

Making the Village all it can be

This year has truly flown by. As a new year begins, it's only natural to look back to see how far we've come.

The Carlsbad Village Association (CVA) is proud of the year it has had in the Village. Just looking at its events alone, they've grown in popularity and attendance and have helped elevate Carlsbad Village in the minds of locals and visitors as an ideal place to shop, dine and play. CVA added two new events in December alone - the Village Night of Lights and Movie Night in the Village - making our downtown even more fun than it was before.



CHRISTINE DAVIS
Program Manager
CARLSBAD VILLAGE ASSOCIATION

This past year CVA hosted over 51 Farmers' Markets (with only one rain day all year), 10 Village Voices meetings, two merchant mixers, eight outdoor movies (Flicks at the Fountain), a juried art faire (Art in the Village), a merchant hospitality night (Village

Night of Lights), a holiday classic movie in the Carlsbad Village Theatre (Movie Night in the Village), and co-hosted a charity event (Pets on Parade) with 100% of the proceeds benefiting a Carlsbad-based dog rescue. These events were all designed to help support the hundreds of merchants that call Carlsbad Village home.

This past year has also seen growth in the Village with the addition of new restaurants, coffee shops, wineries and boutiques. With nearly 100 dining establishments, ranging from taco shops to fine dining, five relaxing coffee

houses, four contemporary wine and tasting bars, and two authentic French bakeries, eating and drinking well is not a problem in downtown Carlsbad. Now, add roughly 100 independent retail establishments, a half dozen award-winning art galleries, five day spas, dozens of beauty salons, an antique mall, a movie theatre, a performing arts theatre, and seven miles of pristine beaches, and enjoying a day downtown just became easy as can be. Don't forget that the Village also touts a robust service industry, including everything from car repair to real estate, operated by dozens of family-owned and operated businesses eager to show you exceptional customer service.

The CVA and the downtown merchants are already working on its 2017 events, activities and improvements to keep our downtown growing strong. We can't thank you enough for shopping small today, tomorrow and always, and making Carlsbad Village all it can be.



Ocean Point mixes industrial space with creative work space featuring an ideal location that takes advantage of Carlsbad's proximity to the beach and business-friendly environment.

Renovated mixed-use project opens for business

The Gildred Companies recently unveiled its newly remodeled Ocean Point project located at 5411-5451 Avenida Encinas in Carlsbad.

Ocean Point is an 82,991 square-foot office park that was formerly a drive up concrete industrial park. The year-long project has transformed the space into a mixed use project including both industrial and creative work space. Featuring an ocean-close, park-like environment with a bold design that resonates with tenants and prospective tenants.

"We wanted to create an environment that enables

enjoying the weather and amenities at the coast, and ultimately helping our business tenants attract and retain talent," said Gregg Haggart, The Gildred Companies' CEO in a statement.

The evolution of the property was inspired by recent attention to this "micro market" in Carlsbad and its desirable environment for businesses. Future plans include electric or solar vehicle charging, bikes-to-go for rent on site and the ability to utilize reclaimed water.

Prospective tenants can learn more about Ocean Point by calling (760) 438-9200 .

SHOPPES

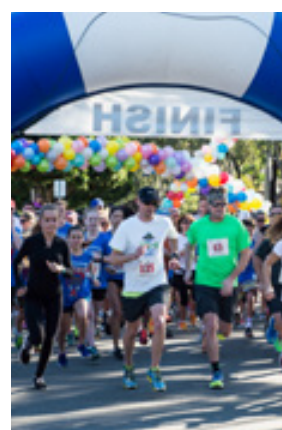
Continued from Page 1

the lead of other mall operators fighting to reinvent the mall by adding landscaping, pedestrian walkways, communal spaces and bringing tenants that people want. With department stores in sharp decline, mall

operators have to think creatively about how to keep shoppers coming back. Part of what's hurting the mall, is that, increasingly, people are shopping online and shoppers are getting choosier about where they spend their dollars. But The Shoppes at Carlsbad show that there is still a lot of life in that American mainstay,

the suburban mall. Rouse Properties officials say malls will continue to play a central role in the retail landscape given the need for growing retailers to reach and engage with consumers. There's no substitute for experiencing a product firsthand and malls provide exactly that type of experience.

COMMUNITY BRIEFS



5K run raises money for children fighting life-threatening diseases

Lace up your shoes for the eighth annual Mitchell Thorp Foundation 5K Run/Walk on Feb. 4 at Poinsettia Park in Carlsbad.

Each year, more than 1,200 children in San Diego County are diagnosed with life-threatening illnesses. Mitchell Thorp Foundation (MTF) has been helping these children and families with financial and emotional support.

The funds raised from the event will benefit the families in these grave situations. For more information, visit mitchellthorp.org.

More WiFi Hotspots come to North County

Cox High Speed Internet customers in California can now access more than 4,200 new WiFi hotspots through

the Cox Business Internet Gateway, High Speed Internet services for small and medium-sized businesses.

