

Heritage News

issue

01

Fall 2009

Heritage Valley Tourism



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Heritage Valley
Tourism Bureau Board
of Directors

2009

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Rancho Camulos
Museum

Jim Mendrala

Santa Clara River
Valley Railroad
Historical Society

Connie Tushla

Santa Paula Chamber
of Commerce



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Dear Members and Friends,

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will find tourist information about our members along Highway 126 and a whole lot more. As you know, there have been many changes to the bureau in the past six months. However challenging, I am proud to say we are well equipped to meet the needs of our member businesses and attractions as well as venture forward with our original mission: to create awareness and promote tourism of the many cultural, historical and visitor attractions. The HVTB board of directors and staff have feverishly worked at developing a new image: one that will foster confidence and cooperation in our joint abilities to market the treasures of the valley and re-establish the philosophy of regional marketing. In the coming months you will witness the fruits of our past success and the opportunities we will be

able to provide for Heritage Valley tourism businesses. We are implementing a Heritage Valley tracking program, a request of area members and with the continued support of our co-op partnership leaders you will find Heritage Valley Tourism Bureau is on your side. The Heritage Valley News will be a quarterly review, we hope that you enjoy it and use it to inform both your employees and your tourist visitors. We welcome you to contact us at the bureau and invite you to contribute to the success of this years HVTB.

Your partner in tourism,
Kathleen McCreary
Interim President, HVTB

Heritage Valley Tracking Program is here!

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editions to the HVTB lineup, the Valley Pass and Survey Card. Featuring many of the requested bits of information that attractions and businesses need to know, this valley pass will entitle the guest who takes the time to participate a discount, item or ticket for free or a reduced rate. The card, which is the postcard size will be distributed to all HVTB members with instructions on how the programs works.

As a product of HVTB marketing committee, this valley pass is sure to provide the necessary information and feedback Heritage Valley members have been waiting for. Look for further information on this newly released program soon.



WELCOME

NEW

HVTB MEMBERS

Santa Clarita
GUIDE

Debbie Krubsack

www.santaclaritaguide.com



Kevin Keehl

www.pirumx.com

WELCOME RETURNING
HVTB MEMBERS
SANTA PAULA MURALS

FILLMORE & WESTERN
RAILWAY

LIMONEIRA TOURS

SANTA PAULA ROTARY

SKETCHPAD

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THINGS

LEAVENS RANCHES

SANTA BARBARA BANK
AND TRUST
OXNARD VISITORS
BUREAU

MUSEUM OF VC

CAL WEST REAL ESTATE



Moving forward: Advertising 2009-2010 Promoting the Whole Heritage Valley



The 2009-2010 global California Tourism guide will feature Limoneira Tours and Fillmore & Western Railway.



This full-page ad will once again be seen in coming soon.

In an effort to solidify our vision and foster confidence and cooperation in our abilities to market the treasures of the valley, Heritage Valley Tourism Bureau has taken steps to promote not only its members within Fillmore and Piru but also its regional partners along west Highway 126.

@ Highway 126 this year as they have been loyal to HVTB for r , noted President Kathleen Mc Creary, happy to be able to provide this service to our valley businesses

With that said, HVTB will provide global advertising to past co-op partners for the 2009-2010 year as well as members Piru MX, Piru Murals, Fillmore Historical Museum, Limoneira Tours and Santa Paula Aviation Museum. Being able to promote a variety of attractions makes Heritage Valley more attractive and more marketable for tourism, bringing more visitors to our beautiful agricultural glen.

@ - stated McCreary.

Take A Look...

New Member Websites!



Aside from the new Automobile Display Garage, Fillmore Historical Museum has reconstructed their website. Constructed by Beverly Hurst of FHM, this new website presents a sampling of the wonderful displays and historical notes as well as information about upcoming events and assorted tours to be found at Fillmore Historical Museum.

Visit and link your website to: www.fillmorehistoricalmuseum.com



Rancho Camulos Museum has updated their website recently adding spectacular views and information about this most popular National Historic Landmark. Established as a museum in 1999, Rancho Camulos reaches out to neighboring communities to provide educational programs for all ages as well as weekly tours. Visit and link your website to:

www.ranchoamulos.org



Welcome Piru Murals!

