



BUELLTON VISITORS BUREAU

July 1, 2019-June 30, 2020 Year End Report

History

- The City of Buellton contracts with the Chamber of Commerce to operate a Visitors Bureau for the promotion of tourism and economic development.
- The Visitors Bureau received \$450k to fulfill the contract.
- The contract breaks down the budget into 4 categories:
 - 1) T-1 Operation of Visitor Center
 - 2) T-2 Grants/Specific Projects
 - 3) T-3 Economic Development
 - 4) T-4 Promo/Advertising

Overview

- The Buellton Visitors Bureau (VB) continues to promote Buellton on a domestic and international level. Through print, digital, social media, Public Relations and trade shows the VB has been able to engage with visitors from around the globe.
- The VB continues to implement the strategic marketing plan and plan for upcoming years for the promotion of Buellton.
 - We continue to work with 360View PR for our public relations and outreach to travel media. We have had the privilege of hosting various writers/bloggers/influencers to Buellton and have also traveled to LA to host a media event themed around the 15th Anniversary of *Sideways* as well. We continue to receive great exposure in various publications and on a digital platform through social media and online exposure.
 - We continue to work with Solutions on 2nd for our marketing development and implementation of the strategic plan, which includes image and content management, overseeing the digital marketing strategy and developing and executing a social media strategy. Solutions on 2nd also continues to manage our social media channels as well by posting relevant information.

COVID – 19

- The impact of COVID-19 on the tourism industry was felt nation and world-wide. The shutdown caused a wave of closures, uncertainty, and loss of business.
- Buellton was fortunate to have all the lodging properties remain open, with the exception of Flying Flags RV Resort, which was mandated to close for a period of time.
- The numbers reflected in the following slides will show the decline in occupancy and TOT from March – June.
- During this time, we had to halt our marketing efforts and pivot to a new message which highlighted virtual experiences and fun activities for people while they sheltered at home.
- Our restaurants shifted to take out and delivery dining.
- It was a transition that had to be dealt with swiftly, but sensitively.



Buellton Visitors Bureau Budget

Income

7/1/19 – 6/30/20

City of Buellton \$450,000.00

Expenses

7/1/19 –
6/30/20

Spent

Budget

T-1 Operation
of VB

142,882.58

153,900.00

T-2 Grants/
Specific
Projects

7,250.00

14,000.00

T-3 Economic
Dev.

6,885.00

7515.00

T-4 Promo/
Advertising

227,279.12

274,585.00

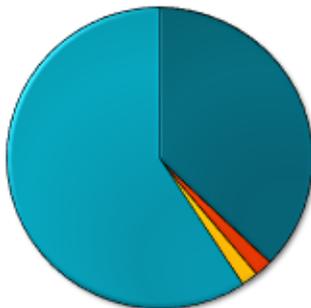
Total
Expenses

384,296.70

450,000.00

Expenses

Over 59% of the budget was used for Promotion & Advertising

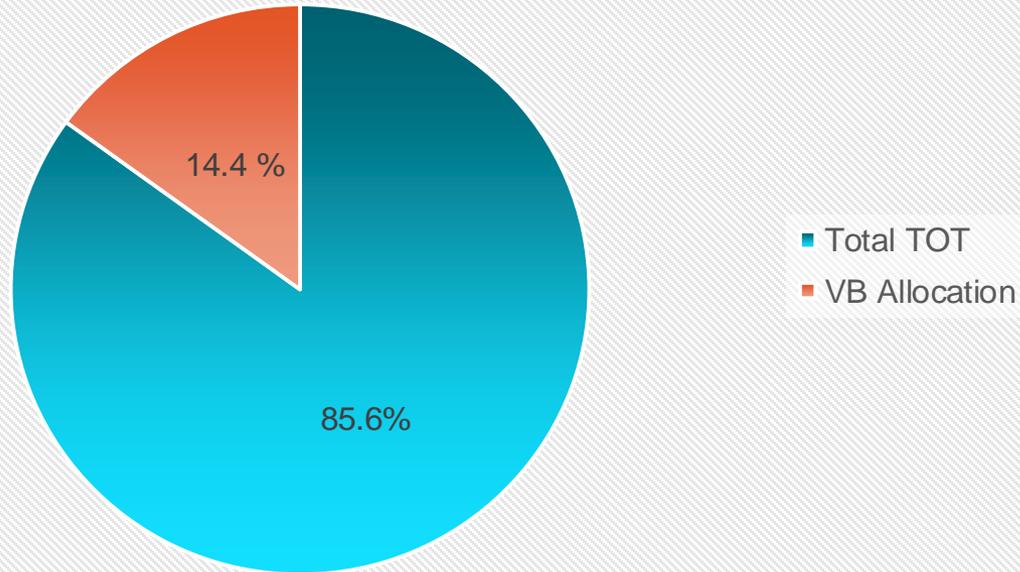


■ T-1 ■ T-2 ■ T-3 ■ T-4

Comparison of TOT to VB allocation

Percentage of VB Allocation compared to TOT collected by the City

Over \$2.5 million was collected in TOT for the fiscal year 19/20. Approximately 86% of the estimated revenue.



Sponsorships & Donations

The Buellton Visitors Bureau continues to support local events that generate overnight stays.

We are grateful for the businesses and organizations who choose to host events in Buellton and realize the importance of supporting these events. It is our obligation to promote the City of Buellton, along with the activities that take place and influence the traveler to come stay with us.

Given the pandemic this year, our sponsorship contribution for the 4th of July will be carried over to next year's event.

The Visitors Bureau sponsored over \$7,000 to local events and organizations this year.

- SCOR Bike Ride
- 4th of July Fireworks – SYV Rotary
- Deuces on 101 Car Show
- Blind and Disabled Golf Tournament
- Sta. Rita Winegrowers Alliance – Sideways Fest



Visitor Traffic

The Visitors Bureau attracts visitors from around the world. We invite our visitors to sign our guest book and let us know where they are from.

