

Solvang

CALIFORNIA

BUSINESS & RELOCATION GUIDE | 2018-2019



ARCHITECTURAL HISTORY ISSUE

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Solvang: We Have It All

Solvang: where a small town atmosphere, sophisticated goods, food, beverages, and charming 18th century Danish architecture blend to create one of the most unique places to live and visit. Regardless of what you are seeking, Solvang has something for you. If you are visiting, you will want to return, and if you are looking to live here, you have found your home.

This is the annual Business and Relocation Guide the City has produced in collaboration with our Chamber of Commerce. Our goal is to help those who live here find something new in town, to tell potential businesses and residents what it's like to be a part of our community and to promote our businesses in sharing their stellar products and services.

In Solvang, we encourage a shop local philosophy; with the array of quality goods and services offered in town, we can find almost anything we need. We hope you share our dedication for keeping our town economically vibrant and choose to shop local as often as possible.

I hope you find this Guide to be a resource which you refer to often, and share with visiting family and friends. Please feel free to contact me with feedback about the Guide.

Brad Vidro, City Manager
City of Solvang
805.688.5575
bradv@cityofsolvang.com



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SOLVANG FAST FACTS

- **COORDINATES:**
34°35'38"N 120°8'23"W 34.59389°N 120.13972°W
- **LOCATION:**
Approximately 46 miles (74 km) north-west of Santa Barbara and about 15 miles (24 km) north of the coast
- **ELEVATION:** 505 ft (154 m)
- **TOTAL AREA OF CITY:** 2.4 square miles (6.2 km²)
- **CLIMATE:** Solvang enjoys an average of 340 days of sunshine throughout the year with clear, warm days and cool nights. Average temperatures vary between 54 and 76 F (12 and 24 C) with highs reaching the upper 90s F (lower 40s C) and winter lows in the 30s F (below 0 C). Average annual rainfall for Solvang (recorded between 1964 and 2010) was 19.31 inches (49 cm)
- **ZIP CODE(S):** 93463-93464
- **AREA CODE(S):** 805
- **FIPS CODE:** 06-72576
- **GNIS FEATURE ID:** 1661468

DEMOGRAPHICS, HOUSING

see Real Estate, pg 36

INCOME, ECONOMICS

see Economic Big Picture, pg 36

GETTING HERE

Airport Transportation

SBA & LAX to/from the Santa Ynez Valley

Central Coast Shuttle

(805) 928-1977 • cclax.com

Roadrunner Shuttle & Limousine

(805) 389-8196 • rrshuttle.com

Santa Barbara Airbus

(805) 964-7759 • sbairbus.com

Airlines

SunWest Charter

SunWest Aviation provides flights throughout California from the Santa Ynez Airport
(805) 688-2437 • flysunwest.com

Airports

Santa Ynez Airport

America's "Best Small Airport"
(805) 688-8390 • santaynezairport.com

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- Government contracting and procurement
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- Human resources
- Legal issues
- Startup assistance
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- Workforce training
- Manufacturing process improvement
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Direct Flights to LAX, SFO, PHX, PDX, SEA
(805) 683-4011 • flysba.com

Santa Maria Public Airport District

Direct Flights to LAX, LAS, HNL
(805) 922-1726 • santamariaairport.com

Los Angeles International Airport

128 Miles South of Solvang
(310) 646-5252 • airport-la.com

Bus • Rail

Amtrak Thruway Motor Coach

Connects passengers to/from Santa Barbara and San Luis Obispo to the Santa Ynez Valley with a stop in Solvang
amtrak.com

GETTING AROUND

Bus Service

Santa Ynez Valley Transit

Fixed Route & Dial-A-Ride Service throughout the Santa Ynez Valley
(805) 688-5452 • syvt.com

The Breeze Bus

Weekday service connecting Solvang, Buellton, Los Alamos & Santa Maria
(800) 417-2137 • breezebus.com

Wine Country Express

Monday – Friday service, 3 times per day, links Lompoc and the Santa Ynez Valley with a stop in Solvang
(805) 736-7666 • cityoflompoc.com/transit

Clean Air Express

Commuter transportation to Goleta and Santa Barbara
(805) 692-1902 • cleanairexpress.com

Tours & Transportation

see page 71

Car Rental

Santa Ynez Airport

santaynezairport.com/cars

Hertz

Santa Ynez Airport • Santa Ynez Valley Marriott in Buellton
(805) 688-4398

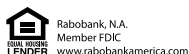
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My sincere thanks to Tracy Beard and the Solvang Chamber of Commerce for this opportunity. I enjoyed this trip to the past and for my efforts have received an even better understanding of this town I call home. I especially appreciated the people, my long time Solvang neighbors and friends, who shared their stories with me. Special thank you to: Roger Nielsen, Thora Mae Andersen, Shirley Knudsen Garvey, Linda Nielsen Johansen, her sister Sharon Nielsen Price, Rodney Nielsen, Carl Birkholm, Aaron Petersen, Carol Paaske, Gene Madsen, Ken Andersen, Esther Jacobsen Bates and Ed Skytt. I am grateful for these longtime friendships and the good laughs we had. I also want to acknowledge and thank my wife and partner in crime, Carla, for being able to decipher my chicken scratch and use her literary genius to give color to some rather dull passages.

Hans Duus

The Businesses and Residents of
Solvang, California for making Solvang a great place to live!

COVER PHOTOGRAPHY BY LINDA BLUE PHOTOGRAPHY

QUICK-REFERENCE RESOURCES: COUNTY

Santa Barbara County

(805) 686-5011 • countyofsb.org

Election Office – Santa Barbara County

(805) 568-2200 • sbcvote.com

Public Health Department – Santa Barbara County

countyofsb.org/PhD

Department of Motor Vehicles:

<http://local.dmv.org/california/santa-barbara-county/santa-ynez/dmv-office-locations.php>

QUICK-REFERENCE RESOURCES: Solvang

FIRE – LAW ENFORCEMENT – MEDICAL

Emergency – 911

Sheriff's Department

Non Emergency Number

(805) 686-5000

After Hours (past 5pm) Non-Emergency

(805) 686-4100

Fire Department

(805) 686-8184 • sbcfire.com

California Highway Patrol

(805) 688-5551 • chp.ca.gov

Santa Ynez Valley Cottage Hospital

(805) 688-6431 • cottaghealthsystem.org

Sansum Country Clinic

(805) 688-3440 • sansumclinic.org

Buellton Medical Center

(805) 686-8555 • buelltonmedicalcenter.com

ANIMAL SERVICES

Solvang Veterinarian Hospital

(805) 688-6484

solvangveterinaryhospital.com

Santa Ynez Valley Humane Society

(805) 688-8224 • syvhumane.org

Santa Barbara County Animal Services

(805) 681-5285 • countyofsb.org

DOING BUSINESS

City of Solvang

(805) 688-5575 • cityofsolvang.com

Solvang Chamber of Commerce

(805) 688-0701 • solvangcc.com

VISITOR INFORMATION & ASSOCIATIONS

Buellton Chamber of Commerce

597 Avenue of Flags, Suite 101 Buellton, CA 93427

(805) 688-7829 • buellton.org

Experience Solvang App

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Solvang Conference & Visitors Bureau

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(805) 688-6144 • solvangusa.com

Visit the Santa Ynez Valley/

Santa Ynez Valley Hotel Association

P.O. Box 633 Solvang, CA 93464

(805) 450-8841 • visitsyv.com

Visit Santa Barbara

500 E. Montecito St. Santa Barbara, CA 93103

Phone: (805) 966-9222 • santabarbaraca.com

EMERGENCY PREPAREDNESS

None of us can predict when a disaster will occur, so it is important to plan and be prepared.

- A Disaster Supply kit is very important – find suggestions for developing a kit at sbredcross.com or oes.ca.gov
- Solvang's Fire Department conducts Free CERT (Community Emergency Response Team) classes where they teach things people how to turn off your gas meter, using a fire extinguisher, minor first aid and which important tools to have on hand, e.g., a solar powered crank radio in case of power outages.
- The City of Solvang's Emergency Plan is available to the community and can be found on our website cityofsolvang.com. All City employees take an oath to be available to help the community in case of a disaster and every City staff member is familiar with what needs to be done to restore the city as soon as possible following one.
- During an emergency the public will be given information as soon as possible about locations of shelters, and supplies, and medical facilities and general information.
- If phone lines are down and media is unavailable, there will be areas around Solvang where information will be posted. If media is available, local stations will provide necessary information. [Solvang's local station is KSYV 96.7 FM]



**RESIDENT SERVICES
& RESOURCES**

Post Office

Solvang Post Office
(805) 688-9309 • usps.com

Electric

PG&E Residential
Customer Services

1-800-743-5000

PG&E Business

Customer Service

1-800-468-4743

PG&E Agriculture

Customer Service

1-877-311-3276

PG&E New Construction

Contractor Services

1-877-743-7782

Gas

Southern California Gas Company

1-800-427-2200

Water • Wastewater

City of Solvang

(805) 688-5575 • cityofsolvang.com

Trash • Recycling

Waste Management

(805) 688-7456 • wm.com



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Verizon

1-888-591-6076

Internet • Cable

Comcast

1-800-934-6489

Verizon

1-888-591-6076

Satellite TV

Dish Network

1-888-926-5468

Direct TV

1-877-318-5787

Newspaper

Santa Ynez Valley News

(805) 688-5522 • syvnews.com

Santa Ynez Valley Star

(805) 350-8786 • santaynezvalleystar.com

Library

Solvang Public Library

(805) 688-4214 • sbplibrary.org

Senior Center

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(805) 688-3793 • solvangseniorcenter.org



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history

The Story of Solvang

Establishing a new community in California, the Danish American Colony Company was formed in 1910 by Reverend Benedict Nordintoft, Reverend J.M. Gregersen and Professor P.P. Hornsyld, with Mads Frese serving as land agent. The contract was signed on January 23, 1911 for the purchase of almost 9,000 acres of the old Rancho San Carlos De Jonata.

The first building constructed was a hotel to house new arrivals, which was built by Hans C.D. Skytt, a Danish trained carpenter, who was recruited by Mads Frese, from his uncle's chicken farm in Salinas. Mr. Skytt jumped at the chance to leave the rigors of chicken farming for the rolling, sunny fields of Solvang. It was stated by his grandson Edwin, he "would never touch a chicken afterwards!"



Continuing to build a new community would keep Skytt and his crews busy constructing businesses, homes and a school. Most were simple wood frame structures in the typical western and mid-western style of the day, or the Mission style with red tiled roofs and arches that were popular in California. Many of these original buildings are still in existence in the downtown village section of Solvang. A peek down an alley, arches viewed on the north side of Copenhagen Drive, or an occasional red Mission tiled roof gives the origins away.

The first building that truly displayed the Danish settler's heritage was Bethania Lutheran Church, built by Hans Skytt in 1928. It was designed in the style of 14th century Danish rural churches using a photograph of a Danish church for design inspiration.



In 1913 Nordentoft wanted a larger folk school. When he was unable to convince Gregersen and Hornsyld that a larger facility was needed, he bought his partners shares and raised funds for a larger school. Built by Skytt and completed in 1914, Atterdag College's architecture strongly resembled the old main building at Grand View College in Des Moines, Iowa, where Nordentoft had been a lecturer. Later as a gym hall was constructed, as well as several small houses and out buildings, Atterdag became the center of community events, including the folk school activities, boarding for students and new arrivals, and various church functions until the early 1960's when a parish hall was built on the church property. At Fredensborg Canyon below, Atterdag Bowl was constructed with a stage and seating dug into the western hillside where many performances and outdoor activities took place. Among these was a celebration of Solvang's 25th Anniversary in 1936 – the beginning of the annual Danish Day's event.

As the premier builder of the early days, Skytt had to bring in the building materials he needed by rail into Los Olivos from where he hauled his supplies to a lot beside his house in Solvang. He could also have materials shipped by water to the wharf at Gaviota, and hauled to town through Gaviota Creek, up Nojoqui grade and through Alisal Ranch. With his stock of lumber and materials, he supplied others in the local communities, and eventually established Solvang Mill and Lumber Company.



Over the next decades Solvang grew and prospered, becoming the center of commercial activity in the Santa Ynez Valley. The Santa Ynez Valley Bank was established, as were several grocery and dry goods stores. A feed mill, a new hotel, drugstore, butcher shop, hardware store, men's and women's clothing stores, a pool hall, newspaper, creamery, laundry, shoe repair, barber shops, medical clinic, dentist, attorneys and realtors offices, a plethora of gas stations and repair shops. Chevrolet and Ford dealerships, furniture and appliance dealers, a jeweler, bowling alley and theater, and a couple of motor courts - the motels of the day. Architecturally, Solvang was slowly beginning to reflect its native heritage in private

homes and commercial structures. Alfred Petersen was the first to incorporate the half-timber (bindingsvaerk) on his home "Skov Hyten" in 1931, followed by Einer Johnsen's Jewelry and Radio Shop in 1936. The Hans Knudsen family built Sunny Corner (their coffee shop and restaurant) on the northwest corner of Main Street (now Copenhagen Drive) and First Street, with a half timber facade. Today this building sports the only real thatched roof in Solvang, installed during a remodel in the 1980's. Solvang Grammar School followed in 1940 in a style complimenting its neighbor Bethania Lutheran Church, with a metal stork weather vane placed on top of the bell tower. Also that year Ferdinand (Ferd) Sorensen (a plumber, metal smith, and wood worker from Nebraska) built his home below the mission in a Danish Provincial style. An authentically styled windmill with an apartment inside was erected close to the house, the first of several windmills to come in Solvang.

The first large commercial project was Ray Paaske's Copenhagen Square. Ray, the son of Terman Paaske and Marie Nielsen Passke (daughter of Marcus Nielsen), was a pilot in WWII European Theater, was shot down and help prisoner in a German POW camp for the duration of the war. During his time in Europe Ray noticed the architectural elements of the older buildings and the inspiration was formulated to bring it home when he got out. Over the next quarter century Ray developed the east side of Alisal, including Birkholm's Bakery to the new Post Office. This included the Wine Cellar and the Windmill to the south. The Round Tower was added by Paul Hanberg in the 1984 after fire had destroyed much of the southern portion of the property.

Elverhøj Museum: Built by Viggo and Martha Brant-Ericksen from 1949-1953 in traditional style and methods using hand-hewn half-timbers and an intricate brick inlay. The result, while beautiful and authentic, led to problems due to the California climate versus Danish climate. During the periods of heavy rains the beams would swell, and during the extended dry periods they would constrict (shrink). Consequently the house would "leak like a sieve" recalled son David Brant-Ericksen in an interview with Ann Dittmer of Cal State University Northridge. This taught the local tradesmen who were to replicate the future buildings in the Danish style to do facade treatments to emulate the half-timber look, rather than traditional methods.

A lumber yard was moved to the BuellFlat area to make way for a motel. A grocery store was relocated to a newly constructed shopping center far away from Solvang's traditional shopping district, near the intersection of Alamo Pintado Road and Hwy. 150 (which later became Hwy. 246), in the middle of cultivated fields. Car dealerships moved to Buellton. The butcher shop owner retired.





The hardware store, while still serving the local needs, adapted their product lines and displays to entice the visitors. The medical center also moved out of the village to become occupied by a bakery and gift shops. The fire department and Municipal District's offices and yard moved a block south to new and bigger quarters on Oak Street. Eiler Johansen, owner of a nursery on the highway at the west end of Solvang retired, built buildings that now home Bent Olsen's Bakery and Coffee Shop, Paula's Pancake House Restaurant, and the store fronts housing Wondering Dog Wine Bar, a bead shop and another gift shop.

Aggie Block's old blacksmith shop at the southeast corner of Atterdag and Mission Drive became a gas station and later Fredericksborg Square featuring store fronts on the bottom and offices on the upper floors. Herman Stranskov, a general repair specialist and locksmith par-excellence, moved his mountain of treasures to his home on Eucalyptus Avenue and now the lot is home to the Book Loft. A motor court turned into studio apartments (where my Kindergarten teacher, Miss Eleanor Rowette lived) now serves up Italian cuisine at Cecco's, gelato at Cafe Dolce, and Solvang Surry Rentals for self guided trips around the village.

The depression brought many Danish American's from Midwest communities to the west coast which was not affected as greatly as farming communities. Family's easily recognized today were the Nedegard's and the Lunde's from Askov, MN; the Rassmussen's, Bornhoff's, Steffensen's and the Hansen-Duus' from Tyler, MN; and the Larsen's from Viborg, SD. WWII brought opportunities through the west coast defense contractors as well as the establishment of Camp Cooke west of Lompoc. Many skilled tradesmen were needed to build these facilities. Later Camp Cooke was taken over by the Air Force as Vandenberg AFB. The ensuing "Space Race" contributed to the regions, including Solvang's, growth.

The end of the war in Europe saw a new wave of immigrants from Denmark escapina the ruins of war. the threats from behind the Iron Curtain, and collapsed economies. Once again the United States became the Land of Opportunities and New Beginnings. Many of these immigrants came via Canada, and settled in larger cities such Los Angeles and San Francisco. Later these Danes discovered this little piece of their homeland and moved to the community to reestablish their lives and careers, and to raise their children in a culture that was very familiar.

These newer immigrants also brought contacts from companies in the old country that were eager to develop international markets, and Solvang became the perfect fit as local merchants needed authentic Danish merchandise to stock their shelves. Some of these European arivals included F. Walter Kristensen, a Germany trained blacksmith who teamed up with Ernest Pedersen of Iron Art. When that partnership split up, Kristensen established Old World Metal Craft producing light fixtures, fireplace screens, railings, signs and sign brackets that almost 70 years later still grace many local homes and businesses in Solvang. Others were Henning Sorensen of the Bit of Denmark and Vin Hus; Poul Hanberg who bought the Solvang Shoe Store from Oscar Christiansen; Arne Hansen, a young man with big dreams who baked aebleskivers in the front window of his restaurant formerly known as Polly's, and later moved across Copenhagen Drive to occupy Andy Iversen's men's clothing store which burned in 1970. It is now owned and operated by Ray Paaske's son Jeff as Solvang Restaurant. Knud Miller started the Mollekroen and Red Viking Restaurants. Danish bakers came in



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droves. Carl Birkholm, Peter Weber, Bent Olsen, Torben Petersen, to name a few.

Ingeborg Larsen who established a chocolate shop in Copenhagen, arrived in Solvang in 1961. Together with her sister, Carla, she opened Ingeborg's Danish Chocolates, operated today by Kim Jensen and Carol Krivulka, still using Ingeborg's recipes that are now over 70 years old.

Marius Larsen emigrated with his wife Elise and four children from Denmark where he was a furniture maker trained in Denmark in the 1890's. Settling in Viborg, SD, he and Elise followed their adult children, including Elisa (Lee) Larsen Duus and Elna Larsen (of Elna's Dress Shop) to Solvang in 1942. After retiring from his career as a carpenter and contractor, he took up his old trade of ornate, decorative carving and began producing some of Solvang's first hand carved wooden signs.

Elna Larsen, founder of Elna's Dress Shop, came to Solvang in 1925 with her older sister Elisa (Lee) Larsen to attend Atterdag Folk School. In 1942 she opened her dress shop on Main Street (Copenhagen Drive). As the Danish Heritage became the mainstay of the village she produced the first Danish costumes for the children of Solvang. She also knitted authentically patterned Danish sweaters and scarves. She revived the art of knippling (lace making) which she used on her costumes as well as demonstrating the art at Elverhøj Museum and teaching the craft to many. Today's owners, Sue and Bob Manning, continue Elna's tradition of Danish Heritage.

Architectural Aspect

In the beginning Solvang was very Danish culturally. Danish was the spoken language of the village. Customs and traditions were based on those the early pioneers brought with them from the old country. But architecturally Solvang, except for the few mentioned examples, was not at all Danish.

The next generation wanted to capitalize on this new found publicity from the article in the Saturday Evening Post, and began to adorn Solvang with the new look. Any new buildings within the village downtown were to resemble 18th century northern European architecture. Existing buildings were remodeled with fitting facades. Half timber (Bindingsvaerk) walls were strongly recommended. Steep peaked thatched roofs with storks in their nests, faux chimney and clock towers graced the sky line. Hand carved wooden signs announced the various businesses. Leaded glass windows, ornate carvings, period hardware and lighting fixtures were added. Planters with flowers, shrubs and trees brought softness to the village streets. Solvang Park became a welcome respite for weary visitors where they could enjoy a concert in the gazebo, nap on the cool lawn under shade of the trees on a hot summer day, or have a picnic lunch.



Elna's Dress Shop
Sue & Bob Manning, Owners

- ❖ Ladies Fashions
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- ❖ Danish Costumes

OPEN 7 DAYS A WEEK

**1673 Copenhagen Drive
Solvang, CA 93463
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The designer, architect, developer, contractors and tradesmen answered the call. Photographs of European design and architectural details were studied and replicated. Among the early designers was Ferd Sorensen. He was responsible for many unique features that added the flavor to Solvang, from sundials, to carvings, to storks, to a replica of the four dragons with intertwined tails (of the Copenhagen Stock Exchange) on the King Christian Building on First Street. His creations and vision have left important marks on the book of Solvang.

A young carpenter from Denmark who had been trained in traditional joinery and building techniques came to Solvang in the later 1940's. Johannes Jaeger took those learned techniques and applied them to modern construction practices for an authentic appearance of buildings he constructed.

The inner workings of Solvang windmills were engineered and fabricated on the floor of Kris Klibo's blacksmith shop in Buellton. Between doing general welding repair, sharpening bean knives during harvest, and making gates for many of the ranches that dot the valley, Kris provided much of the steel structure in the building Solvang, as well as decorative railing. Among his notable contributions were the dragon sign bracket at the Elverhøj Museum, and the "Sheppard Gate" at Bethania Lutheran Church.

