000 square feet of customizable and high-tech meeting space, including a 16,000-square-foot grand ballroom.

Leading up the project is Wincome’s own Design and Development Team headed by their new Projects Director Jim Takamune. Jim is responsible for the development of the group’s United States projects, overseeing the pre-design analysis, architecture and interior design, construction, and development management. Jim brings with him more than 30 years of experience in the hospitality and real estate industry, first designing, then developing, then operating hotels and commercial properties.

Jim is a graduate of The California Institute of the Arts with a degree in Environmental Design. He also graduated from the Southern California Institute of Architecture with a degree in Architecture. Jim is a licensed architect in the state of California. Prior to joining Wincome, Jim held director positions at Millennium Hotels and Resorts, KB Urban, Ahmanson Commercial Development, Ellerbe Becket Architects, and RNL Design

Joshua Reitz is the project manager for the construction of the new Anabella Hotel. His cross-disciplinary education and professional background has exposed him to a variety of projects, ranging from international marketing campaigns, to designing commercial architecture in China, to constructing civic projects in Los Angeles. Prior to joining Wincome Group, Josh spent several years working for Red Bull Media House and the sustainability-focused architectural firm, RNL Design.

Jim’s team is also made up of Senior Development Manager Judy Wang, who joins Wincome from Kajima and worked on the One Beverly Hills project, a mixed-

use development valued at over \$1 billion, comprised of a five-star hotel and luxury condominiums designed by Richard Meier Partners. The team includes Design Manager Colin Winchell, who spent several years at RNL Design working on a series of public transit and civic projects in Los Angeles, as well as urban renewal and mixed-use projects in the United Arab Emirates. Finally, Development Manager Aric Yarberr—who formerly worked for Gensler, one of the nation’s most recognized design firms—was instrumental in the coordination of design, documentation and construction administration for numerous projects in Southern California.



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About Wincome Group

Wincome Group is a privately owned real estate investment, development and management firm based in Anaheim, California. With nearly 40 years in the industry, the company is committed to Elevating the Experience through their core values: customer service, true partnerships with team members and deep connections to the communities in which they do business. Wincome Group’s portfolio includes hotel and office properties in Anaheim and Costa Mesa, California, and previously included assets in Texas and other regions of California.

MajesticGardenHotel.com

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Best Western Stovall's Hotels of Anaheim Congratulations to the City on the Anaheim Convention Center Expansion

The Best Western Stovall's Hotels of Anaheim, would like to congratulate and thank the City of Anaheim and Visit Anaheim partners on the opening of the Anaheim Convention Center Expansion.

In 1963, building his first hotel in Anaheim, California, Hotel Owner and Operator Al Stovall wanted to create an "out of this world experience" for hotel guests coming to Disneyland, and boy did he deliver, building numerous space-themed hotels in the Disneyland® Resort. Since then, millions of guests have stayed there to visit Disneyland or to attend a convention at the Anaheim Convention Center.

Today, Best Western Plus Stovall's Hotels of Anaheim operates four hotels, with more than 700 guestrooms surrounding the magic of the Disneyland® Resort. All Best Western Plus properties: the Best Western Plus Anaheim Inn, Best Western Plus Park Place Inn, Best Western Plus Pavilions and Best Western Plus Stovall's Inn offer many upgraded amenities with an enhanced level of comfort.

The stylish, spacious rooms are newly remodeled with dramatic new exteriors, modern new lobbies, plush bedding, all new swimming pool areas and many other exciting changes. Guests will love the extra special touches when staying at the Best Western Plus Stovall's Inn and Best Western Plus Pavilions, such as room service, microwaves, mini fridges, free high-speed internet access and cable satellite television with HBO. After a great night's rest, you can get the perfect start to your day at the Best Western Anaheim Inn with a full breakfast in the brand new Breakfast Room before you head out and enjoy the local attractions. All hotels are AAA 3-diamond rated, certified as Disney Good Neighbor® hotels, and are within walking distance to Disneyland®, Disney's California Adventure®, Downtown Disney® and the Anaheim Convention Center. In fact, our Best Western Plus Park Place Inn is the closest hotel to the Disneyland® Resorts main pedestrian entrance!

The Best Western Plus Stovall's Hotels of Anaheim are still family-owned, family-operated, and are bursting with family fun!

Visit www.stovallshotels.com and book a stay today at the Best Western Plus Stovall's Hotels of Anaheim for a vacation to remember!





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on the terrace?

ACCExpansion.com

A photograph of the Anaheim Convention Center building, a modern structure with a large glass facade and blue accents. The building is viewed from a low angle, looking up. The sky is clear and blue. The text "ANAHEIM CONVENTION CENTER" is visible on the building's facade.

ANAHEIM CONVENTION CENTER



VISIT ANAHEIM
continued from page B-52

How is all this good work paid for? Not by taxpayers, a common misperception. Visit Anaheim is a non-profit funded by the hotels in the Anaheim Tourism Improvement District.

Giving back to the community

Not only do visitors help Anaheim economically by, say, creating 164,000 local jobs; they often donate their time and resources to the community that has hosted them. For 37 years, Natural Product Expo West (NPEW), the world's largest natural, organic and healthy products show, has met at the Anaheim Convention Center. In 2017, exhibitors donated 160,872 pounds of surplus food—a record high—to the Second Harvest Food Bank of Orange County. Adam Andersen of New Hope West manages the expo event and explains that “part of the ethos of our industry is that we don’t want to just come into town for a week, then leave. We want to have a lasting, positive impact.” NPEW also sponsors a breakfast each year with Caterina’s Club, a local organization that feeds 6,000 hungry children a week. And they contribute to Whole Foods’ Whole Kids Foundation, which supports community gardens and school salad bars. “This outreach connects well with our mission to



bring more health to more people,” says Adam.


Another organization, the National Association of Music Merchants (NAMM), wants to bring more music to more people. Each year, NAMM Foundation members participate in an annual Day of Service. In 2016, NAMM volunteers and expert music instructors spent the day at a local elementary school, introducing 120 students to various instruments, playing music together and presenting a \$10,000 donation to sustain its music programs. Before the Anaheim Elementary School District connected with the NAMM Foundation, it had no instruments or music teachers.

Visit Anaheim Cares keeps a catalog of charitable opportunities and helps make connections when convention planners do want to contribute to the city that has housed their event. Giving back is a growing trend for convention groups—one that Visit Anaheim is happy to facilitate. And the staff of Visit Anaheim can often be spotted donating their own time to these events.

Year round, a lot of good things are going on in our community, thanks to the organizations that come to Anaheim. While visitors take away great learning experiences, business connections and vacation memories, they leave behind a better economy and life for residents, too.

ACSS

ANDERSON CHARNESKY STRUCTURAL STEEL, INC.



Providing Structural Solutions

Anderson Charnesky Structural Steel, Inc. would like to congratulate Turner Construction on the Anaheim Convention Expansion project.

ACSS is proud to be part of the team that fabricated and erected the structural steel and provided the miscellaneous metals for the Anaheim Convention Center.

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