We track our visitors at the Visitors Center by logging how many people were in each party and what information they were requesting. We also track calls coming in requesting information.

We have cut back on the mailings we do since we have redirected our marketing to more digital platforms. This allows us to grow our email list which we reach out to on a monthly basis.

We also provide welcome bags to groups coming into the area for reunions, corporate retreats, weddings, and gatherings. This year ended on a quiet note due to the pandemic and lack of group travel.

Quality customer service goes a long way and turns overnight guests into repeat customers.

2019-2020	Walk-Ins & Calls	Mailings	Total Contacts
July	358	78	436
August	359	66	425
September	375	53	428
October	448	82	530
November	177	54	231
December	284	66	350
January	206	30	236
February	165	123	288
March (Covid Began)	84	2	98
April	8	0	8
May	18	0	18
June	20	0	20
Totals	2502	554	3068

Visitor Bags

Q1	0
Q2	0
Q3	258
Q4	0
Totals	258

Who's looking at Buellton? DiscoverBuellton.com

DiscoverBuellton.com sees significant traffic from around the world.

On an international level, we continue to attract our neighboring countries to the north and south. Canada enjoy the road trip and adventure, while Mexico will often visit family and friends. Many factors drive the international market including exchange rates and ease of getting a visa.

On a domestic level, Southern California continues to be a prime market for our destination. We've seen activity through the year form Illinois and the neighboring states to the north. With direct flights to and from Texas from Santa Barbara, there is a definite interest popping up there as well.

Top countries visiting our website are:

- USA
- Canada
- Mexico
- Germany
- United Kingdom



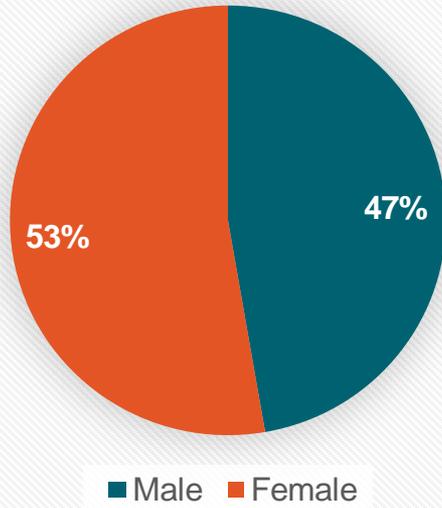
Top states in the USA

- California
- Illinois
- Washington
- Oregon
- Texas



Who are these Visitors?

Gender

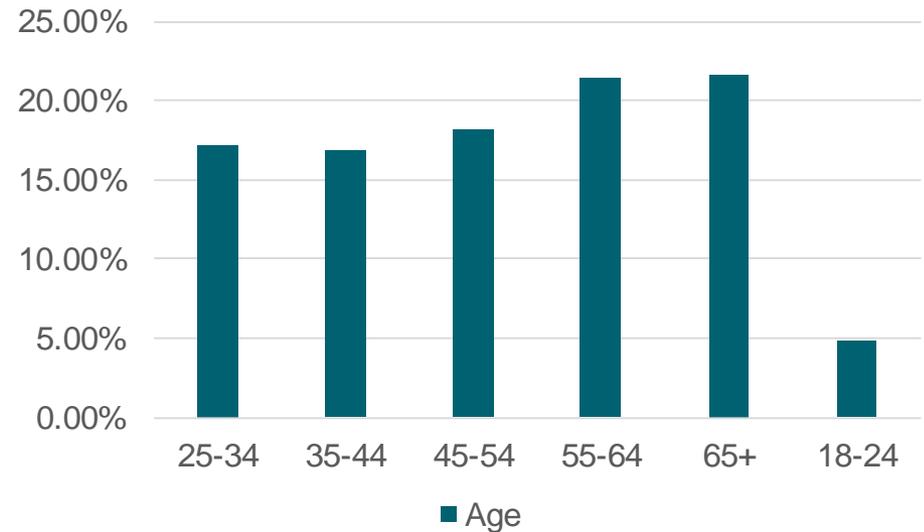


Over 50% of the visitors to our site are female. They tend to influence the decision when it comes to planning vacations and getaways.



We show the visitors to our site are within all age ranges, which makes our destination attractive when we can engage and attract visitors of all ages.

Age



Social Media



Over 2529
likes/followers
DiscoverBuellton

Facebook: This platform grew 2.2% with a reach of 72,099 and nearly 2 million impressions. We utilize this platform to share content and stories.



1018 Followers
@BuelltonUSA

Twitter: We saw a 4.7% growth on this platform this year. We share content from Facebook to this platform and to stay engaged with our travel media who use this platform during and/or after their visits to Buellton.



Over 3085
Followers
@BuelltonCA

Instagram: Our audience grew 14% on this platform this year as more people turn to Instagram for social media and inspiration. Our reach was over 57k with nearly 1 million impressions. It is image driven and when people are researching places to visit, this helps inspire them to travel to our destination with beautiful imagery and posts of places in Buellton.

Digital Marketing



Expanded Digital Marketing

A robust campaign including search engine and social media marketing with targeted adwords and Remarketing Display Ads.

Amplified Storytelling

Aspirational themed stories from the visitor perspective about trips to Buellton embedded in the website, with corresponding ad campaigns to drive site visits.

New Advertising Channels & Creative

New this fiscal year, thanks to increased funding from the City of Buellton, were two new elements to the advertising mix: social media and video ads.

Social Media ads were placed on Facebook and Instagram to further educate and attract potential visitors to the destination.

Video ads, utilizing Madden's SoFi video package, features still images and UGC to create themed video segments that accompanied the story layers developed to enhance the destination narrative.