Artist-blacksmith, Walter Kristensen, contributed many authentic European designs both inside and outside of the village commercial district. He also made copper hoods for restaurants, and very unique signs and sign brackets. Walter worked with Viggo Brant-Erickson to contribute very artistic and sometimes whimsical decorative room dividers, hardware and fireplace fittings. Going to the Elverhøj Museum to just view his work is worth the visit. The bracket in front of Birkholms Bakery holding the traditional guild sign, a kringle, was designed and executed by Walter. Of particular note is the pierced and woven fretwork.

Since traditional biningsverk was shown to be unsuitable construction for Solvang's climate, other methods had to be developed. Simply nailing wood slats atop stucco walls was unsatisfactory. Due to weather the boards would grow, shrink or warp. The solution was to add an extra layer of plaster on the exterior wall the width of a beam. This was sculpted with a trowel to emulate a heavy timber. At intersections of the beams, simulated pegs were created using a specially made tool to emulate traditional building techniques. The tradesmen who developed this technique were Charlie Christensen, Clyde Knight and Clarence Johansen.




Thatched roofs were cost prohibitive, and only one has ever been used in Solvang. That was in 1984 on the old "Sunny Corner" building at the intersection of Copenhagen Drive and First Street. The builders of Solvang developed a technique using shake shingles to immitate thatching. After the roof was framed, any gable end would be rounded over about 12" to give the look of thickness. The shingles would be scalloped on the ends in irregular sharp "V" patterns. Shingles would be laid on as usual until the roofer came to a rounded gable end. The shingle would be wetted until it was pliable, and then nailed on following the curvature of the gable end. At the ridges cross timbers were installed at equal distances to mimic the traditional hold down timbers found on thatched roofs.

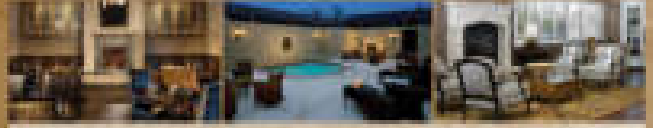
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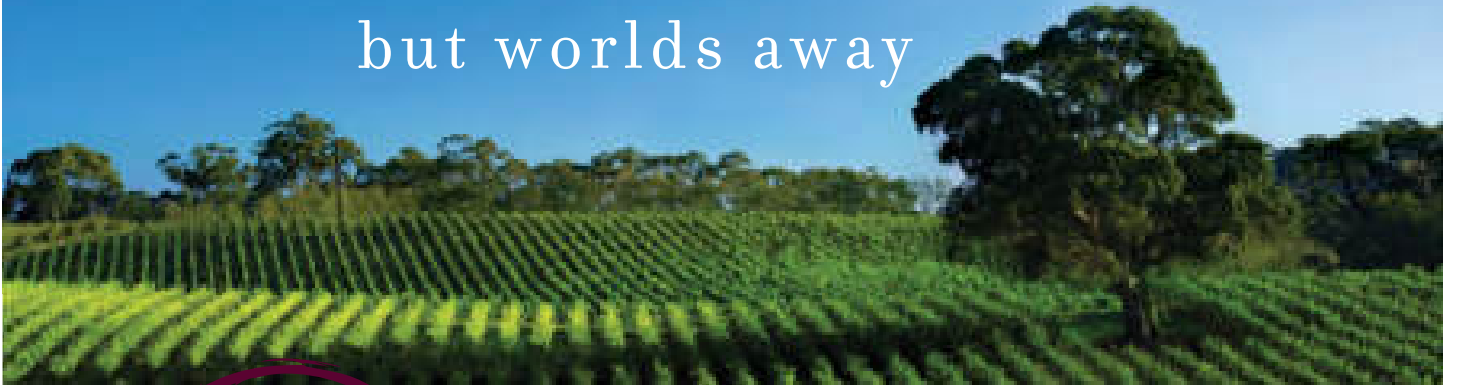
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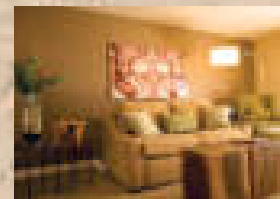
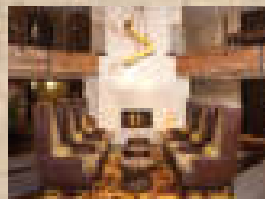
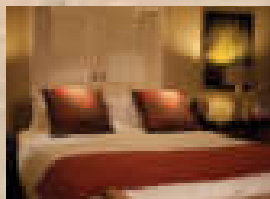
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DARYL NIELSEN

Daryl Nielsen was born in Solvang April 22, 1922 to CV and Anna Nielsen. He was the oldest of 3 children, Daryl, Alton and Thora Mae. CV Nielsen started Nielsen Building Materials in 1932 and Daryl worked with his father during his high school years and after his military obligations. His imprint can be seen and felt throughout the community.

Daryl was instrumental in the building of the Santa Ynez Hospital, Nielsen's and El Rancho Markets, the Royal Scandinavian Inn as well as an owner, (Hotel Corque), the Flying Flags RV park as well as many private homes and apartment buildings throughout the Valley. He also supplied all the lumber for the Cachuma Tunnel and Dam project working with his dear friend Bill Mitty as well as working on projects at the Atterdag Village. Daryl also built the famous Pea Soup Andersen's in Santa Nella, California. Daryl built and was the managing partner in the King Frederik Inn and Pea Soup Andersen's Inn which remain in the family today.

As a young boy, he hung the Viking Ship at Bethania Lutheran Church which symbolizes a safe haven in the sea of life as well as was a reminder of the fisherman at sea. He donated funds and materials to maintain the church throughout his life. He was involved with many projects at the Vets Hall and memorial Hall and was an owner for Viking Travel Service for 37 years.

Daryl was instrumental in developing tourism for Solvang around our Danish culture and was very active in SMID and helped to create the foundation of SMID. He was called the "unofficial" Mayor of Solvang before there was a real Mayor. He worked tirelessly for Solvang and city hood as well. He was a Chief, a Gold Cupper and a charter member of the Vikings philanthropic organization and was know for his generosity.

Daryl and Helen gifted to the City of Solvang the two clarion bells that play throughout the Village for your enjoyment.



Wine & Windmills





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community

What makes a Town a Home

Welcoming friends, family and visitors from around the world to share in the incomparable beauty and abundance of our area is a way of life, and one that ensures continued economic vibrance and viability. But it's the genuine sense of community that transforms the delights of lovely climate, natural beauty, charming architecture and unique shopping experiences into an exceptional place to live, work, and play.



Get Out & Play: Outdoor Recreation

Whether you're an outdoor enthusiast or a "book in the park" kind of person, Solvang is the perfect base camp for a range of activities and adventures; Ballooning, Boating, Cycling, Fishing, Glider rides, Golfing, Hiking, Horseback Riding, Skateboarding, Bocce Ball, Picnicking, Running or People Watching.

Solvang is home to a championship golf course, a Skateboard Park, and three City parks:

- Solvang Park: The City's downtown park is the central place for special events throughout the year.
- Hans Christian Andersen Park: The county's newest regional park featuring an Old-World entranceway. The park offers barbeque and picnic facilities, children's play attractions and four tennis courts. The small Danish Museum is open from 10 am to 5 pm daily. No admission charge; located on Atterdag Road in Solvang, three blocks north of Mission Drive (Highway 246).
- Sunny Fields Park: The City's newest park is voted annually as the best place to take the kids. There is a magical castle playground, a softball field, 4+ acres of grass and beautiful landscaping, picnic sites and a paved walking trail.

Solvang is also a popular destination for cyclists, and has been featured as a race location on the AMGEN Tour of California. The surrounding countryside and variable terrain provide a variety of conditions useful for training, as well as for the casual bicycling enthusiast. For those with a competitive spirit, Solvang is the site of two amateur cycling events each year.

Annual Outdoor activities sponsored by the Parks and Recreation Department in the area include the Sprint Triathlon in April (swim, ride, and run on this beautiful sprint course through Solvang and Santa Ynez) and "Rec n' Roll" (rollerskate at the Solvang Veterans Hall to a live DJ) in both the Spring and the Fall.



Get Out & Play: Arts & Culture

For a small town, Solvang has a surprisingly rich array of cultural offerings: world-class museums, art and photography galleries, musical events, local lecture series, dance, film, seasonal activities, festivals and celebrations all year round.

Solvang's museums—which have strong community programs in addition to drawing visitors from around the world—include the Elverhøj Museum of History & Art (contemporary art as well as history and culture), the Wildling Museum (art and nature), the Hans Christian Andersen Museum (dedicated to the beloved author), the Solvang Motorcycle Museum (vintage/rare motorcycles and European race bikes), the Amber Museum and the Great Hall of the Danes (both at the Copenhagen House), and the Old Mission Santa Inés Museum.

The Solvang Festival Theaterfest holds outdoor performances of plays, shows and concerts all through the summer months and into the fall. The beautiful and historic Mission Santa Inés, located at the edge of Solvang, is not only a cultural site, but also serves as the venue for the Fireworks spectacular every 4th of July and is the staging area for numerous festivals and parades throughout the year.

Civic and Chamber Of Commerce Events in Solvang

JANUARY

Christmas Tree Burn

2nd Friday in January; come see the roaring bonfire at Mission Santa Inés.

State of the City Luncheon

FEBRUARY

Shred in the Valley

MARCH

Taste of Solvang

The annual "Taste of Solvang" Food + Wine + Fun offers a showcase of delectable desserts, a grand tasting, chef's walk, wine + beer walk and more!

Mother-Son Luau:

late March; fun for all mothers and sons with food, entertainment, games and dancing.

Chamber of Commerce Awards Dinner

APRIL

Easter Eggstravaganza:

The Saturday before Easter; more than 12,000 eggs hidden for all age groups, plus photo ops with the Easter Bunny and more.

Datsun Roadster Classic:

Over 200 Datsuns invade Solvang!

MAY

Rancheros Vistadores Parade:

Over 700 equestrians parade in pink through Solvang.



JUNE

Concerts in the Park:

All summer long, see live bands perform at Solvang Park.

Movies in the Park:

All summer long, enjoy movies and popcorn under the stars at Solvang Park.

JULY

Independence Day Parade

The Rotary Club of Solvang is pleased to invite you to enjoy our annual 4th of July Parade.

4th of July Festival

At the Mission Santa Inés.

AUGUST

Fiesta at Mission Santa Inés

SEPTEMBER

Danish Days

The town's cultural heritage is highlighted each year during a three-day celebration that includes authentic food, music, dancing, parades, live entertainment, and family activities. solvangdanishdays.org

OCTOBER

Scarecrow Fest

Over 100 scarecrows displayed throughout the village

Halloween Haunted House

This annual community event is a must-see for all Haunted House fans; each year's new theme covers 30,000 square feet.

NOVEMBER

Turkey Trot

The day after Thanksgiving, a 5k Fun Run/Walk at Sunny Fields Park supporting local charities.

DECEMBER

Julifest

All December long, the most "Christmas-y" town in America lights up with charm, a hundred decorated Christmas trees and many special events.

Throughout the year, there are also a range of other activities, including art events, car shows, cycling events, equestrian events, museum special events, vintner festivals, craft beer events, culinary events, and themed fundraising events produced or sponsored by private entities. Visit solvangusa.com for listings. And then, Get Out and Play!

community

Get Out and Play:

Eat, Drink and be Merry!

From Æbleskiver to Zucchini, there's nothing like the enjoyment that comes with sharing good food, world class wines and award winning beers with each other.

One of the great benefits of living in a region with abundant sunshine, a crop-friendly climate and year-round growing season is that the farm-to-table way of eating is a way of life in Solvang. Local residents and local chefs comb the Solvang Village Farmers Market every Wednesday for just-picked produce and local meats and cheeses.

Each Spring Solvang hosts the five day event called "Taste of Solvang" (solvangusa.com/events/taste-of-solvang/). Now in its 27th year, it is a top destination event for wine, beer, and food lovers that features something that appeals to every palate.





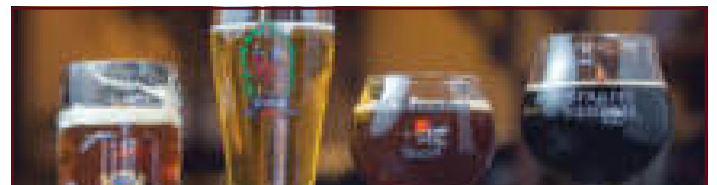
SNAPSHOT SOLVANG LOVES DOGS!

Well-behaved Canines are welcome in a lot of stores, wine tasting rooms and most restaurants with outdoor patios. Many merchants even set out water bowls and treats!

There are two dog friendly hotels in Solvang (Wine Valley Inn and Royal Copenhagen Inn).

Where to take dogs:

- On leash: anywhere in the Solvang area and in Solvang parks - Hans Christian Andersen Park, Nojoqui Falls Park, Solvang Park and Sunny Fields Park.
- Off leash: PAWS Park, the area's only off leash dog park with separate fenced areas for small and medium to large dogs. Located at La Pita & Dawn Drive in Buellton.



Wandering Dog WINE BAR

*Unique wine, beer, sparkling & shrub cocktails
Gourmet charcuterie & cheese platters*

Blind Tasting Thursdays 4-7pm

Open Late Daily!

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Leave your leash behind!



PHOTO COURTESY OF ELVERHØJ MUSEUM

Masonry was a vital aspect of Danish architectural detail, from wall veneers to architectural elements such as chimneys, arched entry ways, and planters, to brick and cobblestone sidewalks. All these were important elements of the 18th century northern European design. Prominent among Solvang's tradesmen were Pete Johnson, his son Martin Johnson and grandson Bob Johnson; Sven Hansen; Sven Olesen and his son Brian; and Poul Jensen.

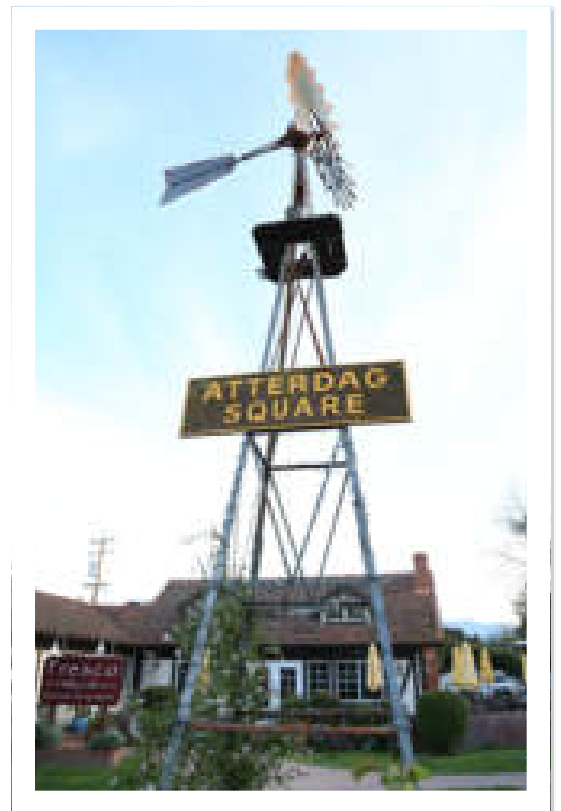
Color was an important part of the Danish look. Traditional building had bright coloring with contrasting details. In Solvang with faux biningsverk, a professional colorist was essential to bring life to the half timber look. The painting contractors who added color to the village in the early 50's through the 80's were Denmark natives Emil Jensen, Poul Palmer, Arne Larsen (who for many years was the official greeter at Danish Days) and John Trojmer.

The final aspect of the Danish architectural design concept were the signs identifying the various stores and shops. It was important that signage was unique to the establishment. Hand carved signs with dissimilar design elements and brackets were encouraged. An over abundance of signage was prohibited. Signs towering above rooflines were also frowned upon. There needed to be a unique, but cohesive, overall platform for signage.

There were designers and architects who worked diligently to bring the 18th century northern European design we see today. One of the first designers was Ferd Sorensen. Having built his home with a windmill in 1940, he devoted the next 46 years to Solvang. Another was Earl Petersen. Earl and family arrived in Solvang in 1957. He had just received his master's degree in Minnesota and took a position at Santa Ynez High School as History teacher. As a self-taught draftsman and an eye for design, he took on a few side jobs designing houses. An old school buddy, Jerry Thompson, came to Solvang wanting to develop some properties. Earl helped out with the design aspect. Another teacher at the high school, Phil Condit, also wanted in on developing properties, and Earl was happy to help him with design also. In the mid 60's Earl's first project on his own was the Dolphin Club on Oak Street. Another project was designing Hamlet Square, the building that is now home to the Mole Hole on Mission Drive and First Street. Numerous housing developments in Ballard, Los Olivos and Santa Barbara, as well as thirty houses in Alisal Glen in 1972 nearly complete his resume. Earl's final construction project was the Petersen Inn complex. This also included the old medical clinic building, the "Greenhouse Restaurant" on the site of the Dania Hall and the annex across the street. After that project was completed in the late 70's his focus became property management, acquiring Denmark Square on the corner of Mission Drive and Alisal. He was often consulted on other developments. One of his proudest achievements was being conferred his architectural license by the State of California for his meritorious designs over his career.

During the early years designs and plans were generally a collaboration between the owner and the builder. As time passed and regulations and requirements changed, professional architects got involved. One of the first was Glen Marshbank. The later designs have been by David Goldstein and Evans Jones.

Over the years there have been numerous contractors and developers. Hans C. Skytt, as mentioned before, was the first. His sons Evald and Hans carried on the tradition. Evald's son Henry's greatest contribution was Skytt Mesa. Hans' son Ed continued in the lumber yard business with his father. He also served Solvang as Mayor and a City Council Member. H.C. Skytt's son-in-law, Holger Pohls, was also a carpenter, and later a contractor. In 1962 he built the Parish Hall at Bethania Lutheran Church with the help of his



son Erling. Erling has continued the family tradition by his many contributions to Solvang, the Santa Ynez Valley and beyond. Alfred Madsen, his son Norman and grandson Larry were also prominent builders. Johannes Jaeger joined the team upon his arrival from Denmark, soon became a partner and the business became known as Madsen-Jaeger.

There are many more who left their imprints, such as Harold Imbach from the 50's and 60's; Mick Hanly whose contributions were the homes on Rancho Alisal; and Mick's son Chipper who was responsible for several residential and commercial developments. John Johnson and Alan Huolbol also developed residential and commercial.

For the village area of downtown Solvang, the design concept was to have the look of a series of small buildings with different features that fit together in a cohesive unit. Large buildings were encouraged to change facades, bump walls in or out, change roof lines, materials, colors and other design details for a unique appearance. This would be in keeping with the village look rather than strip mall.

Marcus Nielsen

Marcus Nielsen, his wife Andrea and their six children arrived in Solvang in November 1911. A native of Denmark, Marcus came to America in 1883. He had trained as a blacksmith in the old country and continued in Michigan until he found an abundance of trees and changed course to become a woodchopper. Leaving Michigan, he and Andrea spent a few years in Minnesota, most likely either in Askov with the Nedegard's and Lunde's, or in Tyler where he would have rubbed elbows with the Rasmussen, Bornhoff's and the Hansen-Duus', all future Solvang families. In 1895 Texas called and the newly formed Danish colony of Danevag sounded warmer than Minnesota, and the Nielsen Family was on the move once again.

In Danevag, Marcus started a Co-Op Cotton Gin, built a new home, worked hard and was quite successful. Danevag was near the Gulf Coast and with that came hurricanes, and there were several that struck during the Nielsen years. One inflicted some damage to out buildings and some minor flooding. The last one the family incurred hit while Marcus was away. The area flooded to the point where Andrea retreated to the second floor of their home with their six children. They were trapped there for several days before a few itinerant workers came wading by and Andrea called out to them asking for help. They found a wooden watering trough, loaded the family on board and pushed and pulled the makeshift vessel a couple of miles downstream to a neighboring house. That was the last straw and Marcus packed up the family, sold the cotton gin and farm and headed west to a new Danish settlement in California, trading hurricanes for earth quakes.

Upon arrival in Solvang, Marcus went into a partnership with Sofus Olsen in the grocery and dry goods store he had opened. Marcus worked hard, saved his money and soon bought out Olsen. It has been told that the Nielsen family ate oatmeal three times a day to raise the money for the buyout.

Marcus and family quickly settled into the community. He built a house on what is now Mission Drove. The house still stands prominently next to the hardware store and is now The Olive House. Together with a couple of partners, Marcus started Solvang's first water company with a well in the alley between his store and the feed mill. Marcus was instrumental in starting Solvang's first bank, Santa Ynez Valley Bank, serving as president of the Board of Directors.

As the years went along the children grew up and some became involved with the family business. Son Axel married Margret Knudsen; daughter Clara married George Petersen; Marie married Terman Paaske; Walter opened a garage (gas station) at Los Cruses; Thora and Lillian both married as well. Axel joined his father in the grocery business, as did Clara. The name of the store became Nielsen Petersen.



Axels' wife, Margret, was the daughter of K.P. and Alma Knudsen. K.P. was born near Kolding, Denmark, and Alma was from Sweden. K.P. first settled in Omaha in 1893 and moved to Seattle in 1901 to be joined by his brother Hans Knudsen in 1903.

The Knudsen family came to Solvang in 1914 with 10 year old Margret. Their son Carl was born in 1919 in Solvang. The family lived and worked on the Gardner Ranch until K.P. started a restaurant in Buellton in 1922. After nine years in Buellton, K.P. opened a new restaurant and boarding house/ in the original building built in Solvang on Alisal Road (which today is the Bit O' Denmark). The family had living quarters in the southern half of the first floor, the restaurant and kitchen took the north half, and there were eight rooms to rent upstairs.

