

101 S. California St., Ventura, CA 93001

SPOTLIGHT - VENTURA IN THE NEWS

Bakersfield Magazine

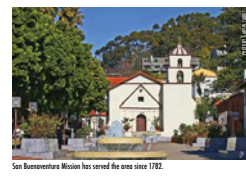
VVCB MISSION

It is the mission of the Ventura Visitors & Convention Bureau to promote Ventura as a coastal destination providing contemporary amenities in a historic and cultural setting for the benefit of the community.



Rose B&B retains the stunning high ceilings and stained glass of the building's former tenant, a church; individual rooms have TVs and gas fireplaces and, communally, guests have free access to the microwave, refrigerator, and snacks all day. Rooms at the *Crownie Plaza*, right on the beach, have balconies and ocean views. The Gallery at the *Crownie* transforms the lobby-level corridors into the largest private gallery in the county. The *Crownie Plaza's* Top of the Harbor Balcony commands almost 300 degrees of spectacular panorama, a worthy bonus to smorgasbord buffets on Mother's Day, Easter, and New Year's Day.

Special Events
Each month brings added excitement, from the Wine & Food Festival, Ojai Music Festival, Ojai Playwrights Conference, Ventura Music Festival, Harvest ArtWalk, and holiday Channel Island Harbor Parade of Lights to the county fair, the 100-plus vendor rain-or-shine Flea Market and Swapmeets, dog shows, and seaside highland games at the Ventura County Fairgrounds by the beach. The annual California Strawberry Festival in Oxnard celebrates its 28th season in 2011. The Fillmore & Western Railroad in Fillmore runs elegant excursion trains and packs the calendar with a Pumpkinliner, Christmas Tree Trains, North Pole Express, Day Out with Thomas, dinner trains, barbecue trains, and murder mystery trains. For further information, contact the Ventura Visitors Center, www.ventura-usa.com/bkmag; 1-800-483-6214.



San Buenaventura Mission has served for one since 1782.

Ventura Visitors & Convention Bureau

The **VENTURA VISITORS CENTER** is located at 101 South California Street in Ventura's Historic Downtown Cultural District.

Hours of Operation:

Monday through Friday - 8:30 a.m. to 5 p.m.

Saturday - 9 a.m. to 5 p.m.

Sunday - 10 a.m. to 4 p.m.

101 S. California Street
Ventura, CA 93001
800.333.2989 Toll Free
805.648.2150 fax
tourism@ventura-usa.com

Tickets on sale now at the VVCB for:
Ventura County Wine Trail Tours
Ronald Reagan Presidential Library
Ventura Botanical Garden Spring Garden Tour on 4/30/11
Discover Ventura Tours

VVCB BOARD OF DIRECTORS & STAFF 2011

OFFICERS

OSCAR PENA, *Chairman, Ventura Port District*
JAMES D. LUDWIG, *Past Chairman, KL Associates*
PAT SEMINARIO, *Treasurer, Marriott Ventura Beach*
MICHAEL WAGNER, *Secretary, Andria's Seafood*

DIRECTORS

MARCIA RHODES, *Road Scholar*
BARBARA QU Aid, *Ventura County Fairgrounds*
VICTOR DOLLAR, *Four Points Sheraton Ventura Harbor*
SEANA SESMA, *Wine Rack/AceAna Promotions*
MARIE LAKIN, *Cultural Affairs Commission*
CHERYL HEITMANN, *Ventura Music Festival*
ED WEHAN, *Parks & Recreation Commission*

STAFF

JIM LUTTJOHANN, *Executive Director*
HILDA KILPATRICK, *Office Manager*
MIRANDA PRESCOTT, *Visitor Services Manager*
ANNIE CAMPBELL, *Sales Manager*
DONNA FRANCIS, *Visitor Services*
JILL PIERSE, *Visitor Services*
JANET BABCOCK, *Visitor Services*
JENISE WAGAR, *Shorelines Editor*



Shorelines is the official newsletter published by the Ventura Visitors & Convention Bureau.

