



July, 2009

Solvang SOUNDINGS

A Solvang Chamber of Commerce Publication

www.solvangcc.com

Ten Reasons To Shop Local!

Anyone following the voice of the Solvang Chamber of Commerce the past several years knows how adamant we are in convincing locals to SHOP LOCAL. We usually shout this message out the loudest around the holiday season. Now that we are at the mid year point I couldn't resist plagiarizing a ten point list found at the Bookloft promoting the concept.

So – here you are. Ten good reasons why you should support your local businesses and SHOP LOCAL!

KEEPING DOLLARS IN OUR ECONOMY

For every \$100.00 spent at a local business \$68.00 will stay in the community. If you spend that same \$100.00 at a national chain only \$43.00 stays in the community.

EMBRACING WHAT MAKES A RETAILER UNIQUE

Our community is made up of a lot of unique and specialty shops found no one else in the country. We need to honor and support this uniqueness.

CREATING LOCAL JOBS

Local businesses are better at creating higher paying jobs for our neighbors.

HELPING THE ENVIRONMENT

Buying from a local business helps conserve energy and resources by less fuel used for transportation, less packaging and products that you know are safe and well made.

You know the person standing behind the product – because they too are local.

Continued on Page 3

Important Upcoming Community Event Dates

Every Wednesday

“Solvang Farmer’s Market”

First Street & Copenhagen Dr.
2:30 pm - 6:30 pm
More Info: 688-0701

Thru July 5

“Lost and Found”

22 Collage and Assemblage Artists on Display.
Elverhoj Museum of Art & History
1624 Elverhoy Way, Solvang
Wednesday thru Sunday
More Info: 686-1211

Friday, July 3

Movies in the Park

Free Popcorn and Cocoa
Movie titles:688-7529

Saturday, July 4

INDEPENDENCE DAY

4th of July Parade - Starts 11 am
Solvang Rotary BBQ - Solvang Park - Noon
Annual Fireworks Show at
Mission Santa Inés - Starts 9pm
Adults \$5.00

WEDNESDAY, July 8

Solvang Chamber Mixer

First Bank & Trust
595 Alamo Pintado 5:00 pm - 7:00 pm
More Info: 688-0701

Wednesday, July 15

Buellton Chamber Mixer

SYV Marriott
444 McMurray Road 5:00 pm - 7:00 pm
More Info: 688-7829

Friday, July 17

Solvang Chamber Board of Director’s Meeting

Greenhouse Cafe - 7:30 am
More Info: 688-0701

Friday, July 17- August 2

PCPA Theaterfest

25th Annual Putnam County Spelling Bee
Ticket Info: 922-8313

Saturday, July 25

SYV Historical Museum

Pioneer Jamboree - Dinner & Auction
More Info: 688-7889

Friday, July 31

Movies in the Park

Free Popcorn and Cocoa
Movie Titles: 688-7529

Mark Your Calendar Now For

Solvang Chamber July Mixer

WEDNESDAY, July 8 • 5-7 pm

(NOTE DATE CHANGE TO WED.)

First Bank & Trust

595 Alamo Pintado • Solvang

Our Hotel Meeting Spaces

Kenneth Harwood
Economist

Solvang Chamber of Commerce

Solvang and the Santa Ynez Valley are near the population center of Santa Barbara County. Meeting here is especially convenient for those who gather from Santa Barbara, Santa Maria, and Lompoc. Solvang and the Santa Ynez Valley also are central to the tri-county area, including Ventura County to our south and San Luis Obispo County to our north.

This table shows hotel meeting space by location.

Location	Meeting hotels	Guest rooms	Meeting space(sq. ft.)
Solvang	7	499	17,540
Buellton	3	354	16,300
Santa Ynez	2	126	3,120
Los Olivos	1	21	800
Total	13	1,000	37,760

Solvang offers seven meeting hotels having 499 guest rooms and 17,450 square feet of meeting space. The Santa Ynez Valley in all offers 13 meeting hotels having 1,000 guest rooms and 37,760 square feet of meeting space. Solvang presents the attraction of its largest meeting hotel being newly and fully renovated.

Hotel meeting spaces in Solvang range from 340 square feet to 4,000 square feet, while those in Buellton range from 500 square feet to 12,000 square feet. These are small to medium meeting spaces compared to 48,000 square feet of meeting space in one hotel in Santa Barbara.

Business travelers should continue to contribute relatively more revenues to tourism on average than personal travelers, for business travelers tend to be somewhat less sensitive to price. The national average amount paid for a night's lodging by a business traveler in 2006 was \$112 compared to \$103 by a leisure traveler.

A meeting space by definition includes any space in which two or more people meet. Hotel meeting spaces are designed to optimize conditions under which people meet for a variety of formal and informal purposes, including banquets, exhibits, sales presentations, and more.

Other meeting spaces include those of churches, schools, museums, fraternal organizations, businesses, and units of government.

The first European meeting space in the Santa Ynez Valley was in Old Mission Santa Ines, which was established in 1804. Today the mission is in the city of Solvang.

Event planners and others are invited to see a roster of hotel meeting spaces in Solvang and the Santa Ynez Valley on the Website of the Santa Ynez Valley Visitors Association www.SantaYnezValleyVisit.com. On the home page click on Search and write Hotel Meeting Facilities in the search box.