K.P.'s brother, Hans, built what would later become the Mission Theater north of the restaurant. A few years later Axel took over the theater, and together with Margret, ran it until the late sixty's. This was the only movie theater in the valley and was enjoyed by all. The youth of Solvang especially enjoyed the Saturday matinees. Hans also established Sunny Corner at the corner of Main Street and First Street, with the first Danish architecture in downtown Solvang.

Axel and Clara continued in the grocery business until Jens Rasmussen bought Clara's share and the name changed to Nielsen Rasmussen. Behind the market, across the alley from K.P.'s restaurant, Axel had a little red warehouse. Much to the delight of valley children, this warehouse was transformed into "Toyland" for the month of December. This author has fond memories of the Tonka trucks on display and hoping that Santa would leave one for me on Christmas morning. My wishes came true on occasion....

Roger, Axel's son, followed in the footsteps before him, working at the store after school and in summers. Since Axel must not have paid him much, Roger engaged in various entrepreneurial activities, sometimes recruiting a friend or two, to earn some

extra money to support his desired life style. After college he worked for Axel and Jens as bookkeeper. That lasted a summer as Roger could see the business was not making much money, and certainly would not sustain his services for long. Roger went to Seattle to spend time with friends and look for something to do.

Building History

In 1932 C.V. left H.C. Skytt's employment and founded his own business, C.V. Nielsen, with contracting services and a planing mill located on Highway 150 (Mission Drive), just east of "Old Man" Block's blacksmith shop, where the King Fredrick Best Western motel stands today. C.V. became one of the leading contractors in the community, the Santa Ynez Valley and beyond. In addition to building, the planing mill soon became a full service lumber yard supplying building materials to the valley builders and contractors. Every stick of lumber that went into building Cachuma Dam and the Tecolote Tunnel, bringing water from the Santa Ynez watershed to the south Coast cities of Goleta and Santa Barbara, came from Nielsen's Building Materials.

As C.V. and Anna's children grew up they became active in the family business. Daryl, the oldest, started as a teenager working for his father, learning to how to pound nails, and was tutored in many aspects of the business. After returning from service as a captain during WWII, he, again, joined his father. Alton followed much the same path, serving his country in Panama, then returning to the family business. In 1954 Thora Mae took over the





bookkeeping responsibilities from her mother, Anna, who worked alongside C.V. since 1932. Thora Mae insisted on that a new office and showroom be built. She did not want to work in the shed her mother had to endure for many years.

As Solvang grew and was changing its focus toward the tourist industry in the late 50's, along with an anticipated building boom that reflected the part that Vandenberg, AFB would play in the national space exploration, plus the establishment of Santa Ynez Water Conservation District, Improvement District No. 1 (ID1), encompassing the townships of Solvang, Santa Ynez, Los Olivos, and Ballard, which would bring a reliable municipal water supply and

the subsequent growth that could entail, C.V. and Daryl could see it was time to move the lumber yard away from the village to a larger location at the eastern end of BuellFlat. This move took place in 1959 and also included much needed rental spaces for tradesmen like plumbers, electricians and a blacksmith.

Daryl wanted to build a motel on the village property vacated by the lumber, which of course he planned to build in the 18th century northern European architectural style. He asked his father to join him as an investor, but C.V. turned him down thinking this was a bad idea. He did not think that anyone would stay overnight in Solvang. That was a big one that C.V. didn't see coming!

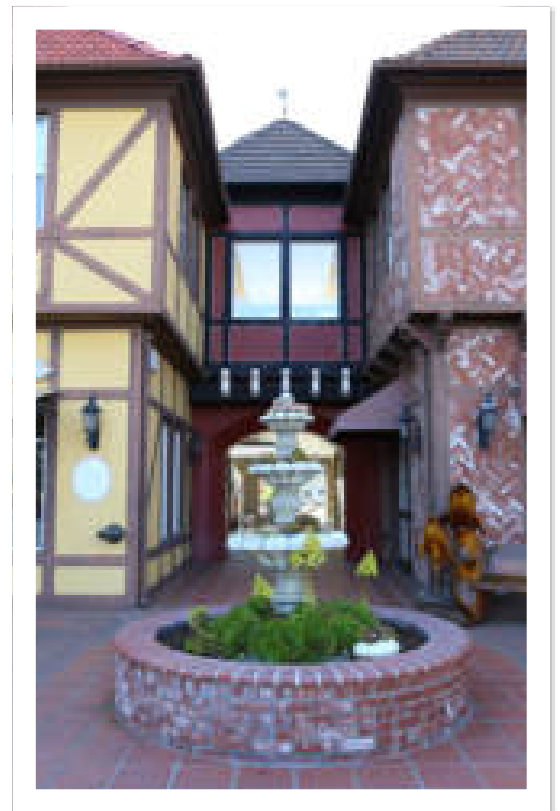
Daryl took over the helms of Nielsen Building Materials upon C.V.'s retirement. By now the business was a full service building materials supplier with hardware, paint, tools, concrete plant and a cabinet shop. While the company was no longer building Daryl remained active in contracting and development personally.

Daryl was also very civic minded and was involved in the formation of SMID (Solvang Municipal Improvement District.) He was instrumental in hiring Leo Mathiesen as district manager in 1963. Later Daryl was a proponent of cityhood, which finally happened in May 1985. Daryl was often referred to as the "Mayor of Solvang."

After Daryl's retirement his brother Alton managed the lumber yard for over a decade. He was followed by Thora Mae's husband Andy Andersen. Following the family path, Thora Mae and Andy's son, Ken, has taken the helms for the last push to the company's centennial in 2032. Under Ken's watchful eye, the old lumber yard has expanded its offerings to include a door and window shop, a showroom, granite and stone services and a newly completed hardware and tool showcase. The business has truly become a full service building material distributor.

Andy and Thora Mae also are responsible for two developments in the village. The first was a professional office complex on Alisal Drive above Mission Drive. The second was a commercial building on the site of C.V. and Anna's home on Alisal Drive. Here Thora Mae and daughter, Donna, opened "The Home Connection." Thora Mae takes great pleasure in pointing out the exact spot where she was born (not so many years ago).

[CONTINUED ON PAGE 51](#)





The Heart of Downtown Solvang

The Village's European-style beautiful pedestrian friendly tree-lined streets make it one of the most walkable cities in California.

Shopping. Locals, tourists and merchants enjoy shopping locally, knowing they will find unique treasures for home décor, upscale brands of clothing and shoes, the highest quality leather goods and accessories, artwork by international and local artists, consignment shops, thrift stores that fund community non-profits, boutiques that offer locally-handmade gifts (and some that also offer classes), as well as the best sweets and cakes for family gatherings or special gifts, and much more. Need a special order item? Most merchants will go out of their way to get it for you. Have family coming to visit? Solvang's Village is a great place to spend time together, sharing your favorite places to shop, eat and relax.

Services/Professionals. It's important to remember that services abound in the Village. Dentists, physicians, optometrists, attorneys, dry cleaners, flooring contractors, web designers, accountants, and more are all within walking distance and often share building space with the retail shops

Sustenance. Local restaurants, wine bars, tasting rooms and pubs are all gathering places to meet with friends and share an evening. Whether you are looking for authentic Danish food, craft beer or local wine, you can find it in Solvang. Many of these businesses are open later, offering a relaxing respite from a day of exploration in our wonderful City.

Sustainability. Many businesses have loyalty programs for locals, local discounts, and layaway options. Solvang's business community gives generously to local charities that are important to our community— all forms of "give-back" made possible because our residents help sustain the businesses through spending their dollars locally.

For the complete listing of Solvang businesses, see Business Directory at page 68.

DANISH ARCHITECTURE in Solvang is seen in many business places and homes. The Old World type of provincial architecture features simulated thatched, aged copper or imported tile roofs, stained glass windows, bindingsverk (part timber) walls, traditional storks on the roof tops, and cobblestone sidewalks.



THINK ABOUT...BUYING LOCAL & SUPPORTING LOCAL SERVICES



Creates Community Reinvestment - Big Box vs. Local Businesses. Throughout the United States only about 33.6% of the revenue from national chains is reinvested into the community, which is very low compared to the 64.8% return from local businesses.



Strengthens a community. Dollars spent in locally-owned businesses have three times the impact on the community as dollars spent at national chains. Shopping locally simultaneously creates jobs, funds more city services through sales tax, increases investment in neighborhood improvements and promotes community development.



Buying Local is more personal. At local businesses, the person running the store may be the owner or someone you may know. The personal connection will make your shopping experience more enjoyable because they take time to get to know their customers' needs.

Where to Start? Make Solvang Third Wednesday the day each month that you discover a new business in Solvang. Support over 60 local businesses that have created their own special sales and offers for you.

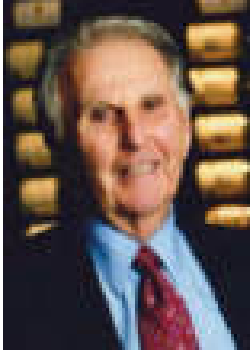


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8 years running

We deliver to all of the
Santa Ynez Valley!

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A message from the President

Dear Friends of the Solvang Chamber of Commerce,

We are proud to present the 2018-2019 Relocation Directory, produced in partnership with the City of Solvang. We hope you find it a valuable resource, whether you are a current resident or contemplating moving to our beautiful village of lights. The Solvang Chamber of Commerce has been supporting the business community since 1921. We provide numerous services, which includes learning and networking opportunities. In the past year, the Chamber has strengthened its partnerships with other local and regional organizations, ensuring that Solvang's interests are represented throughout our Central Coast.

The Solvang Chamber of Commerce is proud of its active role in Solvang 3rd Wednesday, promoting Walk, Shop, Wine and Dine. We hope you take advantage of our Chamber year around offerings, like music in the park. I encourage you to join the Solvang Chamber and become an active member of our community, please join us for our monthly business mixers held at a different business each month.

Sincerely,
John Martino
Board President

Building a Better Business and Community

Solvang has a very unique business environment. While tourism provides much of the City's resources, businesses also thrive through local support of the products and services they offer to residents. The Solvang Chamber of Commerce helps businesses through targeted education, business advocacy in government, enhanced exposure through our website and newsletter, leadership in Economic Development and by bringing our members together at events.

Our Members are your neighbors, friends, and family who support local organizations and programs that enrich all of our lives. Whether it is providing summer jobs for kids, partnering with Non-Profit organizations to raise funds and awareness, sharing business expertise with a new business or providing quality services and products, Solvang Chamber of Commerce members are some of the most generous people you will meet.

According to a research study "The Real Value of Joining a Local Chamber of Commerce", by the Shapiro Group and Market Street Services:

- Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall. It is 29% more effective, however, for communicating to consumers that a company uses good business practices and 26% more effective for communicating that a business is reputable.
- If a company shows that it is highly involved in its local chamber (e.g., sits on the chamber board), consumers are 12% more likely to think that its products stack up better against its competition.
- When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community, and is an industry leader.
- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 40% more likely to eat at the franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are 43% more likely to consider buying insurance from it.
- When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.



Adventures with the Chamber!

The Chamber is not all work and no play. Each year the Chamber sponsors trips to exciting destinations throughout the world through our Travel Program. These trips are organized through the Solvang Chamber of Commerce Travel Coordinator, Linda Johansen, and offer members and friends the opportunity for adventure. A portion of the proceeds from these trips goes to fund Chamber programs that directly benefit our Members and the Community.

Join us for our next adventure! Discover Croatia, Slovenia and the Adriatic Coast from October 3rd to the 14th, 2019. Contact Linda Johansen, 805-686-1644 or lindyjo2003@yahoo.com, for more information.



PHOTOS COURTESY OF SYLVIA BRENTS & LINDA JOHANSEN

Solvang Third Wednesday

gives people an opportunity to re-discover Solvang every third Wednesday of the month. The Chamber program, currently in its 7th year, is open to all businesses in Solvang offering specials to locals and visitors alike. Currently over 60 businesses participate. Solvang Third Wednesday's Wine & Beer Walk is a great way to spend an afternoon with friends or your special someone as you stroll through our quaint village discovering why Santa Ynez Valley wines and beers are rated as some of the best!

Solvang Third Wednesday presents a number of fun filled family events.

- Music in the Park is in Solvang Park every Wednesday and every other Friday throughout the summer with local bands playing all types of music.
- Every other Friday through the summer season we have Movies in the Park with our Parks and Recreation with hot chocolate and popcorn.
- The Solvang Scarecrow Fest and the SYV Scarecrow Fest announce the arrival of fall. Solvang boasts over 100 scarecrows during this month long festival and your vote counts!
- If you are looking for unique gifts for the Holidays, there is no more festive way to get in the spirit than, Shop, Mingle & Jingle. You can find something for everyone on your list right here in Solvang and enjoy the Solvang Third Wednesday deals as well.
- Our Solvang 3rd Wednesday restaurants off a 3-course dinner for \$25 per person (reservations recommended), plus free corkage for wines purchase on the Wine & Beer Walk. Participating restaurants:
 - Mad & Vin at The Landsby
 - Succulent Café
 - Cecco Ristorante
 - Fitzpatrick's Restaurant

Visit solvang3rdwednesday.com for more info

WALK. SHOP. WINE & DINE.



SNAPSHOT

WHAT DOES A CHAMBER OF COMMERCE DO?

The 5 most important aspects of what the Chamber of Commerce does:

- Takes a leadership role in strengthening the Local Economy
- Utilizes all available resources to promote the Community
- Represents the Interests of Business with Government
- Provides opportunities to Build Business Relationships
- Supports issue-based political action



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The Solvang Chamber of Commerce brings together individual businesses to promote a vibrant economy, share experiences with fellow business owners and shape how business is done in our Community. Membership gives business owners access to services and important information.

TOP 10 REASONS YOU SHOULD JOIN TODAY!

1. Visibility

Through the Chamber's brochures, website, Facebook page, and regular community presentations, your business will receive special attention that only Solvang Chamber members are entitled to receive.

2. Networking/Marketing Opportunities

High-profile networking opportunities occur at regular mixers along with, ongoing personal introductions from the Executive Director to businesses that will work well with your business.

3. Education and Information

Your Chamber works hard to provide educational opportunities and critical information that you need and want. Most seminars are free or very low cost to members.

4. Credibility by Association

When you are a member of the Solvang Chamber of Commerce, people know you are part of a credible and reliable group of professionals who work together to impact our community in a positive fashion.

5. Business Referrals

The Solvang Chamber of Commerce is a busy office with calls requesting referrals each day. All referrals go out to the businesses that are Chamber members whether it is a retail shop, an insurance company, a medical professional, a grocery store, or a web page designer.

6. Advocacy and Influence

You are not alone! The Solvang Chamber strengthens the community by providing a representative voice for the business community on issues that affect you and your business at the City and County level.

7. Economic Development

The Chamber members contribute to and share economic data about our community on a regular basis and make informed decisions about their business thanks to the Chamber's quest to provide as much economic data as possible to our members.

8. Staff

The Solvang Chamber of Commerce Executive Director is closely linked to all the local businesses, Chamber members are encouraged to use the talents of our staff as an extension of your business staff to help solve your business problems and address your business needs.

9. Special Events

The Solvang Chamber hosts several outstanding special events designed to inspire leadership in our community, promote businesses, and discover future business owners who may be interested in new opportunities in our community. The Solvang Chamber of Commerce is open to your suggestions for special events.

10. The Future

We all want a better future, but many of us do not know how to make it happen. A membership in the Solvang Chamber of Commerce allows you to have a hand in the future of our community while ensuring that the strengths of our past are not lost along the way.



Board of Directors

Pictured from top to bottom are:

TOP ROW, LEFT TO RIGHT:

Executive Director- Tracy Beard,

Economist- Dr. Kenneth Hardwood,

Scott Gold,

Executive Director at Large- Barry Prescott,

Treasurer- Jack Williams,

Vice President- Charles P. Werner,

President- John Martino,

Military Liaison- Alvan Salge

BOTTOM ROW, LEFT TO RIGHT:

Secretary – Sylvia Brents,

David Cecchini, Honorary Board

Advisor- Linda Johansen, Lisa Mesa,

Karen Bowker, Patty DeDominic

NOT PICTURED:

Dr. Kevin Walthers, Elsa Marie Petersen,

Michael Mendizza

Solvang Chamber Staff

Tracy Beard

Executive Director

Susie Harrison

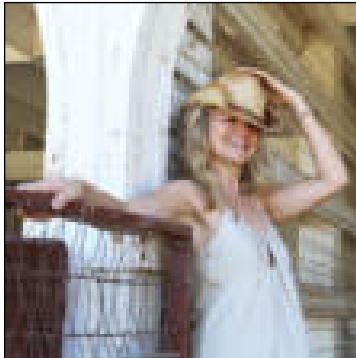
Special Projects

Taryn Weller

Executive Director's Assistant

Linda Blue Photography

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the city of solvang

YOUR PARTNER FOR SUCCESS

Local Government and You

The public services provided by the City of Solvang enhance and protect the quality of living enjoyed by residents and business owners alike. Our small town enjoys a wide range of municipal services provided by a responsive, budget-conscious City Council and Staff.

We'd like to take this opportunity to offer a personal hello—and our promise to continue our mutual partnership in the success of our community's residents and business owners.

Services:

The City provides a variety of municipal services for its citizens. In brief:

- Police protection and fire suppression services are provided by the County of Santa Barbara.
- Emergency preparedness is addressed with the City of Solvang's adoption of an Emergency Management Plan to ensure the most effective and economical allocation of resources in the event of an emergency.
- Building safety and compatible land use planning is provided by the Community Development Department.
- The Parks and Recreation Department provides a vast variety of recreational pursuits and maintains the City's beautiful parks.
- The City's Finance Department provides accounting and utility billing services for the City's water and wastewater operations.
- Engineering, Maintenance of streets and facilities, Transit services, Water, and Wastewater Services are administered by the Public Works Department.



City Staff

TOP ROW: Jenny Branson, Frank Pacheco, Nick Rivera, Nathan Giacinto, Matt van der Linden, Holly Owen, Cuco Santana, Fred Lageman, Frank Saunders

BOTTOM ROW: Sandra Featherson, Raymond Cano, Lisa Martin, Jenny McClurg, Tom Pokotylo, Dawn Palacios, Bridget Elliott, Kristin Rubin, Diane Christensen, Brynda Messer, Heidi Serbus



OVERVIEW: Solvang City Government

The City of Solvang is a charter city with a Council/Manager form of government. The Council establishes policy and the City Manager is responsible for carrying out Council policy. The City Council consists of five members elected at large. Members serve four-year staggered terms; elections are held in November of evenly numbered years. The Mayor is elected at large and serves a two year term.

Welkomen to the city of Solvang, the Danish capital in America. Solvang with its heritage of over 100 years welcomes you and hope you find yourself at home. Our small population and friendly people will make you feel at home in no time. Besides recreation, there's many associations and civic clubs to join and many volunteer activities to keep one busy. Again, welcome to Solvang.

Jim Richardson, Mayor

From top to bottom, left to right:

Mayor Jim Richardson, Councilmember Joannie Jamieson, Councilmember Ryan Toussaint, Councilmember Karen Waite, Councilmember Neill Zimmerman

WATER AND WASTEWATER

Water:

Provision of safe, reliable, and affordable water is a primary concern to Solvang, as it is to any municipality in the State of California. Currently, the City operates 4 existing wells which are located in town and near the Santa Ynez River. The City also purchases water from the Santa Ynez River Water Conservation District, Improvement District No. 1, on an as-needed basis. In addition, the City has entitlement to 1,500 acre-feet per year of State Water Project water.

However, only a portion of the entitlement amount is allocated each year by the Department of Water Resources based on annual rainfall and snow pack in the northern Sierra Nevada Mountains.

The City is actively pursuing development of three new upland wells and up to six new river bank wells to expand its water production capability, and development of a water treatment plant to upgrade its water quality.

Lake Cachuma is a complete family recreation area with 500 campsites, tables, hot showers and fresh water. Three thousand surfaces acres of water and 42 miles of shoreline are served by easy access launch ramps and courtesy docks. Fishing is enhanced by the stocking of trout, black bass, crappie, catfish and Red-Ear Sunfish. Full service general store is open year round and full hook-up campsites are available by reservation. Other features include horseback riding and recreation center which provides swimming pool, skating rink and miniature golf. Boat rentals and slip rentals available, entrance fee is per car per day and camping fee is per car per night. Located on Highway 154, 14 miles southeast of Solvang.

Wastewater:

The City owns and operates a sewer collection system and a Wastewater Treatment Plant (WWTP). Nearly 100% of City residents are connected to the sewer collection system. The WWTP is located southwest of the City on the south side of the Santa Ynez River. The Treatment Plant has a capacity to process 1.5 million gallons per day. The City recently completed a major project to protect the WWTP by stabilizing and reinforcing the adjacent river bank, thus protecting it from scour and erosion. The City also maintains the sanitary sewer collection system, and cleans all sewer lines annually.



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doing business

PROSPERING HERE

Partner with the City for Business Success

The City of Solvang values our business partners and strives to maintain an economic climate for business success. We understand successful businesses need a balance of resources to flourish and grow. Solvang and its surrounding region offer a diverse workforce and range of programs and services which will allow you to staff, manage, and expand your business in one of the most desirable places to live, work, and visit.



Starting a Business

We understand the myriad of regulations businesses face, and City Staff are here to help you find the easiest path so you can focus on prospering. Below are some key points to help you learn about starting and growing your business in Solvang.

Step 1 – Check Zoning, Occupancy, and Learn About Sign Regulations

Before you consider purchasing, renting, or leasing a site for your business, please contact the Community Development Department to help determine if the zoning allows your intended use of the property, what modifications to the building or space may be necessary, and what permit(s) would be required. **It is important that you know what improvements may be required in order to comply with the Americans with Disabilities Act and the California Accessibility regulations.** The Community Development Department staff will also provide information regarding Land Use Clearances, signage, home-based businesses, and the building permit process.