Business customer locations can now be designated a WiFi hotspot, separate from their Internet traffic or internal guest WiFi network. The Cox WiFi hotspot SSID (Service Set Identifier), or the name assigned to a Wi-Fi network. Data traffic uses its own bandwidth that is a separate data stream to prevent the comingling of the Cox WiFi data traffic with Cox Business customer's business data traffic. Cox Business customers who do not wish to participate are able to opt out at any time, yet ninety-two percent of customers who were offered this new benefit opted in.

"For small businesses, offering patrons a WiFi network secured by Cox Business is a cost-effective and meaningful way to enhance a customer's experience," said Larry Coval, Vice President of Cox Business in San Diego.



Reliable water supply not such a pipe dream



WENDY CHAMBERS
General Manager
CARLSBAD MUNICIPAL WATER DISTRICT

board of directors. Local businesses got on board too, thanks to organizations like the Carlsbad Chamber of Commerce.

The plan, dubbed the "Water Supply Diversification Strategy," was ambitious. It included:

- Building the Olivenhain Dam (done)
- Raising the height of the San Vicente Dam (done)
- Connecting the dams so water can be moved around the county as needed in an emergency (done)
- Building a regional water treatment plant (done)
- Building a desalination

plant (done)

• Lining the All American Canal to prevent water loss (done)

• Striking a deal with the Imperial Irrigation District to transfer water to San Diego (done)

• Expanding the use of recycled water (done and still doing more)

• Developing more ground water sources (done and still doing more)

• Increasing water conservation (done and still doing more)

It's taken 25 years to complete these projects (more than 50 in all) at a cost of \$3.1 billion. Yes, that's billion with a "b."

We have reduced our reliance on imported water from the Metropolitan Water District in Los Angeles by more than 50 percent. By 2020, we should be only getting around 38 percent of our water from this source.

Despite the cost, this regional investment will end



December marked one year on from the official opening of The Claude "Bud" Lewis Desalination Plant in Carlsbad. The city just completed a project to nearly double the size of the facility.

up saving us money in the long run because we won't be at the mercy of rate increases coming down from L.A. and having a reliable water supply means our economy will continue to grow.

In addition to supporting this vast regional effort, Carlsbad has continued to be a leader in our own backyard. We were an early proponent of desalination, and today Carlsbad is home to the largest desalination plant in the Western Hemisphere. Carlsbad just completed a project to nearly double the size of our water recycling plant, and we were already among the largest users of recycled water in the region.

New "purple" pipes, the symbol of recycled water, have gone in at the Palomar Airport Business Park along Camino Vida Roble; in Calavera Hills along Carlsbad Village Drive; El Camino Real south of Alga Road; and along Palmer Way and Impala Drive, near Faraday Avenue. The city also recently took advantage of the construction along El Camino Real to install more "purple pipes."

Even if your business doesn't have a recycled water connection nearby, you still benefit from the overall increase in water supply for Carlsbad.

So, next time you turn on your tap, know that you are part of a city and region that recognizes how important a reliable water supply is to your business's success.

LAW OFFICES OF BORG & DUISTERS

FAMILY • BUSINESS • TRUSTS • GOVERNMENT LAW

Serving Carlsbad since 1974
(760) 729-2313
borg-law.com

Vanessa C. Duisters, Esq. Rickard L. Borg, Esq.

Tri-City Medical Center Wellness Center

BUILDING HEALTHIER WORKFORCES

Discover why other companies have partnered with Tri-City Wellness Center to build a happier, more productive workforce. Corporate employees enjoy preferred pricing on memberships and stay motivated with fellow co-workers.

FIND IT ALL UNDER ONE ROOF

- › Welcoming, Supportive Environment & Approach
- › Knowledgeable & Professional Staff
- › Cutting Edge Group Fitness Classes
- › Indoor Lap Pool & Warm Therapy Pool
- › Medically Integrated Programs
- › Nutrition & Weight Management Programs
- › Full-Service Spa & Executive Style Locker Rooms
- › A Safe, Clean & Fun Childcare

Contact us today for free guest passes for you and your team, and a customized needs assessment.

Carlsbad's Community Club Since 2009
760.230.8662 | www.tricitywellness.com/corporate | 6250 El Camino Real, Carlsbad, CA 92009

9130ADV916TCWC

Lead globally. Learn locally.

You have the talent to go places. But the process starts right here at home with an Executive MBA from USC Marshall.

Based at the Omni La Costa Resort in Carlsbad, the Executive MBA (EMBA) from USC Marshall is a **22-month program** designed for senior executives and seasoned professionals that offers lifetime access to the global Trojan alumni network.

With USC Marshall's EMBA, San Diego is your training ground — and your sphere of influence is the world.

LEARN MORE: marshall.usc.edu/emba