Laura Kath of Mariah Marketing www.mariahmarketing.com compiled the roster of hotel meeting spaces. Kenneth Harwood analyzed the roster.

Please go online to www.census.gov/compendia/statab/ 2009 Statistical Abstract of the United States, table 1242, for national average amounts paid for lodging.

With Thanks and Gratitude

- TO: The Williams Family and Wandering Dog Wine Bar
 FOR: *A fabulous June Mixer*
 TO: The Bookloft
 Classic Mobile Notary Designs in Gold
 First Bank
 Montecito Bank & Trust
 RSVP
 Santa Barbara Bank & Trust
 SYV Solar
 Stuart C. Gildred Family YMCA
 Traci & Laura Consignments
 Wandering Dog Wine Bar
 FOR: *Donating great raffle prizes*
 TO: Danish Mill Bakery
 Old Danish Food Farm
 Old Mission Santa Inés
 Rhythms
 FOR: *Your contributions to the third annual Jazz Festival press conference*

WELCOME BACK

Windhaven Glider Rides
Santa Ynez Airport

P.O. Box 625
Santa Ynez, CA 93460
805-688-2517
gary@gliderrides.com

MARK YOUR CALENDARS!!

2009 Solvang Chamber Mixers
Mixers are from 5-7 PM

July 8 (Wed.)..... First Bank
 August 12 (Wed.)..... Allan Hancock
 September 10 ... Home Connection
 October 8 Solvang Lutheran Home
 November 12 Z Folio Gallery
 December 10 Mole Hole

Solvang Soundings is a publication of the Solvang Chamber of Commerce and is published monthly. Newsletter and website design by Maria Hoke Media Design, Santa Ynez Valley.

NURTURING THE COMMUNITY

Studies prove that local businesses donate to community causes at more than twice the rate of chains.

CONSERVING YOUR TAX DOLLARS

Shopping local means less infrastructure, less maintenance, and more money available to beautify our community. Spending locally instead of online ensures that your sales taxes are reinvested where they belong – right here in Solvang.

CREATING MORE CHOICE

Local businesses carry a wider variety of unique products because they know the individual needs of their customers and cater to our needs.

TAKING ADVANTAGE OF THEIR EXPERTISE

Retailers have a vested interest in serving the local market because the customers are neighbors, friends and want to see you satisfied.

First CHINA....Now CROATIA!!!!
 See the Chamber's insert in this newsletter to learn more about our March 2010 trip to Croatia.
For those that missed the great adventure to China now is your chance to sign up for a wonderful voyage to Croatia.

REMINDER!!!
DEADLINE DATE FOR FLYERS
JULY 2009 NEWSLETTER
IS FRIDAY JUNE 19th

SOLVANG CHAMBER OF COMMERCE
2009 Board of Directors

- Lana Clark, President.....Buynak Law Firm
- David Rasmussen, Vice-President Rasmussen's
- Susan Williams, Secretary Wandering Dog Wine Bar
- Wolfgang Kanschat, Treasurer..... First Bank & Trust
- Heather Bedford.....Graphic Systems
- Dorothy Brunton Tastes of the Valley/Sideways Wine Bar
- Sandy Hallmann..... Wine Valley Inn
- Sharon Harris State Farm Insurance
- Kenneth Harwood.....Economist
- Linda Johansen... Valley Oaks branch of Montecito Bank & Trust
- John Martino Chumash Resort & Spa
- Zdena Jiroutova..... Z Folio Gallery
- Carol Leshner Peterson.....Classic Mobile Notary
- Dan Powell..... Stuart C. Gildred Family YMCA
- Jim Watts.....Edward Jones
- Linda C. Jackson.....Executive Director

INVESTING IN ENTREPRENEURSHIP

Nurturing a local business ensures a strong community.

MAKING US A DESTINATION

The more interesting and unique we are as a community, the more we will attract new neighbors, visitors and guests. Word of mouth will spread and more people will be local customers.

So as the busy season is approaching and leisure activities dominant your schedule – before getting into the car to check off items on your “To Do” list – check out the local retailers, services, restaurants first and help support Solvang by thinking LOCAL!

Have a happy and safe Fourth of July.

Linda Jackson
Executive Director

Welcome New Members

Laura Healey
Atterdag Kids
 453 Atterdag Road
 Solvang, CA 93463
 805-686-4074
 FAX: 888-404-8869
 Web: www.atterdagkids.com
 Email: laura@atterdagkids.com

Gary Gordon and
Carolyn Mortholé
Santa Ynez Valley Solar
 P.O. Box 426
 Los Alamos, CA 93440
 805-350-0202
 Web: www.syvsolar.com
 Email: contact@syvsolar.com

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SOLVANG CHAMBER OF COMMERCE

P.O. Box 465
Solvang, CA 93464-0465
(805) 688-0701

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WEDNESDAY, July 8 • 5-7 pm
(NOTE DATE CHANGE TO WED.)
First Bank & Trust
595 Alamo Pintado • Solvang

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SERVING SANTA BARBARA COUNTY

Carol Leshar 805-689-9631
Valerie Leshar 805-245-0470



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bob.harris.c5s7@statefarm.com




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