



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

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SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

March 2, 2001

Agenda: March 13, 2001

BOARD OF SUPERVISORS
 County of Santa Cruz
 701 Ocean Street
 Santa Cruz, CA 95060

Update on Activities of the Santa Cruz County Conference and Visitors Council

Dear Members of the Board:

During Budget Hearings, your Board provided an \$8,500 augmentation to the Santa Cruz County Conference and Visitors Council for several special projects, including an expansion of the Council's efforts to promote eco and arts tourism, a project to provide the public Internet access at the main visitor's center, and to expand the Council's presence on the Internet.

The Council's Chief Executive Officer and Board has provided the attached update on these and related activities, and will make a brief presentation to your Board on the program elements.

It is therefore recommended that your Board accept and file this report, and consider a presentation by the Santa Cruz County Conference and Visitors Council.

Very truly yours,

SUSAN A. MAURIELLO
 County Administrative Officer

Attachment

cc: Santa Cruz County Conference and Visitors Council



February 23, 2001

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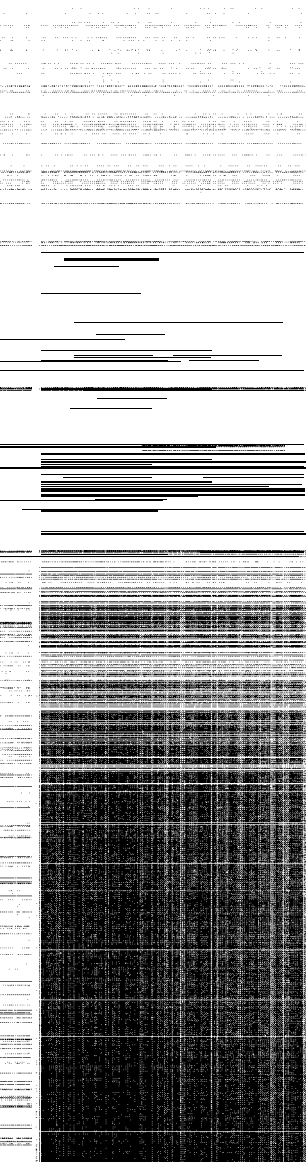
Mr. Tony Campos, Chairman
Santa Cruz County Board of Supervisors
701 Ocean Street
Santa Cruz, California 95060

CONFERENCE & VISITORS COUNCIL
1211 Ocean Street, Santa Cruz, CA 95060
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Dear Chairman Campos and Members of the Board:

The Santa Cruz County Conference and Visitors Council is pleased to report back to the Board of Supervisors regarding its activities, and specifically to provide a progress report on the special project funding afforded by your Board at budget hearings. In June, your Board provided an \$8,500 augmentation to provide public Internet access, an expansion of eco and arts tourism, and an expanded presence on the Internet as well as additional resources to effectively utilize student interns and further expand programming. The following provides an overview of these activities.

- 1) Public Internet Access at Primary Visitors Center: The Ocean Street visitor center location has been equipped with on-line access, providing the public with countywide information on activities, attractions, lodging and dining opportunities. Caltrans signing, directing visitors to the Ocean Street visitor center off of Highways 1 and 17, is expected to be installed no later than April 1 of 2001. This effort is expected to greatly expand foot-traffic through the main office and allow the CVC to more fully inform new and repeat visitors about the community and our diversity of activities.
- 2) Eco and Arts Tourism Program Expansion:
 - a. CVC staff has developed a children's coloring book, which is focusing on outdoor and eco-oriented activities.
 - b. A "Kids' Corner" has been incorporated into the main visitor center offices and is being linked to various countywide activities and will ultimately feature artwork by local school children.
 - c. A recently completed bicyclists adventure kit is being offered to visitors and local residents. This packet promotes the area as a cycling destination while educating visitors on issues of safety and responsible use of area facilities. This packet has been promoted locally and in primary tourism markets via publicity efforts, as well as being offered on-line by request.



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Our beaches are just the beginning!



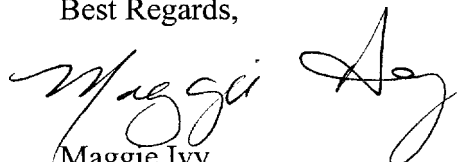
d. Web site enhancements are currently in progress and will include expanded promotion and emphasis on outdoor/eco, arts and agricultural tourism activities.

3) Student Intern Computer Facilities:

The CVC has been able to host three international interns and is expecting another French intern this spring. Computer facilities have permitted interns to be exceedingly productive in providing support for area film production activities, web site and collateral material translations, and supporting visitor service activities.

The CVC staff looks forward to providing the Board of Supervisors with a brief presentation of materials related to these programs at your March 13, 2001 meeting. Thank you for your continued support and providing the CVC an opportunity to expand the benefits of tourism further and throughout the County of Santa Cruz.

Best Regards,



Maggie Ivy
COE/ Executive Vice President