

GO/DO

Splash Brothers

San Diego's Nightlife is Getting a Major Upgrade

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MUST-HAVE DRINK:

JROC and Ryan Labbe recommend the hotel's signature cocktail that hails straight from Vegas—the Champagne Sangria. Sip on the fresh cocktail by the rooftop pool or during a night out with friends.

HEY, MR. DJ

Local, Regional, and National DJs are expected at Oxford Social Club such as DJ Mr. Best, Tay James and Polittik.

Esteemed Las Vegas hospitality and nightlife innovators, Jason "JROC" Craig and Ryan Labbe are making a splash in San Diego's Gaslamp District with two new venues - Pool House and Oxford Social Club - at the Montage's newest luxury hotel, Pendry San Diego. After years of experience in the hospitality industry, JROC and Ryan Labbe formed 8182 Group, a marketing consultancy that manages a nationwide portfolio of projects including several leading Vegas venues and brands like 50 Bleu Premium Vodka and Resqwater.

Quickly recognized for their success in Sin City, founder of Clique Hospitality Group, Andy Masi, partnered with the pair to launch Clique Bar & Lounge, the avant-garde cocktail lounge in the heart of Las Vegas' Cosmopolitan Hotel. Clique redefined Vegas' lounge expectations by offering a personal approach to nightlife through table-side mixology, high energy entertainment and a carefully curated ambiance that resonates with guests.

Leading up to Pendry San Diego's debut, Masi, collaborated with JROC and Labbe again on two of the Pendry's internal venues to bring an inventive guest experience to San Diego's newer nightlife and hospitality market.

"We want to take a lot of the things that we have learned through our experiences in Vegas - service, promotional, marketing tactics - and tailor to San Diego. It's a different market with its own vibe. We're trying to bring a little Vegas, LA and New York flavor to San Diego. By creating this mix, we're giving San Diegoans something outside of their norm," said JROC, regarding how the pair's Vegas experience will manifest in Pendry San Diego.

Amidst the hotel's six venues, Pool House serves as the Pendry's beachy

rooftop pool that overlooks downtown San Diego and spans the entire length of the hotel. Pool House offers an incredible pool during the day complete with private cabanas, Bermuda chaise lounge chairs and daybeds and a post-work hangout for small bites and great crafted cocktails (and music by local DJs) in the evening.

"We're creating a guest experience and a great vibe. One of the things we're going to be doing differently at Pool House is our programming. We're curating events that appeal to San Diego locals and visitors of the hotel," said Labbe.

JROC and Labbe's second venue, Oxford Social Club, will offer an elevated nightlife venue inspired by clubs from older eras. The venue features an innovative cocktail menu, plush furnishings and art installations. The club will not feature Vegas-style residences, but instead, will feature curated local talent.

"We're excited to be in this market and not only show people how we do things, but to be a part of the evolution of San Diego nightlife. Throughout recent years, the city's nightlife has been elevated, and we are excited to be a part of that evolution," said JROC. Oxford Social Club hosted a grand unveiling in early February with Pool House set to open in spring 2017.

"There hasn't been many hotels like this in San Diego in the past decade. This will be an upscale venue that has a lot of character to it. The Montage Group is running hotel operations. They've been around for a long time and have great reputation for service. We know that they're going to exceed expectations of guests. With this property, the nightlife, the restaurant, we're hoping to make a splash," concluded Labbe. ■

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