VENTURA *California* SHORELINES

SPRING 2011

Ventura Visitors Bureau Launches the *Official Visitors Guide 2011*

In this Issue:

- VCB Visitors Guide
- Conferences in Ventura
- Amgen Tour 2011
- New VCB Board Member
- VCB Map and Brochure



“**V**entura’s Premier Visitor’s Guide is our most popular collateral due to its innovative design, high-quality photos and useful information, including the Dining Guide”, shares Jim Luttjohann, VVCB Executive Director. The 2011-12 Visitor’s Guide is hot off the press with an international circulation of 70,000. The Guide also serves as a great resource to local residents who are hosting out-of-town visitors. The 2011-12 VCB brochure map also recently debuted. Thanks in part to increased co-op partner support the print quantity was able to be increased by 25,000 to a total distribution of 175,000.

To pick up a Guide or brochure map please visit the VVCB at 101 S. California Street in downtown Ventura or view it online at www.ventura-usa.com. You may discover a new hidden treasure in your own Ventura!



Adding to the VVCB’s marketing efforts is an innovative, information packed website at www.ventura-usa.com. “We are proud to debut Ventura’s new .60 second promotional commercial on our website and You Tube which will allow us to reach an even broader audience”, according to Luttjohann. The .60 spot is also playing in many California Welcome Centers including Oxnard, Pismo Beach, Oceanside, Barstow, San Bernardino, and San Francisco (Pier 39).

MAJOR CONFERENCES HAPPENING IN VENTURA AND PLANS TO ATTEND U.S. TRAVEL ASSOCIATION'S INTERNATIONAL POW WOW

Annie Campbell, VVCB Sales Manager has been very busy the past few months helping to host large conventions in Ventura. A few recent happenings include: Gordon Research Conference, California Community College Athletic Association, California Farm Bureau Federation YF&R Leadership Conference, 10th Annual Stonework Symposium, and the California Certified Organic Farmers. In addition, Annie recently attended the UCLA Travel Fair and Visitor Services Manager, **Miranda Prescott**, attended the LA Times Travel and Adventure Show.

Plans are underway for Ventura to be represented at the largest travel tradeshow in the Country. The thousands of tour operators, journalists and travel suppliers attending the U.S. Travel Association's International Pow Wow in San Francisco on May 21-25, 2011, will discover all that the U.S. has to offer, including our own unique Ventura. The Ventura Visitors & Convention Bureau is proud to be part of the International Pow Wow, providing an opportunity to showcase Ventura to the world.

In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and close to 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future visits to USA.

International and Domestic Tour Operators will 'shop' the largest travel industry trade show in North America at Moscone Center, meeting in 70,000 pre-set appointments with some 3,500 exhibitors from every corner of the U.S.



VVCB Booth at the LA Times Travel & Adventure Show

VVCB BOARD MEMBER CHERYL HEITMANN BRINGS EXPERTISE TO VVCB

Recently appointed VVCB Board Member Cheryl Heitmann hit the ground running as one of the Bureau's newest board members. Cheryl brings a wealth of cultural, business and interpersonal experience to the Bureau. She currently serves as Executive Director of the Ventura Music Festival, a position she has held since 2006. In addition, she is a licensed clinical social worker and had a private practice in Oak Park for 18 years.

Ms. Heitmann served as a member of the board of Trustees of the Ventura County Community College District for 8 years, 2 terms as President of the board. She is currently a board member of United Way Ventura County; the Downtown Ventura Organization and the Ventura Chamber of Commerce. She recently completed six years as a board member of the Ventura County Regional Energy Alliance.



In 2008, she was honored by the **Pacific Coast Business Times** as one of the top 50 business women leaders in the Tri-Counties and last year as one of the top Non-profit Leaders in the Tri-Counties.

