

SANTA BARBARA

THE AMERICAN RIVIERA®

CONFERENCE + VISITORS BUREAU + FILM COMMISSION

CONTACT: Shannon Turner Brooks, Director of Communications
Santa Barbara Conference & Visitors Bureau and Film Commission
805.966.9222 x112, sbrooks@santabarbaraca.com

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

“INSIDE SANTA BARBARA” ONLINE VIDEO MINI-SERIES LAUNCHES SEPTEMBER 2 — The Santa Barbara Conference & Visitors Bureau and Film Commission introduces “**Inside Santa Barbara**”, a 5-episode, online video mini-series presenting a genuine insider’s view of life on The American Riviera. Watch the short, documentary-style videos to discover what motivated a world champion surfer, celebrity chef, film actor, reality television star, ocean explorer, composer and musician to plant roots in Santa Barbara, and learn where they like to eat, drink and play. Featuring local residents Shaun Tomson, Cat Cora, Rob Lowe, Andrew Firestone, Jean-Michel Cousteau, Jay Ferguson and Zach Gill, the series kicks off Sept. 2 and a new episode will go live each Wednesday following throughout the month. The video release line-up: Inside Santa Barbara (9/2), Why Santa Barbara? (9/9), My Perfect Santa Barbara Day (9/16), Sip & Savor (9/23), Compliments of Santa Barbara: Budget-Friendly SB (9/30). The videos will be available on SantaBarbaraCA.com, Facebook and YouTube.

INTRODUCING AGAVE INN: STYLISH, FUN, AFFORDABLE & NOW OPEN — Sister motel to the understatedly hip Presidio Motel, **Agave Inn** opened its remodeled doors August 23. Formerly a Travelers Inn, the upper State Street property was refashioned with bright, fun flair, a vibe described by the owners as “where Mexican pop meets modern”. All 13 rooms have flat screen televisions, ipod docks, refrigerators, microwaves, air conditioning and heaters. A few of them also have full kitchens and pull-out sofa beds. Agave Inn offers complimentary continental breakfast, free wireless internet, no-fee parking and access to Presidio’s beach cruisers. Midweek rates start at \$69 and weekend rates start at \$109. www.agaveinnsb.com

NEW NOISE ANNOUNCES PANELISTS & FEATURED BANDS — **New Noise Santa Barbara**, a three-day music and digital media conference & festival, makes its sonic debut October 8-10. Emerging and established bands recently announced include Michael Franti & Spearhead, Edward Sharpe & Magnetic Zeros, Har Mar Superstar, Mad Caddies, No Use for a Name, Zach Gill & Kyle Hollingsworth and Culver City Dub Collective. The slate of speakers and panelists includes Tim Westergren (founder, Pandora Radio), Randy Spendlove (president of music, Paramount Pictures), Ethan Kaplan (vice president of technology, Warner Bros), Lisa Worden (music director, KROQ), J Scavo (general manager, MySpace Records), Louie Bandak (A&R, Interscope Records), Tom Merritt (executive director, CNET.com) and Luke Ebbin (founder, *MusikControl.com*). Sustainability panelists include Jamie Simon (Red Bull), Jessica Scheeter (Jack Johnson’s All-at-Once Tour), Bob Hollis (recycling guru) and Lara Pearson (One Percent for the Planet). www.newnoisesb.com

WINE CASK TO REOPEN NOVEMBER 2009 — **Wine Cask**, a pillar of Santa Barbara’s food and wine landscape for 25+ years, is poised to make a very welcome comeback in November 2009 thanks to a talented and dynamic duo. Former owner Doug Margerum and Santa Barbara restaurateur Mitchell Sjerven joined forces to revive the venerable institution, which closed in early 2009 much to the local community’s chagrin. Now a respected winemaker, Margerum owned and operated Wine Cask since 1981 before selling in 2007, and Sjerven is the proprietor of two highly-successful Santa Barbara restaurants, Bouchon and Seagrass. From the menu and concept to the service and setting, the re-imagined Wine Cask will pay tribute to its past with a fresh twist (or two, or three) reflecting the evolution of Santa Barbara’s culinary scene. The Wine Shop space will be re-conceptualized as a tasting room, joining the Urban Wine Trail of downtown tasting venues. Margerum and Sjerven are holding their cards close to their chests to preserve an element of surprise when the doors reopen, but one thing is certain based on their reputations—Wine Cask will be the most in-demand reservation in town this winter. www.winecask.com

EPICURE.SB PROGRAMMING ADDITIONS — October's culinary extravaganza, "**epicure.sb: a month to savor santa barbara**", promises even more bounty, as the event count grows to 90+ and new partners come on daily. Get the full dish on events, hotel packages and more at www.epicuresb.com.

