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### **South Coast Metro Comes of Age**

#### ***Orange County's premiere corporate and cultural center exudes style***

SOUTH COAST METRO, Calif., June 2010 – Little more than a quarter-century ago, the cosmopolitan area in central Orange County known as South Coast Metro bore little resemblance to today's fashionable arts, shopping, commercial and residential district that now exudes style.

Encompassing about 2.5 square miles that include north Costa Mesa and south Santa Ana, South Coast Metro is home to a prestigious collection of corporate headquarters and businesses, retail centers, residential communities, world-class cultural venues, award-winning fine and casual dining establishments and luxury hotels.

Here you'll find internationally renowned South Coast Plaza – one of the world's leading shopping and dining destinations – as well as Metro Pointe at South Coast, and The LAB and The CAMP specialty retail centers. South Coast Metro has a well-deserved reputation for acclaimed visual and performing arts in the picturesque Segerstrom Center for the Arts, which also features a remarkable collection of outdoor artworks.

Audiences regularly attend outstanding performances by the Pacific Symphony, Pacific Chorale and enjoy orchestras and other performers from across the nation and around the globe that are brought to the stages of South Coast Metro by the Philharmonic Society. Nearby is Tony Award-winning South Coast Repertory Theatre.

Overnight guests and meeting planners can choose from a collection of hotels that includes Costa Mesa Marriott, Costa Mesa Residence Inn by Marriott, The Courtyard by Marriott South Coast Metro, Doubletree Club Hotel, Doubletree Hotel Santa Ana/Orange County Airport, Hilton Orange County/Costa Mesa, The Hotel Hanford, The Westin South Coast Plaza, and the Wyndham Hotel/Orange County.

Despite its small city feeling, South Coast Metro is considered to be Orange County's downtown. Because of its easy access to John Wayne Airport and the San Diego Freeway (405), Costa Mesa Freeway (55) and Santa Ana Freeway (5), as well as the San Joaquin Hills (73) and Foothill/Eastern (241/261/133) toll roads, employees and residents alike can easily leave and return to the area.

A key driver in the promotion of the area is the South Coast Metro Alliance, a business organization that has united developers, property owners and key corporate leaders who are focused on nurturing and intensifying business relationships while responding to issues that impact economic vitality and growth. The Alliance implements and coordinates programs that focus on regional marketing, infrastructure development, business attraction, expansion, and retention.

South Coast Metro Alliance President George Sakioka of Sakioka Company, LLC agrees that South Coast Metro has come a long way. “Certainly much has changed in the last 25 years. Back then; there were two hotels, a much smaller South Coast Plaza, a smattering of restaurants, and a few commercial office buildings. The next quarter-century promises many more positive changes as the area continues to evolve and mature.

Sakioka said that the South Coast Metro Alliance has become a model copied by others in California and the United States because it provides a stronger business voice on issues or legislation proposed by county, state or federal agencies that affect business and long-term economic prosperity.

For more information, visit [www.southcoast.metro.com](http://www.southcoast.metro.com).

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