



Developed & Managed by **ARTECO** partners

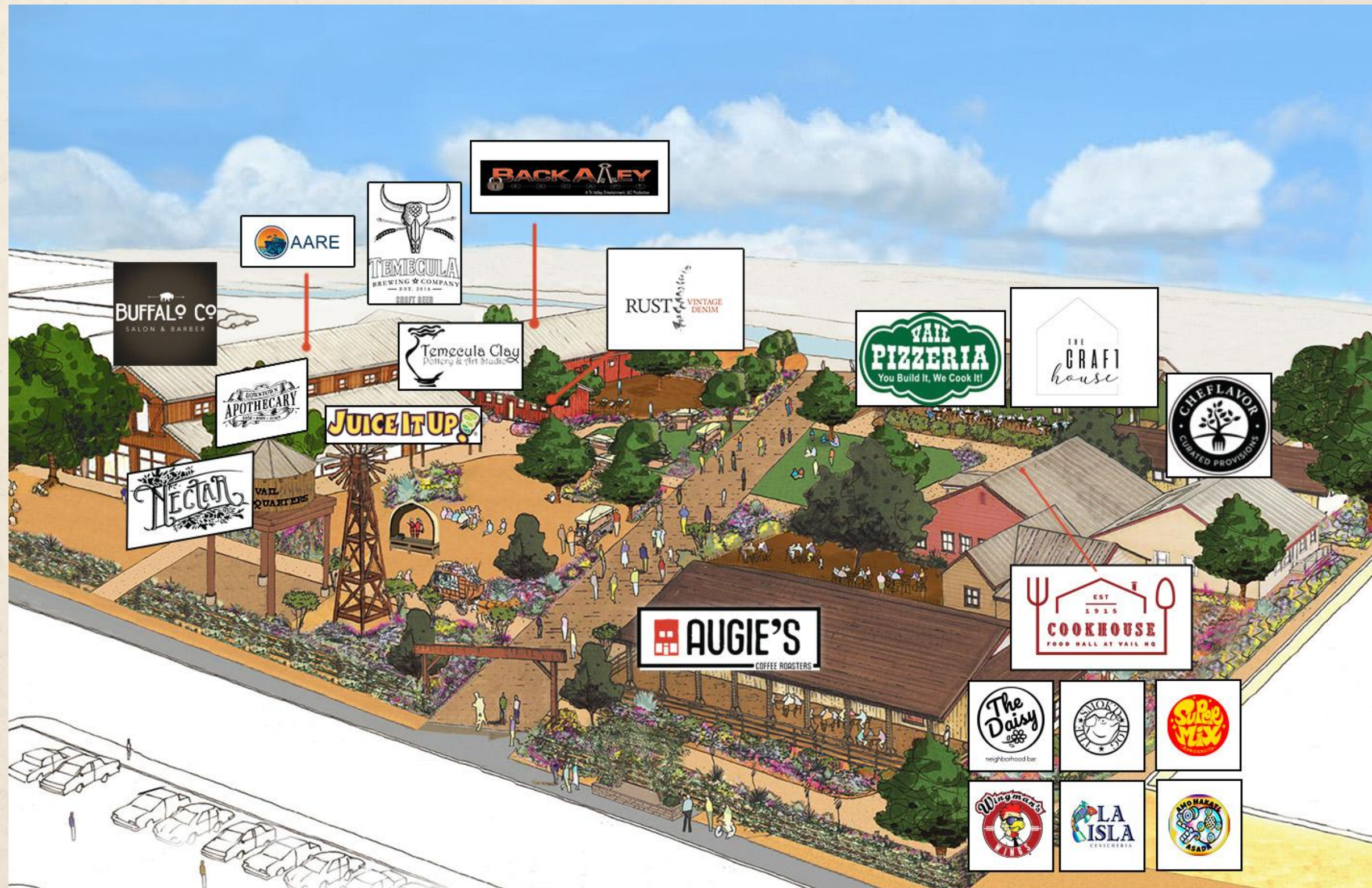
Vail Headquarters

Project Summary

Vail Headquarters (or Vail HQ,) is a one-of-a-kind retail experience and historic site that attracts locals and visitors alike to specialty restaurants, boutique stores and frequent special events. This 4-acre property has been the heart of Temecula since 1894. It is the site of the landmark Wolf Store, Temecula's oldest building, the site of a pioneering Stagecoach stop, and the headquarters site of the historic Vail Ranch. Now located within the bustling Redhawk Towne Center, Vail Headquarters is a "living historic park" and Temecula's most unique retail destination. Revitalizing this link to Temecula's fascinating past is the realization of a community dream; thanks to decades of tireless efforts by local preservationists and the County of Riverside.



Vail Headquarters



Current Vail Headquarters Businesses



Augie's Coffee Roasters

Augie's is a self sustaining coffee shop whose goal is to grow awareness of the overlooked beauties of coffee.
| www.augies.coffee



à la Minute Creamery

à la Minute uses 100% organic ice cream base with liquid nitrogen to freeze it right before your eyes.
| www.alaminute.com



Vail Pizzeria

At Vail Pizzeria you can design your own unique pizza and it's custom built as you watch.
| www.vailpizzaria.com



Cheflavor

Cheflavor is a place where flavor connoisseurs enjoy an artisan food procuring experience.
| www.cheflavor.com



Nectar Clothing Co.

Nectar focuses on items that are wallet friendly, good quality, and fashionable.
| www.nectarclothing.com



The Craft House

The Craft House is a creative gathering space for the community. From paint parties, to DIY projects, creative workshops and more, there's something for everyone. Whether you're looking to celebrate a special occasion, a fun girls night out, or just want a creative outlet The Craft House is the place for you.



Temecula Clay

Temecula Clay is a fully equipped ceramics studio specializing in classes for all ages. All levels are welcome!
| www.temeculaclay.com



Juice it Up!