So-Fi - Fall In Love With Buellton



So-Fi - Momcation at Flying Flags



Discover Buellton's Mobile App

Approximately halfway through FY 18-19, the trip planning service U-Trip that had been incorporated into the new destination website was discontinued.

A replacement was identified and introduced in early FY 19-20 called Visit Widget, which not only provides trip planning services through the destination website but also has a mobile app and an in-person kiosk feature that was implemented in the Buellton Visitors Center.

Visitors Center Kiosks



Website & Mobile Trip Planning



Avg. Session Duration

3m 23s



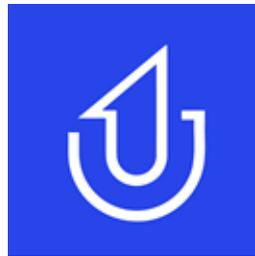
Marketing Program Pivots

One of the service packages we enlisted from Madden Media in the FY 19-20 agreement was a business listing optimization service for 40 local businesses, however significant changes to Google API prevented them from fulfilling this service.

Since the funding had been earmarked for local business support, two alternative services were provided in its place:

Getting Buellton Chamber of Commerce & Visitors Bureau included in Grow With Google, as an official Google partner; and a Visitor Cell Phone Study through UberMedia to learn more about the people visiting key Buellton businesses.

Grow with Google



UberMedia

LOS ANGELES TRAVEL & ADVENTURE SHOW®



Trade Shows

- The Visitors Bureau had a 10x10 booth at the Los Angeles Travel & Adventure Show in February 2020. This is a consumer-based show with various presentations, professional travel speakers, travel media, and exhibitors from around the world.
- This year we focused on #SkiptheBigCities and continued to promote our destination to the LA market. This show allows us to build our email list with an electronic entry tool where individuals were also entered to win a free night stay in Buellton.
- Given that there were many other newsworthy happenings with this year's show such as the death of Kobe Bryant, the beginning of COVID-19, a major golf tournament in LA just 15 minutes away and it was a big holiday weekend, we still were able to make a great impact on those who stopped by our booth and share all things Buellton with them.

In Los Angeles:

- Total Attendance was just over 32,117
- 4,312 were in trade/press
- 52% women attendees
- 76% range in age from 35-65+
- 74% earn over \$100,000
- 69% spend over \$5,000 on travel





The IPW was scheduled for
May of 2020, but due to
COVID-19 the event was
cancelled and is
rescheduled for 2021

**EVENT
CANCELLED**

Discover Buellton LA Media Event

OVERVIEW

To celebrate *Sideways* the movie's 15-year anniversary and bring more media attention to Buellton, 360viewPR suggested having a media dinner and screening event in Los Angeles, followed by a Q&A at a popular private club in Los Angeles. The goal was to showcase how much the movie has affected tourism in the city.

Kathy Vreeland was the moderator of the Q&A panel and we secured Frank Ostini from *Hitching Post*, and *Sideways* movie producer Michael London to join her on the panel.

EVENT DETAILS

We secured 10 journalists to attend the dinner and opened the screening to club members of H Club, introducing Buellton to an expanded audience. The journalists in attendance wrote for: *The Los Angeles Times*, *Travel Age West*, *LA Weekly*, *Beyond Alaska Magazine*, *TravelZoo*, *Business Traveler*, *Modern Luxury*, *Forbes*, *California Meetings + Events* and more. It was a successful event, and all media in attendance expressed interest in visiting Buellton and writing about it.



La Media Event Continued



yahoo!

FREE
5 - 12 SEPT 2019
VOL 25 ISSUE 35
Montecito
JOURNAL
The Voice of the Village ∞ SINCE 1995 ∞

**Los
Angeles
Times**

RESULTS

After the dinner, media that attended wrote about Buellton in various outlets. Discover Buellton received media coverage in *The Los Angeles Times*, *Yahoo!*, *Montecito Journal*, and *LALASCOOP*.



Public Relations Snapshot

- We continue to work with 360View PR for our media leads and facilitating travel media visits to Buellton. They have provided us with great exposure. The pandemic didn't allow us to welcome travel writers in the late spring unfortunately, so we hope to entertain travel writers again in the 20-21 fiscal year.

49 Pieces of
Coverage

1.64B Online
Readership

2.28M
Estimated
Coverage Views

7.51K Social
Shares

688K
Circulation

2.51K Individual
Media Pitched

13 Media Visits

Buellton in the News

The New York Times

4 Make Andersen's Famous Soup at Home, Peas and Thank You

36 Hours in Santa Barbara County

4 'Sideways' Fans to Raise a Glass in Wine Country



17 of the Hottest U.S. RV Destinations for Your 2020 Travels

Gabe Saglie's Blog

Everything's Coming Up Sideways: Cult Wine Country Film Turns 15



EAT + DRINK WORKOUTS + WELLNESS CULTURE

7 Airstream Stays Along the California Coast

RETIRE EARLY AND TRAVEL 7 Amazing Wineries and More for the Perfect Buellton Getaway



— CALIFORNIA, NORTH AMERICA, SANTA YNEZ VALLEY, UNITED STATES, WINE TOURISM —

A Toast to 'Sideways' Anniversary in California Wine Country



4 Chili Choices to Bubble at Buellton Bash

Festive RV Destinations for the Holidays



Buellton Wine & Chili Festival kicks off this Sunday



Taking the 'Sideways' Tour 16 Years Later



18 Secret Recipes That Were Just Released for the First Time

TRAVELZOO The Best Road Trips in California

Los Angeles Times

Bargains in California's wine country, from Temecula to Sonoma

msn lifestyle

50 Iconic Movie Locations You Have to Visit

yahoo! news I did a Napa wine tasting. At home. Here's how it went



50 Iconic Movie Locations Around the World



Movies Come and Go, but the 'Sideways' Effect Seems to Last Forever



Photo from Valley Market is offered a package that includes breakfast for two, from five and get one complimentary bottle and a bottle of local wine. (Photo courtesy of U.C. Santa Ynez Valley Market.)

