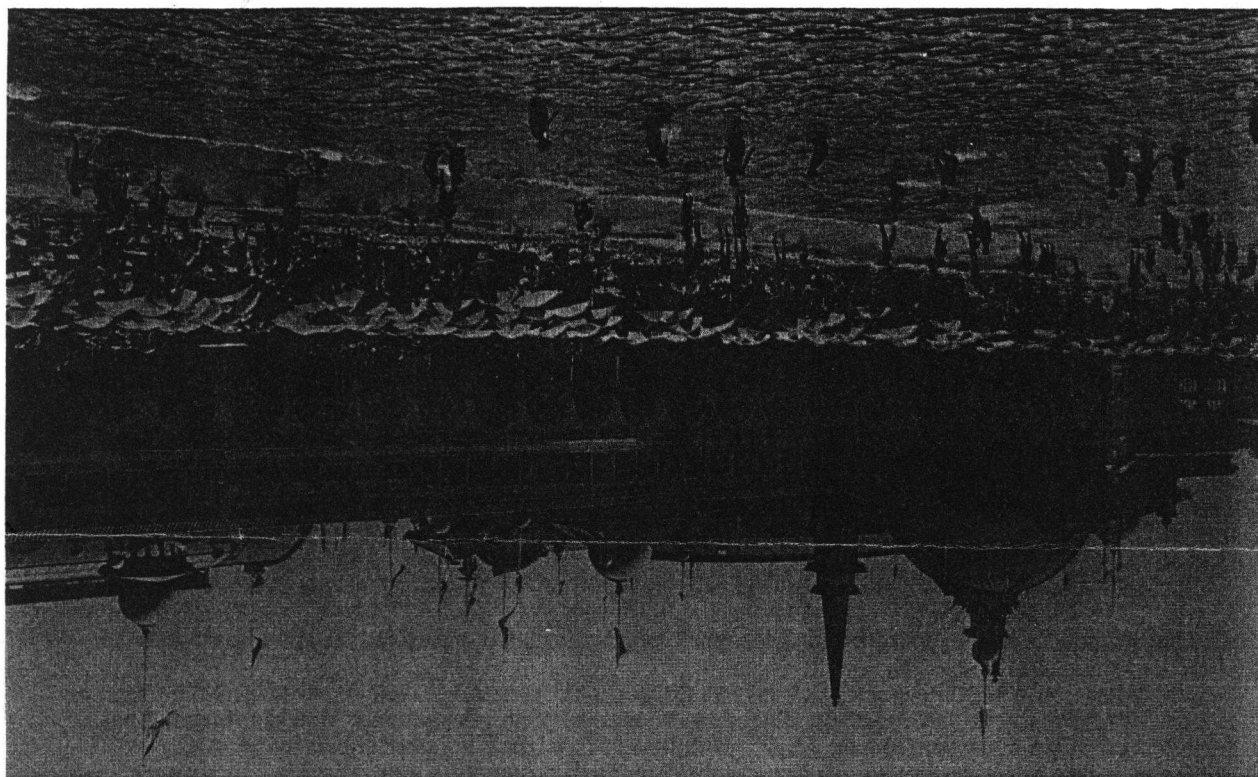


Behind-the-Scenes Facts



The 1970s brought the Super Round-Up, the Red Baron kiddie ride, Bumper Cars and Jet Star, a mini-coaster ride. In 1977, the Wild Mouse was replaced by a large flume ride, the Logger's Revenge. 1977 also marked the return of big band dancing in the Cocoanut Grove. Les Brown and His Band of Renown reopened the ballroom in September, and the series of big band dances continues today. The Wave Jammer, Cap'n Jack's Pirate Ship, The Great Auto Race, and the Video Storm are new rides for the '80s.

Old and new merged again in 1981 with the restoration and renovation of the Cocoanut Grove. This \$9.5 million project involved the modernization of the Grove interior and kitchen, and returned the building's exterior to its 1907 appearance through extensive decorative plaster work.

The renovation's most outstanding feature is the spectacular new Sun Room, a 6,000 square foot banquet and convention room with a movable glass ceiling that allows open-air use. Downstairs construction resulted in new gift shops, a complete new candy store and a kitchen where Marini's famous salt water taffy is made.

Today, the Boardwalk offers over 20 exciting rides, three arcades housing vintage machines and modern video games, an electronic shooting gallery, 26 games of skill, 15 refreshment stands, five restaurants and 13 gift shops filled with everything from clothing and beachwear to jewelry and souvenirs.

Just before the Santa Cruz Beach Boardwalk and Cocoanut Grove celebrated their 80th Anniversary in 1987, the National Park Service designated the 1911 Merry-Go-Round and Giant Dipper roller coaster, two of the park's oldest rides, as National Historic Landmarks.

The Cocoanut Grove complex hosts a myriad of events including conferences, concerts, public dances, business meetings, Sunday Brunch in the Sun Room, conventions, banquets and wedding receptions.

The white, mile-long beach, cleaned and sifted during the year by the Boardwalk, is the same beach that launched Santa Cruz as a tourist attraction more than a hundred years ago.

California's last remaining seaside amusement park is open daily from Memorial Day to Labor Day and weekends the remainder of the year. There is still no admission charge.

The Santa Cruz Beach Boardwalk is located on Santa Cruz Beach, 35 miles south of San Jose, and 40 miles north of Monterey. Take Highway 1 or 17 to Santa Cruz and follow the signs to the beach.

**SANTA CRUZ
BEACH
BOARDWALK**

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

**The
Cocoanut
Grove**