Juice It Up! has been bringing handcrafted juices and smoothies to communities everywhere.
| www.juiceitup.com



Buffalo Co. Salon and Barber

Buffalo Co. combines the laid-back vibe of a barber shop with the professional service of a high-end salon.
| www.buffaloco.co



Beacon Home

Beacon is a home decor boutique celebrating the old and new.
| www.beaconhomegoods.com



Rust Vintage Denim

Back Alley is bringing immersive entertainment, escape rooms, a laser maze and an annual Haunted House to Vail HQ.
| www.backalleyescape.com



AARE

AARE agents are hand selected from the top agents in California serving the following counties: San Diego, Orange, Riverside, Los Angeles, Santa Clara, San Mateo, San Francisco, Alameda & Contra Costa.
| www.aare.org



Back Alley Escape

Back Alley is bringing immersive entertainment, escape rooms, a laser maze and an annual Haunted House to Vail HQ.
| www.backalleyescape.com



Temecula Brewing (coming soon)

Temecula Brewing Company Nano brewery serving local artisanal craft beer.
| [@temeculabrewco](https://www.temeculabrewco.com)

Cookhouse Food Hall at Vail HQ



A modern, communal culinary experience rooted in its cowboy heritage of hearty meals will transform the historic Cookhouse into a landmark dining destination and Temecula's first modern food hall.

The 5,140 square-foot cookhouse will feature 4 independent eateries and 1 craft cocktail bar.

Communal dining in the historic cookhouse features hardwood floors, wood paneling, period lighting and décor.

New and modern infrastructure for energy-efficient and hassle free kitchen operators.

More than 3,000 square feet of outdoor patio dining with views of the main events stage.

Monument signage on Temecula Parkway and along Wolfe Store Road (fronting parking lot).

Redhawk Center has ample free parking, huge customer counts to major department stores, and frontage on Temecula and Redhawk Parkways

COOKHOUSE RESTAURANTS

La Isla Ceviche

Ruffo, Monica and their daughter Jessica have been creating their family recipes since 2010 which are highly anticipated fare at a dozen Southern California Farmers Market.