Contact Information: 411 Second Street, Solvang CA 93463
805.688.4414 • Email bmesser@cityofsolvang.com

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Located in the Santa Ynez Valley just 35 minutes north of Santa Barbara!

Step 2 – Apply for City Business Certificate/Sign Up for City Services

The City of Solvang requires a Business Certificate to be obtained prior to the opening of your new business. Please stop by Solvang City Hall to obtain an application and receive any additional information you may need for your new business. The annual fee for a Business Certificate is \$34.00.

The City provides water and sewer service. Applications for service may be obtained at Solvang City Hall and on the City's website.

Contact Information: 1644 Oak Street, Solvang CA 93463 • 805.688.5575 • cityofsolvang.com

Step 3 – Obtain Other Licenses, Permits, and Services

The table below indicates which agencies to contact for various services or permits.

PERMIT TYPE	CONTACT CITY OF SOLVANG	CONTACT COUNTY OF SANTA BARBARA	CONTACT OTHER AGENCY (AS NAMED)
ZONING & SIGNAGE	X		
BUSINESS CERTIFICATE	X		
WATER & SEWER SERVICE	X		
BUILDING PERMITS	X		
RESTAURANT LICENSING (aka Health Licensing/Food & Beverage Related)		Public Health Department (Santa Maria) countyofsb.org	
LIQUOR LICENSE			Alcohol Beverage Control abc.ca.gov
RESALE TAX PERMIT			State Board of Equalization boe.ca.gov
FICTITIOUS BUSINESS NAME		County Clerk/Recorder countyofsb.org	
CalGOLD Permit Assistance			State of California calgold.ca.gov

Step 4 – Call your Chamber of Commerce to promote your business

Solvang Chamber of Commerce: 805.688.0701

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KEVIN O'CONNOR, President

Step 5 – Use Business Resources to Succeed

In Solvang, contact the City's Economic Development Director if you require assistance with a business need. City staff is happy to assist in addressing challenges to the extent feasible.

Contact Information: Planning and Economic Development Director
411 Second Street Solvang CA 93463
805.688.4414

Visit the City's website at cityofsolvang.com to review the City's Socioeconomic profile under the "Doing Business" tab.

ADDITIONAL RESOURCES:

The Santa Barbara County Small Business Development Center (SBDC) provides individualized consultation and training to new and growing businesses. There is no cost for these services. Consultants can assist with preparation of business plans, growing your business, SBA loan and grant programs, and other forms of business assistance. The program is part of the Ventura County Economic Development Collaborative, the Los Angeles Regional Network, and the national Small Business Administration. The SBDC website is sbcountysbdc.org

SCORE provides small business assistance for every stage of business development. SCORE counseling is available for potential entrepreneurs, start-ups, and small business development. SCORE services are free and confidential; SCORE mentors are volunteers with a wide range of business experience who offer personalized business counseling. If you are interested in utilizing SCORE's services, visit the organization's website at <http://sbscore.org>.

The Santa Barbara Workforce Investment Board (WIB) works with employers to optimize their human resources needs. The WIB's services include hiring, training, and retaining employees. Assistance is also offered with business expansion and customized programs to meet specific employment requirements. If you are interested in utilizing the WIB's services, visit the organization's website at <http://santabarbaracountywib.org>.

Maintaining & Improving Your Home or Business

Please keep the following in mind when you are preparing to maintain, repair or remodel—whether it is your home or business:

- Repair, maintenance, and remodeling of your home or place of business can range from a minor item such as replacement of a water heater to an exciting expansion and remodeling project.
- Building permits are required to insure that work is done according to the codes which were developed to protect your safety and to protect your investment in your property.
- The building permit process begins with review of your project plans performed by a qualified plans examiner, includes inspections during various specified stages of construction, and serves to document that all work was performed in a safe and lawful manner.
- The process also assures that a licensed contractor or other authorized individual is responsible for the overall project.
- If work is done without a permit, property owners can be subject to fines and insurance companies may not pay claims for damages resulting from non-permitted work.
- If you are replacing a water heater, remodeling your kitchen or bathroom, removing or building interior walls, changing out or adding plumbing fixtures or electrical outlets, replacing windows, or installing a new heating and air conditioning system, you will likely need a building permit.

The City of Solvang's Community Development Department staff will be happy to assist with the permit process so you can proceed with your project.

Contact Information: 411 Second Street
Solvang CA 93463
805.688.4414
Email dianec@cityofsolvang.com

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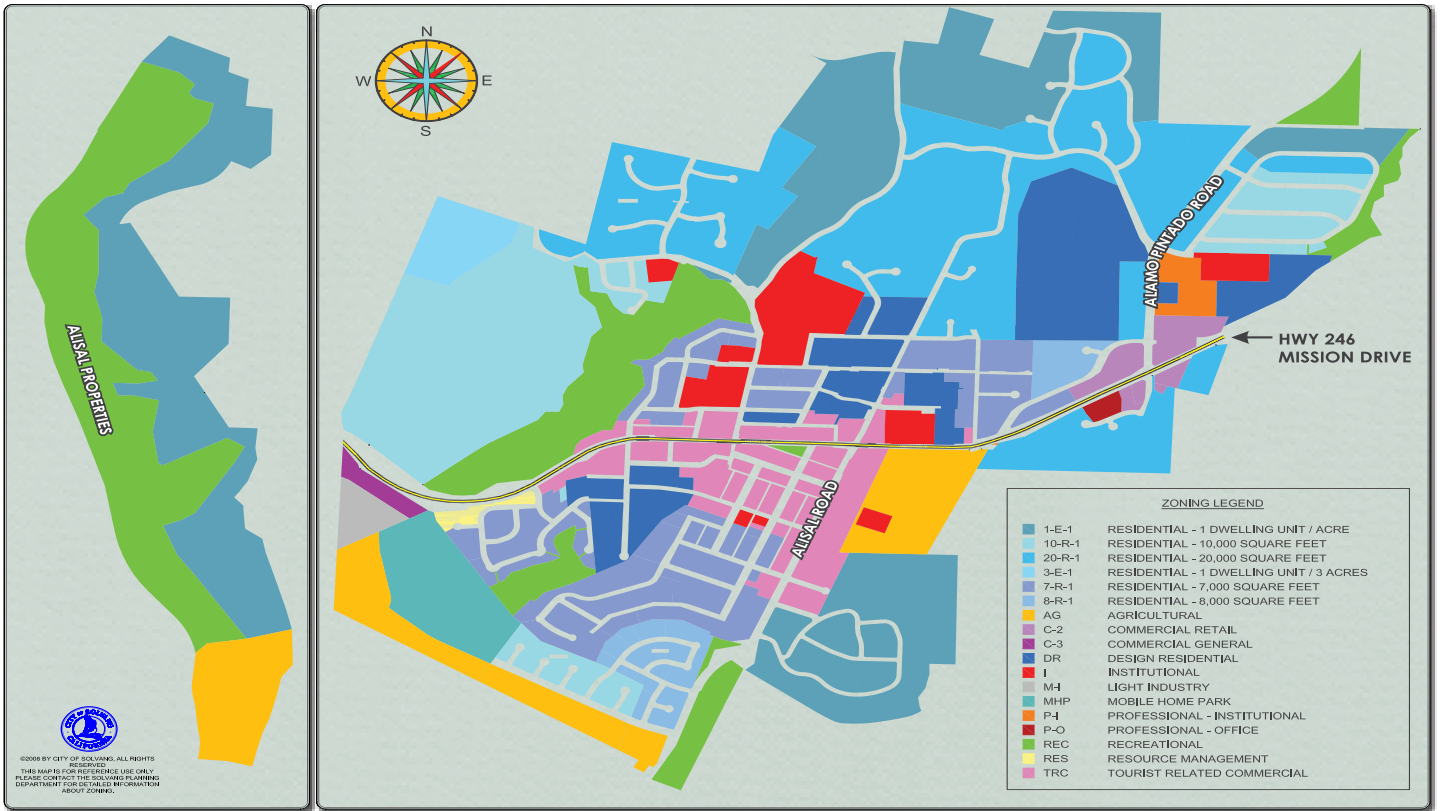
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ZONING MAP




Download a full size version at: www.cityofsolvang.com/index.php/permit-center/document-center/doc_download/256-zoning-map

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economic big picture

EMPLOYMENT & INCOME

Regional Employment

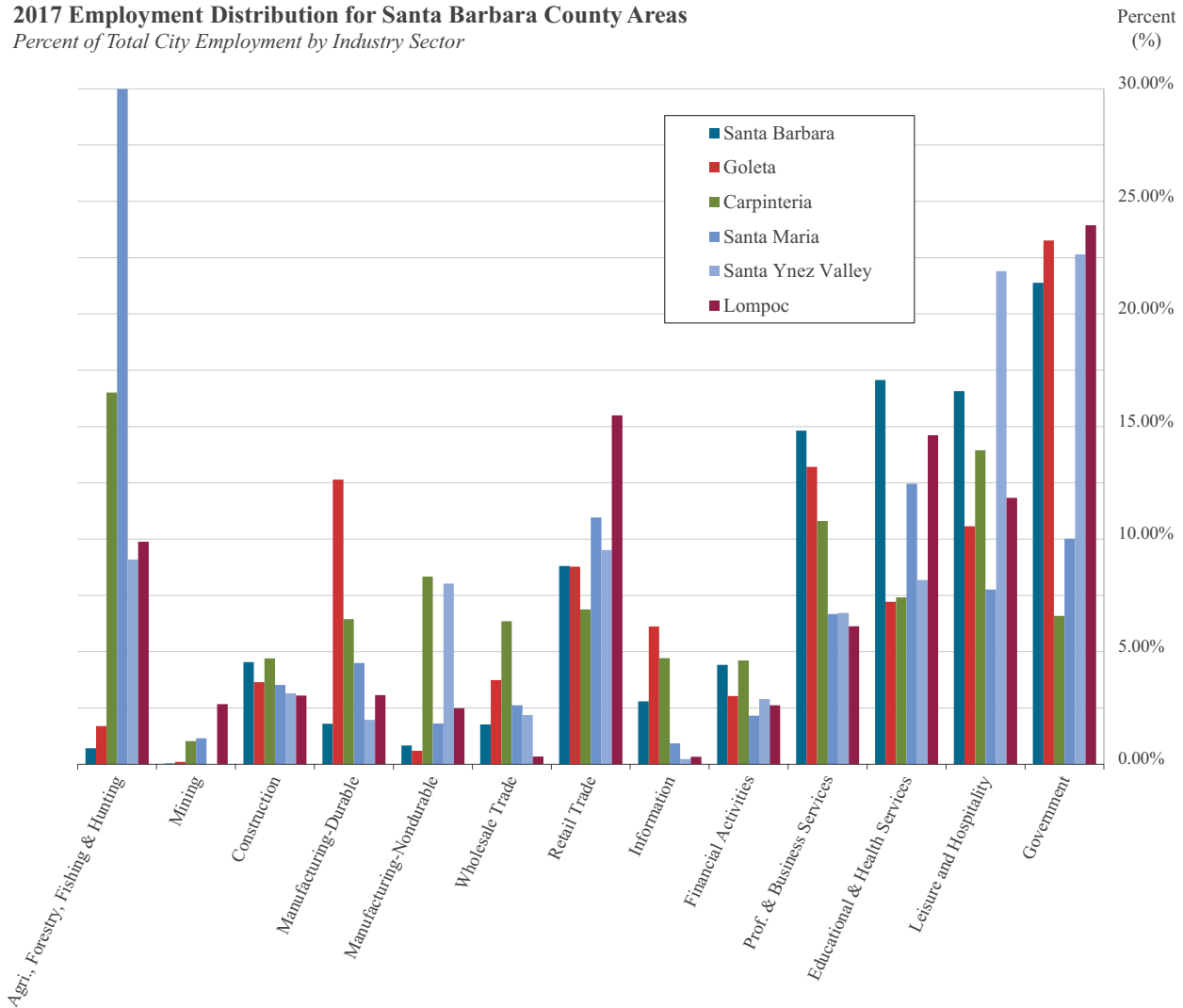
Total employment in Santa Barbara county grew by 5,558 from January, 2017 through January, 2018, the fastest growth since 2012. The county unemployment rate also fell to 5.1%. The fastest growth was in the leisure and hospitality sector, growing by 5.8% the past year, and 15% over the past three years. In addition, this sector has now moved to the second highest as a share of total employment, only trailing government employment. Real wage growth was 2%, the highest it has been since 2010.



The following graph, 2017 Employment Distribution for Santa Barbara County Areas, offers a big-picture view of the percentage of employment by industry sector.

2017 Employment Distribution for Santa Barbara County Areas

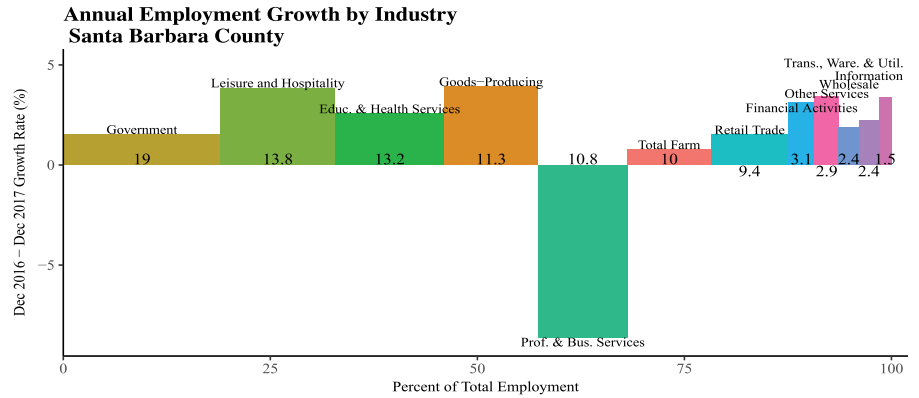
Percent of Total City Employment by Industry Sector



Source: CA Employment Development Department, Quarterly Census of Employment and Wages (QCEW)

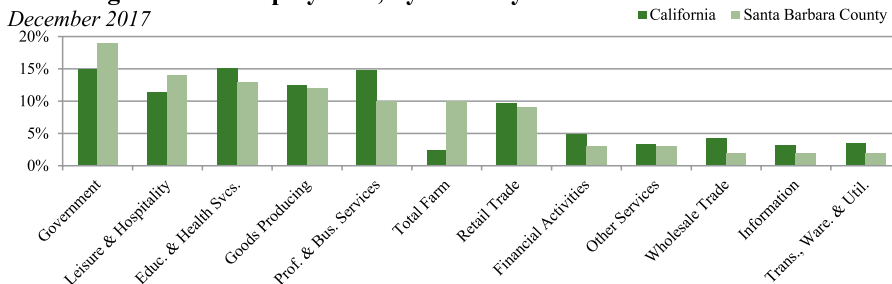
GRAPHS & DATA COURTESY OF UCSB ECONOMIC FORECAST PROJECT

Leisure & Hospitality has had the fastest employment growth in the past three years, at 12.9%. Goods Producing also had large employment growth over this time, at 12.4%. Three industries, Professional & Business Services, Total Farm and Transportation, Warehousing & Utilities, have had an employment decline over the past three years, falling by 10.7%, 3.7% and 7.8% respectively.



Percentage of Total Employment, by Industry

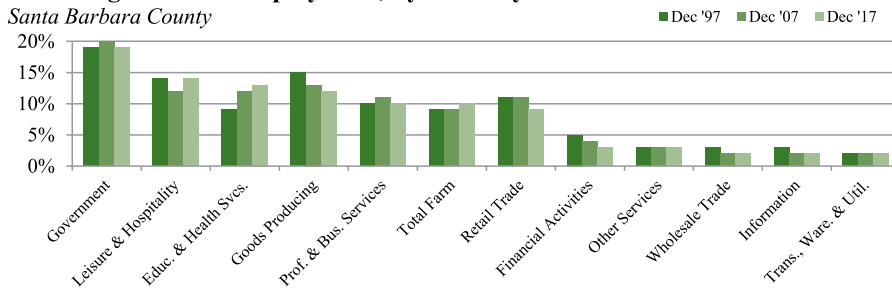
December 2017



Source: CA Employment Development Department, Current Employment Survey (CES)

Percentage of Total Employment, by Industry

Santa Barbara County



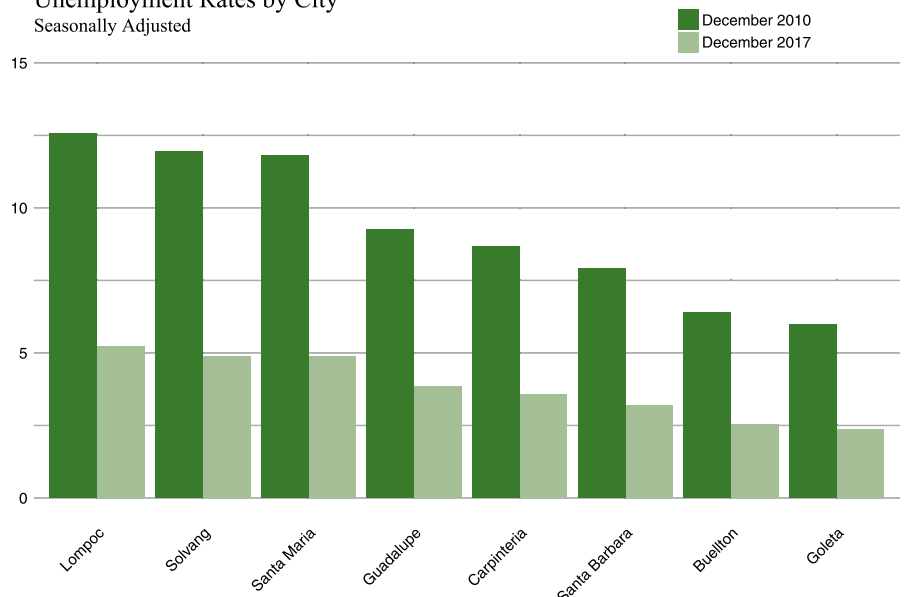
Source: CA Employment Development Department, Current Employment Survey (CES)

City Employment

Santa Barbara County is comprised of cities with vastly different industry mixes and economic conditions. North County, which includes five cities (Buellton, Guadalupe, Lompoc, Santa Maria, and Solvang) and five census designated places (Los Alamos, Mission Hills, Orcutt, Santa Ynez, Vandenberg AFB, and Vandenberg Village), is typically poorer, has higher unemployment rates, and is more agricultural than South County. However, Buellton and Santa Ynez are exceptions to the first two of these differences. South County includes three cities (Carpinteria, Goleta, and Santa Barbara) and five census designated places (Isla Vista, Mission Canyon, Montecito, Summerland, and Toro Canyon).

Current unemployment rates are highest in Lompoc (5.23%), Solvang (4.87%), and Santa Maria (4.87%), and lowest in Goleta (2.36%) and Buellton (2.53%). Unemployment rates in the other cities in the county range between 3.19% to 3.85%. Unemployment rates in all areas have declined significantly since December 2010, when several North County cities were experiencing unemployment rates around 12%.

Unemployment Rates by City
Seasonally Adjusted



GRAPHS & DATA COURTESY OF UCSB ECONOMIC FORECAST PROJECT

Source: CA Employment Development Department, Current Population Survey (CPS)



Aera's East Cat Canyon Project Economic Report Card

Aera Energy has applied for a land use permit to redevelop the East Cat Canyon oil field located in rural north county adjacent to other oil fields and ranchlands. The project site had been producing oil for nearly 100 years before being decommissioned in the 1990s. An environmental impact report is currently being drafted under the direction of the Santa Barbara County Planning & Development Department.



Economic Benefits

In January 2015, the UC Santa Barbara Economic Forecast Project conducted a study to measure the economic impacts of Aera's East Cat Canyon Oil Redevelopment Project. These are the major findings:

- Aera's project will generate more than **\$1 billion** in total economic activity.
- Santa Barbara County will receive an estimated **\$128 million** to **\$134 million** in Ad Valorem property taxes generated over the life of the project.
- Property tax revenues are estimated to be **\$5 million** to **\$8 million** per year in the mid years of the project. Revenues would be up to **\$2.5 million** in the early years when production is ramping up. By comparison, the largest Santa Barbara taxpayer in 2016 paid **\$4 million**.
- The project will generate another **\$48 million** in direct and indirect federal, state and local taxes such as personal income taxes, social security taxes and sales taxes.
- The project will **create** hundreds of direct and indirect **jobs** for Aera employees and contractors, local restaurants, hotels, retailers, health care services and others.
- Aera partners with many community organizations in Santa Barbara providing **grants and volunteers**.



Learn more at AeraEastCatCanyon.com

Phone: 805.361.8800 Email: AeraEastCatCanyon@AeraEnergy.com

Aera Energy East Cat Canyon Overview

The Setting: Historic Oil Field in Rural North County

The East Cat Canyon project is located in a rural area, about 10 miles southeast of Santa Maria, adjacent to other oil fields and ranchlands. Cat Canyon is one of California's oldest oil fields. Our project site had been producing oil for nearly 100 years before being decommissioned in the 1990s. Changes in technology and economics have led to our interest in re-establishing production here.



Cat Canyon oil field circa 1910-1912

Our future in Santa Barbara

We have applied for a land use permit to redevelop the East Cat Canyon oil field. An environmental impact report is currently being drafted under the direction of the Santa Barbara County Planning & Development Department.

