



# Anaheim Resort JW MARRIOTT *Makes Its Debut*



Award Winning Developers Ajesh Patel and Bill O'Connell  
Join Forces for Dream Project That Combines True Luxury  
with Innovative Design for an Unparalleled Four Diamond  
Experience New to Anaheim.

Top: JW Marriott, Anaheim Resort Concierge Library. Bottom Left: JW Gardens butterfly wall. Bottom Right: Hotel pool and private cabanas.



CUSTOM CONTENT • September 14, 2020



# 5 Minutes *with* Ajesh Patel

## Prospera Hotels, Inc.

**Q1: With so many development projects to your credit, what made this project particularly special?**

JW Marriott, Anaheim Resort is Prospera's seventh development in the Anaheim Resort. What really makes this project so special is that we are catering to an entirely new luxury segment in Anaheim – the first Four-Diamond hotel in the Anaheim Resort, other than Disneyland Resort® hotels. It's exciting to create a unique product that caters to an entirely new segment within a dynamic hospitality market like Anaheim. Not only will this hotel provide guests a luxury experience when visiting the Disneyland Resort® theme parks, but we hope it also helps attract higher-end convention business seeking luxury accommodations.

**Q2: Is there a milestone during the project, or a moment of accomplishment, that stands out for you?**

During construction, it's oftentimes difficult to appreciate the overall project because we're so focused on reaching completion. However, I'll never forget the looks of excitement from our property level team members, as they arrived at the hotel on the first day of training - Culture Day. It was so gratifying seeing their faces light up, as we walked them through the hotel, explained the design inspiration and spent time discussing the history of the project. It's the first time we all could sit back and actually enjoy the fruits of our labor.



**Q3: The JW Marriott, Anaheim Resort has now opened amidst a pandemic. What do you feel the property offers guests looking for experiences a bit closer to home?**

The JW Marriott, Anaheim Resort provides families a place where they can take a break from the "new normal" daily routine, cherish special moments with loved ones and enjoy more of the ultimate luxury: time. This pandemic has created a situation where people may feel nervous being in public spaces. The standards that elevate the JW Marriott Brand are precisely what will bring comfort and security to our guests, knowing that the hotel is upholding the highest standards of cleanliness and social-distancing. The experiences we have created, including our JW Gardens and Parkestry Rooftop Bar, will offer travelers an opportunity to regroup, find their haven and return home feeling rejuvenated.

**Q4: What is the next project on the horizon for Prospera Hotels?**

Up next in our development pipeline is a project in San Diego's Gaslamp Quarter. Obviously, the hospitality landscape looks vastly different today from just 6 months ago. However, as a long-term, vertically integrated, owner, operator, developer and builder, we remain well capitalized and are actively looking for both development and acquisition opportunities throughout Southern California to grow our portfolio during this market dislocation.



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# 5 Minutes *with* Bill O'Connell

## O'Connell Hotels and Hospitality Group

**Q1: With so many development projects to your credit, what made this project particularly special?**

We have been developing in Anaheim since the 1960's. We have seen it go from the original Disneyland theme park, to a top tier convention and entertainment destination. We recognized the opportunity to fill the void of luxury products in the resort area, and we are so proud to be able to bring it to fruition.

**Q2: Is there a milestone during the project that stands out for you?**

A highlight for our team is when WE O'Neil brought the owners together, with all of the trades, to celebrate a construction milestone. When I walked into the newly formed ballroom, I was overwhelmed with the amount of people, the excitement and pride of each tradesman and tradeswoman, who made this building come to life. To know that we provided the opportunity of work, for all of these great talents, and together we built such an incredible product, was extremely humbling and meaningful.

The O'Connell Hotels and Hospitality Group, LLC, was founded by Bill O'Connell, who began his career at 16 years old, as a busboy, at a Stovall Family Best Western property in Arizona. At the age of 21, Bill moved to Anaheim to continue his career in the hospitality industry. Bill and Jean, recently celebrated 55 years of marriage and they have spent their lives devoted to the Anaheim Community.

OHH Group is now an entire family owned and operated business. After working for other companies throughout the hospitality industry, William O'Connell III, Bryan O'Connell and Shannon O'Connell Hawkins, have all joined their father in the family business. "The most important mission for Jean and I, is to show our 11 grandchildren that dreams can come true if you work hard, and keep faith and family a top priority. We believe the Marriott Family exemplifies these values and we are proud to be joining them in this new partnership." - Bill O'Connell

*"Dreams Can Come True"*



**Q3: The JW Marriott, Anaheim Resort has now opened amidst a pandemic. What do you feel the property offers guests looking for experiences a bit closer to home?**

This pandemic has been heartbreaking to witness. From the loss of life, to the loss of livelihoods. We feel the JW Marriott Anaheim Resort can offer a retreat for all of those needing it. Our beautifully appointed rooms, luscious garden deck, gorgeous pool, and stunning rooftop bar, are the perfect venues to take a break from reality.

