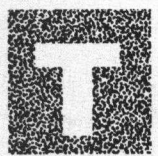


Restore Santa Cruz • Shop Locally

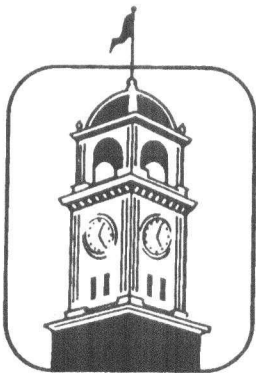


The Santa Cruz Area Chamber, the Downtown Association and the Cultural Council of Santa Cruz County formed a partnership to lease space from the City of Santa Cruz and provide new homes to 43 businesses downtown. Dubbed the Phoenix Pavilions, the project includes six retail pavilions that have also opened at 1128 Pacific Avenue, the former home of the Bank of America.

Hundreds of shoppers turned out for the official ribbon cutting on November 24, historically the biggest shopping day of the year. At the ceremony San Jose Mayor Tom McEnery presented a check for \$85,000 to Councilmember Jame Yokoyama to help downtown merchants with construction of the pavilions and promotion. Mike Schmidt, Vice President of the Bank of America, also presented a check for \$10,000 from that institution.

"The pavilions will be here for merchants to lease until their permanent headquarters are re-built," said Chamber Executive Director John Lisher. "They were installed through a massive voluntary effort by more than 250 local and regional labor union members."

Pavilion businesses will be open



**RESTORE
SANTA
CRUZ**
SHOP LOCALLY

from 10 a.m. to 8 p.m. every day until December 24. Regular business hours will start on December 26, Monday through Saturday, 10 a.m. through 6 p.m. and Sundays, 11 a.m. through 5 p.m.

Here's a run-down on where they are:

Pavillon A: Cedar/Locust (ID Lot)
Coffee Roasting Company
Santa Cruz Hardware

Pavillon B: Cedar/Locust (ID Building Lot):
Cat 'N Canary
Cantor-Wheat

Shandrydan
Shen's Gallery

Pavillon C: Lincoln/Cedar (Pearl Alley Lot)
Act V
Artisan's
Folk Arts
Western Vision
Groff's Luggage
Crystal Kalaidoscope

Pavillon D: Lincoln/Cedar (Pearl Alley Lot)
Antique Collectives
Mr. Goodies
Bento Baki
Donatello's
Lilly Marlene
Little Shanghai
Monica's
Pizza My Heart
Yesterday's

continued on page 16



Left to right: Louie Rittenhouse, Mimi Paulsen, San Jose Mayor Tom McEnery, Santa Cruz City Councilmember Jane Yokoyama, John Lisher and Mike Schmidt from the Bank of America at the Phoenix Pavilion ribbon cutting.

Pavilion Shops

continued from page 4

Pavillon E: Lincoln/Cedar (START Clinic lot)

Atitlan
Bunny's Shoes
Body Options
Hat Company
Indulgence
Natural Treasures
Pacific Trading Company
Santa Cruz Nutrition Company
Sock Shop
Tenggara

Pavillon F: Lincoln/Cedar (START Clinic lot)

Fantasy World
Lily Wong's
Plaza Bookstore

Pavillon G: Chestnut/Cedar

Bookshop Santa Cruz

Bank of America #1: Soquel/Pacific

Bead It
Discount Records
Eclectic
Greenpeace
Max Dakota
Pipeline
Rainbow Records
Universe Records
Baseball Card Center
Discount Records

Bank of America #2: Soquel/Pacific

Camouflage

Bank of America #3: Soquel/Pacific

Dell Williams

A number of businesses are now accessible because they are no longer within the fenced perimeter of Pacific Operations: PrettyMama's, Santa Cruz Hat Shop, Santa Cruz Jewelers, Del Mar Theater, Del Mar Cafe, Bank of America, Lily Wong's, Discount Records & Tapes, Rader's, The Gap, Woolworth's, Palace Arts, Changes, Jackson's Shoes & Things, Togo's, Bowman & Forgey, Heinz Biergarten (rear), Center for Art & History, S.C. Conference and Visitors Council, S.C. Historical Trust, The Octagon, Intergrand Design Building, Graphix, Tengarra, Earth Angel, Benten, Mr. Goodies, Penniman Annex, Pacific Gas and Electric, Kelly's French Pastry, E. Point, Blanca's, Little Shanghai