Committed to Safety

Aera has an excellent worker safety record with a total recordable injury rate that is eight times better than the nationwide manufacturing sector and eighteen times better than California's state and local governments. We achieved this record through an unwavering focus on creating a safe and healthy environment from the field to the office. Our guiding principle is for our people to go home safe and sound each day, with a health and safety program that extends beyond what happens on the job and includes personal well-being.

A Community Partner

Aera actively supports a growing number of community organizations throughout Santa Barbara County that provide programs benefiting children and families, schools, businesses, and civic organizations. These include the Boys & Girls Clubs of the Santa Maria Valley, the Foodbank of Santa Barbara County, MOXI, NatureTrack, the Santa Barbara Foundation, United Way, The Hancock Promise, the Guadalupe Nipomo Dunes Center, Chambers of Commerce throughout the county, and the Economic Vitality Team.

Environmental stewardship

As a California-based company, we understand and respect the unique environmental resources and the natural beauty of our regional landscape. We work hard to comply with all environmental laws that protect air and water quality, wildlife habitats, and the health of our employees and neighboring communities. We take our responsibility to the communities in which we operate very seriously.

Supporting jobs, public services and the economy

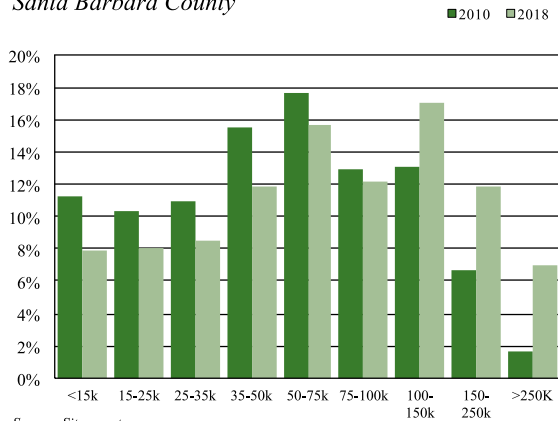
Aera is among the top five property taxpayers in every county where we operate. Our East Cat Canyon project will generate tax revenues that will help support Santa Barbara County schools, public safety, and other vital services while providing well-paying jobs and economic growth.

economic big picture

Regional Income

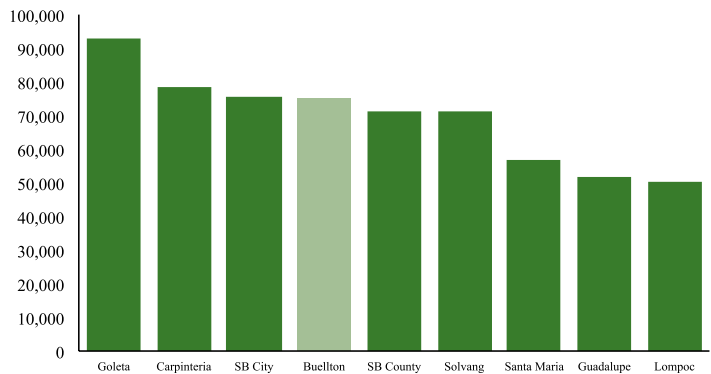
Since 2010, the household income distribution has shifted to the right, meaning there are more households in the higher income bins and fewer in the lower income bins. Within the county, Goleta has the highest median income at \$83,446 and Lompoc has the lowest at \$48,379. In 2010, 7.7% of households had income between 150k-250k and in 2017 that number increased to 11.1%, a gain of 3.4%. The share of households with income greater than 250k increased by 1.8%. The 35k-50k and 50k-70k bins had the largest declines, falling by 1.6% and 3.1% respectively. Some of these gains are certainly a result of inflation.

Household Income Distribution
Santa Barbara County



Source: Sitereports

Median Household Income by City
2018 (Dollars)



Source: Sitereports

GRAPHS & DATA COURTESY OF UCSB ECONOMIC FORECAST PROJECT



SNAPSHOT

LEADING INDUSTRIES - SANTA YNEZ VALLEY

Representative breakdown of major industries (2017)

INDUSTRY	DETAIL	#EMPLOYEES (Residents)
Lodging and food services (Hospitality)	Lodging, food and beverage. Tourism was a leading industry in our industrial base.	3,877
Government	Includes Federal, state, and local governments. Most employees of government worked in public education, including school districts and the University of California, Santa Barbara.	2,375
Retail trade	Retail trade served both local residents and visitors, and most establishments depended for customers upon the combination of locals and visitors, not one or the other.	989
Agriculture	Farms and ranches employed residents who cared for crops such as wine grapes, and for animals such as cattle and horses.	846
Health and social assistance	Private health care and social assistance establishments served people of all ages. Santa Ynez Valley residents on average were older than residents of California as a whole.	662
Non-durable manufacturing	Included goods having up to three years of service life. Wine making was a part of this industry, for example.	630

SOURCE: University of California, Santa Barbara, Economic Forecast Project, North Santa Barbara County Economic Summit (May, 2018), details from California Employment Development Department. Provided courtesy of Kenneth Harwood, Economist [See also ucsb-efp.com/index.php/economic-data/data-sources/]. Includes Chumash Enterprises employment count.

Local Income

The Santa Ynez Valley and vicinity emerged from the Recession with notable economic strength, showing a median household income during 2017-2018 higher than in the Santa Barbara area, in California, and in the United States. The 2018 estimated Median Household Income for Santa Ynez Valley is \$98,962; for Solvang specifically, it is projected to be \$71,081.

2018 Estimated Households by Household Income

	Santa Ynez	Solvang	North County	South County	Santa Barbara County
Est. Households by Household Income					
Income Less than \$15,000	148	190	3,850	6,469	11,754
Income \$15,000 – \$24,999	62	187	4,514	5,668	11,973
Income \$25,000 – \$34,999	94	169	5,142	5,426	12,762
Income \$35,000 – \$49,999	143	252	6,984	7,880	17,857
Income \$50,000 – \$74,999	222	449	7,687	10,749	23,499
Income \$75,000 – \$99,999	234	384	5,717	8,733	18,329
Income \$100,000 – \$124,999	121	199	4,002	7,652	14,654
Income \$125,000 – \$149,999	164	119	2,815	5,841	10,927
Income \$150,000 – \$199,999	266	153	2,365	7,054	11,772
Income \$200,000 – \$249,999	123	80	927	3,879	5,926
Income \$250,000 – \$499,999	157	111	731	4,871	6,773
Income \$500,000 and more	56	65	259	2,900	3,651
Est. Average Household Income	134,895	102,197	75,704	118,939	103,203
Est. Median Household Income	98,962	71,081	55,468	81,327	71,536

Source: SiteReports

GRAPHS & DATA COURTESY OF UCSB ECONOMIC FORECAST PROJECT

SNAPSHOT

TOP EMPLOYERS IN SOLVANG


Fiscal Year Ended June 30, 2017

Employer	Number of Employees	Rank	Percentage of Total City Employment ¹
Alisal Guest Ranch	303	1	10.45%
Atterdag Village	170	2	5.86%
Santa Ynez Cottage Hospital	96	3	3.31%
Solvang Brewing Co.	75	4	2.59%
Solvang Unified School District	68	5	2.34%
Nielsen's Market	62	6	2.14%
New Frontiers Market	55	7	1.90%
The Landsby	55	7	1.90%
Hotel Corque	47	8	1.62%
Route 246	42	9	1.45%
Totals	973		33.55%

Sources: City of Solvang Finance Department, State of California Employment Development Department, and City of Solvang Employers

Notes:

(1) Total City Labor Force is 3300, based on State of California Employment Development Department Data for FY 2017.



"We measure success one client, one community at a time. Being family-owned and privately-operated gives us an advantage – we understand what it's like to be a small business!"

– Karen Bowler, Branch Manager



SOLVANG
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firstbanks.com

economic big picture

TOURISM, VITICULTURE AND THE WINE INDUSTRY IS SOLVANG'S ECONOMIC STRENGTH

The key driver of Solvang's local economy is tourism—and the many small businesses and professional services that support this vibrant overarching industry. With over one million visitors per year, tourists were initially attracted to Solvang by the visit of Denmark's Prince Frederik in 1939, but it was the 1947 feature article in the Saturday Evening Post featuring the windmills and Danish architecture that put the town on the map.



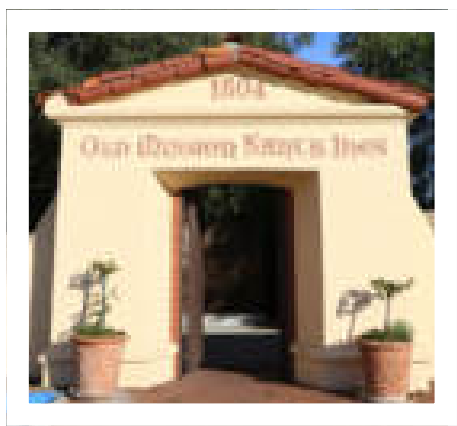
HELMET FROM CHIEFTAIN'S GRAVE, 10TH-CENTURY NORWAY

Overview

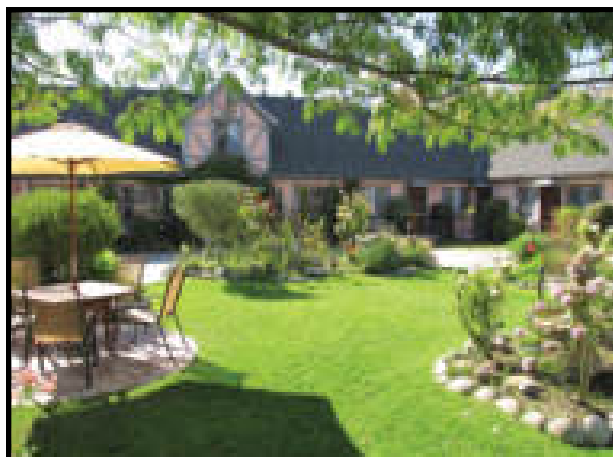
- Some 1.5 million people visited Solvang in 2017
- Visitor activity supported over 1,100 local jobs or approximately 32% of the workforce.

Visitor Spending Generates Taxes to the City of Solvang

- Visitors' direct net taxable lodging and retail spending of \$82 million in Solvang generated \$3.25 million in taxes to the City
 - \$2.67 million was lodging (TOT) tax
 - \$580,000 was retail sales tax.
- These city taxes from tourism help the City provide services that otherwise would cost an equivalent of \$1,450 annually per each of Solvang's 2,239 households.¹



OLD MISSION SANTA INÉS in Solvang was founded in 1804 and is 19th in the chain of 21 California Missions. One of the best preserved of California's missions with recorded tours offered daily from 9:30 am to 5 pm. The tour features viewing of Indian conceived murals on its walls, extensive museum and lovely gardens.



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Enjoy European charm in the heart of the Santa Ynez Valley where Fine Dining and World Class Wines are just steps away. . .

24 UNIQUE ROOMS FEATURING:

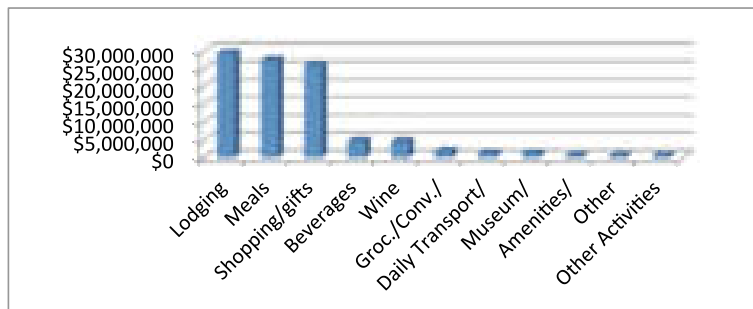
Stone Fireplaces • Marble Bathrooms • Antique Furnishings • Kitchen/Kitchenettes
Front & Back Private English Gardens with brick patios & beautiful water fountains • Free Wi-Fi
Daily Breakfast featuring freshly made danish pastries from Olsen's Bakery in Solvang



economic big picture

BY SPENDING CATEGORY

- ✓ On an annualized basis, the top three categories of visitor spending – and by a substantial margin - are Lodging at \$29 million, Meals out at \$27 million and Retail at \$26 million.



FISCAL IMPACTS

- ✓ Of the \$98 million of total visitor spending, \$82 million was taxable generating \$4.3 million in lodging and retail and taxes to the City of Solvang (and \$4.3 million to the state/county).
 - Of these direct visitor generated taxes, \$3.1 million was lodging tax and \$1,290,241.06 was retail sales tax.
 - These tourism generated taxes help the City provide services that would otherwise cost an equivalent of \$1,450 annually from each of Solvang's 2,239 households.
 - Average annual occupancy rate of 71.60% (city stats). That is an increase of 5.1% YOY for five years!

Fiscal Impact	Amount
Total TOT Revenue to Solvang from Tourism (2016-17)	\$4,330,070.00
Visitor Hotel Tax Revenue (TOT) to Solvang (3/18)	\$3,120,563.00
Sales Tax Revenue to Solvang (2017)	\$1,290,241.00
Sales Tax Revenue to State/County (2016-17)	\$8,064,006.25
Total Solvang Fiscal Impact	\$8,740,874.00



LOCAL EMPLOYMENT SUPPORTED BY TOURISM ACTIVITY

- ✓ Net visitor spending supports an estimated 948 Solvang jobs, representing close to 30% of the 3,200 citywide workforce.
- ✓ The top employment categories are:
 - 344 or 36% of jobs in paid lodging accommodations
 - 350 or 37% of jobs in food and beverage services (combined meals and beverages)
 - 139 or 15% of jobs in retail outlets related to visitor shopping expenditures

LODGING PERFORMANCE

- ✓ For the study year Solvang contained 741 rooms in 15 transient hotels, motels and inns (at least 80% of guests stays less than 30 days).
- ✓ The market achieved an overall occupancy rate of 67% and overall average rate of \$148.
- ✓ By quarter, summer was strongest at 82% occupancy and average room rate of \$169. Winter was weakest with 54% occupancy and \$128 room rate, with Fall and Spring comparable with mid-60% occupancies and mid \$140s room rates.
- ✓ TBID: 358,512 room nights in 2017; 61% occupancy in 2017

Market Summary	Annual Avail. Rooms	Occupied Rooms	Occupancy Rate	Avg. Room Rate	Revenue per Avail. Room (RevPAR)
Total Market (annual)	271,206	182, 234	67.2%	\$ 148	\$101
Fall (Sept – Nov)	67,431	44,191	65.5%	\$ 145	\$95
Winter (Dec- Feb)	67,431	36,061	53.5%	\$ 128	\$69
Spring (Mar-May)	68,172	46,002	67.5%	\$ 149	\$100
Summer (Jun – Aug)	68,172	55,981	82.1%	\$ 169	\$138

GRAPHS & DATA COURTESY OF SOLVANG CONFERENCE & VISITORS BUREAU

GROW  YOUR
 COMMUNITY
 THINK LOCAL FIRST
SOLVANG
 CHAMBER OF COMMERCE



KEY

-  Airport
-  ATM/Bank
-  EV Charging Station
-  Farm Stand
-  Gas Station
-  Golf Course
-  Grocery Store
-  Hotels
-  Library
-  Parking
-  Pharmacy
-  Point of Interest
-  Sheriff
-  Post Office
-  Public Restrooms
-  Solvang Heritage Walk
-  SYV Transit Stops
-  Visitor Info
-  Windmills



DID YOU KNOW?

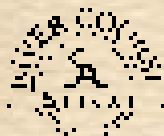
- 2016 & 2018, USA Today named Solvang one of the "10 Best Historic Small Towns in America" for its authentic Scandinavian culture and hospitality
- 2017 & 2018: Solvang was named by Expedia Travel as one of the top 50 cities to vacation in North America
- USA Today.com 2017: Solvang is #1 -- "10 great places to enjoy global Christmas traditions in the USA"
- MSN.com 2017: Solvang is one of the "50 Best Christmas Towns in All 50 States"
- **MSN.com 2017: Solvang is one of the "Best Main Street Shopping Districts in All 50 States"**
- JohnnyJet.com 2016 Solvang is one of the "12 Best Places to Spend Christmas in the United States"

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- Serving Breakfast and Lunch Daily
- Relaxed Sunday Brunch 9am – 3pm
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Nielsen's Market

In 1959 Axel could see that a grocery store in the heart of downtown Solvang was not going to work. The store was dependant on local customers who needed to have access to convenient parking. With increased visitor traffic, parking was becoming scarce. He approached Louis Janin about leasing farm land on Alamo Pintado Road, north of the highway, to build a super market. At that time Alamo Pintado was considered way out in the country. People thought Axel was crazy for considering such a move. But Axel's eyes were on the future. He could see the direction the town was going and knew this was his answer. Plus, the property in downtown could be developed to benefit the booming visitor demands.

Axel's brother-in-law, Carl Knudsen, and his family had recently returned to Solvang. Since Carl had grocery experience, Axel took him on as a partner. At this time Axel's son Roger also came back and became involved with the market.

He also dissolved the partnership with Jens Rasmussen on the downtown store. While Axel retained the lot on Alisal next to the alley, Jens got the prime property on the corner of Alisal and Copenhagen which is now known as Rasmussen's, where beautiful artifacts straight from Denmark are sold, along with unique kitchen tools, jewelry, and a large assortment of weather vanes. The store is managed today by Jens grandson David Rasmussen. David can be seen every morning at 8:30 sweeping the sidewalks in front and to the side of his establishment.

Over the next decade Nielsen Shopping Center was developed and the market expanded to what it is today. The lot on Alisal was developed with store spaces with an apartment above. Today it houses Hansen's Clock Shop.

Roger took over the market and the shopping center. Today his son, Rodney, manages the operation, and Marcus' great-great grand children can be seen working for the family business.



Nielsen's Market

"Still your Hometown Grocery Store"

**PROUD TO BE LOCALLY OWNED & OPERATED
IN THE SANTA YNEZ VALLEY SINCE 1911**



WE are a competitively priced full service market featuring

- **U.S.D.A. Choice Meats**
- **Farm Fresh Produce**
- **Organic Fruits & Vegetables**
- **Full Selection of Local Wines & Craft Beers**
- **Service Deli Offers a Wide Selection of Salads, Homemade Daily Hot Food, Boar's Head Meats & Cheeses and Sandwiches Made to Order**

**608 Alamo Pintado Road • Solvang
805-688-3236**

Memories and History

The older a settlement gets the more people seem to have made great impressions on its development. Solvang is well known for this fact. (That, however, contains no great mathematical equations.)

One individual, Marcus Christian Nielsen, was born in 1862 in Denmark. In 1893 he arrived in the United States and settled in Michigan. At age 31 he became a blacksmith, then changed his profession to woodchopping at \$14 a day! He "roomed and boarded" by himself and still managed to save money. When he had saved enough money, he moved to Tyler, Minnesota, where he remained for 4 years, entering in to the building of the new Danish settlement at Tyler.

He also met a pretty young girl named Andrea Dorothea Larsen, also a native of Denmark. To their marriage six children were born: Karen Maria in 1892; Thora Elizabeth in 1894; Clara in 1897; Axel in 1899; Walter in 1902; and Dagmar Lillian in 1910.

In 1895 he moved to another emerging Danish settlement, Daversang, Texas, where he returned to his blacksmith profession and a little cotton ginning on the side.

In late 1911 he came to Solvang where he made friends with Sophia Olsen, who had already established a small grocery store in the hamlet. Marcus worked for Olsen for several years and then bought him out. It has been said Marcus had his children eat oatmeal 2 times a day to help save money to further his grocery inventory.



Mr. and Mrs. Marcus Nielsen

He helped I.P. Jensen and his men finance a water supply for Solvang when water was found at the 125 feet. However, it took a five pipe to the five houses, hotel & Astorling College (now part of Lutheran Church) which had to be in the hotel. The larger Astorling present Lutheran Church were

Marcus Nielsen and his devout church members and mental in giving a Hammer to the Lutheran Church. George and Clara Petersen (his daughter) supported larger and more advanced

The general store (grocery, hardware, tools, etc.). He had a motto: "We've got it's not to be had", was a

The progeny of this Andrea, have names like Paster, Boon and Mill

Solvang and have dedicated themselves to the Valley.

One of the Santa Ynez Valley crops I agree that barley was cultivated in Egypt did you know that Russian Red Wheat 1860's in the plain states in the United

the Golden Moments each day holds.
—NEMICA FAURBERG GRAVER



economic big picture

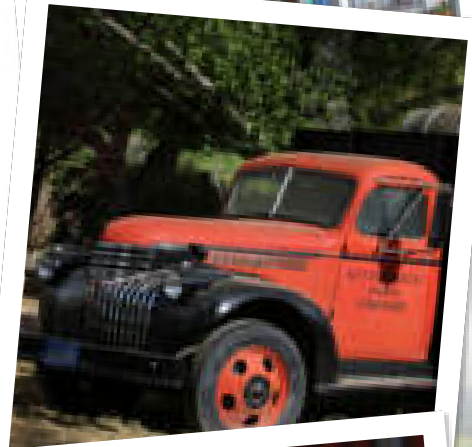
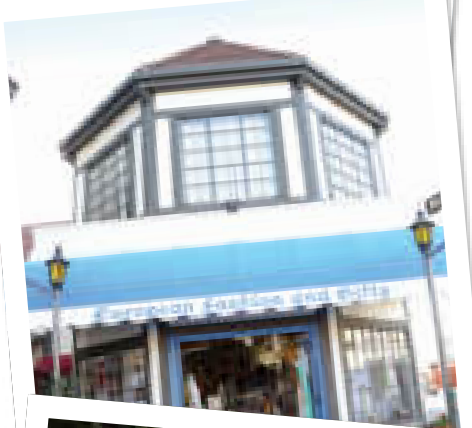
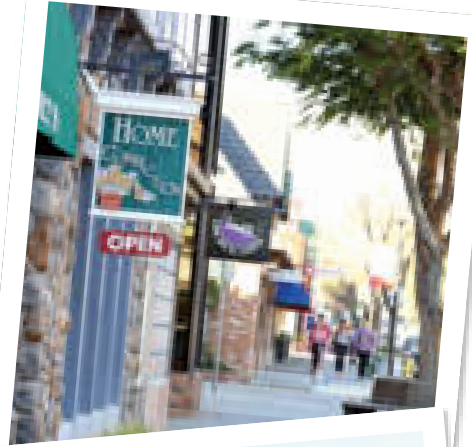
RETAIL & WINE TOURISM

Solvang has a range of restaurants, cafes, pubs, wine and beer bars, and wine tasting rooms that capitalize on the areas temperate climate, many of them offering an al fresco experience and dog-friendly patios. There is a brewery that makes local beer and the tasting rooms offer locally crafted vintages as well as selections from other parts of California and imports from around the world. This aspect of tourism industry took hold in the early 2000's in Solvang, although viticulture and winemaking have been present in the Santa Ynez Valley since the 1970s.

