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

On 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- (Please Continue To Page 12)

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, 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.”

MILLENNIAL PULSE

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 (“It was the best of times, it was the worst of times.”)

By Assistant Editor Samantha Mehlinger

“Sneaky Ways Millennials Are Making Your Life Better” (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 Unangra 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 literacy 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 Shoowell. (Photographs by the Business Journal’s Larry Duncan)

Babette Bakery Celebrates 25th Year
Elizabeth and Christopher Kahafuri 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 come 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; Balen Antonio; Markie Villeua; Carlos Velaz; Elizabeth Kahafuri; 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 Moonpeptam, 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 for event listings.
Millennial Pulse

(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. “Millenial” 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 snering, “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 equivalency, 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 “Millenials 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.”

So you may 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 grandparents 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.
The 33rd JetBlue Long Beach Marathon & Half Marathon.....

By SAMANTHA MEHUNGER
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 announce by the marathon that we are coming back. 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 trying that in with a give-away 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:

- HOUSE
- HOPE SEEKERS
- INTERNATIONAL BLIND SERVICES
- INTER犀SECTIVE
- HEMOPHILIA FOUNDATION OF SOUTHERN CALIFORNIA
- TRAIN 4 AUTISM
- jjproject
- Prader-Willi Syndrome Association
- California City Rescue Mission
- Aquarium of the Pacific
- Special Olympics Southern California
- COTTONWOOD RUNNERS
- OCEAN SPRINTERS
- TEAM JOHN WAYNE
- OLIVE CREST
- St. Mary\’s Medical Center
- HOME forever
- Dignity Health
- TEAM WAYNE

The 33rd 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**

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**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 Mariner 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.

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.

“There are 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 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 as 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 includes 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 warehouses to meet the increasing distribution demands of online marketplace is increasing and becoming more valuable.

Tighter construction lending for retail is expected to have less 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 vacant space in the next 12 months, although by only 0.4% and going down to 11.4%.

“This is our entryway into the city for many visitors every day, and we don’t have our best face forward today,” 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 Lanes Drive, the cap would be raised to five stories. At the Marina Pacifica Mall and Marina Shores Shopping Center, developers could be allowed, 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 secured 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, a leader in the commercial brokerage in the nation. They have seen the large 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.

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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 research, strong demand in these smaller markets will offset many of the drops in larger markets, according to the report.

According to a recent forecast by the National Association of Realtors (NAR), 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 changing habits of consumers and the advance of online shopping, which has put a large dent in the retail landscape.
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 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 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 Urbanana 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
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 Orangefit. 

“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 Orangefit exemplify the boutique fitness concept, and we 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 offers a comprehensive schedule of group classes, private classes and even childcare. Orangefit has locations throughout Orange County and Los Angeles and offers “revolutionary, one-of-
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
- T.J. 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.
We have a database of 2,300 local jobseekers just like James. And, federal training funds to help your business grow. We’ll find you the right employee and pay half of their wages during their training period.

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A free business service from the City of Long Beach.
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. 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.
Hotel Proposal Nixed

(Continued From Page 1)  

lary 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 less than 100 rooms?” she asked.

Chief Scott Johnson 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 “in-humane 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. . . 1 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

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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 Long Beach Business Journal • September 26-October 9, 2017 • Page 13

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unorganized hotels was the chamber’s biggest issue with the proposal. “It’s not local gov-
ernment’s job to impose the rule of organ-
ized 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 re-
quirement 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. 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 com-
mittted than ever to organizing. I remain
confident that it’s only a matter of time be-
fore Claudia’s Law will be passed.”

The Business Journal left numerous mes-
sages 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 Sen-
ate 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
Sanctuary 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 Ar-
rivals (DACA) and DREAMER students,
she was concerned the item did not go before
the city’s state legislative committee, which re-
views and recommends support for or op-
position to proposed statewide policies.
“If it wasn’t for my mother’s and my
grandmother’s sacrifices to come here, I cer-
tainly wouldn’t be sitting in this seat,” Gon-
zalez said. “I don’t think they ever thought
that, as immigrants, that their daughter or
granddaughter would be now pushing poli-
cies 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 prohib-
ited from using resources to investigate,
in-
terrogate, detain, detect or arrest people for
immigration enforcement purposes.
With the approval of the Long Beach
Sanctuary 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 affili-
ation, immigration status or any other pro-
tected 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 chil-
dren of immigrants, including Mayor
Robert Garcia and councilmembers Gon-
zalez, 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 coun-
cil 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-
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 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.
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 that came from the earth, which included jewelry. In 1991, Krantz opened J&L Fine Jewelry after being accepted because it seems like it’s scary for the guys and I become their mother. 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 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.

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.

HD Orthodontics

In September 2015, Dr. Heather Desh 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,” Desh 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., Desh’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. Desh 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,” Desh 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.

