

SANTA BARBARA

THE AMERICAN RIVIERA®

CONFERENCE + VISITORS BUREAU + FILM COMMISSION

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SANTA BARBARA TRIVIA

Interesting Facts about Santa Barbara County

THE ORIGINAL HOLLYWOOD

It's a little known fact that Santa Barbara was the locale of the original "Hollywood." California's first major movie studio, Flying 'A' Studios, arrived in Santa Barbara in 1910 and produced hundreds of silent films in the early 1900s. Santa Barbara's early cinematic history included the likes of Cecil B. DeMille's *The Ten Commandments* and W.C. Fields' *The Bank Dick*. Charlie Chaplin opened the Montecito Inn, which is still open today. Visit www.santabarbarafilmtour.com for more information on Santa Barbara's filmmaking roots.

ENTREPRENEURS & BUSINESS

Santa Barbara is a hotbed for entrepreneurs, innovation, originals and "firsts"...

- The original **#1 Motel 6** opened in Santa Barbara in 1962 and is still operating today, offering affordable lodgings just steps from the beach.
- The original **Sambo's** restaurant opened in Santa Barbara in the 1950s and, today, it is the only remaining of the once controversial chain which fell into disrepute during the civil rights movement because of its name.
- In 1970, **Kinko's** started as a copy shop in an 8x12 storefront next to a hamburger stand in Isla Vista catering to UCSB students.
- The Loughhead brothers establish the **Loughhead Aircraft Manufacturing Company** in Santa Barbara, California in 1916, which eventually became Lockheed.
- Familiar chains started in Santa Barbara and major brands based in Santa Barbara include **Balance Bar, Carrows, Magellan's, Territory Ahead, Big Dog Sportswear, Decker's** (makers of Uggs, Simple, and Teva footwear), **Global Brand Marketing** (makers of Diesel, Nautica, XOXO, and Pony footwear), **Medium Footwear, Karanina** fashion label
- **McDonalds' Egg McMuffin** was invented in 1968 in Santa Barbara by a franchise owner, Herb Peterson.
- **Oscar Meyer Weinermobile** promotional vehicles are created by Prototype Source, a Santa Barbara company.
- Hard core music fans know **Seymour Duncan Guitar Pickups** as coveted, custom electric guitar pickups used by such greats as Jeff Beck and Steve Miller. Since starting the business 30 years ago, Duncan expanded into amplifiers and acoustic guitar pickup systems. www.seymourduncan.com

NON-PROFIT CENTRAL

Santa Barbara is home base to approximately 600 non profit organizations and 900 social and cultural programs, and is unofficially considered home to more non profits per capita than any other locale in the United States. The Santa Barbara Foundation is one of the 50 oldest community foundations in the United States.

CELEBRITY WEDDINGS & HONEYMOONS

Celebrity marriages/honeymoons in Santa Barbara...

- In 1940, Sir Laurence Olivier married Vivien Leigh at the San Ysidro Ranch
- Clark Gable followed in 1949, riding into the 10,000-acre Alisal Guest Ranch and Resort to wed Sylvia Hawkes, wife number four
- In 1955, Rock Hudson said "I do" to Phyllis Gates at a private cottage ceremony at the Four Seasons Resort Santa Barbara
- JFK and Jackie O, honeymooned at the San Ysidro Ranch in 1953. Julia Roberts and Sandra Bullock also honeymooned at the Ranch.
- More recent celebrity weddings included Sandra Bullock, Gwyneth Paltrow, Mira Sorvino, Jim Carrey, Debra Messing, Will Farrell, Heather Locklear, Halle Berry and Avril Lavigne.