THE SANTA YNEZ VALLEY: DISCOVER SIX UNIQUE WINEGROWING AREAS

The unique topography of the Santa Ynez Valley allows the inland flow of fog and ocean breezes to shapes one of the coolest winegrowing regions in California and creates an ideal enviroment for the cultivation of classic grape varietals. The growing season here is considerably longer than other wine producing areas, meaning the fruit has an unusually long "hang time" on the vine. This makes for world class wines of distinctive character.

Within Santa Barbara County there are six federally recognized American Viticultural Areas (AVA): Santa Ynez Valley, Los Olivos District, Sta. Rita Hills, Happy Canyon of Santa Barbara, Ballard Canyon and Santa Maria Valley



SANTA YNEZ VALLEY

Santa Ynez Valley is a long, east-west corridor with very cool temperatures on the coast that become progressively warmer inland. Consequently, several varietals do well from Pinot Noir in the west to Cabernet Sauvignon and Merlot in the east. Several Rhône and Italian grape varietals have also gained acclaim in this versatile Santa Barbara County AVA. The largest concentration of wineries is in the Santa Ynez Valley appellation. From one-person labors of love to multi-thousand case operations, each has a dedication to producing wine that truly reflects the high quality and broad diversity of local grapes.

LOS OLIVOS DISTRICT

The Los Olivos District AVA, a broad alluvial terrace, between the Purisima Hills above Solvang and the western flank of the Happy Canyon area, is a unique geographical & geological feature distinguished by its relatively uniform topography, geology, and soil profile. Boundaries encompass the townships of Ballard, Santa Ynez, Los Olivos, and Solvang.

BALLARD CANYON

Ballard Canyon became the fifth official AVA of Santa Barbara County on October 30th 2013. The 7,800 acre viticultural area's soils and climate is known for producing distinctive and unique wines, a preponderance of which are Rhône varietals.

STA. RITA HILLS

Sta. Rita Hills is an AVA within the Santa Ynez Valley AVA. Located on the far western end of the long corridor, the marine influence is directly off the ocean providing an extremely cool climate. It is an optimal place to grow its hallmark Pinot Noir and Chardonnay.

HAPPY CANYON OF SANTA BARBARA

Happy Canyon is a relatively new winegrowing region recently granted its own AVA. Located in the far eastern edge of the Santa Ynez Valley AVA, it delves into the San Rafael Mountains just northwest of Lake Cachuma. Its inland position means a significantly warmer climate. This region is best suited for growing Bordeaux varieties Cabernet Franc, Cabernet Sauvignon, Merlot, Petit Verdot and Sauvignon Blanc.

BALLARD CANYON

Ballard Canyon became the fifth official AVA of Santa Barbara County on October 30th 2013. The 7,800 acre viticultural area's soils and climate is known for producing distinctive and unique wines, a preponderance of which are Rhône varietals.

SANTA MARIA VALLEY

The often foggy and windswept Santa Maria Valley is the northern most appellation in Santa Barbara County. The region's first officially approved American Viticultural Area (AVA) enjoys extremely complex soil conditions and diverse microclimates. Chardonnay and Pinot Noir are two varietals which especially benefit from the ocean's influence, and are the flagship wines of this appellation.

SOURCE: Santa Barbara County Vintners Association

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SANTA YNEZ VALLEY
CALIFORNIA



EASY TO FIND
IMPOSSIBLE TO FORGET

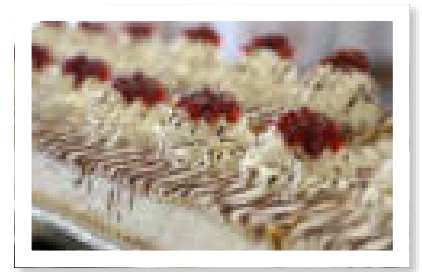
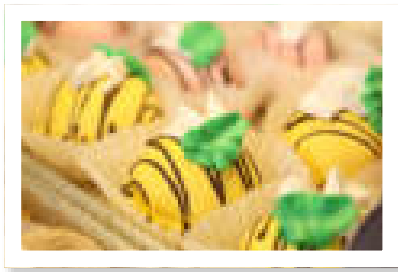
Carl Birkholm

Carl Birkholm Sr. was not the first Danish baker in Solvang, but his arrival marked the beginning of a new phenomenon in the bakery business, having learned the trade from a Danish baker, Hurluf Olsen, who was noted to be a very gifted man. Hailing from the very small island of Aero, Denmark, where many years later he returned and had his Cadillac shipped over, he found it would not fit on the streets of his old home town.

Carl was a very ambitious man and within a year moved his bakery to Ray's building on Alisal. From then on the sky was the limit. A coffee shop was added where customers could sample pastries, and hopefully take many bags of Carl's delicious creations home. It worked!

The little baker looked beyond his location in Solvang. Soon tubs of his butter cookies could be found a Pea Soup Andersen's, Mattie's Tavern, the southern California area, Alpha Beta Markets and Ralph's Markets. The volume outgrew the Solvang location and by 1968 a new "Cookie Factory" was opened in one Andy Petersen's tomato sheds on Industrial Way in Buellton. Semi trucks were on the road daily with "Birkholm" and "Solvang" emblazoned on the trailers – Carl's traveling bill boards.

Speaking of bill boards, Carl could not understand why Solvang merchants always were closed on Sundays as there were plenty of visitors staring in the windows of closed shops. Carl was open on Sundays and did big business. Ever the promoter, he wanted a bill board on Highway 101, and got one on the Giorgi Ranch, just on the north side of Nojoqui Grade. It read "Birkholm's Danish Bakery, Solvang – Closed on Mondays." It took the Solvang storekeepers a while to figure out why there were so few visitors on Mondays.



Birkholm's also had a contract supplying airlines with pastries and peti-fores for passengers in flight. A plane was once hijacked with Havana, Cuba being the revised destination. When the plane was boarded and searched by Castro's military, the only items confiscated were Carl's pastries. I guess Fidel had a sweet tooth...

Carl was always eager to help a young man who wanted to become a baker, as well as anyone wanting to leave Denmark and live life in America. One of these opportunities surfaced in 1965 when a young man from the island of Aero made the inquiry for a job. This young man was Bent Olsen, whose father just happened to be Hurluf, Carl's former master. What comes around goes around.

It has been asked many times if there is a Danish Mafia in Solvang. Yes there is and has been for generations. There are "families" in this mafia who stake their turf – a bakery where they gather daily to plot their next crime. This is why Solvang has five bakeries.

Conclusion

The story of Solvang could not have been scripted by the founders in 1911. These men did, however, begin with a vision. That was to establish a community based on a heritage, the ideal of the day, and to prosper into the future. This author is certain these men of vision could not have imagined what their vision would look like today, over 100 years later. But they seized upon the opportunities afforded them. When they encountered difficulties they persevered. They lived in their time but looked into the future. The future was their children, grandchildren and new arrivals. As the torch was passed from one generation to the next Solvang has evolved. The old has made way for the new while still recognizing the importance of heritage and culture. If Solvang is to remain a flourishing community, it must hold on to these principles. She must recognize the importance of heritage, and she must continue to evolve, to seize opportunities presented. Grant future generations the freedom to prosper and live comfortably. This is the responsibility of Solvang's leaders and its residents. What we have today is a gift from those who came before us. The "Cover of The Book of Solvang" is still relevant, but we constantly need to revisit its contents.

BIRKHOLM'S DANISH BAKERY & CAFE

A TRAIL OF PASTRY CRUMBS LED TOURISTS TO SOLVANG
– by Connie Cody

When Carl “Cookie” Birkholm and his wife Charlotte opened their first bakery in 1950 on Copenhagen Drive locals wondered if a full-service bakery would succeed in the Santa Ynez Valley. Birkholm's expansive vision of a Danish bakery selling “everything a bakery in Copenhagen offered” seemed a bit grand for tiny Solvang with a population of under 1,000.

Carl Birkholm Sr., who was born in Denmark, originally thought he would be an ocean-going sailor, but his father insisted he learn the baking trade before being allowed to go to sea. At 13 he apprenticed to a baker and during his years in training an intense passion for baking emerged. He abandoned his idea of becoming a sailor and going to sea became a one-way trip to America, where he immigrated to see the American Dream.



Through hard work and Carl's brilliant business sense, the young couple's bakery did succeed. In 1951 he built the 9,800 square-foot Alisal Road Birkholm's Bakery that still stands today. Solvang tourism increased from a trickle to a steady stream in the 1950's after Carl put up billboards along Highway 101 to the north and south of the Valley. As more tourists came to Solvang, Birkholm's sold more pastries.

With so many more tourists visiting Solvang on the weekends, Carl decided the bakery needed to be a seven-day-a-week business. He promised the Lutheran minister that Birkholm's Bakery wouldn't open until after church services and started a new Solvang trend. Throughout the 1950's and 1960's Carl continued to promote his

bakery – and it paid off. Birkholm's Bakery and Solvang grew side by side.

Americans couldn't seem to get enough of Birkholm's Danish baked goods, particularly the pastries and breads. Birkholm's petit-fours became staples for Continental Airline passengers during that time. The bakery on Alisal Road struggled to keep up with the demand from the outside world.

As Carl Birkholm increased his workforce and bought new equipment he decided to add a larger baking site in Buellton in the late 1960's. Carl Sr. began marketing Birkholm's and Solvang nationwide. At its peak, five semi-trucks left Birkholm's Buellton plant daily loaded with breads, cookies, pastries and petit-fours to distribute throughout California. When Birkholm's Danish Baked Goods became available in supermarkets throughout the country, the

packaging included maps that showed the major highways and roadways leading to Solvang – at the time an obscure Danish-American Village. Even the sides of his semi-trucks had maps showing how to get to Solvang.

Today, Birkholm's Bakery has resumed business in its original location with Carl Birkholm Sr.'s grandson, Thomas working with his father, Carl Jr., and mother Elizabeth. The three are old hands in the bakery business, though Thomas is recently beginning a rigorous apprenticeship under Carl Jr., who apprenticed under Carl Sr. while he was in high school and worked in Birkholm's for decades. Thomas and Carl Jr. proudly still follow recipes from Carl Sr.'s 88 year-old Danish cookbook.



CONGRATULATIONS
ON
67
Years
OF BUSINESS

**Birkholm's
Bakery**



NIELSEN BUILDING MATERIALS


In 1917 C.V. Nielsen immigrated to the US from Denmark. When he arrived in Solvang he met and married Anna Roth, daughter of John and Thora Roth who were among the first settlers in the area.

C.V. and Anna opened a planing mill in 1932 which would later evolve into Nielsen Building Materials Inc. Their children Daryl, Alton and Thora Mae became active in the management of the business in later years. In 1959 the company incorporated, focused its attention on retail building materials and relocated to its current location at 1230 Mission Drive. Family owned and operated from the beginning Nielsen Building Materials Inc is now managed by Ken Andersen, C.V.'s grandson.

Nielsen Building Materials Inc prides itself on good old fashioned customer service, specializing in premium lumber for custom construction and remodels. The business has grown to meet the needs of a growing valley diversifying sales in several areas. It is not just a lumberyard anymore. The business now includes sales of doors, windows, finish hardware, fencing, decking, plumbing, electrical, paint, and now granite and marble countertops. Nielsen's began importing stone in 2007 and now offers a variety of slabs and prefabricated countertops.

In 2015 the remodel of the hardware store began. The reorganization and addition of 2,000 new items have left some customers looking for their nails in a new spot, but we now hope to offer one stop shopping for all your building needs. The store will never be finished, because if we don't have it, and can find it for you we will add it to our inventory. One of the hardware stores best assets is that it is not chain driven. We encourage customer feedback and strive to fill our store with products that meet your needs.

Nielsen Building Materials Inc is determined in providing the Santa Ynez Valley with quality products and service for many years to come.



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YOUR DREAM**

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SUPPLYING SANTA BARBARA
& SAN LUIS OBISPO COUNTIES



THE HOME CONNECTION

The Home Connection was established in 1990 by a Mother-Daughter team. The Home Connection, owned by Thora Nielsen Andersen and Donna Andersen Ineman, stands where Thora's childhood home was built by her father in the early 1920's.

Thora's maternal grandparents, John and Thora Roth came from Denmark to America, started their family, and were farmers in Northern California before joining the early settlers in what was to become the township of Solvang.

Thora's father, C.V. Nielsen was a contractor, who learned his trade in Denmark, and after marrying Anna Roth, began to build the house where their daughter Thora was born. It took two years to complete the house that stood in downtown Solvang for nearly 70 years.

In the late 80's when construction of Scandia Court began, the Nielsen home was carefully dissembled and moved to the Dunn School campus where it's in use today, as one of the teacher's quarters. The colors of the buildings were based on buildings in Den Gamle By, which is in Aarhus, Denmark's second largest town.

During construction of the building, it occurred to both of them that no better place existed for their dream of a home store than in the place Thora was born.

The Home Connection started out small, with being a bridal registry store, now they have extended out the back and expanded their merchandise to include gifts for the entire family. We take pride in bringing to the area quality merchandise with competitive pricing and welcome special orders in any line. We are very proud of our many USA lines, especially our newly added handcrafted furniture from Simply Amish.



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IT'S A STANDARD OF EXCELLENCE.



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Wine Related Gifts
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Kitchen & Pottery
Unique Family Games



the HOME CONNECTION

425 Alisal Road, Suite D
Solvang
805-686-4553
www.solvanghomeconnection.com

DEMOGRAPHICS

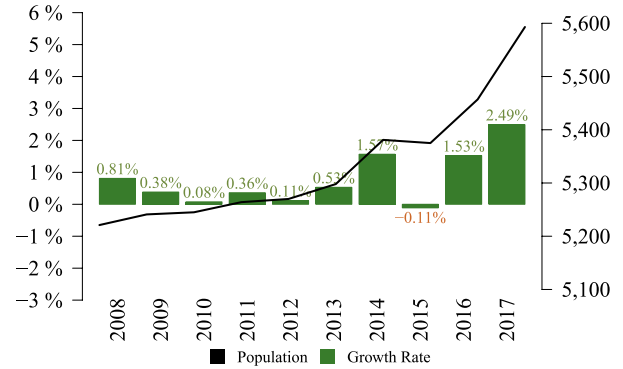
Population

The Tri-County population of Santa Barbara, Ventura and San Luis Obispo counties grew by 0.7% in the last year, with Santa Barbara County growing the fastest. The 2015 Tri-County population growth is slightly higher than the average growth rate over the previous 5 and 10 years

A growth in population of at least 0.4% was observed in all cities within Santa Barbara County in 2015, with the exception of Lompoc, which grew at a rate of 0.1%. The cities with the smallest growth rates were Buellton, Carpinteria and Lompoc and their rates were much lower in 2014. Solvang and Goleta lead the county, with population growth rates of 2% and 1.5% respectively.

Other demographic information pertinent to Solvang is summarized in the chart below.

Population Solvang



Source: CA Department of Finance

The population of individuals over the age of 65 will continue to grow as the baby boomers age.

Demographic Characteristics: Select areas in Santa Barbara County

Population	Buellton	Goleta	Lompoc	Los Alamos	SB	Santa Maria	Solvang	Santa Ynez	SB County
2018 Estimate	5,394	32,302	44,503	2,144	91,146	110,221	5,663	4,520	451,560
2010 Census	4,828	29,888	42,434	1,890	88,410	99,553	5,245	4,418	423,895
2000 Census	3,816	29,516	41,392	1,452	89,674	78,385	5,369	4,711	399,344
Growth 2010-2016 (%)	11.7	8.1	4.9	13.4	3.1	10.7	8.0	2.3	6.5
2018 Est. Population by Sex									
Male(%)	48.9	50.3	53.4	50.6	49.7	50.4	48.7	49.3	50.1
Female(%)	51.1	49.7	46.6	50.6	50.3	49.6	51.3	50.7	49.9
2018 Est. Median Age									
	38.5	37.0	33.9	38.7	38.7	29.4	44.5	48.9	34.0
2018 Est. Average Age									
	38.9	39.3	36.0	38.9	40.4	32.9	43.3	44.7	37.5
2018 Est. Age 25+ Pop. by Edu. Attainment(#)									
Less than 9th grade(%)	5.3	7.0	13.7	6.9	9.0	27.8	7.2	3.4	12.6
Some High School, no diploma(%)	6.2	3.8	10.8	7.7	6.2	12.6	4.1	4.8	7.6
High School Graduate(or GED) (%)	21.7	17.0	27.8	22.4	12.9	18.8	17.2	17.7	17.6
Some College, no degree(%)	26.8	20.6	25.1	23.6	18.8	20.5	24.2	23.5	21.8
Associate Degree(%)	9.7	7.5	9.0	11.9	6.7	6.5	8.1	10.9	7.7
Bachelor's Degree(%)	14.9	24.0	8.8	16.2	27.7	9.7	25.1	30.0	19.8
Master's Degree(%)	11.6	12.0	3.5	7.2	11.4	2.9	7.9	6.9	8.1
Professional School Degree(%)	2.2	3.2	0.9	2.3	3.9	0.9	2.8	2.2	2.6
Doctorate Degree(%)	1.7	5.1	0.5	1.8	3.4	0.3	3.4	0.6	2.3
2018 Est. Households by Household Type(#)									
Family Households(%)	71.9	63.4	69.4	74.1	51.6	75.7	63.6	73.0	64.5
Nonfamily Households(%)	28.1	36.6	30.6	25.9	48.4	24.3	36.4	27.0	35.5
2018 Est. Family HH Type, Presence Own Children(#)									
Married-Couple Family, own children(%)	39.5	34.3	33.5	37.2	29.3	40.2	31.2	28.7	33.7
Married-Couple Family, no own children(%)	40.2	42.9	34.6	44.8	43.5	31.2	47.2	54.9	41.4
Male Householder, own children(%)	3.6	3.1	5.2	3.2	3.7	4.6	3.5	3.4	3.7
Male Householder, no own children(%)	3.1	3.9	4.6	3.9	4.8	4.7	5.1	2.5	4.2
Female Householder, own children(%)	6.0	7.6	12.7	5.3	9.5	11.1	7.0	5.2	8.9
Female Householder, no own children(%)	7.6	8.1	9.5	5.6	9.3	8.2	6.1	5.4	8.1
2018 Est. Households by Household Size(#)									
1-person household(%)	20.9	23.9	25.1	19.1	33.6	18.7	30.0	21.6	24.8
2-person household(%)	30.6	31.7	27.4	31.9	31.5	22.3	36.0	39.7	30.3
3-person household(%)	16.9	16.3	15.6	17.8	14.0	14.1	13.3	16.8	14.9
4-person household(%)	16.7	14.5	14.0	14.3	10.7	14.0	12.7	13.1	13.5
5-person household(%)	8.6	7.2	9.3	7.9	5.1	11.3	5.3	6.1	7.7
6-person household(%)	4.1	3.0	4.6	4.6	2.2	7.1	1.9	1.7	3.9
7 or more person household(%)	2.2	3.3	4.0	4.5	3.0	12.5	0.9	1.0	4.9
2018 Est. Avg Travel Time to Work in Minutes									
	26	18	28	32	19	24	25	19	22
2018 Est. Tenure of Occupied Housing Units(#)									
Owner Occupied(%)	68.3	54.1	49.0	65.4	39.3	51.3	57.2	74.9	52.6
Renter Occupied(%)	31.7	45.9	51.0	34.6	60.8	48.7	42.8	25.1	47.5
2018 Est. Median All Owner-Occupied Housing Value									
	\$491,726	\$765,333	\$275,048	\$661,480	\$1,042,052	\$320,417	\$806,650	\$958,372	\$574,760

Source: SiteReports; all values are estimates

GRAPHS & DATA COURTESY OF UCSB ECONOMIC FORECAST PROJECT

From the Santa Ynez Valley Association of REALTORS®:

It is a new year. It's time to analyze how the Santa Ynez real estate market fared in 2017 and determine what might happen in 2018. The real estate market in the Santa Ynez Valley* performed quite well in 2017. The end of the year statistics for 2017 show that the Santa Ynez Valley (SYV) finished the year with a strong December that contributed to a strong 4th quarter. Sales and prices for the entire year were up significantly over the prior year, as shown in Table 1. The Santa Ynez real estate market in 2017 has continued to improve and the California Association of Realtors (CAR) forecasts similar growth for 2018.

SYV Association of Realtors recorded 328 single family residences sold in 2017 compared to 289 units sold in 2016, an increase of 13.5%. The SYV median price in 2017 was up 6.2% from 2016. It increased from \$697,000 to \$740,500. The average sales price for the year was up 3.8% from \$992,763 in 2016 to \$1,030,296 in 2017. The DOM decreased 5.9% in 2017 from 153 days in 2016 to 144 days.

