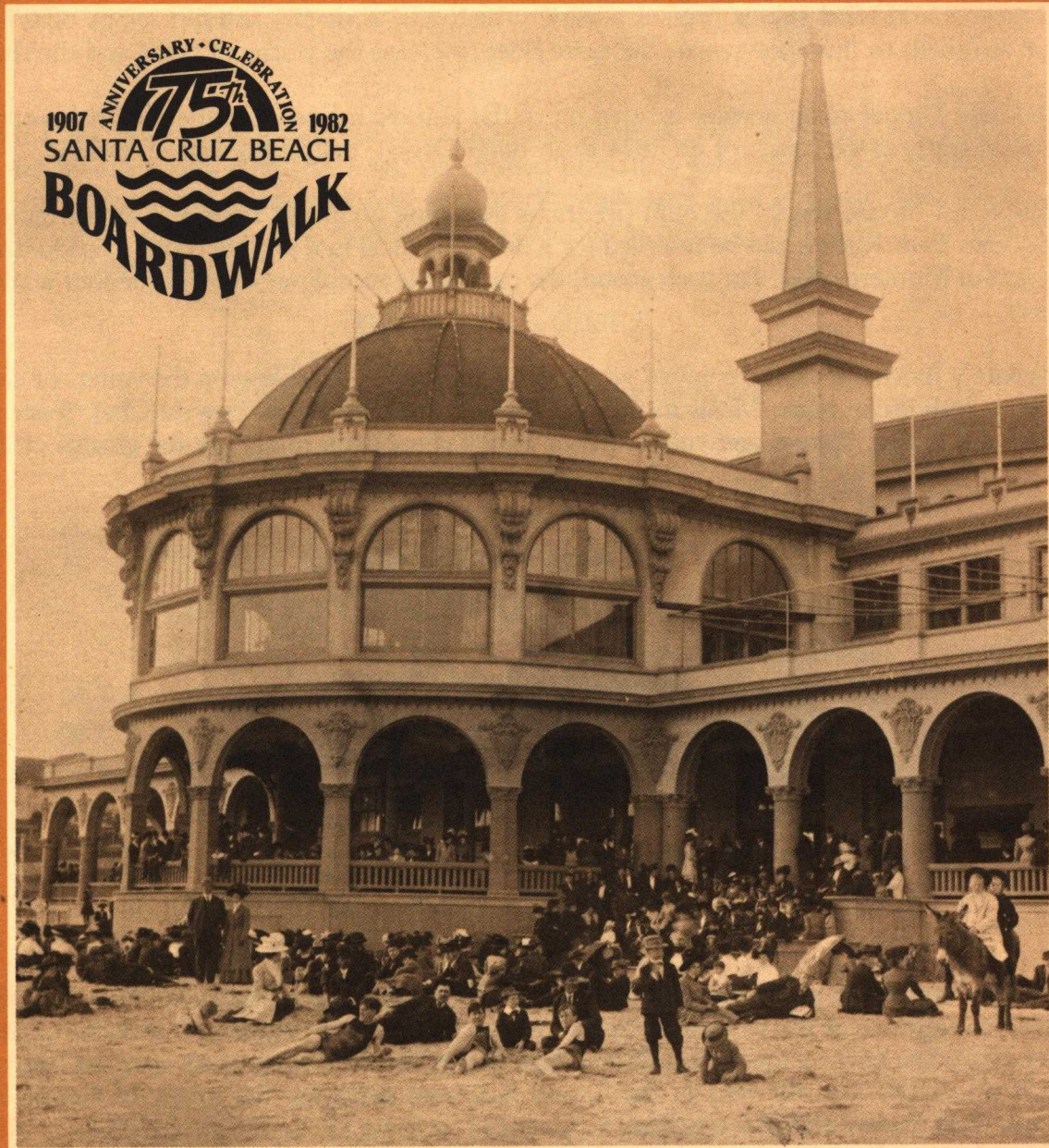


Boardwalk

JOIN THE CELEBRATION!

SANTA CRUZ BEACH BOARDWALK



1982 TOUR AND TRAVEL RATES

Santa Cruz Beach Boardwalk • 400 Beach Street • Santa Cruz, CA 95060 • (408) 423-5590

Join the 75th Anniversary Celebration at the Santa Cruz Beach Boardwalk!

