

Cruz News

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

Spring 2022

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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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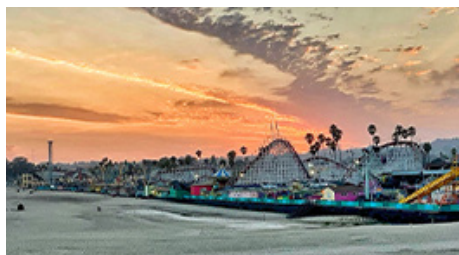
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CHAMINADE RESORT & SPA RENOVATES POOL AREA

Elevating the guest experience, the Chaminade Resort & Spa recently completed a multi-million dollar renovation. Next, the resort's pool area will be transformed with the addition of a second pool, poolside restaurant and bar, enhanced cabanas, and outdoor firepits. The expanded pool area joins other amenities including The View Restaurant and Bar overlooking Santa Cruz featuring live music six nights a week. A full-service Spa at Chaminade, state-of-the-art fitness center, miles of hiking trails through a eucalyptus and redwood forest, tennis courts, and more.



NEW SHOPS OPEN AT THE SANTA CRUZ BEACH BOARDWALK'S COLONNADE

To enhance the visitor experience to the legendary seaside amusement park, the Santa Cruz Beach Boardwalk is offering three new places for guests to purchase local mementos along the colonnade, big pink-and-yellow arches framing a postcard view of sand and sea. In February, The Nest opened its artisan-based shop, featuring work by local artists and small businesses featuring a variety of pottery, plants, honey, candles, soaps, and hand-crafted jewelry. Later this spring, The Walk is slated to open, featuring original Boardwalk apparel with fresh exciting new designs. Local art-

ists from NHS, home of Santa Cruz Skateboards and Merge 4, a sustainable clothing accessory company will join other vendors to feature some signature skate-centric merch. New MyBoardwalk Photos will be available just outside three rides and one "selfie zone." Single-day and all-season digital photo passes are also available.



VENUS SPIRITS DEBUTS YOLO MEZCAL AND CREATIVE MENU

The first pit-roasted 100% California-grown agave has been released by Santa Cruz's Venus Spirits. Called YOLO after the county where the agave was grown, it will sell for \$90 a bottle at the tasting room and online. Agave offers a unique opportunity for farmers to transition to drought-resistant agriculture, producing a sustainable product. Venus Cocktails and Kitchen – an idea born out of using distilled spirits in creating farm-to-table menu items in a hyperlocal space – opened just as the pandemic was beginning in spring 2020. Venus' multi-functional ecosystem, follows a three-part journey in terms of its design. Moving west to east, visitors can start with a tasting flight and small plates in the Tasting Room followed by a tour of the distillery, and finish in the indoor/outdoor dining area with curated drinks and smart plates from Executive Chef James Manss, who joined the team mid-pandemic. Manss has built a rapport with local farmers and fishermen based on his past experience. He plans to add mussels with fennel, leeks, and chili pepper threads; smoked salmon with purple radishes, wasabi cream, and black mustard seeds; and mole baby back ribs with habanero-apricot jam and mole

barbecue sauce to the menu options. Using Venus' distilled spirits as ingredients in dishes adds a uniqueness to the eatery's offerings, like "elote" chile relleno (the True Grit special: Ladrón reposado, mezcal, green chartreuse, grilled pineapple, and smoked sea salt), or the chocolate torte with Gun Smoke (Wayward single malt whiskey, walnut liqueur, chocolate and angostura bitters, peated whiskey spritz and charred cinnamon).



LA QUINTA SANTA CRUZ OPENS, STEPS TO THE BOARDWALK

The La Quinta Santa Cruz, a newly built, 60-room hotel, sits minutes away from the legendary Santa Cruz Beach Boardwalk. Spacious and comfortable guestrooms with generous workstations and complimentary Wi-Fi make the La Quinta a perfect option for business travelers. In-room amenities such as microwave ovens and mini-fridges enhance your stay. Views of the Monterey Bay can be seen from the Deluxe, Premier, and Supreme rooms and suites.



LOCH LOMOND RECREATIONAL AREA NOW OFFERING TOURS

New this spring, tours will be offered the second weekend of the month on both Saturday and Sunday of the Loch Lomond

Recreational Area aboard the Newell Jewel pontoon boat. Visitors can enjoy a one-hour interpretive tour of the lake with a park ranger from Noon to 1PM. These free tours can accommodate up to 25 people, on a first-come, first-served basis. The Loch Lomond Recreation Area provides a range of activities including boat rentals, picnicking, fishing, hiking, natural resources interpretive programming. Staff also provide surveillance and security on surrounding City watershed lands and riparian conservation areas.



CAPITOLA HISTORY MUSEUM TO DEBUT "PERSPECTIVES"

This spring, the Capitola Historical Museum will premiere its new annual exhibition entitled "Perspectives: Capitola in the Eye of the Beholder." Featuring a variety of perspectives: The Pioneers, The Promoters, The Sportsmen, The Pleasure Seekers, The Conventioneers, The Developers, The Artists, The Hippies, and The Residents – this new exhibit sheds light on the idea that the way we perceive a place depends on why we came there and how we interact with it. Accompanying this exhibit, a new painting by local artist Ann Thiermann and commissioned by the City of Capitola depicts Indigenous people conducting traditional fishing and foraging of sea life at what is known today as Capitola Beach. The Capitola-Soquel area in mid-county is the traditional homeland of the Aptos, Cajastaca, and Uypi peoples. The museum will continue to include Native American history and stories, past and present in all its future annual exhibitions. The admission-free museum is open Friday through Sunday from Noon to 4PM and sits in a historic bungalow in the heart of Capitola Village.



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