SUBSCRIBERS ARE REQUIRED

NEWS

Fluoride: I had COVID-19, and these are the things nobody tells you

TRAVEL

Make rolling Starbucks orders in California and great shortfalls and saving fuel

LOCAL NEWS

California begins rolling back into after last Stage 3 emergency since 2005

TRAVEL

Sanak committed enough investigation of Russian, raised concerns about Trump family business

TRAVEL

A \$400 unemployment extension is unlikely to arrive soon. If at all. What you need to know

Media Highlights

The New York Times

36 Hours in Santa Barbara County

On a spectacular stretch of California coastline, vineyards, gorgeous beaches, ranches and Mission-style architecture beckon.

Los Angeles Times

Bargains in California's wine country, from Temecula to Sonoma

Even though October is grape harvest time in California, there are still deals to be had, especially when compared with peak summer rates.

Cheaptips

Festive RV Destinations for the Holidays

Holiday Escapes

When you're looking for a great holiday getaway, you might not think of the RV. But it's a great idea. In fact, many RVers just like the idea of a holiday getaway. After all, holiday seasons have been challenging right, whether it's a long drive home or a long stay in an RV park that only stays for a few days. The holiday season has been challenging for many RVers. But there are still ways to enjoy the holidays. Here are some ideas for holiday escapes that are perfect for the season. Check out the [Best Deal: RVs for Sale](#) article.

yahoo/news

I did a Napa wine tasting. At home. Here's how it went

Trending

- The Coronavirus Has There's Now Risk to Younger Patients, Doctors
- Market Was 'Wildly' Volatile, Says Fed's Chair
- All-Covid Supply Was Warning in Illinois

FOOD

Make Andersen's Famous Soup at Home, Peas and Thank You

It's the hearty taste of this long-time favorite. So much so that you're craving right now, you're in some kind of luck. Thank you, thank you.

By **Kevin Day Painter** | Published April 22, 2020 | Updated on April 27, 2020 at 1:19 pm

Weather Forecast:
What do you think?
Which major grocery delivery service is your first choice when ordering online?

Reader's Digest

18 Secret Recipes That Were Just Released for the First Time

Updated May 18, 2020

Your kitchen is about to get a whole lot more interesting.

SUBSCRIBE to the Magazine

Reader's Digest

UNSOLVED MYSTERIES

Save up to 72%

SUBSCRIBE NOW

Forbes

Ready To Travel Again? What You Need To Know About Tourism's Grand Opening

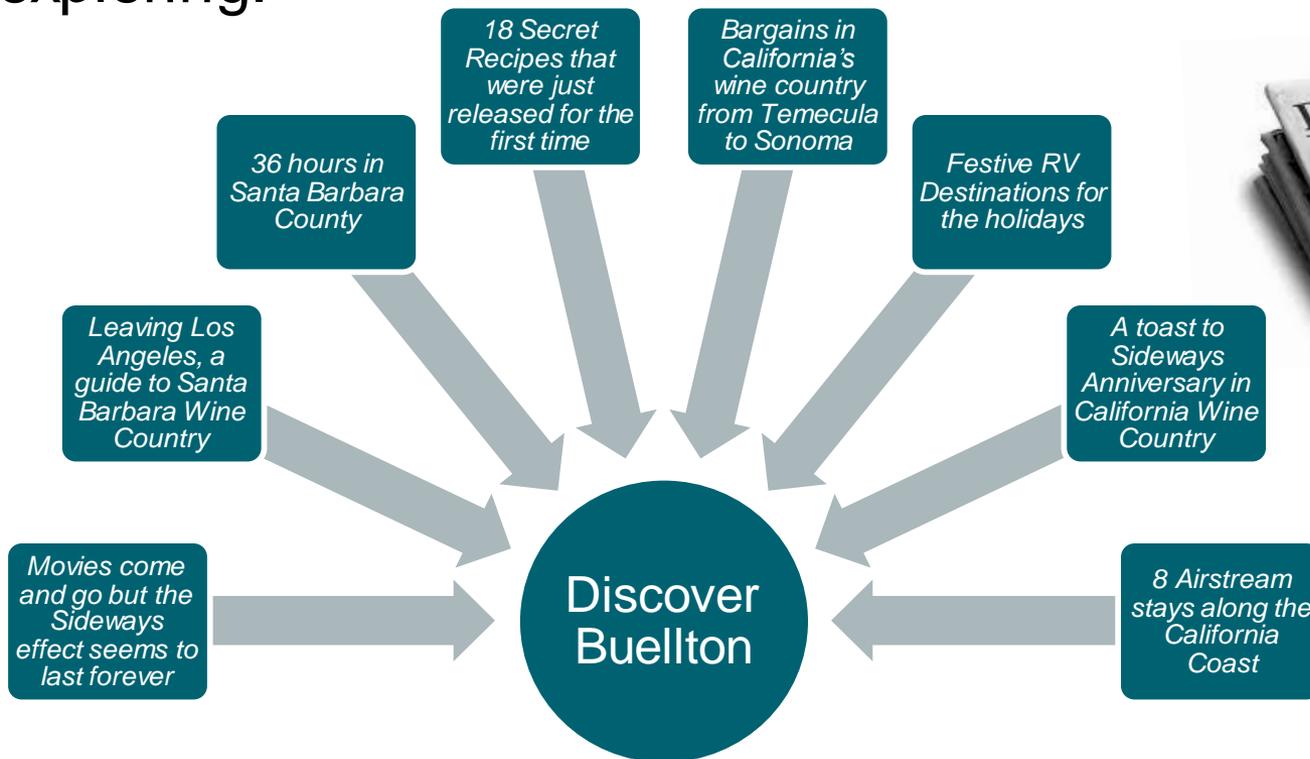
Christopher Elliott

If you're ready to travel again, the travel industry is ready for you. More than ready. But there are a few things you need to know about tourism's grand opening that might surprise you.