Discover the carefree atmosphere of yesterday and the excitement of today at the west coast's oldest and finest seaside amusement park. The Boardwalk delights children of all ages with its mile-long beach and assortment of entertainments.

There are games of skill that Grandpa enjoyed as a boy and games for the children of the '80's; restaurants and food stands present a variety of foods; souvenir and gift shops offer everything from sea shells to fine sportswear; there are rides to please the young at heart and the thrill seeker.

The Giant Dipper roller coaster is rated on of the world's top ten and the 1911 hand-carved Loeff carousel features the music of an 1894 Ruth Band Organ, one of the last of its kind.

Groups can choose special discount programs including unlimited rides and an intriguing behind-the-scenes tour. Rooms can be reserved for a delicious meal in a private room overlooking the rolling surf of Monterey Bay. For each group, the package is complimentary for the tour leader and bus driver.

A leisurely luncheon can be enjoyed while watching the sun sparkling on the water, or can be served in as little as an hour. Meals include an entree, salad, potato or rice du Chef, fresh vegetable, bread and butter, dessert and coffee, tea or Sanka. Luncheon prices are for groups of 25 or more.

LUNCHEON

One menu selection per group.
Price includes tax and tip.

ENTREE:

- #1: Southern Fried Chicken \$ 7.50
- #2: Beef Enchiladas \$ 7.50
- #3: Baked Red Snapper with Creole Sauce \$ 8.50
- #4: Shrimp Louie \$ 9.25
- #5: Salmon Blinna with Champagne Sauce \$10.00

A major renovation and restoration project in the Boardwalk's Casino building has revived the Victorian elegance of the Cocconut Grove, which still provides music and entertainment as it has since 1907. The new, unique, glass-domed Sun Room has the feeling of an open air courtyard, and big band dances are still held in the Grand Ballroom featuring the music of Count Basie, Tex Beneke, Les Brown and many others.

Most visitors are not aware of the community of self-contained shops whose daily activities make the Boardwalk a pleasant experience for all. Reservations can be made for a Behind-The-Scenes Tour that explores art and graphics, fiberglass, painting, maintenance and operations facilities.

BEHIND-THE-SCENES TOUR

Includes a ride on our 1911 carousel.

Group Size	25-99	100+	Retail
	\$1.95	\$1.75	\$3.00

The Santa Cruz Beach Boardwalk offers 25 rides including the breathtaking Giant Dipper roller coaster, the exquisite 1911 Loeff carousel, Autorama, miniature gasoline engine cars on a kid-sized freeway, the Cave Train, a journey into prehistoric times, and a large flume ride, the Logger's Revenge. With an unlimited ride ticket, visitors can ride as often as they wish, from opening to closing, on any operating day.

UNLIMITED RIDES

Offer good during normal operating hours.

Group Size	25-99	100+	Retail
	\$7.50	\$6.75	\$8.50

Packages combining special discount programs are also available.

LUNCHEON & BEHIND-THE-SCENES TOUR

One menu selection per group.
Price includes tax and tip
and a ride on our 1911 carousel.

- #1: Southern Fried Chicken \$ 9.25
- #2: Beef Enchiladas \$ 9.25
- #3: Baked Red Snapper with Creole Sauce \$10.25
- #4: Shrimp Louie \$11.00
- #5: Salmon Blinna with Champagne Sauce \$11.75

BEHIND-THE-SCENES TOUR & UNLIMITED RIDES

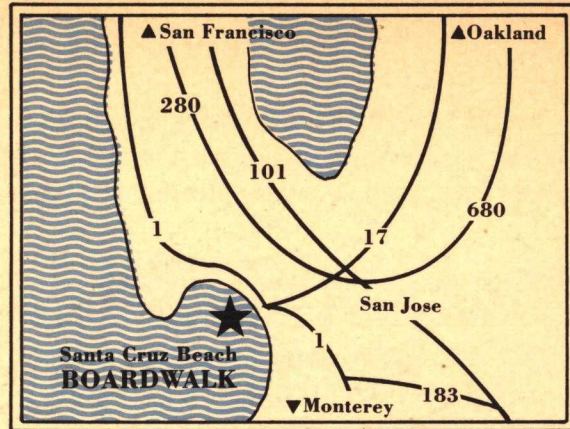
Offer good during normal operating hours.

