

SIMA Corporation Company Backgrounder

SIMA Corporation, headquartered in Santa Barbara, California is manager of the Barnyard Shopping Village in Carmel, California, and specializes in a real estate investments and property management.

SIMA Corporation concentrates on renovating and redeveloping properties, creating distinguished locations that attract the admiration and patronage of both locals and tourists. To date, SIMA has acquired more than \$400 million of income-producing properties and its current portfolio consists of approximately 2,250 apartment units and more than 1.7 million square feet of commercial property in California, Oregon, Georgia, Mississippi and Florida.

SIMA Corporation founder James Knell, is a 1974 graduate of the University of California, Santa Barbara. Knell founded SIMA in 1984 to redevelop and manage properties he had acquired during previous years.

The Barnyard Shopping Village is now part of the SIMA family and is one of the Central Coast's premier shopping locations, attracting local residents and visitors from around the globe. The Barnyard Shopping Village features more than 50 unique shops, galleries and restaurants surrounded by lush gardens and open-air seating.

SIMA Corporation's architectural precision and elegance has greatly shaped the city of Santa Barbara. Starting at the beach and moving into the hills, SIMA's properties have inspired the warm, breezy feeling that can only come from being near the shore. On virtually every block of the famed State Street, the heart of Santa Barbara's downtown shopping district, SIMA has renovated and redeveloped buildings to the original glory of the 1920's when they were first built.

The historic El Paseo of Santa Barbara is one of SIMA's exquisitely renovated properties. Built in the 1920s and restored with the guidance of the Santa Barbara Trust for Historical Preservation, renovation of El Paseo was successfully accomplished by maintaining the architectural integrity of the building while enhancing its beauty and charm. Small paseos wind their way through El Paseo leading visitors to unique restaurants such as El Paseo Restaurante and The Wine Cask, location of the "the most beautiful dining room in Santa Barbara." Perfectly maintained courtyards intensify the shopping and dining experience at El Paseo, a popular stop for tourists and a peaceful respite for locals.

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