After the COVID-19 outbreak closed down virtually the entire travel

What are the headlines?

- Buellton was recognized for a variety of reasons. Whether it's part of a road trip or a must see on your next visit, we are proud to be listed as a destination worth exploring.



Print Advertising

We continue to advertise in some prominent publications that showcase our area and destination.

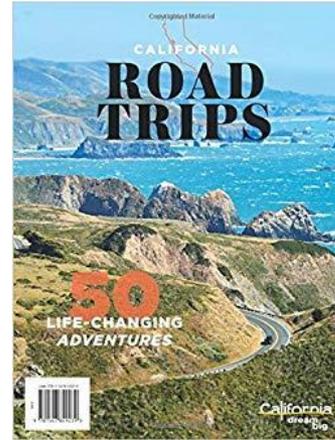
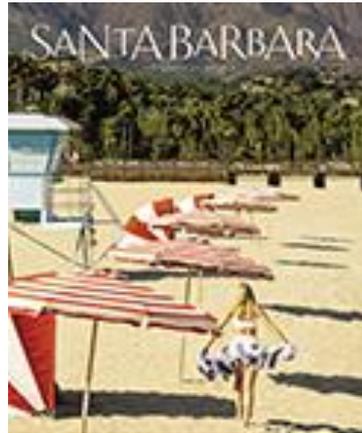
Our messaging was about skipping the big cities, enjoying our wine region and highlighting our hidden gems.

Having a presence in both digital and print allows us to be seen in a variety of markets and demographics.

- Central Coast Map
- PCPA Solvang Festival Theater
- Westways
- Santa Barbara Visitor Guide
- California RV Show Program
- CA Road Trips
- Travel 50 & Beyond
- Visit SYV Visitor Guide



Print Publications



RV & CAMP BUELLTON

Load up the RV and head to Buellton. If you haven't explored this unique Central Coast city, then you must add it to your bucket list of trips. Located in the heart of the Santa Barbara County and smack dab in the middle of Santa Ynez Valley wine country, this small town is a great place to set up camp and explore.

The unassuming, hidden gems, and niche industries of Buellton offer an array of things to do and see. Home of the movie Sideways, Pigeonrae Brewing, Accoutant Sporks, Hitching Post II, Napaconally Museum, Chocoholod and more, Buellton prides itself with the eclectic mix of award winning businesses, nearby towns and attractions, such as Solvang and the Chumash Casino are just a couple more reasons to visit.

Most of these businesses are located within walking distance to Flying Flags RV Resort, a destination RV resort. Here you will find an abundance of amenities, friendly service, clean modern facilities, and so on for the whole family. Whether it's a weekend getaway for two or a break for the entire family, once you check into Flying Flags, you won't want to leave. Don't have an RV? No worries. Flying flags has vintage, remodeled air streams, cabins, and safari tents you may rent. So what are you waiting for?

Discover Buellton and #sliptheflagCites.

LOOKING BUELLTON

WWW.FLYINGFLAGS.COM | WWW.DISCOVERBUELLTON.COM

Travel Distances & Times

MONTEREY BAY REGION
Monterey Bay Coastal Recreation Dept.

- Visit the coastal town in Monterey County
- Visit a (SAFARI) wildlife observation park in Santa Cruz
- Watch whales at Pigeon Point Lighthouse
- Take a scenic walk through the Redwoods
- Take a scenic drive to San Jose and Carmel Valley
- Take a scenic drive to Santa Cruz and San Jose

SAN LUIS OBISPO REGION

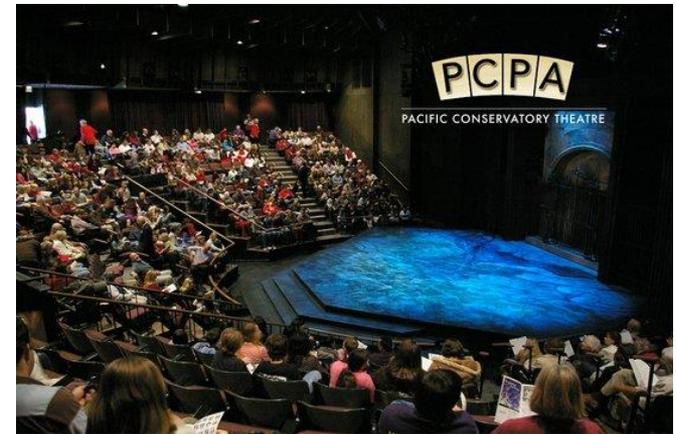
- Take a scenic drive that ends in Paso Robles
- Visit the historic Island Estate
- Experience golf, wine and the world in Santa Cruz
- Have the local at the San Luis Obispo Farmers Market
- Take a scenic drive to San Luis Obispo and Santa Barbara

SANTA BARBARA REGION
Santa Barbara Convention

- Visit from the top of the Chumash Coast Trail
- Visit Santa Barbara
- Take wine and shop in Santa Barbara
- Experience a scenic drive in Santa Barbara
- Take a scenic drive to Santa Barbara
- Take a scenic drive to Santa Barbara

VENTURA REGION

- Discover the natural beauty of Channel Islands National Park
- Take a scenic drive to Santa Barbara