Group Size	25-99	100+	Retail
	\$8.95	\$7.95	\$9.95

In the Coconut Grove, Northern California's only remaining ballroom, overnight visitors can enjoy a special package which includes a big band dance, taste tempting buffet, and Sunday Brunch in the spectacular Sun Room. Many local motels offer discount rates to dance patrons who make advance reservations.

For information, write or call:
 Coconut Grove Box Office
 400 Beach Street
 Santa Cruz, CA 95060
 (408) 423-2053

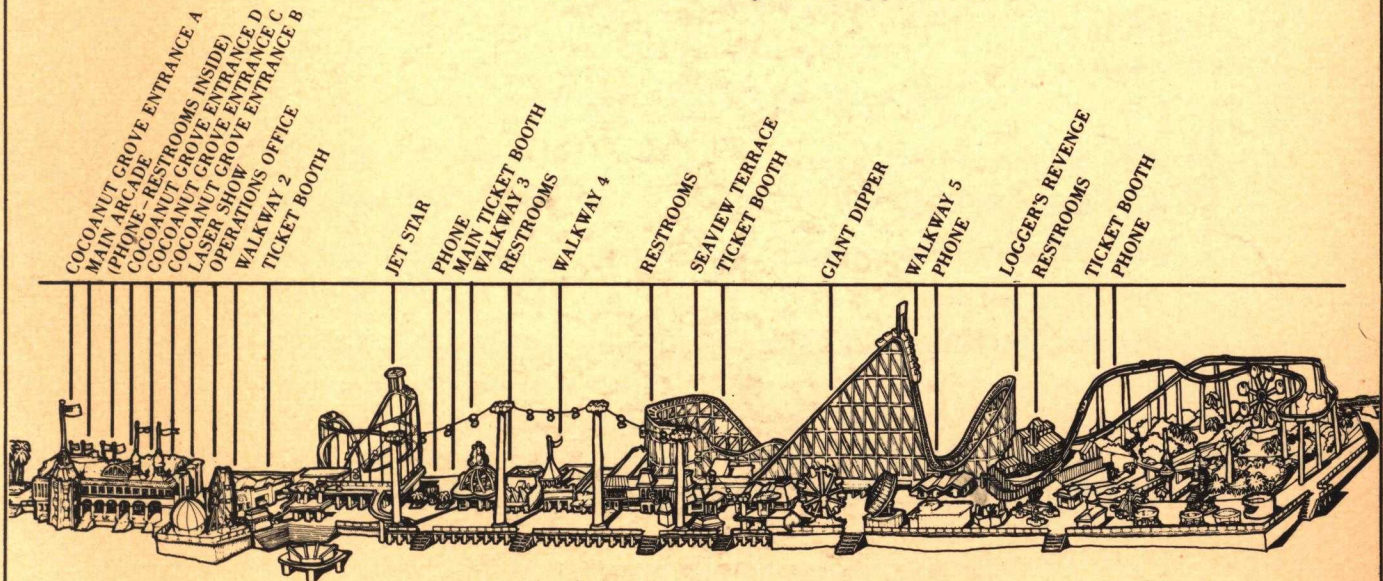
SEASON:
 Open daily May 28th through September 6th.
 Open weekends the remainder of the year.
 Tours and meal plans offered year round.



Take Highway 1 or 17 to Santa Cruz. Follow the signs to beach area. 1 ¼ hours (80 miles) driving time south of San Francisco; 45 minutes (40 miles) driving time north of Carmel-Monterey area. Open daily during summer; open weekends remainder of year. For information call (408) 423-5590 or write Santa Cruz Beach Boardwalk, 400 Beach Street, Santa Cruz, CA 95060.

All rates quoted are net and subject to change without notice. Rates quoted at time of reservation are guaranteed. Advance reservations are required, with 10% deposit. * One bus driver and one tour escort with each group will receive a complimentary package. For information, write or call Group Sales, 400 Beach Street, Santa Cruz, CA 95060, (408) 423-5590.

*Balance due in full within ten days with approved credit.



The Conference, Meeting and Entertainment Facilities of the Coconut Grove are available for:

- Banquets
- Dinners
- Dances
- Receptions
- Company Parties
- Wedding Receptions
- Special Events
- Conferences
- Conventions
- Trade Shows
- Meetings
- Beach Parties

For more information please call the Group Sales Office at (408) 423-5590.