Amo Nakatl

Every menu item is an authentic Mexican recipe that has been “veganized”. Amo Nakatl’s menu is not only good for the animals and Mother Earth but for you too!



Smok'd Hog and Daisy Bar

Inspired by American regional barbecue and a contemporary take on a classic western whiskey bar, the pairing at the Smok'd Hog & Vail HQ Bar will celebrate the rich history of their American roots.



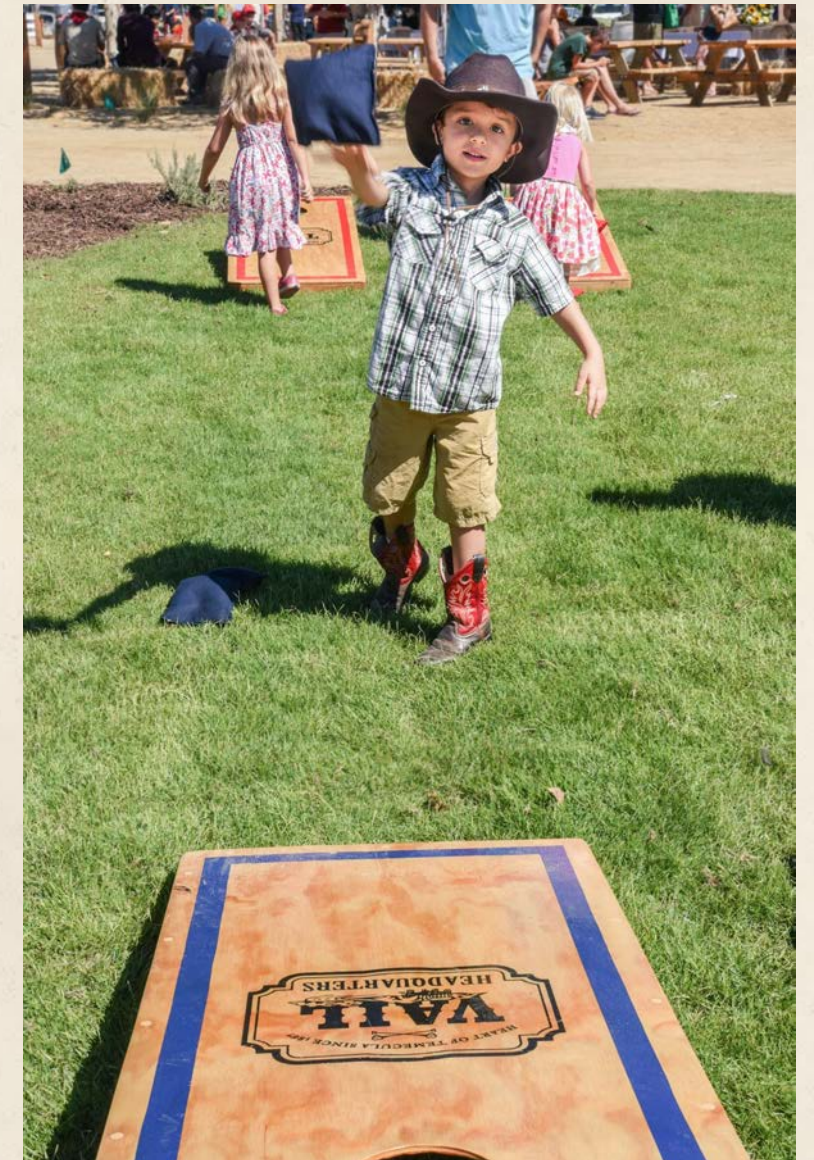
Wingman's Wings

Wingman was founded on the premise of combining both American and Asian influences to create the perfect poultry place, specializing in fried chicken wings.



The Vail Experience

Inspired by landmark attractions such as Old Town San Diego and La Placita Olvera in Los Angeles, Vail Headquarters is more than a collection of beautifully restored buildings. It is a center for community life and a point of local pride - a place where people can explore some of Temecula's earliest roots, and enjoy a modern “retail experience” that showcases exciting new eateries and shops.