Table 1: Real Estate Sales, **
Summary of Sold Inventory in the Santa Ynez Valley* for 2017 vs. 2016

Year	December				4th Quarter				Entire Year			
	Units Sold	Median Sales Price	Average Sale Price	Average Days on the Market	Units Sold	Median Sales Price	Average Sales Price	Average Days on the Market	Units Sold	Median Sales Price	Average Sales Price	Average Days on the Market
2017	23	\$790,000	\$898,256	81	75	\$735,000	\$933,638	105	328	\$740,500	\$1,030,296	144
2016	16	\$740,540	\$843,072	238	65	\$660,000	\$841,039	155	289	\$697,000	\$992,763	153

* Includes Ballard, Buellton, Los Alamos, Los Olivos, Santa Ynez, and Solvang.
 ** Real estate market data provided by the California Association of Realtors.

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The following graph shows activity in the Residential Real Estate Market for Cities in Santa Barbara County.

Residential Real Estate Market Activity in Santa Barbara County

Buellton	2018
Median Home Price	\$609,000
Average Home Price	\$810,935
Los Alamos	
Median Home Price	\$629,000
Average Home Price	\$1,220,517
Lompoc	
Median Home Price	\$347,200
Average Home Price	\$391,696
Los Olivos	
Median Home Price	\$960,000
Average Home Price	\$1,292,684
Santa Ynez	
Median Home Price	\$1,107,500
Average Home Price	\$1,499,315
Solvang	
Median Home Price	\$799,950
Average Home Price	\$979,851
Santa Barbara, Montecito, Goleta	
Median Home Price	\$1,295,000
Average Home Price	\$1,664,305

DATA COURTESY OF SANTA YNEZ VALLEY REAL ESTATE CO.

The number of housing units in Santa Barbara County has seen a 2.5% increase over the last five years from 153,689 units in 2012 to 157,579 units in 2017. After a spike last year in the percent change from 0.40% to 0.75%, the growth rate fell in 2017, but remained relatively high at 0.68%. Over the last few years, the vacancy rate has been stable between 6.88% and 6.9%. The number of people per household, housing density, remained the same in 2017 at 2.94.

COURTESY OF UCSB ECONOMIC FORECAST PROJECT



DID YOU KNOW?

Solvang was voted number 8 in the "10 Best Historic Small Towns" USA TODAY Readers' Choice 2018 travel contest.



REAL ESTATE

SOLVANG: Clean. Friendly. Safe. A True Community.

Solvang has spectacular vistas, a delightful climate, lovely homes and dwellings that make it a place where people want to live and work. The benefits of a small-town atmosphere—greater safety, friendly people, family-oriented activities, excellent schools, and the overall quality of life—are often the deciding factors in becoming—and remaining—a resident here.

Although there are many housing choices in the Santa Ynez Valley, Solvang offers a unique opportunity to live in a City where you can walk to most all of the services and shopping that you need. Housing choices in Solvang include: Single Family Homes, Condominiums, Mobile Homes, Mixed Use Buildings, Apartments, Retirement Living, Multi-Family Homes, and Guest and Granny Houses .

Allan S. Jones, local realtor and President of the Santa Ynez Valley Real Estate Company, the area's oldest real estate company, offers his perspective and some answers to some typical questions about Solvang real estate:

"I'm thinking of moving to the area, and I especially love Solvang. What are my options in terms of types of housing, architectural styles of homes (are they all Danish?!), land, etc?"

From small homes and condos to large ranches and golf courses, the housing choices are outstanding in Solvang. When someone finds out that you live in Solvang, they often say, "I didn't know people actually live in Solvang." Little do they know that Solvang is not just a tourist town but that you will find Solvang's housing and neighborhoods are some of the best in California. With clean air, a safe community, friendly people, great schools, and an outstanding downtown, **Solvang has been ranked as one of the west best small towns by Sunset Magazine.**

"What about Commercial Real Estate? If I'm interested in becoming a retail shop owner, or leasing an office, for example, can you give an overview of my options?"

Prime rents in the high traffic Copenhagen and Alisal area can range in the \$2-\$3 per square foot price or higher depending on the size of the space. Most so-called tourist businesses still view local customers as an important part of their business and will cater to them.

"What can you say about Solvang real estate trends, and any thoughts you have about trends in the greater Valley area in general?"

The market is always fluid and usually follows the general trends in Santa Barbara and southern California. Solvang and the Santa Ynez Valley will always be in demand for housing and visitors. People live here by choice - not because they have to live here for a certain job or because they can't afford to live anywhere else - but because they want to live here. The trend of the wine visitor will continue to shape and improve the valley and Solvang for years to come. Another emerging trend along with wine is the "foodie" attraction. More and more high-quality restaurants are opening bringing innovative food, chefs, recipes, service, and a lot of gastronomical enjoyment for visitors and locals. This brings more overnight visitors which then increases the quality of hotels and higher bed tax revenue for the city.

HISTORICAL SURVEY DATA – SANTA BARBARA COUNTY – COMBINED SOUTH COAST MARKET

Average Monthly Rent in \$

Unit Type	Apr-14	% chg. to	Apr-15	% chg. to	Apr-16	% chg. to	Apr-17	% chg. to	Mar-18
Studio	\$1,044	4.3%	\$1,090	3.3%	\$1,125	2.8%	\$1,157	3.4%	\$1,196
1 BR	\$1,383	9.7%	\$1,518	1.3%	\$1,537	4.2%	\$1,602	4.6%	\$1,676
2 BR	\$2,005	12.4%	\$2,253	1.9%	\$2,296	3.2%	\$2,369	2.8%	\$2,437
3 BR	\$2,488	11.4%	\$2,772	16.8%	\$3,236	1.0%	\$3,269	-1.8%	\$3,212
Overall	\$1,596	11.3%	\$1,776	2.9%	\$1,827	3.5%	\$1,800	3.8%	\$1,963

Average Monthly Rent in \$ per Sq. Ft.

Unit Type	Apr-14	% chg. to	Apr-15	% chg. to	Apr-16	% chg. to	Apr-17	% chg. to	Mar-18
Studio	\$2.57	4.7%	\$2.69	3.3%	\$2.77	2.5%	\$2.84	3.2%	\$2.94
1 BR	\$2.36	9.0%	\$2.58	1.7%	\$2.62	4.2%	\$2.73	4.4%	\$2.85
2 BR	\$2.32	11.6%	\$2.59	1.9%	\$2.64	3.6%	\$2.73	2.5%	\$2.80
3 BR	\$1.97	13.4%	\$2.23	17.1%	\$2.61	0.9%	\$2.63	-1.2%	\$2.60
Overall	\$2.35	9.5%	\$2.57	2.5%	\$2.64	3.7%	\$2.73	3.4%	\$2.83

Vacancy Rate*	0.69%		0.74%		1.37%		1.78%		1.48%
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Source: Dyer Sheehan Group, Inc.

Note: * weighted average vacancy rates for the indicated dates

COURTESY OF UCSB ECONOMIC FORECAST PROJECT

CLIMATE in the Santa Ynez Valley is about the best in California. Summer daytime temperatures range in the 70's and 80's with summer nights cooling down due to ocean breezes and fog. Winter daytime highs average around 55 degrees and night lows average 33. Average seasonal rainfall ranges from 9 to 17 inches. Virtually smog-free, the Santa Ynez Valley offers a refreshing break from metropolitan climate and air.



education

The Solvang area's excellent public schools have consistently scored higher than County and California averages on English/Language CAASPP testing, Math CAASPP testing, and Scholastic Aptitude (SAT) tests.



PHOTO COURTESY OF EVERHOJ MUSEUM

2016-2017 CAASPP Test Results - English/Language Arts: Santa Barbara County

School District	Standard Exceeded	Standard Met	Std. Met & Above	Std. Nearly Met	Standard Not Met
Grade 3					
Ballard Elementary	35%	29%	65%	35%	0%
Buellton Union Elementary	32%	27%	59%	16%	24%
College Elementary	32%	32%	64%	32%	5%
Los Olivos Elementary	40%	27%	67%	13%	20%
Solvang Elementary	36%	21%	57%	25%	17%
Santa Barbara County	18%	20%	37%	25%	38%
California	23%	21%	44%	24%	32%
Grade 5					
Buellton Union Elementary	36%	29%	64%	29%	7%
College Elementary	8%	13%	21%	46%	33%
Los Olivos Elementary	22%	50%	72%	17%	11%
Solvang Elementary	23%	30%	53%	30%	16%
Santa Barbara County	17%	25%	42%	22%	36%
California	20%	27%	47%	21%	33%

Source: CA Department of Education

2016-2017 CAASPP Test Results - Mathematics: Santa Barbara County

School District	Standard Exceeded	Standard Met	Std. Met & Above	Std. Nearly Met	Standard Not Met
Grade 3					
Ballard Elementary	12%	71%	82%	12%	6%
Buellton Union Elementary	22%	29%	51%	27%	22%
College Elementary	36%	32%	68%	23%	9%
Los Olivos Elementary	40%	27%	67%	27%	7%
Solvang Elementary	6%	22%	28%	30%	42%
Santa Barbara County	15%	27%	41%	27%	32%
California	19%	28%	47%	25%	28%
Grade 5					
Buellton Union Elementary	29%	24%	53%	25%	22%
College Elementary	0%	13%	13%	38%	50%
Los Olivos Elementary	11%	44%	56%	11%	33%
Solvang Elementary	27%	26%	53%	33%	14%
Santa Barbara County	14%	13%	27%	29%	44%
California	18%	16%	34%	27%	39%

Source: CA Department of Education

2015-16 SAT I Scores: Santa Barbara County

School District	Grade 12 Enrollment	Percent Tested	Critical Reading Average	Math Average	Writing Average	Total
SYV Union High	262	52	533	533	526	1,592
SB County	5,316	34	507	516	494	1,517
California	492,835	43	484	494	477	1,455

Source: CA Department of Education

2015-2015 High School Graduates: Santa Barbara County

High Schools	Grade 12 Enrollment	Number Graduating	Graduation Rate	UC/CSU Eligible Graduates
SYV Union High	156	150	96.2%	70
SB County	5,224	4,630	88.6%	1,665
California	486,126	407,208	83.8%	194,698

Source: CA Department of Education

GRAPHS & DATA COURTESY OF UCSB ECONOMIC FORECAST PROJECT

Here is a brief description of the public schools available to residents of the Santa Ynez Valley:

College School District Preschool - 8 • 450 Students
collegeschooldistrict.org
 Welcome to the College School District – the Home of the Bobcats!

- The district is one of California's oldest, unofficially organized in 1844 as the seminary of the Santa Ines Mission.
- Today the district's two campuses, College Primary School and Santa Ynez Elementary School, are recognized as California Distinguished Schools and offer award-winning learning programs for 450 students.
- The College campus also houses the Santa Ynez Valley Charter School and the Santa Ynez Valley State Preschool. Together these schools provide a full venue of options and opportunities for the students of the Santa Ynez Valley.
- Please stop by to visit in person or via the web at our website.

Ballard School District K - 6 • 100 Students
ballardschool.org

The historical "Little Red Schoolhouse" established the Ballard School District in 1883—it was the first school district in the Santa Ynez Valley.

- The district remains the focal point of the unincorporated township of Ballard and symbolizes the spirit and tradition of American education.
- Ballard School has a long tradition of educational excellence within the Santa Ynez Valley and Santa Barbara County.
- The outstanding professional staff provides a secure, nurturing environment and inspiring learning experiences that prepare the students to meet the challenges of the 21st Century.

Solvang School District K - 8 • 640 Students
solvangschool.org

At Solvang School we provide excellent education for all our students and set high standards for them and ourselves – believing that a quality education offers students the opportunity to maximize their personal potential.

- We offer art, music, drama and dance for all our students through the extraordinary efforts of the Solvang Arts and Music Foundation which raises over \$120,000 annually.
- We also have an award-winning cafeteria, the "Solvang Café, recently recognized as the national runner-up for serving delicious, highly nutritious foods.

Buellton Union School District

K - 8 • 650 Students

buelltonusd.org

Buellton Union School District has two schools in the District: Oak Valley School includes grades K-5, while Jonata Middle School serves students in grades 6-8.

- Both schools are rural, neighborhood schools located within a few blocks of one another in the beautiful Santa Ynez Valley, approximately 40 miles north of the city of Santa Barbara via Interstate 101.
- The Buellton Union School District has high expectations and offers a wide range of programs and services for our students. Some examples of these programs are counseling, speech and resource services, help for English Learners, Drug Free Club, after school tutoring, and after school sports and activities.

Vista del Mar School District

K - 8 • 120 Students

vistadelmarunion.com

Vista del Mar Union School District, established in 1923, is a single-school district located in the unincorporated area of Gaviota.

- Located approximately 30 miles north of Santa Barbara
- The District Office and its K-8 school, Vista de Las Cruces, are surrounded by foothills covered with twisting sycamore and oak trees and fragrant coastal sage.
- The school and its surrounding communities embrace the valley's rich history into its curriculum, providing a warm atmosphere and creative educational experience for each of its students.

Los Olivos School District

K - 12 • 516 Students

sbceoportal.org/losolivos

The Los Olivos School District is comprised of two schools: Los Olivos Elementary School and Olive Grove Charter School.

- The Los Olivos Elementary School was established in 1890 and is a five-time California Distinguished School. It is located in Los Olivos, a picturesque small town in the Santa Ynez Valley and serves 210 students in grades K-8.
- Olive Grove Charter School provides an Independent Study/ Home School program for 300 students in grades K-12. Its central office is located in Los Olivos with five additional satellite locations in the cities of Santa Barbara, Lompoc, Santa Maria and San Luis Obispo.
- The Los Olivos School District is dedicated to providing comprehensive educational programs and services to a diverse student population while developing the full potential and promoting the well-being of all students, enabling them to meet the challenges of our ever changing world.

Santa Ynez Valley High School District

9 - 12 • 1100 Students

syvuhsd.org

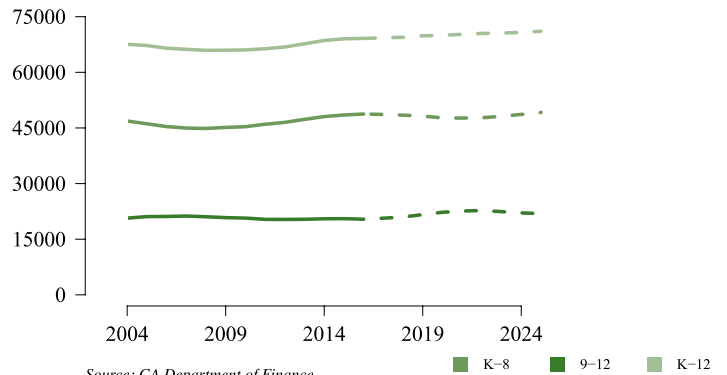
The Santa Ynez Valley Union High School has been serving the high school students in the Santa Ynez Valley since 1896.

- With a long, rich history of excellence, our high school continues to lead all public schools in Santa Barbara County in state test scores, Advanced Placement passing rates, California High School Exit Exam passing rates, and is known as an innovative and cutting edge high school.
- In addition to an extensive array of advanced offerings in core content areas, our district also offers a significant number of offerings in career technical education such as agriculture, food services, technology and more.
- We believe that the Santa Ynez Valley Union High School graduates the finest, best prepared young men and women, of excellent character, anywhere in the world.

For the area's private/charter schools visit:
<http://sbceo.org/schools/private>

The growth of public school enrollment has slowed down over the 2016-17 school year with only an increase of 120 students compared to the 459 students from the prior year. From now to the 2021-2022 school year, enrollment is projected to grow 1.5% compared to the 4.5% of growth experienced from the prior five years. Due to the continuous decline in private school enrollment, there is strong evidence that suggest that students are not moving from public to private. Private schools in the county had a loss of 238 students over the past year. On the other hand, more students have been enrolling in charter schools with total enrollment now almost double where it was ten years ago from 1,437 to 2,739 students.

Santa Barbara County Enrollment: Public Schools
Year = Start of academic year



Source: CA Department of Finance

Note: Dotted line represents projections

GRAPHS & DATA COURTESY OF UCSB ECONOMIC FORECAST PROJECT

higher learning

HIGHER EDUCATION

Within about an hour's drive of Solvang are four highly-regarded institutions that provide world-class educations. Here is a brief overview of each:

Allan Hancock Community College

hancockcollege.edu

MAIN CAMPUS: Santa Maria, CA

SATELLITE CENTER: Santa Ynez Valley Union High School

2975 East Hwy 246, Room P11F, Santa Ynez, CA 93460 • 805-922-6966 ext. 3355



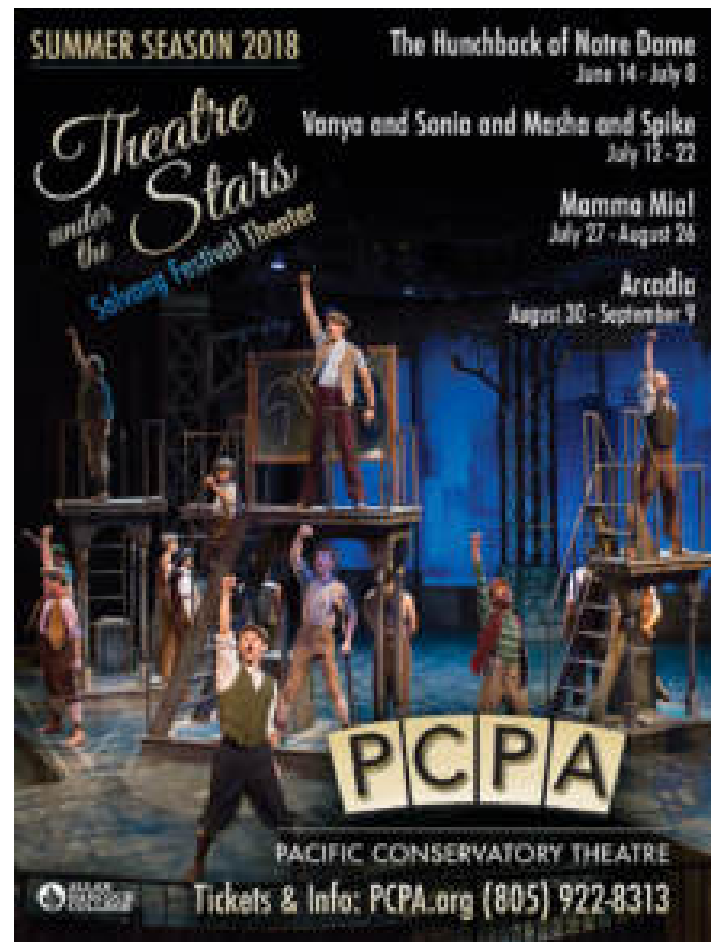
PHOTO COURTESY OF ALLAN HANCOCK COLLEGE

- Allan Hancock College is a California public community college ranked as one of the five best community colleges and one of the 120 best community colleges in the nation.
- Approximately 10,000 credit students and more than 5,500 community education students enroll each semester.
- The college offers classes to begin a bachelor's degree, earn an associate degree, prepare for a career, or pursue lifelong learning. The college offers degrees and certificates in more than 100 areas of study. Programs have kept pace with changing needs since the very beginning, with such courses as airplane mechanics and radio code in the 1930s and '40s to mechatronics and viticulture and enology today.
- AHC's main campus is located in Santa Maria. NEW to AHC is a Public Safety Complex located at the Lompoc Valley Center. The project consists of a 36,678 sq. ft. academic building, 8,568 sq. ft. six-story fire tower, 12,286 sq. ft. apparatus storage building, a 42,406 sq. ft. shooting range, scenario village, prop house, fitness track, skid pad/slow speed driving skills area, and a one-mile emergency vehicle operator course (EVOG). (See Above)
- The college also offers extensive courses in the community, serving the Lompoc and Santa Ynez valleys.
- The Santa Ynez Valley Center opened in August of 2017. The center is located on the west side of the high school near the auto body lab and is accessible from the west entrance off Highway 246. The center features two classrooms, including a computer lab, and two offices. In addition to a full-time student services technician at the center, an academic counselor is available to meet with high school students and community members.

A CLOSER LOOK: WORLD CLASS TRAINING

At the 2013 awards ceremony, former Hancock student Mark Andrews received an Oscar for co-directing and co-writing *Brave*, winner of the award for best animated feature. Another Hancock alumnus, Jessica Chastain, was nominated for a best actress award for her performance in *Zero Dark Thirty*. Said Andrews, who took an animation course at the Main Campus while living in Solvang: "Hancock was a mecca for the arts, theatre, film and especially animation," he said. "It was at that time the only school in hundreds of miles that had an animation course. That just goes to show you how forward thinking Hancock was."

Actress Jessica Chastain was a student at the PCPA, performing the role of "Hermia" in the Theaterfest's summer performance of Shakespeare's *A Midsummer Night's Dream* in 1999. In addition to her 2013 Academy Awards nomination, she was nominated in 2012 for best supporting actress for her work in *The Help*. After leaving PCPA, Chastain attended The Juilliard School in New York City. At Juilliard she received a scholarship presented by Robin Williams, another famous alumnus of Allan Hancock College and the PCPA.



