



Beachgoers soak up the sun on the main beach

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To millions of visitors, the main beach and Boardwalk are the only stuff that makes up Santa Cruz.

To millions, it is the picture of our town they remember, a mental postcard of a grand seascape, shouldered by the wharf on one side and carnival rides on the other.

The picture includes the sunniest beach on Monterey Bay, fleshed out on weekends by bikinied visitors batting volleyballs,

while yelling kids slice frisbees through the fresh ocean air.

A few of the visitors who stay over have also seen the main beach as a quiet walk on foggy nights when the tide comes in and storm-born waves pound the coast.

But usually, it is a summer's ocean with splashers, swimmers and down by Lighthouse Point, the surfers losing their battle with the whitecaps. Here and there is a windsailer among the boats that are circling the end of the wharf.

Santa Cruz Boardwalk is the last seaside amusement center left on the West Coast. The others are gone, including San Francisco's Playland and The Pike in Long Beach.

The Boardwalk was built in 1907 and today has more than 20 rides, including the Logger's Revenge a water-driven ride that

ends in a splashing dive into a spraying pond.

The Giant Dipper has gained in popularity every year since its arrival in 1924. The merry-go-round features hand-carved horses and a pipe organ. Rides cost 75 cents to \$1 and kiddie rides cost 50 cents. There are special days passes available.

If the rides get too much, there's a video arcade with more than 25 games, and shooting galleries and bottle booths outside.

If one tires of the music of the carousel, there's always the large sweep of beach and a walk to the wharf.

Santa Cruz wharf has working fish markets and a mixture of restaurants that seem to all make great clam chowder.

The city of Santa Cruz owns the wharf and leases its buildings. The city is ex-

panding the number of businesses in a major expansion over the past two years.

Lifeguards are on duty during the tourist season.

One other major renovation that is complete, is the Seaside Company's remodeling of their Coconut Grove, the second floor of the Casion Building.

It has added a convention facility and grand sun room for brunches. It continues to provide a major facility for dances.

Across Beach Street from the Grove and wharf are gift shops, restaurants and motels that line the town's most popular street.

One member of the Convention and Visitors Bureau recently stated that the street is believed to be "the town's main street by millions of folks who come here to visit."