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# BRING ON THE NIGHT

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THE NIGHTLIFE ISSUE



## THE ALL-STAR TEAM

*Josh Fitzgerald, Tim Brand, Bruno Cardinali, Keoni Cargill, Pablo Aguilar, Jae Espinoza*

“Bottle service and entertainment have stepped up in San Diego, but we don’t just sell alcohol — we create an experience,” says Cargill, who was recruited from Las Vegas and serves as director of V.I.P. services for the **Ivy Hotel**. “We want The Ivy to be an icon and institution in San Diego. That’s why we partner with charities and top clubs in bigger markets.”

The Ivy remains an upscale urban resort that sets itself apart with boutique amenities and personalized attention including butlers and private cabanas. Weekends are always loud and luxurious at Envy, the hotel’s signature multi-level nightclub, and at Ivy Rooftop, a sprawling outdoor bar and poolside lounge. “We’ve put a team together to fight the battles of the economy and overload in competition,” says Cardinali, a native New Yorker who operates as director of nightclub promotions. “Instead of outsourcing marketing to promoters, we like to be self-sufficient and keep it in-house.”

*Pictured L-R: Josh Fitzgerald, Tim Brand, Bruno Cardinali, Keoni Cargill, Pablo Aguilar and Jae Espinoza*

