

Back to the beach

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The Beach Street Revival and car show, which was held at the Santa Cruz County Fairgrounds for the last four years, is moving back to Santa Cruz, although a car show is planned for Watsonville in 1994 as well.

Rick Petersen, organizer and founder of the event, is meeting today with Jerry Hernandez, the director of Main Street Watsonville, to work out an alternative

car show tentatively called Main Street Revival, to be held in August.

Petersen said the car show would be tailored to Watsonville and "will be right downtown." Petersen also talked about using the Santa Cruz County Fairgrounds for a car show in July and for a day during the Beach Street Revival, which will be held Sept. 23 through 25 this year.

Beach Street senior director Gale Maxwell came up with an

economic impact report showing the Beach Street weekend generating \$875,000 in revenue for the city of Santa Cruz, with \$87,000 of that going to city government.

When asked how much money the city of Watsonville stands to lose, Petersen said he didn't know but that "Watsonville didn't have enough facilities... and no major hotels."

He speculated that the Motel 6 would be the only business to lose money and said because it was

summer, it would have no trouble filling up anyway.

"We'll try to supplement (the loss) by bringing in other shows," he said.

The Beach Street Revival originally began in 1977 in Santa Cruz, and was named after the street along the beach by the Boardwalk. The show and festival features cars from the '50s and '60s and a variety of nostalgic activities.

In recent years, the cost of put-
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ting on the event made the fairgrounds in Watsonville an attractive site, and the souped up cars paraded down Main Street for the last four years. But the traditional car show has been lured back to the town of its birth.

"It was the negative attitude of some of the people in the city of Santa Cruz hierarchy" that drove away the car show, said Petersen.

"Santa Cruz was imposing some pretty heavy fees for security (near the Boardwalk)," which wasn't needed, he said.

At this point, Petersen doesn't know if the fees will be changed, but the festival is working with the Seaside Company which runs the Boardwalk and is "planning to do something in conjunction with Seaside," said Petersen.

The Revival will use the Holiday Inn on Ocean Street, which is owned by Seaside, as home base. Cars will be displayed at either the parking lot behind the Holiday Inn, using city and county lots as well, or at the Riverside parking lot adjacent to the Boardwalk, said Petersen.

The Beach Street Revival group has become a nonprofit association this year as well, "but not by design" said Petersen.

He said Beach Street had lost money for the last several years and becoming nonprofit allows the event to attract sponsorships, allow for donations and "do other things like car raffles" to raise money.

The nonprofit status will also allow Beach Street to donate proceeds to national and local charities. "We always gave money away, just not as a nonprofit," said Petersen.