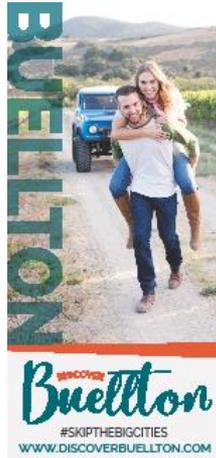
Ad layout samples



SKIP THE BIG CITIES

Living and/or Buellton has evolved into a thriving destination. Ready to discover what's new? Stay in Flying Flags RV Resort's unique accommodations, including entire trailer and airstream rentals as well as luxury tents while you take in the breathtaking vistas. Wander through the Mendocino Museum, housing one of the West Coast's largest collections of gas pumps, neon signs, race cars and other auto-related memorabilia. Or take a stroll down Industrial Way with its many thriving restaurants and tasting rooms for artisan wine, beer and spirits. Buellton's safe boasts a shared lodging environment that serves great food from sustainable farms and food purveyors in a repurposed warehouse. Positioned at the eastern edge of acclaimed Sta. Rita Hills wine region, Buellton is located at the west-southwest corner of the wine country's Santa Ynez Valley. discoverbuellton.com #skipthebigcities #discoverbuellton, CA #buelleton

114 • VISIT SANTA BARBARA 2020



SKIP THE BIG CITIES, STAY IN BUELLTON!

A short drive along the coast north of Santa Barbara, you'll find the picturesque city of Buellton. Surrounded by California's famous Sta. Rita Hills AVA, Buellton is a little piece of paradise just off the beaten path.

Visitors come from across the country to savor the region's year-round sunshine and temperate climate. In fact, Buellton's unique weather is the secret behind the world-class Pinot Noir and Chardonnay. The combination of warm days and cool nights is just the right balance for bringing out the full potential of these delicate berries.

Visitors looking to immerse themselves in nature can hike, bike or horseback ride through stunning scenic trails. Another great way to spend an afternoon is to explore the budding botanic garden at River View Park, enjoy an up close and personal experience with an ostrich or emu, or play a round at Zaca Creek Golf Course. Be sure to check out the Mendenhall Museum, a private collection of porcelain signs, gasoline pumps and petrolina and take a

walk down memory lane.

As you may have guessed, this wine country community is also enthusiastic about food and drink. Since Buellton was dubbed the "Home of Split Pea Soup" back in 1924, it's been turning heads with its culinary creations. Whether you're looking for a steak cooked to perfection on an oak fire pit, or a cornucopia of locavore inspired dishes, Buellton's restaurants will not disappoint. When it comes to quenching your thirst, you're also spoiled by choice. The local distillery and breweries beckon you to savor their award-winning libations, while Santa Barbara County offers over 200 wineries and tasting rooms for you to explore.

Buellton is a great place to stay with a variety of lodging options to serve all budgets. Make yourself at home in one of the modern or boutique accommodations,



or enjoy a night "glamping" in a safari tent, vintage air stream or cottage.



Start planning your trip at DiscoverBuellton.com or call (805) 688-7829.

Book your accommodations today!

Please drink responsibly and always use a designated driver.



Load up the RV and head to Buellton. If you haven't explored this unique Central Coast city, then you must add it to your bucket list of trips. Located in the heart of the Santa Barbara County and smack dab in the middle of the Santa Ynez Valley wine country, this small town is a great place to set up camp and explore.

Whether you have an RV, would like to rent an RV, or are in the market for an RV, Buellton can accommodate your needs. Flying Flags RV Resort offers a variety of ways to experience camping. You can bring your own RV, rent a cabin or cottage, sleep in a safari tent complete with A/C and heat, or try out a vintage airstream and go retro. This resort is a destination and to open your mind for your camping pleasure.

Don't have an RV? No worries! RV Hostels will deliver an RV to your destination, set it up, and all you have to do is unpack and enjoy. Doesn't get much easier than that!

If you're in the market for an RV, then visit Airstream of Santa Barbara in downtown Buellton and check out their inventory of Airstreams. They come in all sizes to accommodate your needs and budget!

Make Buellton your destination for camping on the California Central Coast: You'll wonder why you didn't book sooner. Better yet, download our app and start planning your adventure today.

WWW.DISCOVERBUELLTON.COM



WWW.FLYINGFLAGSRV.COM



WWW.HOTELUSA.COM



WWW.AIRSTREAMOFSTANTABARA.COM

BUELLTON

Nestled in the Sta. Rita Hills Wine Country, enjoy world-renowned wines & local craft beer. Interact with ostriches or stroll through the Botanic Garden. Indulge on farm-to-table cuisine and spend a night "glamping".

DiscoverBuellton.com



Come stay the night with us in Buellton and discover all there is to see and do. You'll be jumping for joy that you did. Download the app and start planning your adventure today. WWW.DISCOVERBUELLTON.COM



How did we pivot during COVID-19 ?