A pictorial history of the town and its people

After much anticipation, the Piru Murals have been completed. Renowned Artist/Muralist Carlos # leaders and history portrays a story of hard work, dedication to community and love for our valley. On hand for the dedication of the murals was Ventura County Supervisor Kathy Long, who whole-heartedly supports the Heritage Valley in promoting its cultural heritage.

Visit the murals in Piru and see for yourself. The Piru Murals are located east of Piru Creek, north of Center Street in Piru along the Piru Camulos Bike Path. From Highway 126, exit Center Street and park near Piru Motocross.



Be A Member

Join Heritage Valley Tourism Bureau

Today!

Enjoy member benefits such as:

- *Local, Regional and Global Advertisement of your business or attraction*
- *HVTB Brochure Rack Program*
- *Local and Regional Trade Shows*
- *Quarterly Newsletter*
- *Ongoing tracking program s you know who your customers are.*

Contact Della Reyes at 805-247-5000 or download membership application at

www.heritagevalley.net/Partners



Home Sweet Home!

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two months and several revisions, Heritage Valley Tourism Bureau has a new home.

Formerly
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Cream shop located in Central Park Fillmore, HVTB will move to its new location sometime in September 2009. In addition, to cut costs HVTB will join with member Fillmore & western Railway to share the new digs and co-market the valley. Look for us in our new location soon!

Heritage Valley Tourism Bureau

Mailing Address:

P O Box 501
Fillmore Ca 93016

Office Telephone:

805-524-7500
800-700-1251 toll free



Faulkner Farm Pumpkin Patch

Weekends

Thru October

The Santa Paula Rotary Club is operating these family fun filled October weekends. Enjoy animals, pumpkins and good old fashion autumn fun. Visit the website listed at right or call 888-522-1884 .

Pumpkin Patch hours are 10 a.m. until 5 p.m. Admission is \$3 and parking is free. Faulkner Farm is located about 1

Upcoming Events:

Weekends
Thru October
Admission \$3.00

[SP Rotary Club Faulkner Farm Pumpkin Patch](#)
Food and Fun for all ages!
www.faulknerfarmpumpkinpatch.com



Weekends
Thru October

[GhostWalk](#)
Call for Evening Tour Times and Ticket Prices
805-525-3073 www.ghostwalk.com

Weekends
Thru October

[Fillmore & Western Pumpkin Liners](#)
† @patch for fun,
food and crafts.

Food sales benefit Fillmore Rotary Club
805-524-2546 www.fwry.com

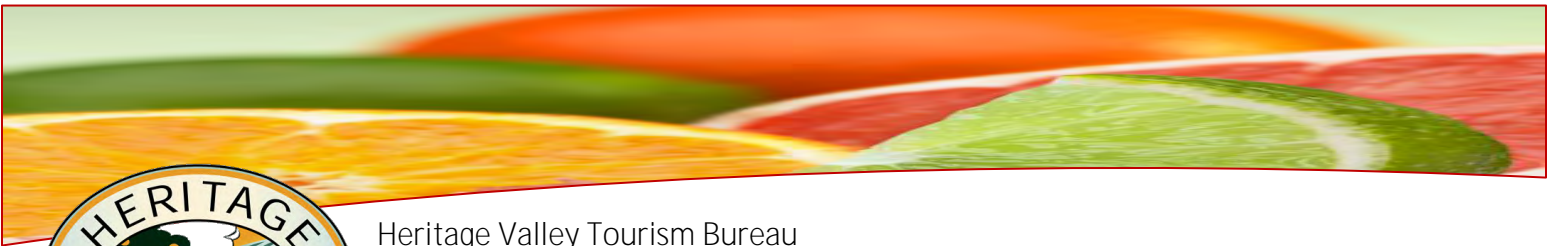


Prices Vary

Weekends
Thru October

[Fillmore & Western Headless Horseman Dinner Train](#)

Visit www.heritagevalley.net for other special events and information



Heritage Valley Tourism Bureau
P O Box 501
Fillmore CA 93016
www.heritagevalley.net

To:

Please contact Heritage Valley Tourism Bureau if you would like to be included in our mailing list.

Thank you.

Address Correction Requested

Discover the valley.....

Heritage Valle