**Q4: What is the next project on the horizon for O'Connell Hotels and Hospitality Group?**

OHH is currently planning the redevelopment of a property within our portfolio. We understand the needs of the convention and leisure travelers change, and we want to make sure our properties evolve into the most desired products in their respective markets. We also have two parcels, within the Anaheim Resort District, that we are beginning to envision what the future holds for them. While we are always open to new opportunities that present themselves in any location, we still believe that there is no better time to be a part of Anaheim than the days, and years, ahead.







# A New Expression of Luxury *in Anaheim*

On August 19, the centerpiece of Anaheim's epitome of style and sophistication officially welcomed guests when the JW Marriott, Anaheim Resort opened its doors for the first time.

The highly anticipated project, located at the Anaheim GardenWalk and just minutes from Disneyland Resort® provides travelers a luxury, curated experience that exudes warmth and peace.

The 11-story, four-diamond luxury hotel project is the collaborative result of Prospera Hotels, Inc., and O'Connell Hotels and Hospitality Group helmed by award winning developers Ajesh Patel and Bill O'Connell.

For decades the duo and their families have been part of the city's legacy in welcoming millions of global visitors with varied needs and expectations. Walking onto the property at the JW Marriott, Anaheim Resort their story unfolds and the combined life experience and influence the city has had on both is reflected in every appointment and detail.

Infused with modern art and augmented reality technology, while inspired in its design by Orange County's diverse agricultural history, JW Marriott, Anaheim Resort's long awaited opening is more than a milestone, but also a symbol of hope as Anaheim begins to safely reopen for visitors.

A symbol of *hope*



# Meet Anaheim's Newest *Four Diamond Hotel:*

## The Design:

Stunning architectural designs bring an Agricultural Chic concept to life, radiating subtle notes of equestrian and farming elements. At its dramatic entrance you are welcomed by a disappearing art installation, designed using quantum physics, technology and art and privately commissioned by the artist Julian Voss-Andreae. The sculpture is named Antheia, the Goddess of Vegetation, Flowers and Garden. Modern décor hand selected by Prospera Hotel's Senior Vice President of Development and Design, Swati A. Valbh-Patel, features handpicked bookmatched marble flooring, hand-blown glass chandeliers, custom wood beams replicating Anaheim's topography in the pre-function space, and nature-inspired honeycomb concepts throughout, highlighting natural materials, rustic tones, and a warm color palette. Mrs. Valbh-Patel worked closely with Kay Lang & Associates, the interior design firm for the project, in design direction and design implementation to pay homage to Anaheim's historic roots.

Work. Learn. *Play.* ▶

## The Experience:

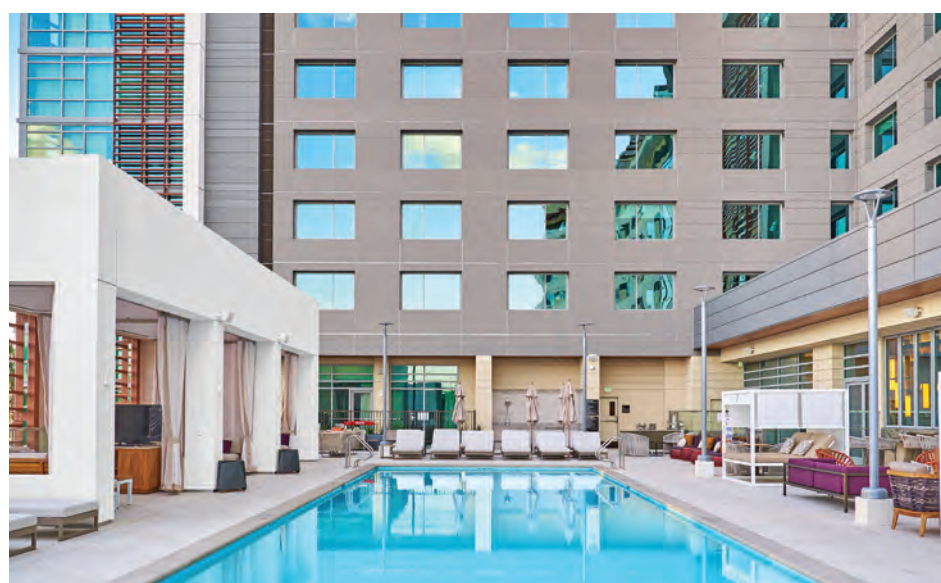
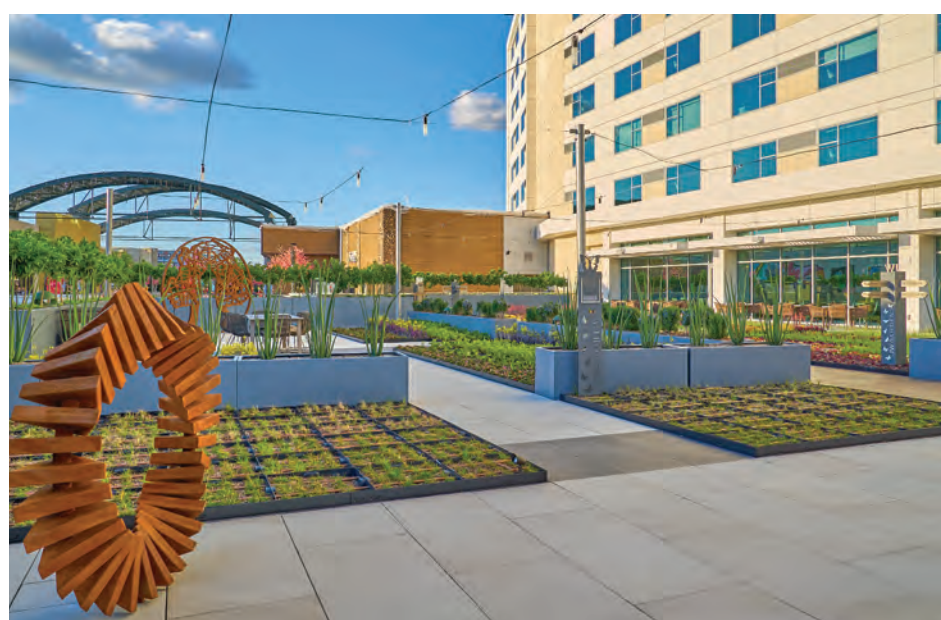
The property features an outdoor swimming pool, complete with three large cabanas and two daybeds. JW Garden, an innovative augmented reality sculpture garden, brings an inspiring Secret Butterfly Garden and Digital Forest to life on top of three steel sculptures by design studio HEAVY. Launching this fall, this first-of-its-kind digital garden experience transports guests into a serene space to play amongst digital caterpillars and butterflies, and experience Zen-like sculptures that tell a narrative of a magical plant's evolution from seed to sapling to tree. The Herbs and Harvest from the Garden are brought to life in the mixology and culinary menu on property as well.

