



JOHN WILLIAMS/SANTA CRUZ SENTINEL

TJ Moran and his wife, Marcella, run Millions of Memories, a Boardwalk merchandise store. The store's merchandise includes apparel and souvenirs featuring historic photos of the Boardwalk.

History sells at Boardwalk

By Jondi Gumz

Santa Cruz Sentinel

SANTA CRUZ — Arcy Domingó, visiting the Boardwalk from Vancouver, Canada, smiled as he got his photo taken next to the antique Uncle Sam "test your feelings" arcade machine. It's a scene you might see in a museum, but this is not a museum.

It's Millions of Memories, a retail shop at the Boardwalk, located on the colonnade between O'Neill Surf Shop and Marini's at the Beach.

The new store replaces Under the Rainbow and Boardwalk Bargains, both owned and operated by the Boardwalk.

Millions of Memories is the brainchild of TJ and Marcella Moran, a young couple with three children. The Morans took up the challenge of creating Boardwalk apparel and souvenirs.

"It's kind of a game-changer," said TJ, 33.

He designed the store's interior, bringing out old-fashioned arcade games the Boardwalk had in storage,

while Marcella, 30, pored through the 104-year-old amusement park's photo archives to select 20 images for graphics on garments and souvenirs.

Visitors will see historic black-and-white photos of the amusement park, a horse from the Looft Carousel celebrating its 100th birthday, chandeliers from the historic Casa del Rey Hotel and a 12-foot surfboard bearing the name of Charles Canfield, president of the Seaside Co., which runs the Boardwalk. A Hol-

lywood-style sign, made by Northwest Signs in Santa Cruz, spells out "BOARDWALK" in lights.

"It's interesting how they make something that speaks to now by looking backward," said Marq Lipton, the Boardwalk's vice president of marketing and sales. "They look to the past, the history, to make something relevant and attractive for today."

Engraved brass rings paying tribute to the carousel have been a hit, with 1,000 sold.

BJM 7-13-11