



# News From Your CdM

## BUSINESS IMPROVEMENT DISTRICT

cdmvillage.com

### 2010 BID ADVISORY BOARD

Bernie Svalstad  
Chairman  
BPS Newport Financial, Inc.

Tom Nicholson  
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Nicholson Construction

Beverly "B.J." Johnson  
Prudential Real Estate

Mark Schulein, Secretary  
Crown Ace Hardware, Inc.

Jim Walker, Treasurer  
The Bungalow Restaurant

Ali Zadeh  
Port Restaurant

### APPOINTMENTS/ VOLUNTEERS

Scott Palmer  
BID Administration

Katie Bowden  
Economic Development Admin.  
City of Newport Beach

Linda Leonhard  
CdM Chamber of Commerce

Wade Roberts  
Sherman Library & Gardens

Ron Yeo  
Ron Yeo, FAIA Architect, Inc.

Newport Beach  
City Council

Nancy Gardner  
Councilwoman

Ed Selich  
Councilman

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## Corona del Mar Business Beautification Award Presented to Albertson's

Congratulations to Albertson's of Corona del Mar for being recognized by the Corona del Mar Business Improvement District for the store's recent major remodel. On December 19, store manager Robin Begley accepted the Business Beautification Award at the Corona del Mar Chamber of Commerce Holiday Networking Luncheon after a year and half long project.



The fabulous new Albertsons store received both exterior and interior upgrades offering the community not only a more efficient way to shop, but with a much larger variety of fresh groceries in a totally green environment.

When asking Ashley Hughes, Center Store Manager, the details of "going green", it became apparent this was a proud element for both the store and the community. Our community store is the 1<sup>st</sup> Albertsons in Southern California with a Silver Star Rating for recycling and operating completely green. All the old condensers have been replaced with a new Protochill system of compressors and cold cases that run more efficiently, with less energy, and no emissions. In addition, all recyclable

waste is returned to the store warehouse for a complete recycling process.

The face lift also included new tables, flooring & a first time heating system for the store so customers and employees are no longer chilled while shopping. The meat service & deli, sushi bar, soup bar, ungraded cheese case, and the aisle of Wild Harvest Organic Foods are also a new and welcome addition.

The remodel also provides for a fully upgraded ADA ramp, wider doors, new shopping carts and a complete re-pavement of the entire shopping center parking lot. Please visit Albertsons and congratulate them on a job well done!

### NOMINATE A BUSINESS

To become a recipient of the CDM Business Beautification Award  
[WWW.CdMVillage.com](http://WWW.CdMVillage.com)

Welcome to Corona del Mar...  
**Where You Are  
the VIP**

Corona del Mar is Exploding with Special Savings & Offers to VIP Customers.

The VIP Preferred Customer Value Card is the ideal way to visit specialty shops, restaurants and services throughout the charming seaside village of Corona del Mar!

Simply present your VIP Card to participating businesses and begin your Corona del Mar experience.



Cards are free of charge & available at the Corona del Mar Chamber of Commerce or participating business locations.

For an updated list of business participants and their discount offers, visit [www.CdmVillage.com](http://www.CdmVillage.com)

Promotion provided by the Corona del Mar Business Improvement District.  
Cards valid through December 2010. Offers subject to change.

**Let there be Light!**  
(Decorative Light that is)

The Corona del Mar Street-light Improvement Project is near its completion after a brief delay with installation materials.

The project includes the installation of new decorative mast arms and light fixtures for Corona del Mar Streetlights. The lights have been a component of the Business Improvement District's overall Vision Plan and provides an old-world charm to the village-like atmosphere.



**Coast Hwy to receive additional King Palms**

The Advisory Board of the Corona del Mar BID, in coordination with the City of Newport Beach, will soon be completing another beautification project with the installation of 18 more King Palm Trees along Coast Hwy Medians.

**BID MEMBERS:**

*Get Involved, Stay Informed!*

Advisory Board meetings are open to the public!

**UPCOMING MEETING DATE**

**January 28th & February 25— 7:30 - 9:00 a.m.**

CdM Chamber, 2855 E. Coast Hwy., Suite 101

More information: [marketing@CdmVillage.com](mailto:marketing@CdmVillage.com) or call (949) 673-4050