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.
Queen Mary’s 50th Anniversary
In Long Beach
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 re-vival 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 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 WWII 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.

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 and sunshine remains a reminder of that hospitality and friendship. Here’s to the next 50 years.

Sincerely,

Michael Howells
HM Consul General
Los Angeles

This December marks the 50th 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, which 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.

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.”

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

Mayor Robert Garcia
CITY OF LONG BEACH

LONG BEACH CELEBRATES THE 50TH ANNIVERSARY OF THE QUEEN MARY

On behalf of the City of Long Beach, I am proud to celebrate with you all the 50th anniversary of the Queen Mary, one of Long Beach’s pride 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 marina, 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 repurposing 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
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 Treasures, 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 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. 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 here’s to you Great Queen, dowager of the fleet, apple of my eye, and 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
Removal from British registry.

January 27, 1968
Diners Club Inc. named master lessee.

March 26, 1968
Diners Club Inc. named master lessee.

April 1, 1971
Queen Mary moved to Pier J.

February 27, 1971
Takes over as master lessee.

April 1, 1971
Specially 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
First 150 hotel rooms open.

February 20, 1972
Museum of the Sea opens.

March 1974
Marketplace.

March 1974
Village (later named The Queen’s Marketplace).

January 5-8, 1976
The American Freedom Train

January 5-8, 1976
Marketplace.

March 1974
Village (later named The Queen’s Marketplace).

February 9, 1974
First 150 hotel rooms open.

November 2, 1972
Largest day’s attendance: 19,600.

February 20, 1972
Museum of the Sea opens.

March 1974
Marketplace.

Karen 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 Clarices reside in Ireland. (Photograph provided by the Clarices)

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)

Marvin 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 Clarices reside in Ireland. (Photograph provided by the Clarices)

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 commiss, 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.
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!

www.POLB.com
Dean guested on "Barbara Ann." Charlie Tuna. The opening acts personalities Wolfman Jack and concert live from the Beach Boys perform a free on board maritime museum. Exhibition and an the Hughes Flying Boat new shops and restaurants, PortAdventure By The Sea, to Wrather unveils plans for 1981 lease to manage the Queen Mary Corporation, signs a 66-year a subsidiary of Wrather Wrather Port Properties, Ltd., along with his brother George. performed again at the Long Beach veterans. On July 1, 1952 Liberace Naval Hospital for 500 wounded played privately at the Long Beach Auditorium. While in town he also two concerts on February 17-18, barked on his first world tour with experience in Long Beach. He em- crossing. It also 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."

W
When 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 Everett 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 imaginations 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 re-capture 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 desti- nation 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 com-pensated 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, ac-cording 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 offi-cer. As a commodore of a standing ship, he said his title encom-passes 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.”
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.
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, Everett 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 and Queen Mary Club members.”

Three of the four screws (propellers), each weighing 35 tons and spanning 20 feet, were also removed. The fourth was kept as an exhibit, as was the Queen Mary 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’ 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’ Spruce Goose flying boat opens to the public next to the Queen Mary.

March 29, 1988
Walk Disney Company buys Weather Corporation for $152 Million. The agreement includes the Disneyland Hotel and management of the Queen Mary and Spruce Goose property.

June 5, 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
Walk 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.

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)
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 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.

I Queen Mary’s 50th Anniversary In Long Beach

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)
Queen Mary’s 50th Anniversary In Long Beach

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.

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 ship “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,” 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 Mau- retania,” 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/.
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.

2007
Queen Mary lease through bankruptcy court. Hires Hostmark to manage property.

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

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

BY SAMANTHA MEHUNGER
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:
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 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.”

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.
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/) 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.

**CHILL Out Around The World On The Queen Mary**

**By ANNE ARTLEY**
Staff Writer

A
ttendees 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, 2018, through January 7, 2019, 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/. 
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.”

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
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.

“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

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

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

Museum of Latin American Art
www.molaa.org

According to Dr. Lourdes Ramos, president and CEO of the Museum of Latin American Art in Downtown Long Beach, 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)

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 is helping them to grow their audiences and needs and expectations of a particular show to perform at the Beverly O’Neill Theater, explained that it really comes down to 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.

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Museum of Latin American Art
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.”

While artists are often granted residencies at museums or galleries, Ramos said curators do now. She explained that she hopes to bring in talented curators for residencies who would be able to talk not just about Latino and Latin American art but also about what’s going on within the city in terms of culture and the arts.

Ramos said she has extraordinary relationships with other museums, theaters, performing arts centers, galleries and the Aquarium, and she hopes to continue and expand collaboration to make Long Beach a cultural hub, which she said is important in “The International City.”

MOLAA supported the street art event POW! WOW! and has recently partnered with the Long Beach Opera for the show “Frida.” As for the museum’s permanent collection, which she described as marvelous, Ramos said she hopes to expand it over the long term.

