



WHAT'S AN ADVERTORIAL?

An advertorial is an advertisement in the form of editorial content -- a traditional news article. It's created by or for an advertiser and promotes a business, product or service without being an over-the-top sales pitch.

The reader is happy because they're benefitting from the copy, the advertiser is happy because the reader has gained a positive perception of the brand, and the publisher is happy because his readers and advertisers are pleased.

The objective is to provide expert knowledge related to your industry that will positively associate your brand to the reader when making an informed decision.

For example, if you own a coffee shop, the article should highlight your expertise, not why your coffee is the best. The article could focus on the health benefits of coffee, the differences between light and dark roasts, how the business supports the community, etc. It also could focus on the business story/owner's history in Oxnard if it's interesting and compelling, or the top 5 events for coffee lovers in Oxnard and/or Ventura County.

- Advertorials will include the business logo, graphics (as needed) and additional high-resolution (300dpi) photos/images provided by the advertiser.
- Copy is approximately 300-500 words, depending on layout of images.

PORT OF HUENEME: THEY MAKE CARGO MOVE

Story From The Port of Hueneme

2018 and 2019 were record-breaking years for the Port of Hueneme's cargo growth. In FY19, it handled 1.65 million tons of cargo, a 3.3% growth from the 1.60 million tons of cargo handled in FY18.

A NEW ERA OF MODERNIZATION



The future course of the Port is set for positive growth and maritime innovation, with approximately \$45 million worth of modernization projects in the queue over the next few years. These efforts will streamline and improve cargo operations and add well above 500 new jobs to the local economy.

Projects include deepening the Port, which will allow ships to more easily maneuver into the harbor. The sand from the dredge will renourish local beaches to guard against erosion issues – a win-win for the community and the Port.

A CLEAN, GREEN PORT

The Port has effectively reduced air emissions by about 85% since 2015 and is ushering in a new era of green power and technology. The Port is working on the infrastructure to fully electrically power its first hybrid mobile harbor crane and two new electric cargo moving trucks.

Its Environmental Management Framework (EMF) helps guide the integration of sustainability into the Port's day-to-day operations. This document sets strategic action plans in the areas of air quality, marine resources, soil and sediment, water quality, energy and climate change.

Working with the Ventura County Air Pollution Control District (VCAPCD), the Port is developing a clean air plan.



Called PHRESH (Port of Hueneme, Reducing Emissions, Supporting Health), it will assess and address the Port's emissions, air quality requirements and goals.

The Port was the first in California to earn the Green Marine Certification (an international third party validating organization) and was named the Greenest Port in the U.S. at the Green Shipping Summit in 2017. In 2020, the Port received California Green Business Network Certification.

COMMITTED TO COMMUNITY

The Port is highly engaged in the community. It hosts and supports numerous local events and organizations, such as:

- **Banana Festival** – Attracting over 12,000 participants, this event provides a chance for the community to experience the Port with music, tours and educational displays.
- **Tours** – These are excellent, interactive learning experiences for elementary through college-age students.
- **Global Trade & Logistics Class** – Local high school students explore the Port, logistics, world trade, maritime operations and more.
- **Maritime Advance Systems & Technology (MAST)** – The Port's maritime lab has brought many innovative collaborations and projects, including an expo, STEM events, and Fathomwerx – a partnership between the Port, Economic Development Collaborative, Matter Labs, and Naval Base Ventura County. Fathomwerx brings together leading academic, research and engineering centers to further technology and innovation in the maritime domain.

FIND OUT MORE AT PORTOFH.ORG



THE WAGON WHEEL MAKEOVER

Story From Oakwood Communities



For the past decade, the Wagon Wheel area of Oxnard has been going through an extreme makeover. Gone are the empty buildings and dirt roads. It has since been replaced with apartments, homes, and the aptly named Wagon Wheel Park.

Oakwood Communities, the developer behind the Wagon Wheel master-planned community, is not done yet.

The first construction project was the most important one: Wagon Wheel Family Apartments. Part of the affordable housing program, these were first offered to the original residents of the Wagon Wheel mobile home park. Of those who remained, the progress they have seen went from uncertainty to comfort and finally, to enjoyment.

Oakwood Communities has taken great care in preserving historic elements of Wagon Wheel. The Wishing Well, for example, was recreated using bricks from the original Wishing Well from 1948.

The most asked-about elements are the neon signs, specifically



Wagon Wheel Bowling signage. Due to its proximity to the 101 freeway, people near and far appreciated the sign's retro look. The signs are constantly featured on websites and blogs about Americana signage that once was. Because of their significance, these historic elements will be publicly displayed.

Wagon Wheel Park opened in mid-2019. The award-winning park was designed with picnic areas, gazebos and walking trails. The modern playground provides an outlet for play.

WELCOME HOME!

The area is move-in ready with many projects still underway.

Oxford Flats are single-story condominiums now selling. They feature spacious floorplans available in 2, 3- and 4-bedroom floorplans. The private lobby and elevator access highlight the level of sophistication of Oxford Flats.

Park Place Townhomes are three-story homes available for purchase. Featuring California Rooms, these are designed for the active lifestyle.

Mayfair Townhomes are available for lease, featuring 2-bedroom floorplans with dual master suites.

The Junction at Wagon Wheel has luxury 1, 2-, and 3-bedroom apartments available for lease, and features a 24-hour gym and clubhouse.



WHAT'S NEXT?

Oakwood Communities is expanding Wagon Wheel Park by adding dog parks, a basketball court, pickle ball courts, sand volley ball court, and an inclusive ADA tot lot. A craft brewery with a tasting room and restaurant is also underway.

But perhaps the most anticipated project is the Wagon Wheel Bowling alley, due to open in 2022. It will feature some of the original hardwood lanes and signage. Bringing nostalgia and entertainment, it will include a restaurant and bar, private event space, an arcade and theater lounge.

VISIT WAGON WHEEL | 805-278-4888 | LiveAtWW.com