

CRUZ NEWS

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



Summer 2023

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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. Our press policies are posted on www.santacruz.org/press/

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Bus to Big Basin Redwoods State Park Resumes Summertime Service

Visitors to Santa Cruz County who want to travel more sustainably can ride in style this summer to portions of Big Basin Redwoods State Park which have reopened. Santa Cruz Metro has announced that service to the park is resuming effective immediately. The bus service will operate five times a day on Saturdays and Sundays through September 10, 2023.

Free parking is available at the Scotts Valley Transit Center, six miles from Santa Cruz from where the Route 35 bus departs, and the service travels directly to and from the park. Departure times are 7:55am, 9:55am, 12:10pm, 2:10pm, and 4:10pm and a \$2 fare each way means riders can enjoy the scenic trip without the worry of reserving parking at Big Basin and can reduce their carbon footprint while traveling. Portions of Big Basin Redwoods State Park are open for visitors including five trails and a series of open roads while stewardship efforts continue as the park recovers from the CZU August Fire in summer 2020, when 97 percent of Big Basin was decimated.



Best Western Plus All Suites Inn Completes Renovations

After more than a year, a full-property

renovation is complete at Santa Cruz's Best Western Plus All Suites Inn. This family-friendly property features 80 large guest-rooms and suites, public laundry facilities, a breakfast area and sundry shop.

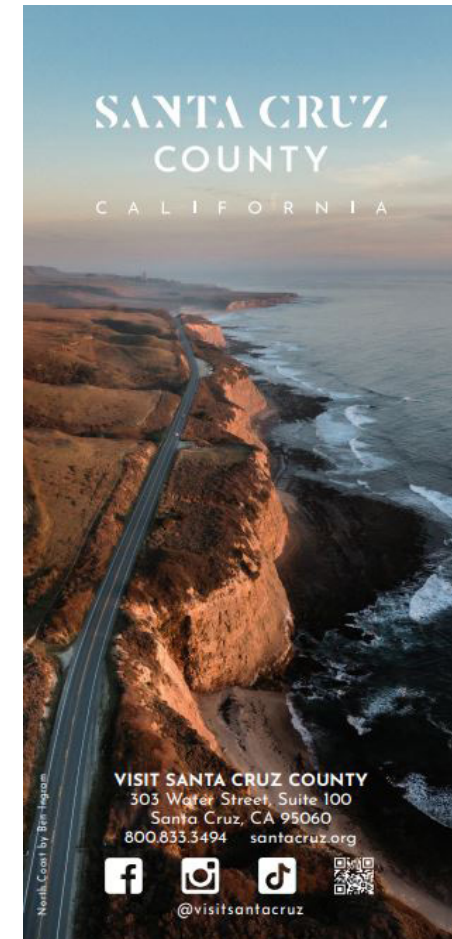
The complimentary breakfast includes eggs, two varieties of waffles, pancakes, potatoes, cereals and breads, yogurt, and fresh fruit. A 24-hour beverage station features specialty coffee, brewed coffee, juices, and a water-filling station. The fitness center was doubled in size to accommodate a Peloton bike, free weights, a recumbent bike, treadmill, and Universal machine alongside other equipment.



Santa Cruz Offers Summertime Electric Beach Shuttle

The City of Santa Cruz has introduced a new electric shuttle service for summer 2023. The Santa Cruz Beach & Downtown Shuttle operates weekends and holidays between Memorial Day Weekend through Labor Day including 4th of July from Noon to 8PM, transporting riders from Downtown Santa Cruz to the Beach area for \$1 per ride.

The shuttle is ADA-friendly, all-electric, and provides beach area and Downtown Santa Cruz visitors with a convenient and eco-friendly way to travel when in town. There are three stops on the route, and the shuttle travels along a continuous loop connecting downtown Santa Cruz with local beaches. The new shuttle stops at the Del Mar Theatre, (1124 Pacific Ave #4415, Santa Cruz), the Locust Street Garage (124 Locust Street, Santa Cruz) and at the Monterey Bay National Marine Sanctuary Exploration Center (35 Pacific Ave, Santa Cruz) in the heart of the beach area, within walking distance to scenic West Cliff Drive, the Santa Cruz Wharf, the Santa Cruz Beach Boardwalk, many hotels and numerous shops and restaurants.



Newly Designed Santa Cruz County Map Debuts for 2023

The ninth edition of the official Santa Cruz County map is now available. The map was redesigned for 2023 into a 9"x4" rack-card style, foldable, four-color format. When unfolded, this 18"x 20" map showcases the entire county and features detailed insets of Watsonville and the Pajaro Valley, Capitola Village, and the San Lorenzo Valley.

Sponsored by local restaurants, attractions and retail shops, the map is available at the year-around visitor center at 303 Water Street in Santa Cruz and at lodging properties throughout Santa Cruz County. Distribution of the 62,500 copies of the map began just prior to the Fourth of July holiday.



E-Bike Program Rolls Out in Santa Cruz County

A new electric Bike Share system in Santa Cruz County now provides a convenient, fun, and affordable way for visitors and locals to travel countywide. Having debuted in June, Bike Share's initial phase includes 400 e-bikes and 800 docks throughout the City of Santa Cruz and the U.C. Santa Cruz campus.

The countywide rollout will grow to up to 660 e-bikes and 1320 docks in 2024 as it expands to Capitola, Watsonville, Cabrillo College, and other regions of unincorporated Santa Cruz County. Vendor BCycle and its parent company, Trek, own and operate the Bike Share system.

The e-bikes will be accessed and unlocked through a downloadable BCycle app on smart phones, showing where the bikes are located. The bikes must be picked up and dropped off at dedicated BCycle docks, reducing the possibility of bikes being left in areas such as pedestrian walkways or roadways. Payment options include walk-up pricing, monthly and annual subscriptions.



New Public Art Exhibits on Display at Tannery Arts Center

A series of public art displays are now featured at the Tannery Arts Center in Santa Cruz. This series of sculptures, murals, and community engagement activities are designed to bring pieces out of artists' studios and into public view for a more accessible way to experience local creative talent.

Two of the featured projects in the series are Stellar Motion and exTANt. Stellar Motion is a kinetic steel sculpture inspired by elements of nature on both a macro and micro level - from galactic bodies to the delicate patterns of crystalline structures. While abstract in approach the themes combine opposing factors, including chaos and order, simplicity, and complexity as well as gravity and balance which all serve to remind the viewer of our connection to the greater universe and heighten the viewers' awareness of their immediate natural surroundings. exTANt is a locative sound installation accessible via a smart phone app, similar to an audio tour. Guests download the app and as they move through the Tannery campus, their GPS coordinates trigger sound pieces associated with specific locations. This audio tour traces historical linkages between communities who lived and worked at the Tannery Arts Center, from Indigenous peoples and former Salz Tannery workers to Tannery Art Center live/work artists. The Tannery Arts Center was formerly home to Salz Leathers, the oldest working tannery west of the Mississippi River when it closed in 2001. Today, the eight-acre center houses working artists and provides them with studio space.