An expansive fitness center includes Peloton bikes and state-of-the-art equipment and pop-up spa treatments. Rejuvenating Yoga and Zen Rooms with in-person and digital classes will provide opportunities to refresh the mind, body, and soul. For families traveling with children, Family by JW kids club will feature hands-on games, activities and creative programming to engage the youngest guests of the property.



JW Marriott, Anaheim Resort invites you to experience an antidote to a new kind of “Normal” and be one of the first guests to experience the luxury hotel with its Work. Learn. Play. Package starting at \$349.

To book your stay visit [Marriott.com](https://www.marriott.com) and select JW Marriott, Anaheim Resort, click on offers and select the “Antidote to A new Kind of Normal” for package details or call 1-800-228-9290.



Previous Page: JW Marriott, Anaheim Resort exterior view. Current Page Top Right: Hotel restaurant view of Tocca Ferro. Top Middle: Hotel Main Lobby. Bottom Middle: JW Gardens. Bottom: Hotel pool and private cabanas. Next Page: Top: Hotel guest room. Middle: Hotel Hospitality Suite. Bottom: Arbor Ballroom. Photo credit: Lions And Legacy [www.LionAndLegacy.com](http://www.LionAndLegacy.com)





Huitt-Zollars  
Architect of Record

Kay Lang & Associates  
Interior Design

W.E. O'Neil  
General Contractor

JLL  
Construction Management



## JW Marriott, Anaheim Resort *Leadership Team*



Nusrat Mirza, General Manager of the hotel, leads the JW Marriott, Anaheim Resort's exceptional executive team that includes seasoned hospitality professionals from award-winning properties from around the world.

### The Rooms:

Stay in one of the property's 466 lavish guest rooms, including 19 suites with quiet floors. Boasting barn door entrances to closets and bathrooms and large walk-in showers with stand-alone bathtubs and vanities, each space emanates luxury and ease.

## Inside the *project*

### The Cuisine:

JW Marriott, Anaheim Resort, introduces dining experiences helmed by Executive Chef Amol Agarwal. Parkestry is the hotel's rooftop bar and lounge, the highest in Anaheim and offering the best views of the Southern California sunsets and fireworks once Disneyland Resort® reopens. Parkestry features elevated cocktail culture, creative mixology, and handcrafted libations. Citriculture, the full-service indoor outdoor lobby bar, is open for al fresco dining featuring warm, elevated hospitality and counter-friendly fare. Once opened, guests will be able to dine at the hotel's Italian Chophouse, Tocca Ferro and enjoy Chef Amol's handmade pastas and seed-to-table experience expressed throughout all dining on property, with vegetation from JW Garden as ingredients and garnishes. And for on-the-go options JW Market has an array of easy options for guests on the move.

### Groups & Meetings:

The hotel features 43,000 square feet of indoor and outdoor function space, pre-function areas with stunning floor-to-ceiling windows and a 13,440 square-foot Grand Ballroom set to engage up to 1,400 guests in its entirety. Additionally, 15 meeting rooms and breakout spaces offer an opportunity for creative thinking and collaboration, and its one-floor design provides convenience and ease of access for permissible group sizes.

