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SANTA MARIA VALLEY OFFERS NEW TOOL FOR GROUPS AND EVENTS

New “Event, Meeting & Sport Facilities” Booklet Makes Planning Easy

Santa Maria, CA—Advancing the Santa Maria Valley’s reputation as “California’s Sweet Spot,” the Santa Maria Valley Visitor & Convention Bureau this month unveiled its new “Event, Meeting & Sport Facilities” booklet designed to help meeting and event planners create the perfect group experience in the heart of the Central Coast wine country.

The new booklet provides comprehensive details on group experiences and venues, including wineries, caterers, hotels, restaurants, bakeries, auditoriums, outdoor facilities, sports facilities and more.

The Santa Maria Valley in northern Santa Barbara County is conveniently situated 200 miles north of Los Angeles, 300 miles south of San Francisco and 100 miles west of the Central Valley. Highway 101, Highway 166 and scenic coastal Highway 1 all converge in the Santa Maria Valley.

Unique local venues include Cottonwood Canyon Winery, which hosts events within its underground wine cave; the Santa Maria Museum of Flight, which features numerous Hollywood movie props; the Severson Theater, home of the award-winning PCPA Theaterfest live theater company; and the Dunes Center, a quaint Craftsman structure that showcases the nearby Guadalupe-Nipomo coastal dunes experience.

Another impressive venue is the new state-of-the-art Santa Maria Public Library, which opened last year. This two-story library features a meeting room, café, children’s theater and other rooms amid its 60,000 square feet. The library can accommodate groups of up to 250 people.

The Santa Maria Valley is also becoming known for its expansive and diverse sports facilities for baseball, softball, cheerleading, golf, basketball, swimming, equestrian activities and more. The recently renovated Hagerman Sports Complex boasts four multi-purpose fields, a meeting room, snack bar, playground and RV parking area amid a beautiful tree-lined setting.

In addition to the new booklet, the Santa Maria Valley Visitor & Convention Bureau offers complimentary guest welcome bags, visitor orientation materials, customized itineraries, step-on guides, blank name badges for up to 1,000 event attendees, hands-on event planning assistance and more. The bureau’s web site at www.santamaria.com features sample itineraries, group lodging and meeting information, and meeting planner resources.

With its award-winning wines, world-famous barbecue, pristine beaches and mild weather, it’s no secret why the Santa Maria Valley is hailed as “California’s Sweet Spot”—and why it continues to be a popular destination for groups.

"We strive to give our signature 'sweet' treatment to every group that visits the Santa Maria Valley," said Gina Keough, manager of the Santa Maria Valley Visitor & Convention Bureau.

For a copy of the new booklet or for any assistance in planning a group experience in the Santa Maria Valley, please contact Group Services Coordinator Jennifer Mejia at (800) 331-3779 ext. 815 or jennifer@santamaria.com.

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