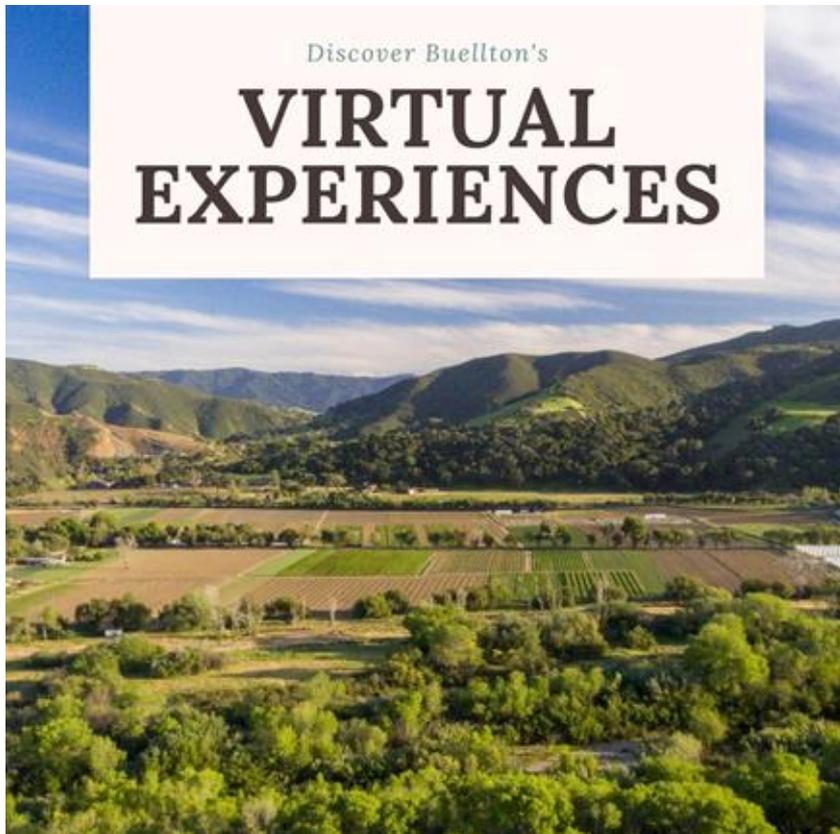


#togetherapart

BUELLTON CARES

Buellton goes Virtual in a COVID world

“As our town and neighboring communities throughout California and much of the world are sheltering in place and practicing social distancing, we thought you might want a change of scenery from your local parks and news feeds. That’s why we’ve compiled these videos to help you explore our charming town from the comfort of your home.”



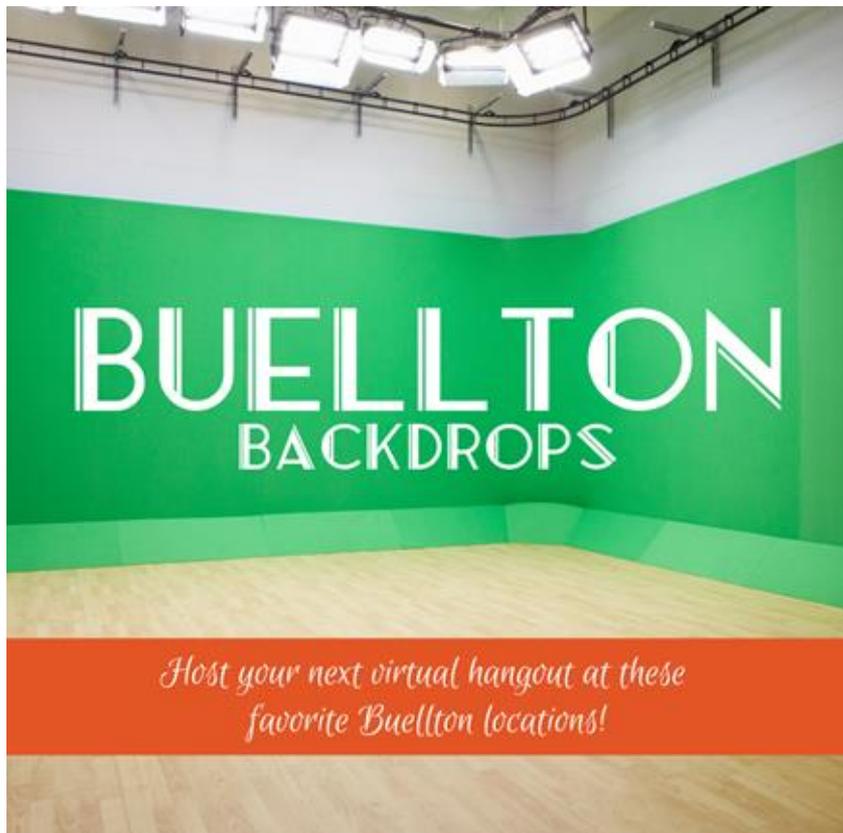
Featuring:

- ★ A Drone Tour of Nojoqui Falls Park
- ★ Vineyard Views of Alma Rosa Vineyard & Winery
- ★ A Stroll Through the Willow Maze at Santa Ynez Valley Botanic Garden
- ★ Out On The Water at Cachuma Lake
- ★ Overlooking Santa Ynez Valley from Figueroa Mountain
- ★ Interesting Moments in Buellton History



Buellton Backdrops for Zoom meetings

"If you want to hide your living room backdrop or are just itching for a change of scenery for your next virtual hangout, we've compiled a collection of virtual backdrops from some of our most popular and iconic locations for you to use the next time you "Zoom"!"



Visiting the ostriches at
Ostrichland USA



Stopping to stretch your legs at
Pea Soup Andersen's
Restaurant



Outside the iconic Hitching
Post II from the movie
Sideways



Enjoying the private closed
patio at Hitching Post Wines



Exploring the collection at
Mendenhall's Museum



About to start the Willow Maze
at Santa Ynez Valley Botanic
Garden



Lounging poolside at Flying
Flags RV Resort



Virtual breakfast date at Ellen's
Danish Pancake House



Fireside chat at Figueroa
Mountain Brewing Co.



In the vineyards of Sta. Rita
Hills Wine Country



Wish you were here at
Industrial Eats



Visiting with the Industrial Eats
cow outside of Here To Go

How about Buellton Coloring Pages?

"We turned some of our favorite photos into coloring pages so you could have a little mental vacation while learning something new about a few of our favorite spots. From family favorites like Ostrichland USA and Santa Barbara Blueberries, to popular adult hangouts like Figueroa Mountain Brewing Co. and Buscador Winery, there are options for every age and ability."

paint the town...
HOWEVER YOU LIKE!

ANDERSON

Discover Buellton's Coloring Pages



Bring Buellton to your kitchen

“From the original recipe to make Andersen’s Pea Soup in your home kitchen, to edible decorating kits to keep the kids busy while you participate in a virtual wine tasting. We’ve pulled together some fun ways to bring a taste of Buellton to you!”