SURF & SKATE CULTURE & WATER SPORTS

- **Channel Islands Surfboards**, created by the legendary Al Merrick, is based in Santa Barbara and the boards are used by many professional surfers. The Santa Barbara retail store boasts the largest number of boards shaped by Merrick.
- Surf culture historians have connected the birth of the "**shortboard**" to Montecito's George Greenough, who is said to have directly influenced Australian board maker Bob McTavish's development of shortboards for surfers in the 1960s.
- **Mr. Zog's Sex Wax** was invented in 1972 in Goleta by chemist Nate Skinner and surfer Frederick Charles Herzog III. The brand remains a leading surfboard (and now snowboard) wax producer from its Carpinteria headquarters. Sex Wax sponsors young surfers on regional and national teams, and Herzog still resides and surfs in Santa Barbara. www.sexwax.com
- **Rincon Point, The Ranch** and **Jalama Beach** are the most well-known surf breaks in Santa Barbara County.
- The **Condor Express**, a high speed catamaran based in Santa Barbara Harbor, is one of the few vessels equipped for big wave tow-in surfing and is often used for filming.
- **SkateOne** skateboarding manufacturer is based in Santa Barbara and their lines include **Powell**, which was started in Santa Barbara in 1979.
- **Shorty's** skateboard company is based in Santa Barbara and operates the store Church of Skatan, housed in a former church.
- **Sims Skateboards** and **Barfoot Skateboards** were two of the many businesses owned by skateboarders-turned-manufacturers headquartered in the Santa Barbara area.
- A more recent innovation born in Santa Barbara, the lightweight, plastic **TailDevil** for skateboard noses and tails was created by former *Thrasher* photographer Scott Starr in 2005. The device creates sparks on contact. www.taildevil.com
- **Skater's Point** oceanfront skate park cost nearly \$1 million to build.
- **Kirby Morgan Dive Helmets** have been known for their quality and innovation since the original air-helmet was created here in 1965, and co-founder Bev Morgan continues to develop and test his products in local waters.
- **Force Fin** products are considered premier by divers around the world. The brand started in Santa Barbara in 1985 and was introduced to the international market in 1990. Learn more about Force Fin innovations at www.forcefin.com.
- **Radon Boats** were developed in Santa Barbara in 1967 by abalone diver Ron Radon, who needed to customize his boat to suit his needs. The end result of the family project (Radon was assisted by his 3 sons) was a 24-foot diving and fishing boat unlike anything else on the market—and a custom boat company emerged. Ron's son Don keeps the family tradition alive today in a boatyard in Goleta.

FOOD FACTS

- The **Santa Barbara Channel** is one of the nation's richest sources of bountiful, sustainable and high-quality seafood — from lobster, ridgeback shrimp, rock crab, white sea bass, California halibut, yellowtail, salmon, swordfish, thresher shark, and rockfish to such delicacies as Santa Barbara spot prawns, sea urchin, and sea cucumber. Santa Barbara Harbor's 100+ local fishermen catch between six and ten million pounds of seafood annually, which, considering its positive effect on related businesses, equates to a \$35-\$40 million industry.

- The **Santa Barbara Channel** is the world's top source for sea urchin. 90% of the urchin "caught" here is exported to Asia.
- The West Coast bakery for **American Flatbread** gourmet frozen pizzas, sold in grocery stores around the nation, is in Los Alamos. www.foodremembers.com
- **Santa Barbara Olive Company** boasts more specialty olives than any other olive company in North America. Their products are available in supermarkets and specialty shops throughout the country.
- Visit www.santabarbarafresh.com for more information about Santa Barbara's culinary treasures.
- The **Tri Tip** cut of beef originated on the Central Coast in the 1950s, and is best known today served barbecues "Santa Maria-style".
- Creamy **Hidden Valley Ranch** salad dressing is named for "Hidden Valley Ranch" in rural Santa Barbara County. Steve Henson created the dressing recipe while living in Alaska before purchasing Hidden Valley Ranch. Cold Spring Tavern (which is still open today) was the first restaurant to serve his dressing, and the brand was purchased in 1973 for \$8 million. It's gone on to become America's most popular salad dressing choice, and the "ranch" flavor is a national favorite for chips and dips.

AGRICULTURE & HORTICULTURE

- Santa Barbara County produces more orchids than any other region in the United States. Producers include **Gallup & Stribling**, **Chaotic Exotics**, **Cal-Orchids, Inc.**, and **Starbek Farms**.
- Live Gourmet lettuce and tomatoes, sold in supermarkets throughout the U.S., are grown in Carpinteria by **Hollandia Produce**.

ENVIRONMENTAL MOVEMENT & EARTH DAY

Santa Barbara was the birthplace of the environmental movement in the United States. In response to a major oil spill in 1969, several grass roots organizations (including GOO: Get Oil Out) formed here with objectives to protect the environment and future spills. The late Senator Gaylord Nelson (D-Wisconsin) came upon the idea of Earth Day while in Santa Barbara to view the damage caused by the spill, and went on to establish the national "teach-in" on the environment. Santa Barbara's annual Earth Day Festival is put on by the Community Environmental Council (www.sbearthday.org), one of the environmental groups formed after the spill. Visit www.greensantabarbara.com for more information on the greener side of Santa Barbara.

GREEN FACTS

- Santa Barbara is home to more **open space** per capita than any other city in the country. 53 parks of all kinds, from formal and well tended to wild and untrammled, offer the perfect location for picnics, play or simple relaxation.
- Santa Barbara is home to more than 24,000 **public trees**.
- Santa Barbara ranks in the nation's top 20 counties for **bicycle commuters**, with nearly 5,000 residents commuting to work by bicycle.
- Santa Barbara's **Metropolitan Transit District** operates the nation's largest fleet of battery electric vehicles.
- UCSB's **Bren Hall** received the **U.S. Green Building Council's** LEED™ Platinum Award - the highest certification possible - for being the "greenest" laboratory building in the United States.