Education is also important at MOLAA, according to Ramos. Students from Long Beach and surrounding communities visit the museum every year, a practice Ramos said she would like to expand to additional schools and districts.

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 Terrace O’Neill Theater. (Photograph by the Business Journal’s Larry Duncan)

The Terrace Theaters at the Long Beach Convention & Entertainment Center
www.longbeachccc.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 CameraSingers, 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 Jeffries 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 collaboration is key – collaboration with the city as well as with other members of the arts community, 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 Bel-a-lago-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.

(Photograph Continues To Top Of Next Page)
Focus On The Arts

[Continued From Previous Page]

Expo Arts Center
www.expotsartcenter.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 (BKIBA), 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 BKIBA, 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 vacuum 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

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 PacificVisions, 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 artists 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 utilized 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 that 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 wonderful 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.carpeterarts.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 experience all their senses and that the center provides that. 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.”

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ArtExchange Long Beach
www.artexchangelb.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 gazing 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 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 foundations as a result 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.”

With recent announcements about the inclusion of Cal State Long Beach in two large-scale Downtown Long Beach developments, Kimberly Meyer, executive director of the University Art Museum, said she is contemplative of 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 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 doubting 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 Lamaras, 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 nonexistent on the surface, Lamaras 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-
The Future Direction Of Long Beach Performing Arts Groups

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

“Long Beach is blessed to have a regional theater in their community that is dedicated to producing excellence in the arts,” says 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.

By Samantha Mehlinger
Assistant Editor
Mooney said the playhouse is continuing to support local education by hosting its summer reading of the winning plays, which is the first time they are read aloud with actors. “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. “It’s a great program.”

“Everybody loves baroque music, but it was time to put a fresher spin on it,” 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.”

“People love musicals,” Mooney said. “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. “We do a lot of contemporary and modern work.”

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. “We do a lot of contemporary and modern work.”

The new leadership has 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.

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 want 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.”

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Musical Theatre West

Now in its 65th season, Musical Theatre West is going strong. The theater company, "We are now in our 65th season, and we are going to continue to explore newer..."

The organization strives to create a lineup that appeals to different parts of the Long..." said, adding that Musical Angelica has so far been adept at community outreach.

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 Alexander 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..."
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Nov. 12
7:00
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Feb. 4
7:00
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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
7:00
An Evening with Eden Espinosa
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.

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VIVALDI
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DECEMBER 9 BEVERLY O’NEILL THEATRE

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BEETHOVEN
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- LA Times

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Strauss
On the Beautiful Blue Danube

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by Hansol Jung
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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, handerchiefs, missing fingers and some very good old-fashioned romance!

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A SPLINTERED SOUL . . . . . . . . . . . . . . . . . . . . . . . . . Oct 17 - Nov 4
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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 l FREE ADMISSION
Concert Performance - 4:30 pm
Long Beach Performing Arts Center l Arena Lobby
300 E Ocean Blvd, Long Beach, CA 90802
TICKETS $45 PREFERRED $30 GENERAL AT 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
(562) 373-5654
WWW.LONGBEACHCAMERATASINGERS.ORG
## Long Beach's Terrace and Beverly

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Details</th>
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| Sept 2017 | **Camerata Peace Project**  
Long Beach Arena Lobby  
Sun, Oct 8 | 4:30pm  
Community Roundtable Discussion 3pm |
| Oct 2017 | **Handel: Water Music**  
Sat, Sept 30 | 7pm |
| Nov 2017 | **Vivaldi: Heaven & Earth**  
Sat, Nov 11 | 7pm |
| Dec 2017 | **Handel's Messiah**  
Beverly O'Neil Theater  
Sun, Dec 3 | 4:30pm  
Pre-Concert Lecture 3:30pm |
| Jan 2018 | **Daddy Long Legs**  
Feb 21 – Mar 11 |  
Thurs – Sat | 8pm  
Sun | 2pm |
| Feb 2018 | **Beethoven Festival**  
Sat, Feb 10 | 7pm |
| Mar 2018 | **French Splendor with Jory Vinikour**  
Sat, Apr 7 | 7pm |
| Apr 2018 | **Cardboard Piano**  
May 2 – May 20 |  
Thurs – Sat | 8pm  
Sun | 2pm |
| May 2018 | **39 Steps**  
Jun 20 – Jul 8 |  
Thurs – Sat | 8pm  
Sun | 2pm |
| Jun 2018 | **Scottish Fantasy**  
Terrace Theater  
Sat, Mar 10 | 8pm  
Pre-Concert Talk 7pm |
| June 2018 | **The Invention of Morel**  
Sat, Mar 24 | 7:30pm  
Sun, Mar 25 | 2:30pm |
| June 2018 | **Rachmaninoff Tchaikovsky**  
Sat, Jun 2 | 8pm  
Pre-Concert Talk 7pm |

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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

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