Vail Headquarters: Marketing

Marketing Team

Vail HQ has the unique advantage of a full marketing team at our corporate headquarters in Pomona, CA. The marketing team puts together everything from flyers and brochures about the property for the general public, to flyers and graphics for special events, to fun social media posts that they use on the various social channels. We have on-staff photographers and videographers who attend the special events and even post in real-time while the fun is happening.



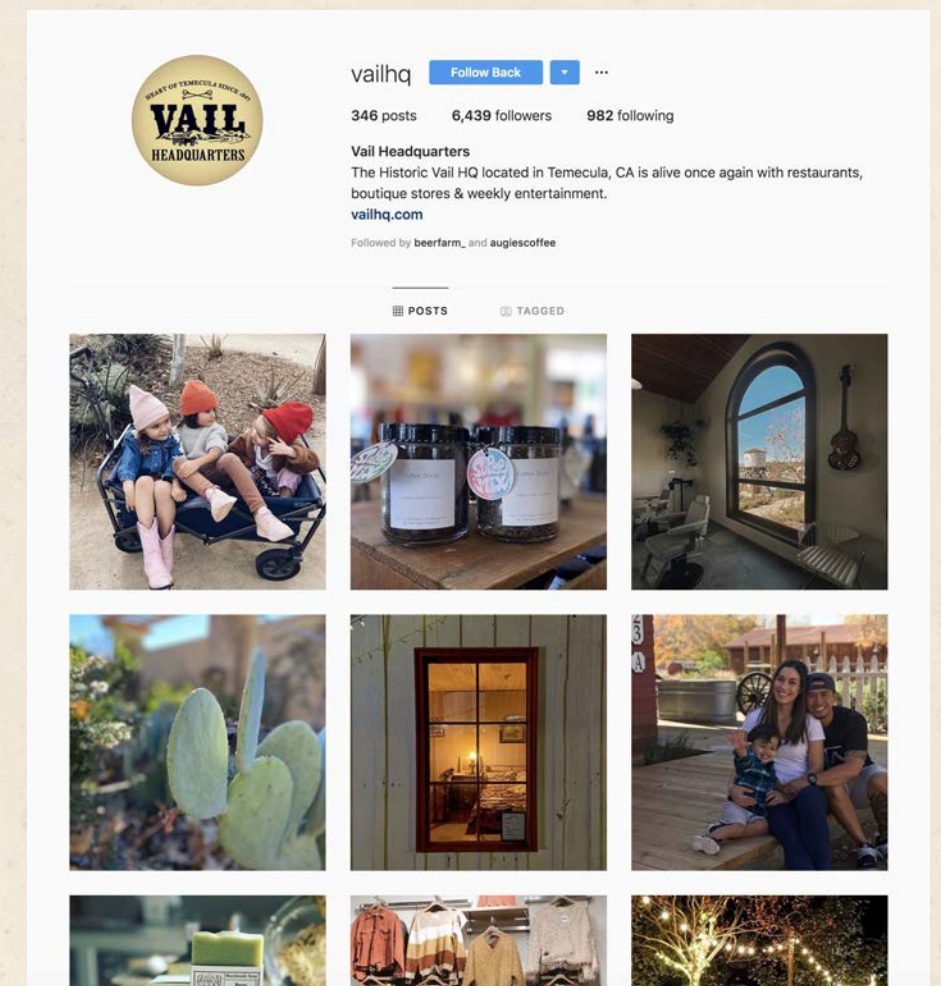
Special Events

Vail Headquarters has a full-time, on-site event coordinator, Gina Cannella. Gina is responsible for organizing all of the many successful events that are regularly held at Vail HQ - from the weekly family fun days, to seasonal jamborees, live music events, various classes and school tours, date nights and community fundraisers. Back at our corporate office in Pomona, CA, our marketing and graphic design team works with Gina to put together fun, attractive flyers and announcements for each event.



Social Media

The marketing team keeps thousands of our fans and followers updated on special events, classes, promotions and announcements via Facebook, Instagram, Twitter and our website, www.vailhq.com.



@vailhq



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@vail_hq