### Ownership:

Ajesh Patel, Prospera Hotels, Inc.  
Bill O'Connell, O'Connell Hotels and Hospitality Group



### Hotel Leadership:

Nusrat Mirza, General Manager  
Matt Harrison, Resident Manager  
Maribel Denner, Director of Sales and Marketing  
Dario Espinoza, Director of Human Resources  
Amol Agarwal, Executive Chef  
Clint Chadburn, Director of Engineering  
Rita Joshi, Director of Finance and Accounting  
Scott Kimmel, Director of Food and Beverage

### To learn more visit:

[www.JWMarriottAnaheimResort.com](http://www.JWMarriottAnaheimResort.com)







# We build more than a project. We build a *relationship* with you.

Our Project and Development Services team brings an optimal blend of comprehensive capabilities, extensive experience, local knowledge, and global resources to every project. From small-scale renovations to major ground-up developments, we're dedicated to helping you achieve your greatest ambitions.

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**Interested in knowing how the pandemic has influenced construction costs?**

Scan the QR code to view the latest Construction Outlook report that highlights costs and possible pandemic recovery scenarios for the construction industry.





# The Core Strategic Group Congratulates the JW Marriott and Looks Forward to the Future of Hotel Development in Anaheim

The Core Strategic Group is proud of our friends Bill O’Connell and Ajesh Patel for building the beautiful new JW Marriott Anaheim Resort. We know this is a challenging time for everyone, especially the hotel and hospitality industry, but we look forward to the future of hotel development in Anaheim and to traveling again soon.

The Core Strategic Group is a premier holding company, comprised of the best political, public affairs and



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association management practitioners in the nation. Our broad range of operating companies brings together the most talented professionals with a devotion to creating industry-leading public affairs programs. Long one of California’s and Orange County’s largest and most respected independent firms, we have a passion for hotel development and helping the hotel and hospitality industry thrive in the Anaheim Resort District.



The **Core Strategic Group** welcomes the **JW Marriott** to Anaheim and congratulates our friends Bill O’Connell and Ajesh Patel for their perseverance in building this beautiful addition to the **Anaheim Resort**.



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# Congratulations!

It has been a pleasure to have worked alongside you during this project. The strong commitment and hard work shows in the final product. The resort is nothing short of amazing. We are proud to be part of your professional team and look forward to the adventures ahead.

*White Nelson Diehl Evans is proud to serve JW Marriott, Anaheim Resort and wishes to extend our sincere congratulations on the official opening of their resort.*

*WNDE has been a solid community resource for more than 90 years with expertise in Hospitality, Construction, and Real Estate. Our professionals are bright, innovative and focused with the sole mission of helping clients reach their full potential.*

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**Candace M. Raffa, CPA, MST**  
**Tax Partner | Director of Tax and Advisory Department**  
Candace is the Director of the Firm's Tax and Advisory Department and a member of WNDE's Executive Committee. Candace has developed an expertise in tax planning and compliance with a focus on real estate partnerships, closely held businesses and non-profits. She primarily serves large and middle-market companies. She can be reached at [craffa@wndecpa.com](mailto:craffa@wndecpa.com)



**James Murrey, CPA, MBT**  
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James is a Senior Tax Manager, James' responsibilities include overseeing engagements, reviewing staff work, maintaining client relationships, and performing training and mentoring for his teammates. He has developed extensive experience working with small- to mid-sized companies and high net worth individuals. James serves clients in a variety of industries, including retail, distribution, manufacturing, business & professional services, technology, construction, and real estate. He can be reached at [jmurrey@wndecpa.com](mailto:jmurrey@wndecpa.com).



## W·E·O'NEIL

Congratulations to the entire project team from designers to consultants, subcontractors to suppliers, and our amazing project team, for completing this challenging project on-time and within budget.

For over 90 years, W.E. O'Neil has been delivering full-service construction support to clients in the public and private corporations, government, and civic institutions across a variety of construction delivery methods. Our foundation is rooted in our people and our commitment to quality, integrity, and Building Great Relationships. With a national presence, W.E. O'Neil is an award winning General Contractor with offices in Irvine, Los Angeles, Ontario, and San Diego. From preconstruction to turn-over, we want to be your partner.



JW MARRIOTT ANAHEIM  
RESORT HOTEL



#13

OC Top General Contractors  
OCBJ, 2020

#21

Top California Contractor  
ENR, 2019

#66

Top 400 Contractor  
ENR, 2019

#8

Best Places to Work  
LABJ, 2019

#12

LA Top General Contractors  
LABJ, 2019

#3

LA Top Builders  
The Real Deal, 2019

#4

Top Retail Construction  
BD+C, 2019

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## Hawaii in a Bottle

PAU Maui Vodka is an authentic expression of aloha, encompassing the gratitude for Maui's agriculture, passion for the Hawaiian Islands and a strong love of its people. Distilled from Maui Gold pineapples, each set of hands that influence PAU Maui's journey from seed-to-bottle, tell a story. This shared collective is the true craft of this spirit, resulting in an incredibly pure Hawaii made Vodka.