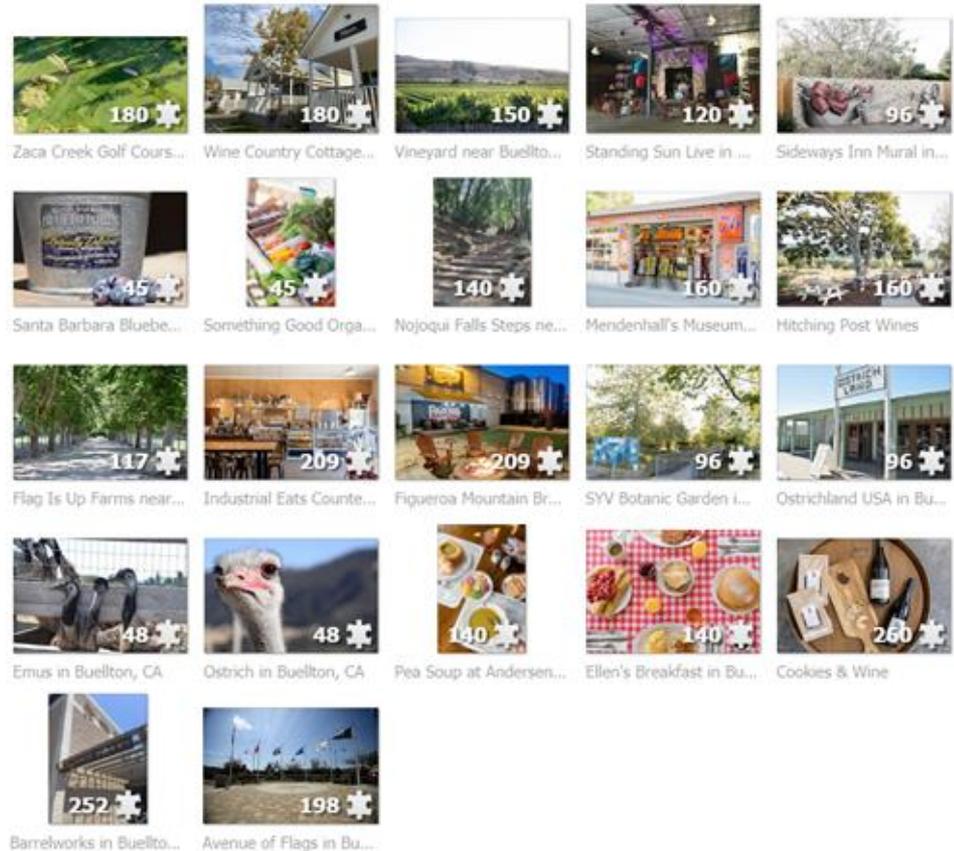


Featuring Enjoy-From-Home Ideas Including:

- ★ Andersen’s Original Pea Soup Recipe
- ★ Industrial Eats’ Saffron Mussels How-To Video
- ★ The Solvang Bakery Cookie Decorating Kits & Quarantine Gingerbread House Kits
- ★ God’s Country Provisions Doughnut Arts & Crafts Kits
- ★ Santa Barbara County Virtual Wine Tasting Events
- ★ The Cookie Vixen Beer & Wine Pairing-ready Shortbread Cookies
- ★ At Home Wine Tasting Kits from McClain Cellars

It's been a puzzling year

"Need a distraction for a few minutes? Try one of our free online puzzles, powered by Jigsaw Planet. With difficulties ranging from beginner to expert, we've got 22 unique options to help you unwind."

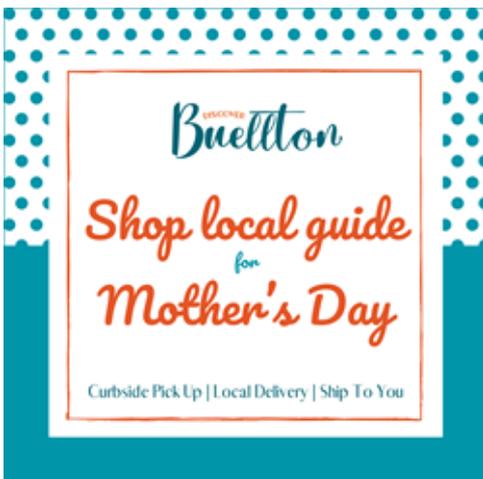


Blog Posts to keep our visitors inspired and informed



Excerpt:

As California travelers are starting to experiment with some much needed vacation time, we understand that everyone will have a different level of comfort with travel during these times. To help those more cautious travelers, here are some great private Buellton experiences that can be done with responsible social distancing in mind. Each opportunity allows you to enjoy some of the best Buellton has to offer, with the added perk of being in your own small, private group for each experience.



Excerpt:

We aren't letting current social distancing challenges get in the way of celebrating moms this Mother's Day! To help keep the spirit alive, we've gathered some awesome ideas to show the special lady in your life how much she means to you with these great giftables from our local businesses.

From gift baskets and sweets to meals to go, many of these great options are really gifts for the whole household.



Excerpt:

Following our local guidelines for health and safety, many of our local businesses have been able to resume in-person services for our area residents and guests. Below we've compiled a list of Tasting Rooms, Restaurants and Lodging available for your enjoyment.

Under the guidance of Santa Barbara County Public Health, our businesses are following the RISE Guidelines designed to reopen in a safe environment for team members and guests.

McMurray Rd Billboard



The Billboard on McMurray Road is switched out about 4 times a year to advertise the various events going on in Buellton as well as welcoming our visitors to Buellton. This year, we also used the billboard to share a message with travelers that we care and are together in this fight against COVID-19.

Winterfest



The weather forecast in December is Snow-or at least we try! The wet weather didn't dampen our spirits this year. The Winterfest continues to grow and be a great event for our locals and visitors alike. This year we used the new Vineyard Village for the Holiday Village which proved to be a great venue and the feedback was positive for the new location.



Thank you for allowing us the opportunity
to market our great city of Buellton

DISCOVER
Buellton

#SkipTheBigCities