

Cruz News

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

Fall 2021

SANTA ★ CRUZ

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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EAST GLENWOOD PRESERVE TRAILS NOW OPEN IN SCOTTS VALLEY

A new set of trails at the Glenwood Preserve Open Space in Scotts Valley are part of a larger, 166-acre preserve consisting of grasslands, riparian forests, and wetlands. Boasting just over four miles of walking, hiking, and equestrian trails, the East Glenwood Preserve is also home to a red-tailed hawk and is a habitat for the endangered Ohlone Tiger Beetle. Both the West Glenwood Preserve Trails and the East Glenwood Preserve Trails are home to several rare species of flora. March through May beautiful displays of California poppies, lupine and other wildflowers can be seen. Several bridges, gentle gradients - and with the northern and summit loops winding through old growth redwood trees - visitors can enjoy a stunning view of Scotts Valley at the summit.



SANTA CRUZ COUNTY WINERIES A PERFECT CHOICE FOR OFF-SITE MEETINGS, WEDDINGS

Outdoor spaces with views of the Monterey Bay framed by vineyards paired with California-rustic tasting rooms with a relaxing but upscale west-coast vibe perfectly describe the wineries of the Santa

Cruz Mountain AVA. Lush, landscaped grounds, vineyards, heritage tasting rooms, and stylish patios provide wedding and corporate meeting planners unique options for off-site events. Eleventh-generation Californians, family-owned Nicholson Vineyards is a perfect location for small groups. A California-contemporary new tasting area surrounded on three sides by large windows sits adjacent to the main tasting room, providing an intimate space for an off-site meeting or flavorful repast. Santa Cruz County's oldest winery, historic Bargetto Winery's creek side location offers a peaceful setting where meeting attendees can unwind following a long day of work and teambuilding activities. Options include the courtyard patio which can accommodate 125 guests, or the La Vita room which can accommodate 35 attendees. With biodynamic and organic farming at the forefront, Storrs Winery & Vineyards can wine tasting on an overlook with views of Hidden Springs Estate Vineyard. Guests can learn about the sustainable practices Pam and Steve Storrs have adopted, including a small flock of babydoll Southdown sheep which control weeds in the vineyard. An added benefit of these sweet ewes is the enhanced biodiversity of the soil in the form of helpful bacteria and mycorrhizae from the microflora in the ruminant gut of the animals help enhance the flavor profile of the resulting wines. More complexity and greater minerality, add to the taste. Look for wool comforters for sale in the winery's tasting room and you won't have to look far for their source.



NEW YACHT OFFERS EXCURSIONS ON THE MONTEREY BAY

There is a new sailboat on the horizon for visitors to enjoy Monterey Bay sunsets and special events. O'Neill Yacht Charters

is launching a new 65-foot Team O'Neill catamaran, a custom-built boat perfect for afternoon excursions, local wine and beer tasting sails, and the ever-popular Wednesday night sailboat regatta which is a seasonal event from April through October. The luxury catamaran is perfect for private charters to celebrate weddings, corporate team-building events, birthdays, family reunions, and memorials at sea. The new boat offers a smooth, comfortable sailing experience with epic views of the Santa Cruz County coastline.



SANTA CRUZ DREAM INN DAZZLES WITH BEACH FEASTS

The Santa Cruz Dream Inn is offering dinners on the beach, hosted by new Executive Chef Gus Trejo. Navigating the food and beverage program through COVID-19 challenges, Chef Trejo has established relationships with local and regional farms like Sea to Sky Farm in Bonny Doon, Swank Farms, and Big Sur Salts. The Dream Inn's privileged location on Santa Cruz's Cowell Beach is an opportunity to leverage the outdoor dining trend with the near year-around sunshine this Central Coast location enjoys. These dinners will start in September and take advantage of the extended post-Labor Day summer season. Chef Trejo comes to Santa Cruz from Estéban Restaurant in Monterey and before that worked under chef Tim Wood at Carmel Valley Ranch. Originally from San Diego, Chef Trejo spent childhood summers at a family ranch in Portugal near the Spanish border — so he is an expert at preparing seafood, in particular paella. Groups of between 20 and 150 can book these sumptuous feasts right on the sand.



NEW RIDE LIGHTS THE WAY AT THE SANTA CRUZ BEACH BOARDWALK

A new interactive attraction at the Santa Cruz Beach Boardwalk for younger guests has debuted. Lighthouse Lift-Off enables guests to shake the sand off their shoes two-by-two as riders pull the rope of the Tower, moving the double seats upwards with motorized assistance. Each passenger can decide how high they ascend, and when the rope is released, the double seat gently descends again. During the ride, the lighthouse-themed attraction rotates around its own axis, rewarding passengers with a magnificent panoramic view of the boardwalk, beach, and the Monterey Bay. Founded in 1907 as the "Coney Island of the West Coast" the Santa Cruz Beach Boardwalk has maintained both classic and modern rides and attractions for guests throughout its 114-year history, including two national historic landmarks: the Giant Dipper Roller Coaster and the Looff Carousel.



HISTORIC SURFBOARDS INDUCTED INTO THE SANTA CRUZ SURFING MUSEUM

The Santa Cruz Surfing Club Preservation Society is continuing its mission to share

the knowledge and history of California's official sport in the birthplace of mainland surfing in the United States. At the nucleus of this Santa Cruz signature sport is the Santa Cruz Surfing Museum, housed inside the Mark Abbott Memorial Lighthouse - which is celebrating 35 years of history itself by inducting four historic boards to its collection. The boards all have a connection to the Santa Cruz area. The Fred Hunt board was built in the 1930s by Hunt himself, a San Diego-born surfer and member of the original Santa Cruz Surfing Club. Club members discovered the board in Nevada, with the donation of the Hunt family. The Don McPherson balsa boards and wetsuit from the 1950s and 1960s were also inducted into the Santa Cruz Surfing Museum collection. McPherson shaped the boards with wood he salvaged from a San Francisco Bay area storage yard following World War II. After being stored in the McPherson family garage in the Santa Cruz area for more than 50 years, the boards and suit have found a home and are on display at the museum.



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