Coming from an island with superb but limited resources, we are sensitive to the problems of pollution and the importance of living an earth-friendly life. PAU Maui Vodka is making waves in the craft-spirits world with brand ideals that support the environment and a sustainable lifestyle.

Hali'imaile Distilling Company is a craft distillery utilizing local Maui ingredients to create quality spirits. Sustainability, community, 'ohana, and integrity of ingredients and practices, are our brand values. Our goal is to deliver products that consumers can trust while impacting our environment in only positive and nurturing ways.

Hali'imaile Distilling Company is located in the heart of Maui's pineapple region, Upcountry Makawao, Maui. Our goal is to create "Hawaii in a Bottle" and share Aloha with the world.

In addition to the JW Marriott, you can find PAU Maui Vodka at many of the stores you already know and love, including Trader Joe's, Target, Whole Foods, Fallbrook Liquor, Gelson's, Pavilions, Ralphs, Vons, Longs and Safeway.

For further information on PAU Maui Vodka, please contact Keli'i Heen, Managing Partner, M:(808) 398-3650 or [keli@paumaui.com](mailto:keli@paumaui.com).



CHEERS TO THE O'CONNELL FAMILY ON THEIR  
OPENING OF THE JW MARRIOT, ANAHEIM.

[paumaui.com](http://paumaui.com)

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# JLL Provides Project Management Services for JW Marriott Anaheim Hotel



## Q: What was JLL's role in the development of the JW Marriott Anaheim?

**Blumer/Potts:** JLL provided project management services to Prospera Hotels for the development of the JW Marriott Anaheim Hotel. Our team worked closely with the owner to manage the design and construction teams, including all design consultants, contractors, city officials, and most importantly the Marriott Brand in the realization of the project.

## Q: How was JLL's role in this project unique in the type of work that it typically does with hotel owners?

**Blumer/Potts:** Prospera Hotels, a highly experienced hotel developer, looked to third-party development services to supplement their in-house development team. With JLL's hospitality experience in Orange County and our complete understanding of the development process and construction knowledge, a relationship between JLL and Prospera was formed. We were able to work seamlessly alongside Prospera, ultimately realizing a successful project completion.

## Q: What factors in the collaboration with Prospera contributed to the success of this project?

**Blumer/Potts:** We truly enjoyed working with the entire Prospera team. Prospera understood our role and the value JLL brought to the project and they treated us like a partner. The trust they placed in our JLL team was paramount in our ability to excel on our delivery service model. This trust and great responsibility allowed us to flourish going well above and beyond to contribute to Prospera's success in the opening of the JW Marriott in Anaheim.



*Pete Blumer is a Vice President for JLL's Project and Development Services practice in Orange County*



*Marty Potts is a Senior Vice President and Market Lead for JLL's Project and Development Services practice in Orange County*

## State of Southern California Hotel Construction

### Q: How would you describe the state of hotel construction in Southern California?

**Shay:** The first half of 2020 brought many unexpected challenges for the construction industry due to COVID-19. Disruptions included construction shutdown orders, requirements for physical distancing within jobsites and delay of materials and FF&E. These disruptions extended the timelines for many projects and these factors, among others, contributed to projects going on hold or being completely cancelled. Projections show nonresidential construction will decline 10-15 percent in 2020. The decline will be the combined result of the disruption from shutdowns (construction in locations with shutdowns temporarily dropped an average of 70 percent), along with decreased demand for new projects in some sectors heavily impacted by the pandemic, including hospitality. National average construction costs have already declined slightly from the start of the year, although this has not been as noticeable in Southern California. Construction prices are expected to be two to five percent lower on average in 2020 compared to last year and many contractors are being more aggressive in their bidding in order to fill backlog. Recovery in the construction industry will be uneven across sectors until the health concerns of the pandemic are resolved. Due to the lower baseline that will be set in 2020, we expect 2021 to bring growth in both construction volume and construction costs, although neither is likely to recapture 2019 highs.

### Q: With the COVID crisis in mind, what construction changes have you noticed being implemented in the hotel industry? Do you think they're here to stay?

**Shay:** The initial change all construction sites faced was addressing the health and safety for the workers, i.e., temperature checks, social distancing, additional PPE, disinfecting programs, and a variety of other best practices



*Jack Shay is a Vice President and Hospitality Lead for JLL's Project and Development Services practice in Southern California*

essential for construction to continue. Contractors have had to quickly adapt to new restrictions and safety protocols and as a result, these changes have affected productivity with limitations of manpower due to social distancing. Technology is also playing a greater role in managing projects where site visits by the project team members are not practical or travel is restricted. We believe many of these new adaptations will become more standard. While these processes allowed for construction to continue, the pace is often much slower and more schedules are at risk. All projects need to factor in potential extended timelines required to address COVID. Although many hotel projects have gone on hold or have been cancelled by ownership groups struggling to manage cash, others have explored accelerating renovation projects while occupancy is low with little impact on business interruption.

