

SANTA BARBARA

THE AMERICAN RIVIERA®

CONFERENCE + VISITORS BUREAU + FILM COMMISSION

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August 2009 Short Cuts: *Santa Barbara Travel News & Story Ideas*

5 REASONS TO SPEND YOUR “INDIAN SUMMER” IN SANTA BARBARA — Labor Day doesn't signal the end of the summer in Santa Barbara. It marks the start of “Indian Summer”, a period of sublime weather, lighter crowds and off-peak room rates. And there is plenty of fun to be had. So don't get depressed over having only five weeks of summer left on the calendar—here are our top five reasons to extend your summer in Santa Barbara this September and October:

1. **Free Activities!** The best things in Santa Barbara are free. Download the *Compliments of Santa Barbara checklist* of 20 iconic and free local experiences. Step back in time at historic landmarks, meander through coastal nature preserves, savor scenic views, soak up local culture on State Street and mellow-out at the beach—all of this and more can be experienced at no charge!
2. **Events & Festivals Galore!** From the world premiere of *Séance on a Wet Afternoon* and debut of New Noise Santa Barbara to the West Beach Music & Arts Festival, Sandcastle Festival and ARTWALK 2009, every week is well-stocked with stimulating and entertaining happenings.
3. **Get Outdoors!** There's plenty of adventure on tap to get your adrenaline pumping and abundant opportunities to bring you up close and personal with Mother Nature. Hit the water with BlueLine Paddle Surf and master the art of stand up paddle surfing. Head to the Channel Islands with Santa Barbara Adventure Company and kayak through spectacular sea caves. Become a certified sailor with Santa Barbara Sailing Center. Get airborne with Eagle Paragliding and see Santa Barbara from a new perspective. If you're an avid cyclist (or just want to look the part), Santa Barbara Bikes To-Go delivers top-notch equipment right to your hotel so you can spin around town in style.
4. **Walk About!** Leave your car and worries behind as you explore Santa Barbara Car-Free. Santa Barbara's pedestrian-friendly downtown and waterfront areas are easily navigated on foot. The Santa Barbara Car Free Project offers walking maps, resources and discounts for car-free travelers.
5. **Eat, Drink & Be Merry!** The bounty of local agriculture is celebrated at the annual California Avocado Festival and the California Lemon Festival. Lobster season kicks off with a bang at the Harbor & Seafood Festival and local chefs are stoked to serve the freshest and best spiny lobster from our local waters as the catch comes in daily. Wineries are abuzz with harvest and winemakers take a break from production to pour their wines during the annual Celebration of Harvest. Add 75+ epicure.sb events to the mix in October alone, and fall is pure foodie heaven. Request the new *Sip & Savor* culinary guide to help plan your personalized culinary adventure (see below for details).

2010 VISITORS MAGAZINE AND NEW SIP & SAVOR CULINARY GUIDE NOW AVAILABLE — The Santa Barbara Conference & Visitors Bureau and Film Commission (SBCVB&FC) is pleased to announce the release of the new **2010 Santa Barbara Visitors Magazine** and the companion **Sip & Savor** culinary guide. Published annually, the *Visitors Magazine* brings “The American Riviera” to life and provides readers with a comprehensive and dynamic preview of the rich experiences that await visitors to the region. An essential for travelers with a special interest in food and wine, *Sip & Savor* digs deeper into Santa Barbara's culinary culture, from restaurants and cooking classes to wine trails and microbrews. Custom published for the SBCVB&FC by Pace Communications (*Hemispheres*, *Four Seasons* and *AAA Living*), both magazines feature all-new editorial, photography and design. Request a free copy or view online via www.SantaBarbaraCA.com.

ANNUAL FOODIE FEST EPICURE.SB DEBUTS OCTOBER 2009 — Experience Santa Barbara's diverse and abundant epicurean offerings during "**epicure.sb: a month to savor santa barbara**", featuring regional cuisine, libations and culture. Debuting October 2009, the promotion builds off of existing annual foodie-friendly events including the Harbor & Seafood Festival, California Lemon Festival, California Avocado Festival, Santa Barbara Beer Festival and Celebration of Harvest. Special midweek menus, educational seminars, tasting events, farmers' market tours, cooking classes and demos, winemaker dinners, book signings, epicurean inspired art exhibits and more fill the month up with over 75 tasty opportunities to sip and savor the uniquely local flavors of Santa Barbara County. Special hotel packages available. www.epicuresb.com

