

Cruz News

Santa Cruz County's Latest Wave of Information for Travel Media

Fall 2020

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Cruz News features Santa Cruz County travel-related news, information, and story ideas specific to the travel, tourism, and hospitality sector and is distributed quarterly to qualified travel, lifestyle, and consumer media outlets and representatives. Visit Santa Cruz County works with media on a year-around basis to offer story ideas, photography, b-roll footage, and itinerary suggestions to assist journalists with their assignments.

PRESS VISIT:

Visit Santa Cruz County hosts qualified journalists on assignment for individual media visits year-around. At this time, we do not host group familiarization tours. Our press policies are posted on www.visitsantacruz.org/press/

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The View Restaurant Opens at the Chaminade Resort & Spa

Following a \$10 million renovation of common areas of the property, Chaminade Resort & Spa has unveiled The View, a new onsite restaurant that maintains the integrity of this historic spot while introducing modern touches to elevate the dining experience. The new design of The View follows the overarching design concept – a modern interpretation of traditional Spanish colonial style is demonstrated in the bar updates, which include a textured relief tile pattern and forged iron millwork that is implemented throughout the space. The dining space will maximize guests' view of the sweeping horizon, while still enjoying the dining atmosphere long after the sun has set. The View terrace is an outdoor patio accented with bistro lighting, sleek high top stools and enhanced bar-like seating combined with comfortably-spaced tables, all facing towering treetops and showcasing spectacular views of Monterey Bay.



Walk the Walk: Experience the Santa Cruz Public Walking Art Tour

Public art in Santa Cruz is taking shape five ways this season, using concrete, traffic signal cabinets, public walls, and planter boxes to showcase local creations. This roundup of artwork is available as a public art walking tour, complete with a map from the Santa Cruz City Arts Commission. SculpTOUR, Graphic Traffic, Architectural Art, Permanent Sculptures, and City Murals are the latest installments making public spaces more vibrant. Santa Cruz's SculpTOUR is a curated rotating art exhibit that spans the raised planter boxes on Pacific Avenue in Downtown Santa Cruz. Sculptures made from metal, concrete, wood, and other mediums are displayed on this pedestrian-friendly street, bringing the work of local artists to residents and visitors. Graphic Traffic showcases artwork on traffic signal cabinets throughout the city. Whimsical portraits, paintings of local points of interest, and other subjects transform the mundane into eye-catching inspiration. Architectural Art integrated into larger construction efforts like streetlight posts, skate park tiles, and railings on public walkways. Permanent Sculptures on display throughout town were gifted to the city, or selected by a public vote in the rebuild efforts following the 1989 Loma Prieta Earthquake. Samples include 1976's Hypercube, a modernist approach to minimal surface structures. Murals of various shapes and sizes around the city grace on outdoor walls located in prominent places and tucked-away on sides of buildings.



2020-2022 Wildlife Watching Guide Now Available

There are approximately 400 migratory and permanent bird species found throughout Santa Cruz County, and thousands of monarch butterflies, whales, and elephant seals that call the area home on a seasonal basis. Now, avid wildlife viewers have an easy-to-use resource, thanks to Visit Santa Cruz County's revised and updated Wildlife Watching Guide. Now in its fifth printing, the free 52-page guide is designed for use by locals and visitors to help navigate the various communities adjacent to premier birding destinations throughout the county. The guide includes information on a variety of habitats, from sandy beaches to lagoons, wetlands, and river mouths, as well as descriptions and fresh photography of some of the area's most commonly seen birds, wildlife, and the best times of the year to view them. The guide is downloadable and also available via mail by request.



Santa Cruz Mountain Brewing Unveils Taproom Renovation

Fresh on the heels of its 15th anniversary this year, Santa Cruz Mountain Brewing has renovated its taproom. Located on Santa Cruz's westside in a redeveloped warehouse setting, the Swift Street Courtyard is home to wine tasting rooms, boutique shops, a bakery, a candy shop, a specialty grocery store, and restaurants. This lively neighborhood spot has fostered a strong connection with local lovers of suds, pup-friendly people, and families wanting to enjoy a Santa Cruz IPA while people watching on a roomy outdoor patio. Inside, the newly designed taproom features an abundance of natural light, fresh plants, and twinkle lights – surrounded by bright white walls which show off the beauty of natural wood highlights.



Fairfield Inn & Suites Capicola Completes Renovation

A multi-million dollar renovation of the 84-room Fairfield Inn & Suites in Capitola has been completed. All guest rooms, hallways, lobby areas, lounge, fitness area and meeting rooms were refurbished and updated. Soft greys and soothing blue tones were used to enhance guest



Seascape Beach Resort Welcomes New Executive Chef

There is a new addition leading the culinary team at the Seascape Beach Resort in Aptos. Chef David Baron, previously with Casanova restaurant in Carmel and Marina's Salt Wood Kitchen & Oysterette is now Executive Chef for the resort's onsite eatery, Sanderling's. Patio dining with a view, as well as an expansive dining room are two ambient options – along with a new picnic area, where take-out meals, beer, and wine can be enjoyed al fresco!



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