In operating hotels that have closed, there has been a big push to ensure the asset is being maintained properly. Although many hotels are working with reduced staffing, it is essential that the facility is monitored to prevent failures in the MEP and water systems which could result in significant property damage from leaks or environmental hazards. Hotels that are taking the proper precautions during prolonged closures will be well positioned for a successful reopening.

### Q: What value can JLL's Project and Development Services group provide hotel owners and operators during this changing economy?

**Shay:** JLL's Project & Development Services practice specializes in managing complex renovations, expansions, adaptive reuse, and ground-up developments for hotel owners, investors and brands across the globe. This experience gives us the proven ability and track record to effectively manage the entire process as an extension of our client's team from project inception to completion with a focus on scope, cost and schedule control, and most importantly, risk mitigation. We also have extensive research into current trends affecting the industry which can assist owners in strategic decision making. Our teams are locally based in each major market which gives them extensive knowledge of the local contracting environment, local requirements and local challenges. We also have experience with all the major brands as well as smaller boutique brands. We bring the most value when we are engaged as an owner's representative in the early phases of a project which allows us to work hand in hand with ownership and the hotel operator to influence project success, build a team culture, and provide greater control of the entire design and construction process.

*JLL Project and Development Services is a leader in the development, design, construction and branding of commercial real estate projects for the world's most prominent corporations, educational institutions, public jurisdictions, healthcare organizations, industrial facilities, retailers, hotels, sports facilities and real estate owners. For further information, visit [jll.com](http://jll.com).*





Photo credits: Lions & Legacy - Max Soussan



## Rosendin is proud to be part of the JW Marriott construction team

Congratulations to Prospera Hotels, Inc. and ‘O’Connell Hotels and Hospitality on the opening of the new JW Marriott Anaheim Resort. Rosendin is proud to have been part of the team that brought this luxurious property to Orange County, led by W.E. O’Neil Construction and including architects Huitt-Zollars, and Kay Lang + Associates (Interior Designer). Utilizing Rosendin’s design-build experience along with our in-house Engineering and BIM teams to develop the complete design-build of the Electrical, Low Voltage, Security, and Audio Visual Systems was an exciting undertaking. We are thrilled to have been part of this project and continuing our mission to build quality, build value, and build people in Orange County.

Rosendin, headquartered in San Jose, is employee-owned and one of the largest

electrical contractors in the United States, employing over 6,500 people, with revenues over \$1.8 billion. Established in 1919, Rosendin remains proud of our more than 100 years of building quality electrical and communications installations and value for our clients but, most importantly, for building people within our community and our company. Our customers lead some of the most complex construction projects in history, and they rely on us for our knowledge, our ability to scale, and our dedication to quality. Most importantly, they turn to us for partnership – because they deserve a team as committed, connected, and engaged as they are. At Rosendin, we foster a culture of diversity, inclusion, and shared ownership. Because your success is our success. For more information, visit [www.rosendin.com](http://www.rosendin.com)



We believe the work we perform should positively impact communities, build and empower people, and inspire innovation. We are proud to have been the design-build electrical and low voltage contractor on the JW Marriott Anaheim Resort project. Our work on projects such as these is just one of the reasons why we were ranked in the Top 50 “Best Places to Work” in the Orange County Register. Get inspired at [rosendin.com](http://rosendin.com).

**LEAD. INSPIRE. BUILD.**

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Anaheim Transportation Network

## welcomes JW Marriott® to the Anaheim Resort!

The all-new JW Marriott Anaheim Resort, located at Anaheim GardenWalk, is now open and has joined ATN's zero emission bus system ART (Anaheim Resort Transportation). ART connects this hotel to a multitude of destinations and last-mile microtransit with an expanding electric fleet.



#ElectrifyAnaheim

f i t @RideARTbus @FRANtasticRide



Anaheim Transportation Network is a family of eco-friendly and accessible mobility services that connect areas within and surrounding Anaheim using zero-emission clean air fleets and an unwavering commitment to the safety and wellbeing of guests and team members alike.

ART (Anaheim Resort Transportation) is ATN's largest public transit system and is frequented by a vast demographic of visitors, locals, and workforce commuters amounting to nearly 10 million riders annually. ART destinations include theme parks, shopping centers, culinary hotspots, mass entertainment venues, and 80+ hotels. The ART bus system offers a hop-on hop-off format via its expanding fleet of 100% electric buses aimed at alleviating the detrimental effects that traffic congestion has on the greater good of the community and air quality of our environment.

As part of ATN's #ElectrifyAnaheim initiative, FRAN (Free Rides Around the Neighborhood) complimentary microtransit service launched in 2019 to further the enjoyment of the Anaheim destination by supporting downtown businesses with parking relief and increased foot traffic.

