

Private Equity Team Advised Sellers Group, Led by Off Road Capital Partners, in the Sale of Pacific Park on the Santa Monica Pier to SC Holdings

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On March 14, Santa Monica Amusements LLC, the operating group of one of Los Angeles' most famous attractions, Pacific Park on the Santa Monica Pier, announced its sale to NYC-based SC Holdings, an investment firm with history of working in the consumer, entertainment and hospitality sectors. The amusement park on Santa Monica Pier welcomes 10 million visitors annually and is home to 12 rides, including a solar-powered ferris wheel and the Route 66 West Coaster roller coaster that overlook miles of Southern California coastline.

Sheppard Mullin advised the selling group in the transaction, which was led by firm client, Off Road Capital Partners. Off Road Capital Partners was the lead investor in the ownership group that completed the sale of Pacific Park to SC Holdings.

The deal team was led by New York partner Andrew Felner and included partners Daniel Belzer and David D'Amour, special counsel Jeffrey Taylor, and associates Eugene Choi, David Rostowsky, Annie Alvarado and Brett Uslaner. Special assistance was provided by Hector Agdeppa, Nirav Bhatt, Michael Chan, Dmitriy Chelnitsky, John Crisp, Anushna Das, Maxwell Earp-Thomas, Shawn Fabian, Jordan Golden, Patrick Hao, Charbel Lahoud, Josh McLane, Theo Mayer, Michael Leake, Alexis Robinson, Olivier Theard, Brittany Walter, Graham Wardle, Michael Weissnar and John Yacovelle.

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