



Shmuel Thaler/Sentinel

Santa Cruz County Conference and Visitors Council spokeswoman Christina Glynn proudly displays the official new California state map, which features the Giant Dipper roller coaster on the cover.

# Boardwalk ready for centennial closeup

*Boardwalk*  
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It's not Rolling Stone, but the Boardwalk's Giant Dipper is on the cover of the 2007 official California State Map.

**SANTA CRUZ** This is quite a coup, according to Boardwalk publicist Brigid Fuller, noting the map is tucked into the 2007 visitor's guide published by the California Travel and Tourism Commission, which is expected to reach 1 million visitors. Yosemite's Half Dome was on the cover last year.

The extra attention couldn't come at a better time because the Boardwalk, one of the last seaside amusement parks in the country, will turn 100 years old this year.

The Seaside Co., which owns the popular attraction, has put together a commemorative book for the milestone, "Santa Cruz Beach Boardwalk: A Century by the Sea," which is expected to arrive in stores late in March. The 176-page book, illustrated with photos from the Boardwalk archives, is being published by Ten Speed Press.

Dennis Hayes of Ten Speed Press took preview copies of the book to the San Francisco International Gift Fair, which opened Saturday. He said the response has been "exceptional" with one out of every four book orders he took being for the Boardwalk book.

The Boardwalk's 100-year celebration will

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BRIGID FULLER, BOARDWALK PUBLICIST

include: A special exhibit at the Museum of Art and History April 21 to Sept. 2, a gala at the Cocoanut Grove June 9, and free performances on the beach by Moscow Circus July 8 to Aug. 16.

Tourism is one of the county's top industries, estimated to generate more than \$500 million in travel expenditures a year. The Boardwalk's attendance is estimated to be three million visitors a year, which is more than Great America, the Monterey Bay Aquarium or Six Flags Discovery Kingdom (formerly known as Marine World). The Boardwalk's numbers are harder to pin down than the others because it doesn't charge an entry fee.

Fuller expects the visitor count to increase this season because of the special events slated for the attraction's centennial.

"The weather is a huge factor in attendance," she said. "Hot weather in the valley brings people to the beach."

The Boardwalk began hiring in January for weekend operations and spring break,

with 65 new hires so far. Another 200 will be hired before the end of March.

Employment manager Carol Siegel expects to hire the same number of workers as last year.

"Overall, we will hire approximately 900 seasonal employees during the year — about 95 percent before July 1," she said. "The majority of hires happen now and in March and June."

That's a hint to high school and college students to think ahead and apply before school lets out for the summer.

Good news for job-hunters: California's minimum wage rose to \$7.50 per hour on Jan. 1 and will reach \$8 next January. That means higher wages for all new hires as well as those who were earning less than \$7.50 per hour.

Siegel said seasonal staff start at \$7.75 an hour and added that many positions start higher.

Priced at \$27.95 for a hardcover and \$18.95 for a paperback, "Santa Cruz Beach Boardwalk: A Century by the Sea," is available for order on Amazon.com.

For job information, go to [www.beach-boardwalk.com](http://www.beach-boardwalk.com) and click on jobs.

For a free copy of the 2007 California Visitors Guide, stop at the Visitors Center, 1211 Ocean St., Santa Cruz or visit [www.visitcalifornia.com/page.php?id=811](http://www.visitcalifornia.com/page.php?id=811)

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