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CRYSTAL COVE ALLIANCE ANNOUNCES SECOND PHASE OF RENOVATION FOR HISTORIC BEACHFRONT COTTAGES

Newport Coast, Calif., Mar. 4, 2010 – Crystal Cove Alliance (www.crystalcovealliance.org) and California State Parks announced today that Phase II, the next phase of restoration for the Crystal Cove State Park Historic District, has begun. The restoration project will increase the number of rental units available to the public, provide more space for ongoing educational programs and preserve the beachfront cottage made famous by the 1988 Bette Midler film, “Beaches.”

The unique collaboration between [California State Parks](http://www.california-state-parks.com) and Crystal Cove Alliance, the non-profit organization dedicated to the restoration, conservation and education at the Crystal Cove State Park Historic District, enables Phase II restoration to occur without general funds from the state of California. The \$5.6 million project will be funded entirely through private donations and gifts, philanthropic low interest loans, grants and concession revenues raised by CCA.

“We are thrilled to be part of this model public-private partnership with Crystal Cove Alliance,” said Ruth Coleman, director of California State Parks. “At a time when our state is suffering a severe budget crisis, this is a refreshing solution. We embrace this collaboration and hope it will inspire other public-private partnerships within the State Park System.”

Phase II, an 18-month project, includes the rehabilitation of seven beachfront cottages, historic infrastructure improvements, and the construction of two additional public restroom facilities. Cottage renovations will provide two additional overnight rental facilities available for public use and additional space for ongoing public educational programs and park operations. Plans also have been made to preserve Crystal Cove’s rich history in the film industry by transforming the Beaches Cottage – made famous in the popular film “Beaches” – into a public museum.

“We couldn’t be more excited, or more thankful, for the \$4.7 million we have raised for Phase II through the generosity of the community, wonderful grant opportunities, program-related investments, and surplus earned from CCA operated concessions.” said CCA President and CEO Harry Helling.

“However, funds are still needed to complete the project and restore the beloved Beaches Cottage and future museum. We are embarking on a public campaign to raise this last portion of the funding,” Helling added.

The public campaign to raise the final funds will solicit traditional gifts and grants, as well as program-related investments, or PRIs, which are low-interest loans increasingly used to complete social enterprise projects, such as CCA’s Phase II. Interested parties should contact CCA within the window of opportunity, which is the next 90 days.

The initial phase of the Historic District’s restoration was completed in June 2006 when 22 fully renovated beachfront cottages opened to the public. The following year, Crystal Cove received the Governor’s Historic Preservation Award. Today, Crystal Cove is booked year-round as part of the California State Parks system with an estimated 1.5 million visitors annually and provides innovative new educational programs to Park visitors and K-12 students through its SNAP! (Science and Nature in the Park), Arts in the Park and Living History programs.

“The Preservation and Public Use Plan for the Historic District was approved February 21, 2003. This next phase of restoration is yet another milestone for this organization and brings us one step closer to implementing the public plan and important educational venues for the Historic District,” said Laura Davick, founder and director of public affairs of CCA. “The cherry on the top of the sundae will be raising the remaining \$900,000 from local investors to complete the only structure, including required infrastructure and museum exhibits, within Phase II that is not yet fully funded – the Beaches Cottage and future museum.”

“It is extremely gratifying to see the community rally together to revive such an important piece of Orange County history,” said Dave Rahn, chairman of Crystal Cove Alliance Board of Directors.

Crystal Cove will remain open throughout Phase II, with access to the park, beach, lodging facilities and Beachcomber Café and Crystal Cove Shake Shack dining locations. Restoration activities will be restricted to weekdays between 7 a.m. and 5 p.m.

About Crystal Cove Alliance

Recently referred to as “the most important non-profit to emerge in the region,” Crystal Cove Alliance is dedicated to protecting and preserving the Crystal Cove State Park Historic District’s cultural, natural and historic resources. Crystal Cove is located on the beach side of Pacific Coast Highway, in the Newport Coast region, between Newport Beach and Laguna Beach.

Crystal Cove Alliance was founded in 1999 to stop a planned luxury resort in Crystal Cove. The organization went on to become Crystal Cove State Park’s official non-profit partner, secure the 20-year concession contract for the restaurants and cottage rentals and clean up the Los Trancos watershed. In 2007, Crystal Cove was awarded the

prestigious Governor's Historic Preservation Award for restoring 22 of the historic cottages. Today, Crystal Cove Alliance's leadership in fundraising, restoration, education and concession services has led to one of the most successful public-private partnership models in California State Park's history.

For further information, or to become a member of Crystal Cove Alliance, please visit www.crystalcovealliance.org.

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