WORLD PREMIERE OF SÉANCE ON A WET AFTERNOON — Opera Santa Barbara commissioned a new opera by the Academy Award- and Grammy award-winning composer and lyricist Stephen Schwartz (*Wicked*, *Godspell*, *Pippin*, *Pocahontas*, *Enchanted*). Schwartz's first foray into the medium, the opera *Séance on a Wet Afternoon* is based on the 1961 novel by Mark McShane, which was made into a film in 1964. Infused with Schwartz's trademark pop sensibility, *Séance* is a legitimate opera offering cross-over appeal between the musical theater and traditional opera audiences. The international opera community will descend upon Santa Barbara for this noteworthy world premiere September 26, 2009 at The Granada, and two additional performances will follow, October 2 and 4. www.seancetheopera.com

"LIFE IS SUITE" AT FOUR SEASONS SANTA BARBARA — Experience the best that Four Seasons Resort The Biltmore Santa Barbara has to offer at remarkable savings this fall. Take advantage of the "Life Is Suite" promotion and **enjoy luxurious suites at 20% to 40% off** during the week. Ideal for families, the Resort's suites provide additional space, privacy and the convenience of a separate living area. Also perfect for a romantic weekend, they create a charming ambience, with their own fireplace and oversized bathrooms with deep soaking tubs. Offered September 7 - October 31, 2009. www.fourseasons.com/santabarbara

CHANNEL ISLANDS SURFBOARDS FLAGSHIP STORE CELEBRATES — The Channel Islands Surfboards store is opening its doors this season to residents and visitors alike with a number of free events, demos and promotions to celebrate and thank the community for four decades of support. The flagship Channel Islands store is world-renowned for its selection of surfboards shaped by legendary founder Al Merrick, and surf aficionados from around the globe beeline to the shop for branded apparel. Located a short walk from the beach at 36 Anacapa Street, the store was established in 1970 and has been an iconic retail destination in Santa Barbara ever since. The public is invited to a **BBQ** on the back patio of the shop Sunday, September 13th, from 1-4 pm. Guests will enjoy free food, refreshments and on-site raffles, and all shoppers will receive an exclusive Channel Islands gift with purchase of \$50 or more. Info: 805.966.7213.

UPCOMING EVENTS

- **September 18-20:** The **West Beach Music & Arts Festival** takes over the sands of West Beach with three days of live music and entertainment. Headliners include Ben Harper, Slightly Stoopid, Steel Pulse, The Bravery, Pepper, G. Love, Rebelution, Iration, Ozomatli and Shwayze. www.westbeachfestival.com
- **September 19:** Head to East Beach for a day of family-friendly entertainment at the annual **Sandcastle Festival**, featuring sandcastle building competitions, live music and more. www.SBsandcastlefestival.com
- **September 19 - December 13:** **Santa Barbara Museum of Art** presents *Noble Tombs at Mawangdui: Art and Life in the Changsha Kingdom (3rd Century BCE - 1st Century CE)*. www.sbma.net
- **September 26-27:** The Museum League presents the 21st annual **ARTWALK** featuring over 200 fine artists. Enjoy live music, artist demonstrations and great food along the oak-shaded banks of Mission Creek. All art sale proceeds benefit the museum. www.sbnature.org
- **October 1: 1st Thursday**, an evening of visual and performing arts at various downtown locations. www.santabarbaradowntown.com/go
- **October 4:** Learn all about the Channel Island Fox at the Santa Barbara Zoo's **Fox Festival**, a kid-organized event that is equal parts education and fun. www.sbzoo.org
- **October 8-10:** **New Noise Santa Barbara**, a three-day music and digital media conference and festival in downtown Santa Barbara. www.newnoisesb.com
- **October 10:** Taste the bounty of Santa Barbara Wine Country at the Santa Barbara County Vintners' Association's annual **Celebration of Harvest** at Rancho Sisquoc Winery. Purchase the **Vintners' Visa** to get access to four days of special harvest tastings throughout wine country. www.sbcountywines.com
- **October 17:** Sample microbrews from Santa Barbara and craft breweries from throughout California at the **Santa Barbara Beer Festival** held at Elings Park. www.sbbeerfestival.com
- **October 31:** **El Dia de los Muertos** (Day of the Dead) craft workshop at Casa de la Guerra. www.sbthp.org