FRAN is a free on-demand last-mile mobility option operating in CtrCity, Anaheim which integrates seamlessly with the aforementioned ART bus system. Consistent with ATN's affinity for convenient and technologically driven travel, FRAN can be hailed within minutes, using the CtrCity Anaheim mobile app or by calling (714) 490-0486.

Ten electric low-speed vehicles make up the FRAN fleet, each named after one of the daughters and granddaughters of the service's namesake, Francisa Avila Rimpau. She was a prominent matriarch of early Anaheim society, who is now seen as a symbol of female empowerment and local entrepreneurial spirit. FRAN provides connectivity for locals as well as commuters with stops in surrounding residential areas and in front of CtrCity parking structures and retail establishments.

The coming years have even more exciting environmentally conscious endeavors in store for Anaheim Transportation Network which will enable even stronger support of local communities. In 2021, a first-of-its-kind charging facility will open in the heart of Anaheim which will someday support entirely all-electric fleets.

**Anaheim Transportation Network (ATN)** 1354 S Anaheim Blvd, Anaheim, CA 92805 Email: [info@atnetwork.org](mailto:info@atnetwork.org) | (888) 364-2787

## Building relationships in our community.

**Congratulations to the new  
JW Marriott Anaheim  
Resort Hotel**

**Matthew Bullock**

Senior Vice President, Commercial Banking  
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Congratulations to O'Connell Hotels & Hospitality and Prospera Hotels and to Marriott and their other development, construction and financing partners on the opening of the JW Marriott Anaheim Resort. The Busch Firm is proud to have participated in your long journey culminating in the addition of your remarkable new luxury resort property to the Anaheim Resort area.

*The Busch Firm has been providing high quality real estate acquisition, development, financing and construction legal services to the hospitality industry for over 30 years.*







## How Business Planning Leads to Exit Planning During COVID-19

By Rich Gunn, BPM

Now is not the time to sit and wait for 'business as usual' to return before making plans for the future. 'Business as usual' will never look the same. The economy will eventually rebound, but how we conduct business will be quite different.

As business models are forced to change, here are a few ways we can utilize those changes to yield permanent improvements in efficiency, cash flow and business value.

- With costly office spaces remaining vacant, savvy business owners can permanently reduce the office space previously deemed necessary by embracing a remote workforce. Reducing or eliminating lease commitments will improve cash flow and value while lowering risk, since a lease commitment is a form of debt.
- Investments in additional people may be replaced with investments in technology, to facilitate greater collaboration and efficiency. This allows for existing employees to be more productive without working longer hours, and enables increased production without hiring more people. Keep an eye on new opportunities for greater integration of software, increased opportunities to use artificial intelligence and ways to automate labor-intensive processes. The tools we use today will soon have more advanced and effective competition in the future, so it is important to evaluate technology options early and often. Look for it. Embrace it. Build on it.
- Robotics and automation are not just for factories and warehouse operations. Even the hospitality industry, including restaurants, are finding ways of using automation to reduce labor costs. Every business should seek out opportunities to automate aspects of their business operations in innovative



Gunn

ways. This is not the time to say "That would never work in our business." This is the time to say "*Show me how* that could work in my business, and *show me* how it will make my business more efficient."

- Rethink your products, rethink your customers. As restaurants and office buildings remain closed, restaurant and office supply delivery services have lost many customers, and their trucks are sitting idle. Which industries have experienced a demand in supplies? Emergency medical services, for one. Instead of saying: "This is our product, this is what we deliver," think about product and customer diversification. Ask yourself what else can we deliver? What other industries can we serve?

- It is time to take a look at potential customers from a fresh perspective. What other products and services do your customers buy from another source that you could supply? What new ways could you bundle old and new products and services?

It is also time for the temporary, but effective, changes you made for survival to become permanent improvements to your business model. The pandemic economy is not the time to retreat and wait for 'business as usual' to return. It is time to reposition your business, so you will emerge as the organization your competitors aspire to be like, and the one larger businesses want to buy.

This is exit planning for the pandemic, and beyond. This is value acceleration for weak economies and strong economies. This is creating the business model that rebounds when the economy rebounds. Rethink. Rebuild. Rebound. Contact Rich Gunn at [RGunn@bpmcpa.com](mailto:RGunn@bpmcpa.com).

## Congratulations Bill O'Connell and JW Marriott/Anaheim Resort

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## MARQUEE PROJECT J.W. MARRIOTT

Along with W.E. O'Neil, **Control Air** had the privilege of providing custom **Mechanical & Plumbing** solutions for this landmark project. Located in our own backyard, in Anaheim, CA, this **446-room hotel** is truly world-class. We would like to thank and congratulate all the other trade partners and parties involved.

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Largo Concrete, Inc. is the proud structural concrete contractor of the JW Marriott Resort in Anaheim. The superstructure took 10-months to complete utilizing 138,565 man-hours to place 29,000CY of concrete. Over the last couple years Largo also completed the nearby Westin Resort and Cambria Suites along Katella Avenue, for a total of 1,431 total rooms between the three developments. Another noteworthy regional project is the Great Wolf Resort and Hotel, where the concrete tilt-up panels supporting the waterpark's roof were among the top 10 tallest and heaviest in the United States at the time.