"STARRY NIGHTS" EXTENDED AT FOUR SEASONS BILTMORE — Head to the Four Seasons Biltmore for a unique, fun and educational outdoor experience for the whole family. Gather on the Monte Vista Lawn, where experts from the **Santa Barbara Natural History Museum's** astronomy group lead an engaging session of skywatching, pointing out wonders of the night sky and unlocking mysteries of the universe. For \$25, enjoy unlimited appetizers, beer and wine while observing the moon, constellations and planets through telescopes. Children are free with a paying adult. **New dates:** *September 9, October 14, October 28, November 11; 7pm-9pm. Reservations required, call 805.969.2261 for more info.*

DELACROIX TO MONET: MASTERPIECES OF 19TH-CENTURY PAINTING — Santa Barbara Museum of Art presents ***Delacroix to Monet: Masterpieces of 19th-Century Painting from the Walters Art Museum*** **January 30 – May 2, 2010**. Assembled over a period of more than 140 years, the collection of the Walters Art Museum entails one of the finest holdings of 19th-century paintings in the United States. The only West Coast venue for the exhibition, the Santa Barbara Museum of Art presents 40 works from this renowned collection, selected for their art-historical significance and superior quality. Although strongly weighted in favor of French painting, this exhibition, like the collection, also includes major works by British, Spanish and American artists. Included are such masterpieces as Eugène Delacroix's powerful *Christ on the Sea of Galilee* (1854), Jean-Auguste-Dominique Ingres' perfected, late version of *Oedipus and the Sphinx* (1864), Edgar Degas' splendid *Before the Race* (1882-1884) and such favorites as Edouard Manet's *At the Café* (ca. 1879) and Claude Monet's *Springtime* (ca. 1872). The paintings by Monet form the core of a strong group of Impressionist works, including beautiful landscapes by Camille Pissarro and Alfred Sisley. www.sbma.net

25th ANNIVERSARY SANTA BARBARA INTERNATIONAL FILM FESTIVAL — The Santa Barbara International Film Festival rolls out the red carpet **February 4-14, 2010** for its 25th year. Screening more than 200 films from around the world, there is a genre for every type of film-lover. State Street transforms into an urban hiking trail as filmgoers make their way from one theatre to another to catch the most talked about films. Panels about directing, screenwriting and producing bring the year's most gifted to the forefront for a candid, behind-the-scenes look at what it takes to make a movie. Adding to the glitz are high-profile celebrities honored for their outstanding work in films of 2009, giving attendees an opportunity to hear from the latest Oscar-contenders at tribute events set in historic theatres. www.sbiff.org

EVENT CALENDAR

- **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
- **October 1-31: epicure.sb: a month to savor santa barbara** cuisine, libations and culture extravaganza. www.epicuresb.com
- **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
- **November 5 & December 3: 1st Thursday**, an evening of visual and performing arts at various downtown locations. www.santabarbaradowntown.com/go
- **December 4:** 57th Annual **Downtown Holiday Parade** lights up State Street with holiday cheer. www.santabarbaradowntown.com
- **December 4-6:** Santa Barbara Museum of Natural History's 23rd Annual **Folk & Tribal Arts Marketplace**. www.sbnature.org
- **December 6:** The first annual **Santa Barbara International Marathon** starts 1 mile west of Camino Real Marketplace in Goleta and ends at Leadbetter Beach. www.sbmarathon.com
- **December 13:** 24th Annual **Harbor Parade of Lights** including festive touches like carolers, Santa Claus and kids' activities in Santa's Village.