



# News From Your CdM

## BUSINESS IMPROVEMENT DISTRICT

cdmvillage.com

### 2009 BID ADVISORY BOARD

Bernie Svalstad  
Chairman  
BPS Newport Financial, Inc.

Tom Nicholson  
Vice Chairman  
Nicholson Construction

Beverley "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—Mayor

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## Corona del Mar Business Beautification Award Presented to Jeff Pence, Real Estate Investor 3536 E. Coast Hwy

The Advisory Board of the CdM Business Improvement District unanimously recognizes Newport Beach Real Estate Investor Jeff Pence for his successful Corona del Mar building remodel located at 3536 E. Coast Highway, home of Roses Donuts, Ritz Cleaners, Domino's Pizza and Del Mar Nail Spa.

Pence purchased the commercial property over 15 years ago and although the property is Pence's only CdM commercial ownership, he is no stranger to real estate investment & development. Pence came to Orange County out of college 42 years ago beginning a career in commercial real estate and development joining the original founders of Coldwell Banker Commercial Real Estate. Pence now owns properties throughout Orange & L.A. County's and is an investor in land site deals throughout California and Hawaii.



Like many of Pence's projects, the CdM Building on the corner of Orchid & PCH was purchased to hold and keep in the family. "The building began to look tired and needed a fresh look to move into the 21<sup>st</sup> Century," say Pence. Working with R.L. Architecture and Copa Contractors, the team designed the elevations, paying close attention to details such as modern colors, signage, awnings and the ability to contribute to the CdM Vision Plan for outdoor dining and vibrant activity. Although the process took time with city permitting and requirements, Pence felt the importance to

get it done right and appreciates the patience of the property tenants.

Jeff Pence & his wife Sharon are residents of Lido Island and enjoy spending time with their two kids & four grandchildren.

### NOMINATE A BUSINESS

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



# **CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT Enters 13th Year Serving the CDM Business Community! ANNUAL REPORT SNAP SHOT FISCAL YEAR 2009-2010**

The Corona del Mar Business Improvement District is required each year to submit an annual report to the City covering the District's accomplishments for the previous fiscal year (July 1, 2008 to June 30, 2009) and the proposed activities and budget for the 2009 - 2010 fiscal year. The organization is in its 13<sup>th</sup> year of existence and takes pride in developing the CDM Business Community!

## **2008 - 2009 Accomplishments**

Among the Corona del Mar Business Improvement District accomplishments during 2008 - 2009 are the following:

1. Committed final \$40,000 matching funds from City to offset the cost of the medians constructed three years ago.
2. Worked with City in funding installation of signal at Iris Street.
3. Continued progress on various items called for in the CdM Vision Plan. Designs for sidewalk treatments throughout the Village have been presented to the Advisory Board, and additional plans for street lighting and furniture are in progress. Specific designs are being planned for the intersection of Marguerite and Coast Highway in conformance with the Vision Plan.
4. Secured additional king palms for planting in landscaped medians along the East Coast Highway.
5. Contracted with Roger's Gardens to redevelop the medians at Marguerite and Coast Highway in a more maintenance efficient, California-friendly plant palette.
6. Maintained the health of the 200 Palms and Hong Kong Orchids along the Coast Highway right-of-way. The BID also paid to maintain the planters and irrigation systems.
7. Supported the Corona del Mar Chamber of Commerce with the Annual Christmas Walk.
8. Installed Holiday Season decorations in the medians at Marguerite and Coast Highway, and on the streetlights and entrance signs throughout the Village.
9. Contracted with the Chamber to maintain and update the Corona del Mar BID website ([www.cdmvillage.com](http://www.cdmvillage.com)), to educate the public about the CdM Vision Plan and distribute information on the administration and current events of the BID.
10. Advertised in the 2009 Corona del Mar Directory distributed by the Chamber.
11. Secured insurance coverage for the BID advisory board.

## **Proposed Improvements, Activities**

The Corona del Mar Advisory Board submits the 2009-2010 Priorities as part of the Annual Report.

1. Marketing, advertising and promotion of Corona del Mar.
2. Physical improvements within Corona del Mar.
3. Corona del Mar BID Member and Community Outreach.
4. Implementation of the Corona del Mar BID CdM Vision Plan.

The estimated cost of providing the proposed improvements and activities in this report is approximately \$336,220.00. The implementation of these actions is more fully described in the Priorities and Budget Outline for the 2009-2010 Fiscal Year.

The advisory group of the Corona del Mar BID may raise additional funds through various events and fundraisers in addition to the assessments levied. At this time they do not anticipate additional funds for the 2009-2010 budget.

## **>> BID MEMBERS:**

*Get Involved, Stay Informed!* <<  
Advisory Board meetings are open to the public!

### **UPCOMING MEETING DATES**

**July 23 & August 27— 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