

SANTA BARBARA

THE AMERICAN RIVIERA®

CONFERENCE + VISITORS BUREAU + FILM COMMISSION

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**NATIONAL TRUST FOR HISTORIC PRESERVATION NAMES SANTA BARBARA
ONE OF ITS “2009 DOZEN DISTINCTIVE DESTINATIONS”**

Santa Barbara, CA — Today, the **National Trust for Historic Preservation** named **Santa Barbara** one of its **2009 Dozen Distinctive Destinations**. Locally, the honor was announced to the community during a press conference at El Presidio de Santa Barbara State Historic Park, where Santa Barbara Mayor Marty Blum accepted a plaque from a representative of the National Trust for Historic Preservation.

Since 2000, the National Trust for Historic Preservation has annually selected communities across the United States that offer cultural and recreational experiences different from the typical vacation destination. From dynamic downtowns and stunning architecture to cultural diversity and commitment to historic preservation, the selected destinations boast a richness of character and exude an authentic sense of place.

“Earning the National Trust for Historic Preservation’s Distinctive Destination designation is an enormous asset to tourism development,” said Kathy Janega-Dykes, President & CEO of the Santa Barbara Conference & Visitors Bureau and Film Commission. “Santa Barbara is joining a select group of communities chosen for their original, one-of-a-kind ambience and the authentic experiences they offer their visitors. The City of Santa Barbara and many local organizations, including the Architectural Foundation of Santa Barbara, Pearl Chase Society, Santa Barbara Downtown Organization and Santa Barbara Trust for Historic Preservation, have worked long and hard to shape Santa Barbara into the place it is today — a destination of exceptional cultural richness and unique beauty that draws visitors from around the world.”

Santa Barbara is "The American Riviera." A premier resort destination, Santa Barbara offers an idyllic, year-round climate and a breadth of attractions. The sun-drenched, coastal paradise features white-

washed buildings accented by red-tiled rooftops, acres of lush landscaping and miles of laid-back beaches, plus iconic historic landmarks, cultural venues, culinary delights and world-class accommodations of the caliber usually reserved for a major metropolis.

Santa Barbara's signature architectural style — a blend that reflects Spanish, Moorish, Portuguese and American Indian roots — is evident throughout. The 1929 **Santa Barbara County Courthouse**, a National Historic Landmark in the heart of downtown, includes numerous impressive details: a Roman triumphal arch, gorgeous sunken gardens and an 80-foot clock tower offering 360-degree views of the city and surrounding mountains and ocean. **El Presidio de Santa Barbara State Historic Park** (the last Spanish military outpost in California), **Casa de la Guerra** and other historic adobes provide a glimpse into life during the Spanish and Mexican periods of Santa Barbara's history. Just north of downtown is **Mission Santa Barbara** — the "Queen" of California's 21 historic missions and home to the largest statues ever made by California Indians. Many of Santa Barbara's 70-plus designated landmarks can be accessed on the self-guided **Red Tile Walking Tour** (www.SantaBarbaraCA.com/podcasts) which encompasses a 12-block area of downtown

Santa Barbara is a Mecca for outdoor pursuits, and also offers unforgettable dining, lodging and shopping. Pedestrian-friendly enclaves — filled with quaint cobbled arcades, bubbling fountains and towering palms — reveal distinct offerings by local boutiques, specialty shops and artisan galleries. The city has also evolved into a dynamic food center where seasoned chefs create fine cuisine based on local ingredients and partner each meal with world-class wines from the Santa Maria, Santa Ynez and Lompoc Valleys. Santa Barbara's diverse lodging options have something for every budget, including luxurious waterfront resorts, historic bed-and-breakfast inns and the original Motel 6 (#1).

In honor of this designation, the Santa Barbara Conference & Visitors Bureau and Film Commission produced **12x12 Distinctive Santa Barbara** featuring highlights of "A Dozen Distinctive Santa Barbara Sites" and "A Dozen Distinctive Santa Barbara Experiences". The featured attractions and events were selected for their historical and cultural significance, uniqueness to Santa Barbara and importance to the community. The brochure is available for download on www.SantaBarbaraCA.com as well as at area hotels, attractions and visitor centers.

The **public is invited to share comments and upload photos and videos** of Santa Barbara (and other favorite destinations) at www.PreservationNation.org/ddd.

Joining Santa Barbara on the 2009 list of Distinctive Destinations are: Athens, GA; Bristol, RI; Buffalo, NY; Fort Worth, TX; Franklin, TN; Hot Springs, SD; Lake Geneva, WI; Lititz, PA; Santa Fe, NM; Saugatuck-Douglas, MI and Virginia City, NV. To learn more about this designation and other cities included, visit www.PreservationNation.org/ddd.

About the National Trust for Historic Preservation

The National Trust for Historic Preservation is a non-profit membership organization bringing people together to protect, enhance and enjoy the places that matter to them. By saving the places where great moments from history — and the important moments of everyday life — took place, the National Trust for Historic Preservation helps revitalize neighborhoods and communities, spark economic development and promote environmental sustainability. With headquarters in Washington, DC, 9 regional and field offices, 29 historic sites, and partner organizations in all 50 states, the National Trust for Historic Preservation provides leadership, education, advocacy and resources to a national network of people, organizations and local communities committed to saving places, connecting us to our history and collectively shaping the future of America's stories. **National Media Contact:** Nord Wennerstrom, Communications Director, 202.588.6141, pr@nthp.org.

About the Santa Barbara Conference & Visitors Bureau and Film Commission

The Santa Barbara Conference & Visitors Bureau and Film Commission is a non-profit 501 (c) 6 organization jointly funded by the City of Santa Barbara, County of Santa Barbara and a membership of 250+ hospitality-related businesses. The collaborative organization's mission is to market Santa Barbara County as a destination for tourism and film. Our goals are designed to enhance the economies of the City and County through sustained growth in visitor spending, resulting in significant increases in the economic impact in areas of earnings, tax collections and jobs. www.SantaBarbaraCA.com

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