In her role as Executive Director of the Ventura Music Festival, she is particularly interested in cultural tourism and feels it is a key to the tourism industry in Ventura. The arts are integrated into the culture of the city which makes it a very unique place to visit. Heitmann shares, "we have beautiful beaches, an incredible Main Street, a thriving harbor, great hotels and outstanding restaurants. Of course, our best resource is the people who live and work here and make our visitors feel so welcome". Heitmann continues, "I look forward to serving on the VVCB board as tourism becomes increasingly more important as an economic engine for the city". The VVCB is fortunate to have such a talented and business-savvy community member on its board.

2011 Amgen Tour of California

The Amgen Tour of California, the nation's largest professional cycling event will return to Ventura County on Sunday, May 22, 2011. The 6th Annual event will showcase more than 800 miles of scenic California landscape over the course of eight days from May 15-22, 2011. The race will travel to and through 15 communities selected as official stage start and finish cities. The race enters the final stage in Santa Clarita with the overall finish taking place in Thousand Oaks for the second year in a row. The Thousand Oaks final stage will finish at the Thousand Oaks Civic Arts Plaza and the winner will be crowned. The Amgen Tour provides a great boost to tourism to all cities in Ventura County and Ventura looks forward to hosting guests in town for the Amgen Tour. For more information, visit the City of Thousand Oaks Amgen Tour website at www.amgentourconejo.org.



AMGEN
Tour of California

FilmVentura- Ventura Continues to Attract Filming

The Ventura Visitors & Convention Bureau continues to play a key role in attracting filming to Ventura. Launched in September, 2010, www.filmventura.com, is a new tool designed to promote filming in Ventura. Ventura's unique locations of interest are getting the attention of major motion picture production companies, television, commercials, still photography and student productions. Historic structures, harbors, ocean views, beaches and surrounding countryside all add to Ventura's charm as a filming destination.

Most recently, **Bellflower** was filmed in Ventura by Coatwolf Studios. Interestingly, the majority of the cast and crew of Bellflower reside in Ventura. Bellflower was featured at the Sundance Film Festival and has been selected to premier at South by Southwest in Texas 2011. The television show, **Biggest Loser**, was in town in early Spring to film scenes on the Ventura Pier and the Buenaventura Golf Course.

Film Ventura continues to foster relationships with the film industry and build their library of locations to showcase the diversity of Ventura. In June, Film Ventura will attend the **Produced By Conference** in Association with AFCL Locations Tradeshow at Disney Studios in Burbank, and Film Ventura's advertising will appear in the **AFCL Locations Magazine** at the Cannes Film Festival. The VVCB looks forward to continuing their marketing efforts to bring more film activity to our charming city, thus generating increased revenue for Ventura.

Highlights & Happenings

April 28 - May 7

17th Annual Ventura Music Festival:

From Folk to Classical at Various Locations around Ventura - **(805) 648-4103**
www.venturamusicfestival.org

April 27 - May 11 **Ventura Music Week:**

Local musicians at 28 locations around Ventura with a local Rock Picnic on April 30th.
www.venturamusicweek.com

2011 Summer Concert Series -



Music Under The Stars

at the **Olivas Adobe**
Dine, Dance & Delight
All Summer Long!

805.658.4726
www.cityofventura.net

Visit the online calendar at www.ventura-usa.com for a complete listing of upcoming events in Ventura

Office Manager Hilda Kilpatrick

Contributing to the VVCB for 10 Years -Office Manager, Hilda Kilpatrick, celebrated her 10th anniversary working at the Ventura Visitors & Convention Bureau this past March. Hilda is responsible for a variety of customer service and administrative duties that are critical to keeping the Bureau operating including website updates, the monthly e-newsletters, personnel, administration and working with the board of directors.

Hilda is fluent in Spanish and Italian, which is a great asset to working in Visitor Services and she is an accomplished artist as well.

Congratulations Hilda!