Over at the Disneyland Park, Largo poured the concrete at the Frontierland Expansion which included four tunnels, multiple retaining walls and a marina. Largo's scope included a concrete trestle bridge for the railroad at the Rivers of America attraction which was designed to simulate aged wood. The American Concrete Institute recognized this effort with the "Outstanding Performance in Design and Engineering Award," and recently the Decorative Concrete Council named the project "Cast-in-Place Special Finishes over 5,000sf" winner.

LARGO CONCRETE, INC. - A family owned company based in Tustin, California, Largo Concrete self-performs the formwork, pumping, place and finish scopes of work. Additional services include concrete masonry units (CMU) and design-build parking structures. Founded in 1989, the company has completed 14 hospitality projects in the Anaheim Entertainment District, including the Staybridge Suites, Holiday Inn, Anaheim Marriott Suites, Marriott Residence Inn, Worldmark, Embassy Suites by Hilton and the Disney Grand Californian Expansion. Largo recently completed the Fairmont Century Plaza Hotel Renovation which included two 46 level residential towers constructed simultaneously. Projects in other market sectors include multiple attractions at the Disneyland park and the Convention Center Expansion.

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Congratulations  
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on your accomplishment!

From Gary Van Arnam  
and all your friends at  
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**Congratulations to  
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on their partnership with the  
JW Marriott Anaheim Resort Hotel  
in the successful planning and  
construction of the newest luxury  
hotel in Orange County.**

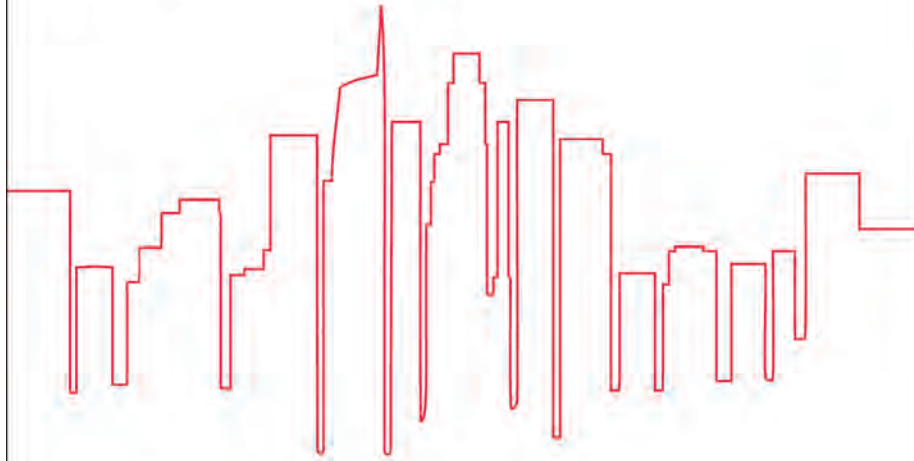


## OZK + Anaheim

### Built on a strong foundation.

Bank OZK congratulates Prospera Hotels, O'Connell Hotels and Marriott International on the grand opening of the **JW Marriott Anaheim Resort.**

As one of the preeminent commercial real estate lenders in the nation, we are pleased to be a part of this venture by providing construction financing.



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## Construction Lender Bank OZK Finances JW Marriott Anaheim Resort

When Prospera Hotels and O'Connell Hotels & Hospitality began evaluating construction lenders for the JW Marriott Anaheim Resort, one lender stood out as a top contender, Bank OZK. With regional commercial real estate lending offices in Los Angeles, San Francisco, New York, Dallas, and Atlanta, Bank OZK has distinguished itself over the past 15 years as one of the nation's premier real estate construction lenders.

"We specialize in financing marquee properties for well-established developers," stated Jason Choulochas, Regional Director of Originations for Bank OZK in Los Angeles. "Anaheim only had two other four-star hotels, both Disney properties, prior to JW Marriott's Anaheim Resort opening. This was a unique development with highly sophisticated developers and one of the most luxurious international hotel brands."



Choulochas

Bank OZK has established a niche working with top-tier sponsors who have a substantial financial investment in their projects. Working with developers and sponsors on some of the largest and most complex developments across the nation gives Bank OZK a unique perspective and unparalleled expertise. The depth of knowledge Bank OZK provides with its thorough underwriting, rigorous economic analysis and stress testing, and asset management throughout the life of the loan allows Bank OZK to serve as a trusted advisor to real estate developers and investors across the country.

Choulochas said the teams at Prospera Hotels and O'Connell Hotels & Hospitality have created a unique property in Anaheim, creating jobs and enhancing the quality of life for those who live in and visit Southern California. We appreciate the opportunity to serve as the senior lender and look forward to future opportunities to contribute to economic development in Anaheim and throughout Orange County."

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