California Polytechnic State University-San Luis Obispo

calpoly.edu

MAIN CAMPUS: San Luis Obispo, CA

- Also known as "Cal Poly," it is a public university.
- Founded in 1901 as a vocational high school, it is currently one of only two polytechnic universities in the 23-member California State University system.
- Comprising six distinct colleges, the university offers 147 bachelor's degrees, 49 master's degrees, and 7 teaching credentials. The university does not confer doctoral degrees.
- Cal Poly is a member of the American Association of State Colleges and Universities (AASCU) and the National Association of State Universities and Land-Grant Colleges.
- Cal Poly is known for its "learn by doing" educational philosophy that encourages students to solve real-world problems by combining classroom theory with experiential laboratory exercise.
- Cal Poly is one of four California State Universities that participate in the Big West Conference in athletics.
- Among schools whose highest degree is a master's, Cal Poly engineering programs were ranked by U.S. News & World Report's 2014 America's Best Colleges report (includes both private and public universities):
 - Electrical Engineering: 5th overall
 - Computer Engineering: 3rd overall
 - Mechanical Engineering: 2nd overall
 - Civil Engineering: 3rd overall
- In the 2012 edition of "America's Best Architecture & Design Schools" published by the leading architecture and design journal DesignIntelligence, Cal Poly was the No. 4 undergraduate architecture program in the nation. The landscape architecture program was ranked 1st in the Western region.
- Cal Poly's graduate program in City and Regional Planning ranked No. 1 in the Planefizen 2011 Guide to Graduate Urban Planning Programs in the U.S. for programs whose highest degree is a Master's.
- In 2009, the magazine Diverse Issues in Higher Education placed Cal Poly among the top 10 of its "Top 100 Degree Producers 2009" ranking. This places the university in the top 10 schools in the nation in granting degrees to Hispanic, Asian and other minority students in agriculture, architecture and engineering.

Santa Barbara City College

sbcc.edu

MAIN CAMPUS: Santa Barbara, CA

- A two-year community college founded in 1909, SBCC is one of the 112 community colleges in the state of California.
- Its 74-acre campus overlooks the beach in the city of Santa Barbara.
- SBCC was named co-winner of the 2013 Aspen (Institute) Prize for Community College Excellence, earning it a #1 national ranking.
- The college was recognized for its quality and focus in four areas: facilitating underrepresented and minority student success, student learning outcomes, degree completion and transfer rates, and labor market success in securing good jobs after college.

UNIVERSITY OF CALIFORNIA-SANTA BARBARA ("UCSB")

ucsb.edu • MAIN CAMPUS: Goleta, CA



- UCSB traces its roots back to 1891 as an independent teachers' college.
- UCSB joined the University of California system in 1944 and is the third-oldest (of ten) general-education campus in the system.
- The main campus is located on a 1,022-acre site near Goleta, 8 miles north Santa Barbara
- It has a total undergraduate enrollment of 18,977, 47% male/53%female
- Its setting is suburban, and the campus size is 989 acres.
- It utilizes a quarter-based academic calendar.
- Its in-state tuition and fees are \$13,746 (2013-14); out-of-state tuition and fees are \$36,624 (2013-14).
- University of California--Santa Barbara's ranking in the 2014 edition of Best Colleges is National Universities, 41.
- UCSB faculty includes five Nobel Prize laureates, one Fields Medalist, 29 members of the National Academy of Sciences, 27 members of the National Academy of Engineering, and 31 members of the American Academy of Arts and Sciences.[11] UCSB was the No. 3 host on the ARPAnet and was elected to the Association of American Universities in 1995.
- The university is a comprehensive doctoral university and is organized into five colleges and schools offering 87 undergraduate degrees and 55 graduate degrees. UCSB was ranked 41st among "National Universities" and 11th among public universities by U.S. News & World Report's 2014 rankings. The university was also ranked 33rd worldwide by the Times Higher Education World University Rankings and 35th worldwide (6th worldwide for engineering) by the Academic Ranking of World Universities in 2013.
- UCSB is one of America's Public Ivy universities, which recognizes top public research universities in the United States. UCSB houses twelve national research centers, including the renowned Kavli Institute for Theoretical Physics.
- The UC Santa Barbara Gauchos compete in the NCAA Division I Big West Conference. The Gauchos have won NCAA national championships in men's soccer and men's water polo.
- Its extensive library is open to the public.
- The UCSB Arts & Lectures Program (<https://artsandlectures.sa.ucsb.edu/>) presents performances featuring touring artists including world-class dancers, classical and world musicians, performance artists and theater companies; film screenings include international cinema, independent films, documentaries, the best Hollywood movies, and occasionally restored silent classics with live piano accompaniment; lectures and special events which feature writers, artists, government officials, financial experts, mountain climbers and adventures, scientists, and other notable accomplished people; and an Artist-in-Residence program that features master classes, lecture-demonstrations, open rehearsals, classroom discussions at UCSB, and visits to local elementary and high schools.
- Each year, the Economic Forecast Project (<http://ucsb-efp.com/>) provides detailed economic and demographic data, analysis, and forecasts for citizens, government agencies, businesses, non-profits, and other users, and maintains extensive databases and models of the Santa Barbara County and Tri-counties areas.



senior services

COMMUNITY RESOURCES FOR OLDER ADULTS

With aging comes unique challenges, and in Solvang's community, there are several resources and housing options for seniors.

SOLVANG SENIOR CENTER

1745 Mission Drive, Solvang, CA 93463
solvangseniorcenter.org
(805) 688-3793

Centrally-located behind the Library, the Center has a membership of over 400 seniors (55 and older), approximately half of whom live in Solvang; the rest are from surrounding towns. The Center's purpose is to assist these members of our community in remaining healthy and functioning independently within the community for as long as possible. As a Day Center, it offers the following:

- Social activities
- Nutritious meals
- Grocery assistance
- Daily exercise programs
- Special education on issues such as fall prevention, elder abuse prevention, Medicare, estate planning
- Special activities such as art and organic gardening, computer and technology assistance
- Assistive devices such as canes and walkers are loaned to individuals free of charge

The Center also assists elders, children of older adults, and even grandchildren who often face the difficult task of trying to locate help and services when they are in need. These services can include caregiving needs, transportation, financial assistance such as SSI, MediCal, food stamps, respite services, housing assistance, legal assistance and protection from physical and financial abuse.



PHOTOS COURTESY OF ATTERDAG VILLAGE

ATTERDAG VILLAGE OF SOLVANG

626 Atterdag Road, Solvang, CA 93463
PeopleWhoCare.com
(805) 688-3263

Atterdag Village is a non-profit continuing care retirement community offering an array of amenities, activities, and services for seniors. From independent and assisted-living to skilled nursing and memory care, a welcoming family atmosphere ensures that everyone at Atterdag Village feels cared for and right at home. The professional and compassionate staff embraces and fulfills the Atterdag Village mission: To offer our residents a quality of life that ensures physical, emotional, and spiritual well-being, with optimum independence in a safe and caring environment.

SOLVANG FRIENDSHIP HOUSE

880 Friendship Ln, Solvang, CA 93463
solvangfriendshiphouse.com
(805) 688-8748

Solvang Friendship House is a non-profit Assisted Living neighborhood comprised of several cottage-style homes located on a peaceful cul du sac. A beautifully landscaped neighborhood with walking paths and comfortable garden sitting areas add to residents' enjoyment. Specializing in dementia and Alzheimer's care for over 35 years, Solvang Friendship House has highly-trained staff who provide quality care and treat all residents as family while helping them maintain a comfortable and dignified lifestyle with personal assistance, wellness programs and life-enriching activities. A senior day care program is also located in the neighborhood, providing social activity, personal hygiene management and health monitoring to elderly who need supervised care in a safe place outside the home during the day. Short Term Respite is also available.



PHOTO COURTESY OF ATTERDAG VILLAGE

ADDITIONAL RESOURCES FOR OLDER ADULTS

- The City's Department of Recreation (cityofsolvang.com/index.php/departments/parks-a-recreation) offers programs and activities designed for older individuals.
- If you live in Solvang but need to locate services in Santa Barbara, Lompoc, Santa Maria, or San Luis Obispo, Senior Connections (run by the Area Agency on Aging) is a free information and referral service that assists seniors and their families in locating home care, housing, home repair, nutrition programs, transportation, mental health services, legal services, and health services; this is a free service that can be reached at 1-800-510-2020.

ATTERDAG VILLAGE

The Atterdag Village of Solvang was not always the sprawling campus it is today with 4 levels of care and 170 residents. It all started with Paster Møller of Bethania Lutheran Church in 1948, who brought up the idea of building a home to care for seniors in Solvang. A local committee discussed the idea with Solvang business people. The United Lutheran Church became interested too. Seven California-based Lutheran churches, including the one in Solvang, formed the Cheer Committee to establish such a facility. Bethania offered to donate land for the project. This was the six acres originally given by Peter and Joanna Albertsen for Atterdag College. Although the building still stood on the land at that time, the College closed its doors in 1951.



The Cheer Committee and the seven church congregations donated money for construction. On June 14, 1952 the cornerstone of the home was laid by Chris Jensen, age 92, the oldest citizen in Solvang at the time. On April 19, 1953 the Solvang Lutheran Home was dedicated and put into operation as a non-profit organization.

Over the years the vision has expanded to include seniors of all faiths and backgrounds and prompted the name change to Atterdag Village of Solvang, loosely translated as "Another day in sunny fields". Recent additions to the campus include a new assisted living building, a renovated memory care unit, the Carl Christensen Family Life center that houses an activity room, community center, fitness center, aquatics, nursing office, treatment room, beauty salon, and massage therapy room. Atterdag Village has been renovating their older buildings and will begin a major renovation of the original building of 1952.



Atterdag Village serves the entire Valley by offering rehabilitation services for seniors recovering from an injury or illness. Atterdag Village CEO, Chris Parker is looking into a community outreach program offering support to lower income, home bound seniors, holding up the Atterdag Village tradition of "People Who Care".



PHOTOS COURTESY OF ATTERDAG VILLAGE

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Staying healthy is key to living a long and active life. Solvang residents have access to a range of exceptional healthcare and wellness services, starting with health care wellness professionals who live and work right in Solvang: traditional medicine for pediatric to geriatric patients; psychiatrists, psychologists, podiatrists, dental professionals who offer cutting edge technology; optometrists and ophthalmologists; physical therapists/clinics; and specialists in oriental medicine, acupuncture and other non-traditional modalities as well. There are full service gyms with offerings such as yoga, pilates, Watsu, massage therapy, personal training; professionals who provide such services individually; and a wellness spa that features hyperbaric oxygen therapy.

Residents also have access to these medical centers and their comprehensive services:

Santa Ynez Valley Cottage Hospital (SYVCH), founded in 1964, is centrally located at 2050 Viborg Road in Solvang and provides high quality services to residents and visitors of Solvang and the surrounding community. Since 1995, SYVCH has been part of the not-for-profit Cottage Health System, which includes Santa Barbara Cottage Hospital and its associated Cottage Children's Hospital, Cottage Rehabilitation Hospital, and Goleta Valley Cottage Hospital.

With a staff of more than 88 professionals, the SYVCH offers personal, comprehensive health care services including:

- **Emergency Room Services:** open 24 hours a day, year-round with a highly skilled staff of physicians, nurses and technicians.
- **Comprehensive Imaging:** features an onsite MRI facility, Computerized Tomography (CT), Bone densitometry (DEXA), Ultrasound, X-Ray, Fluoroscopy and Digital Mammography—with flexible appointment scheduling and easy access.
- **Surgical Services Department:** a staff of certified physicians provides outpatient and inpatient services including procedures such as Cataract Surgery, Cosmetic Surgery, Colonoscopy & Endoscopy, General Surgery, Gynecological Surgery, Laparoscopic Surgery, Podiatry & Orthopedic Surgery.
- **Medical/Surgical/Telemetry Department:** has 11 licensed inpatient beds with private patios.
- **Outpatient Infusion Services:** ordered by physicians and provided in privacy and comfort for Blood Product Transfusions, Antibiotics, Specialty Medications, Central Line Care and more.
- **Cardiopulmonary Rehabilitation Department:** founded in 1988, this medically-supervised outpatient program includes monitored exercise sessions with assessment, education and counseling by registered nurses, nutrition classes with a registered dietitian, and an adult fitness program.
- **Laboratory Services:** provided in the hospital. The outpatient blood draw center at Pacific Diagnostic Laboratory, part of Cottage Health System, is located nearby at 2028 Village Lane, Suite 204 in Solvang.
- **Physicians Clinic:** this on-site clinic provides easy access to a variety of specialists such as Gastroenterology, Gynecology, Podiatry, Pulmonology, Rheumatology and Urology.
- **Nutrition Counseling:** provides both inpatient and outpatient dietary management with a registered clinical dietician. Plus, free Nutrition & Diabetes Wellness Classes are offered to the public every Wednesday from 12:00-1:00 p.m. in the SYVCH conference room.



PHOTO COURTESY OF COTTAGE HOSPITAL

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SYVCH completed a \$12 million facility earthquake retrofit and enhancement project in early 2015.

There are additional ways the SYVCH serves the community:

- **The SYVCH Free Annual Health Fair:** held the first Saturday of October at the Marriot Hotel in Buellton from 10:00 a.m.-12:30 p.m., the Health Fair is open to all ages and features more than 45 health-related display booths, free flu vaccines to adults over the age of 18, a raffle, and refreshments.
- **Santa Ynez Valley Cottage Hospital Auxiliary** is an all-volunteer organization with more than 210 individuals providing more than 18,000 service hours annually to the hospital. Founded in 1962, the Auxiliary operates the New to You Shop at 1689 Oak Street in Solvang, and participates in numerous activities and fundraising events supporting the hospital's mission of medical excellence close to home. New volunteers are always welcome.
- **The Santa Ynez Valley Cottage Hospital Foundation** is a 501 (c)(3) non-profit organization whose mission is to develop, manage and channel the community's financial support on behalf of SYVCH, thereby serving not only to protect, but also enhance the hospital as a valuable community asset.

For more information, visit cottagehealthsystem.org

The Sansum Clinic is a proud member of the Solvang Chamber of Commerce and serves Solvang and the surrounding Santa Ynez Valley. At Sansum Country Clinic, a Family Practice and Internal Medicine office located at 2027 Village Lane in Solvang. Board-certified physicians, nurses and other clinical staff provide Primary Care for children and adults, from Day One through adulthood. Additionally:

- The Cancer Center of Santa Barbara with Sansum Clinic delivers the latest advancements in hematology/oncology and cancer care at our 2040 Viborg Road location. This office also offers cardiology, rheumatology and nephrology care from one of our board-certified specialists.
- The Urgent Care Center and Multi-specialty Clinic in Lompoc provides primary care and specialized care in Allergy & immunology, Nutrition, Oncology, Orthopedics Pediatrics & Adolescent Medicine and Physical Therapy, and separate locations in Lompoc provide OB/GYN and Urology care. Our multi-specialty team of physicians and clinic staff work together, supported by the latest equipment and technology, to ensure quality care for you and your family throughout all stages of life.
- All Sansum Clinic patients now have access to MyChart, our electronic health record that allows patients to send a secure message to their physician's office, check their test results, request appointments online, view their medical information, explore health education resources and access their family's records from anywhere at any time.
- Health education and wellness programs in Solvang include our popular free Nutrition Navigator class conducted by one of our Registered Dietitians and Certified Diabetes Educator. All health education programs are free (or may have a small materials fee) and are open to the entire community as part of our commitment to the good health of the communities we serve.

Learn more at sansumclinic.org.

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Learn more at www.SansumClinic.org

Sansum Clinic's unified, patient-first approach to healthcare is built around you. Our multi-specialty team of physicians and clinical staff work together, supported by the latest equipment and technology, to ensure quality care for you and your family throughout all stages of life.



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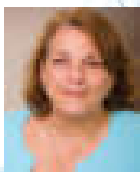
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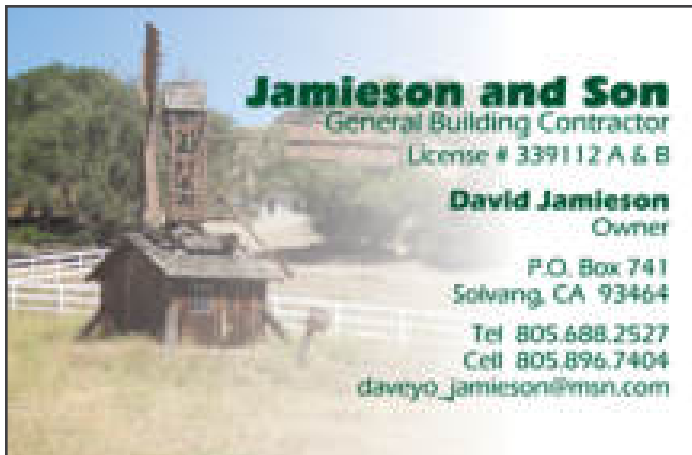
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260 San Antonio Road Santa Barbara, CA 93110

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Solvang, CA

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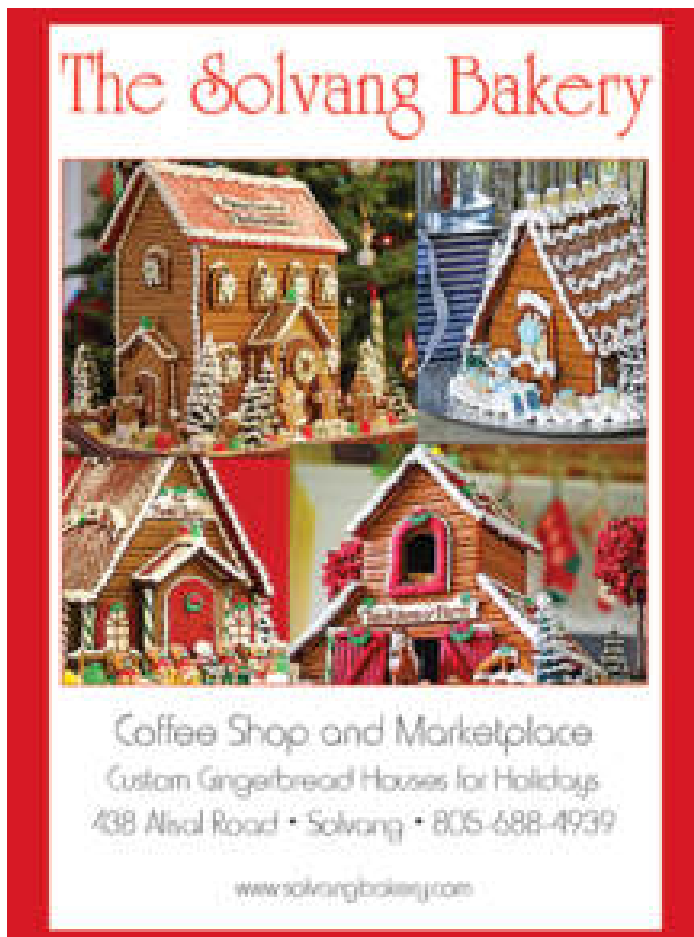
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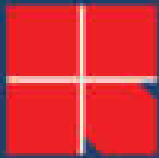
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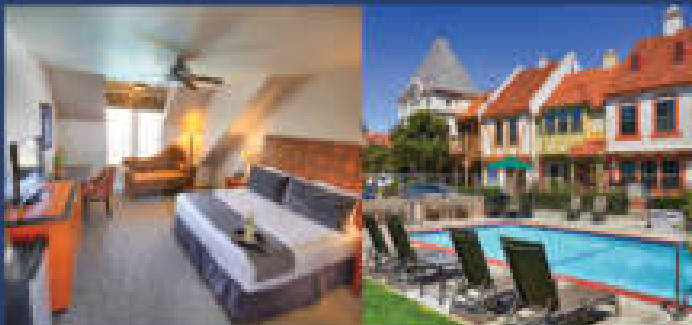
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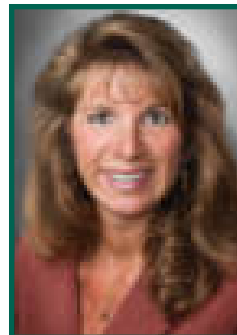
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805-688-7669

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Mystic Merchant, The

805-693-1424

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VISITOR INFORMATION & ASSOCIATIONS

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P.O. Box 14245 Solvang, CA 93464

San Lorenzo Foundation

805-688-0322
P.O. Box 1185 Santa Ynez, CA 93460

Santa Ynez Band of Chumash Indians

805-688-7997
P.O. Box 1440 Santa Ynez, CA 93460

SOLVANG FESTIVAL THEATER

The Solvang Festival Theater was built in 1974 by the community in an effort to revitalize the town of Solvang and bring visitors to the valley. Construction began in June 1974 with local tradesmen and community volunteers and the first production was "Once Upon a Mattress" in August of 1974, a mere 58 days later. The theater currently features evening performances by the PCPA Theaterfest, one of the most respected repertory theater companies in the West. Solvang's season begins mid-June and extends through the latter part of September. The half-timbered open-air theater seats 780 for evening performances under the star-filled Santa Ynez Valley sky and is a must for overnight visitors to the Valley. Truly a unique theatrical experience.

WORSHIP

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805-688-8750
1693 Laurel Avenue Solvang, CA 93463

Valley Christian Fellowship

805-688-5171
891 N. Refugio Road Solvang, CA 93463

For Tickets & Information go to:
SOLVANGFESTIVALTHEATER.ORG
 Theater Location: 420 2nd Street, Solvang, CA
 Bus Office: 433 2nd St., Solvang
 805-686-1789 • theaterfest@verizon.net

Theaterfest 2018 Calendar of Events
 COMING THIS FALL...

The Battle of the Big Bands returns!	Sept 16
First Ever Ya Ya Festival	Sept 22
Nashville Nights is back!	Sept 29
The Legendary Haunted House	Oct 30 & 31

Jazz Beyond Sunday In The Garden Under The Oaks

July 15 CAFÉ ODESSA
August 12 KRISTIN KORB TRIO Hotel provided by The Landsby
September 9 DAVE BECKER AND THE CENTRAL COAST ALL-STARS Gates @ 2:30 Music @ 3:00

For information on other events & PCPA's Summer Season at Solvang Festival Theater please visit our website.



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