



*La Bella Vita*  
 AT PLAYA LA JOLLA  
 ♦ PUERTO PEÑASCO, MEXICO ♦

# Beach Side Muse

ISSUE 4 – FEBRUARY 2009

WELCOME TO OUR NEWSLETTER, the goal is to provide information that keeps you up to date on La Bella Vita at Play La Jolla and happenings in and around Puerto Penasco. As this is a community update any contributions, suggestions or comments would be appreciated ([info@la-bellavita.com](mailto:info@la-bellavita.com))

## La Bella Vita

We continue to move forward and ahead of schedule. The first apartments will be available for possession by the end of April. The show suites will open very soon there after.

The current phase of development includes 24 Bungalow Style Walk Up Apartments and 8 three storey Townhouse Villas. To date 50% of the Bungalow Apartments have been sold and there are several reservations on the Townhouse Villas.

For a limited time we are offering Canadian pricing on the Bungalow Apartments, prices start at \$159,900! For additional information please contact our Sales Centre or [info@la-bellavita.com](mailto:info@la-bellavita.com).

## Puerto Penasco

In 1826 while searching for pearls and precious metals, Lieutenant William Hale Hardy, a retired officer of the British Royal Navy, named the area Rocky Point. It was known by this name until 1936. General Lázaro Cárdenas (soon to be president of Mexico) changed the name to Puerto Punta Peñasco (Port Rocky Point). Americans dropped the Port, and Mexicans the Punta.

Rocky Point was a bleak desert spot visited only by nomadic fishermen and by Arizona sport fishermen who dared to cross the desert without road or trail in order to reach the Sea of Cortez.

In the 1920's, two lone fishermen, Victor and Benjamin Bustamante, discovered giant schools of blue shrimp in the waters around Rocky Point.

In 1929, a US Mafioso named John Stone, an associate of Al Capone, saw the area's potential as a resort destination. A hotel was built and a well for fresh water was completed. By 1931, Stone had managed to alienate many of the local officials and he lost his license to do business. Before his departure, Stone burned his hotel and dynamited the well. The hotel was rebuilt by the Bustamante Brothers and became the Hotel Penasco (still standing today).

In 1936, the President, Lazaro Cardenas, ordered a pier to be constructed for the local fishing fleet. He was also responsible for the first railroad that connected Rocky Point with Mexicali and the Border.

In 1955, the shrimp industry started to boom! Markets in Los Angeles, Las Vegas, Albuquerque, Tucson, and Phoenix were developed. Puerto Penasco was finally on the way to becoming something more than just a small fishing village.

Today, according to the Government's tourism data, Puerto Penasco ranks 3<sup>rd</sup> out of 31 states for foreign investment, with more than \$550 US million invested annually. The area attracts over 2.3 million visitors per year. Puerto Penasco has 42 Hotels and Motels plus 14 R.V. Facilities. This provides over 6,000 options for lodging.

The latest census (2005) indicates that there are approximately 45,000 permanent residents in the area. Locals claim that population is closer to 65,000.

The new coastal highway connecting Puerto Penasco to El Golfo officially opened in December. It is a scenic route that has reduced the drive time to Yuma to 2 ½ hours. A trip to San Diego will take a little over 5 hours.

When complete, the Marriott Penasco Bay, located in Sandy Beach, will be a 28 storey 265 room four diamond resort. It will front the Sea of Cortez and back onto a Nicklaus design golf course.

The Holland America shipping company is planning to have one cruise ship a week on the Sea of Cortez by 2011. Within three years, Holland America has confirmed, Puerto Penasco will become the site for the arrival and departure of cruise ships.



## — Beach Humour —

Why don't prawns have very many friends?  
**Because they are a bit shellfish!**