



Convention and Visitors Bureau
111 Anza Boulevard, Suite 410, Burlingame, CA 94010
650-348-7600 ▪ 1-800-288-4748
Fax 650-348-7687
info@smccvb.com ▪ www.visitsanmateocounty.com

**San Mateo County/Silicon Valley Convention & Visitors Bureau Annual Report
for the
Burlingame City Council as
Lead Agency for the San Mateo County Tourism Business Improvement District
October 15, 2019**

Activities/Accomplishments from October 2018 through September 2019

Overall: In the last 12 months, the Bureau generated **455 meeting leads** for San Mateo County and Palo Alto properties. We booked a total of **27,955 definite room nights**, as well as numerous banquets, with an **economic impact of \$18,179,715**. (International Market figures are only available on calendar year basis - January-December 2018.)

This total does NOT include individual corporate or leisure traveler nights generated through advertising and promotion, groups rebooking directly with our hotels, or additional non-room local revenue generated by filming.

Accomplishments in Meeting Sales

- Escorted numerous **individual meeting planners on site visits** to generate leads for/close group business.
- Participated in **over 60 industry trade shows and events**.
- Held **receptions for meeting planners** in Dallas, Denver, Washington, DC, Chicago, Austin, Phoenix, Scottsdale, Tucson and New York.
- Conducted **sales missions with San Francisco Travel** in Washington, DC, New York, Arizona, Texas, and Ohio.
- Conducted **meeting planner Familiarization (FAM) Tour for meeting and event professionals from across the US** showcasing San Mateo County and Palo Alto.
- Conducted **sales “blitzes”** in Sacramento and multiple Midwestern cities.
- Conducted **joint sales calls with hotel partner reps** in Sacramento.
- **Co-sponsored events with partners at CalSAE, MPINCC, MPI Sacramento/Sierra NV and NorCal PCMA.**
- Continued our **hot dates/hot rates notification program**, sending last minute deals out to key meeting planners to assist area properties with filling “need” dates.
- Conducted **numerous targeted meeting planner outreach campaigns** to all market segments.
- **Co-sponsored client events with area satellite CVB reps** in Chicago, Washington, DC, and Bay Area.
- Continued **outreach to third party meeting planners and meeting management companies**, including Smith Bucklin, Global Cynergies, Experient, Helms Briscoe, Conference Direct, Hospitality Performance Network, American Express Meetings & Events, Smith Moore & Associates, Association Management Co., Senior Planners Industry Network, American Meetings Network, Alliance of Independent Meeting Professionals, and AMG, as well as to a number of independent third party planners.
- Participated as member of the **California Society of Association Executives (CalSAE) committees, Meeting Planners International Northern California (MPINCC) and MPI Sacramento/Sierra Nevada committees, International Association of Exhibitions & Events and Association of Meeting Professionals** (a MD, DC, VA organization) allowing access to planners.
- Continued **outreach throughout the U.S.**, building relationships with association, corporate, third-party and SMERF meeting planners and sports event organizers.

- Remained **actively involved in local (San Francisco, Sacramento/Sierra Nevada, Chicago/Greater Midwest, and Washington, DC) industry group chapters of Meetings Professional International, Professional Convention Management Association, Society of Government Meeting Planners, California Society of Association Executives, American Society Association Executives, and CalSAE Bay Area region.**
- **Featured in editorial in *Smart Meetings* and *Successful Meetings*.**
- **Advertised in publications directed at meeting planners,** including: *North Star, Meeting Professional Int'l Northern CA Chapter Membership Directory, Successful Meetings, Northern CA Meeting & Events and Cvent.*
- **Created promotional flyers** for booked clients to enhance attendance.
- Continued to train hotel partners on how to **most efficiently respond to booking leads** in the new CRM system.

Accomplishments in Leisure and International Promotion

- **Participated in the IPW tradeshow (international inbound travel) in Anaheim, CA,** doubling our number of one-on-one meetings with international travel buyers and journalists.
- **Participated in Euro Sales mission to Amsterdam, France and Italy,** with presentations and destination trainings to top tour agencies in these markets.
- Attended and conducted **one-on-one business appointments at the Go West Summit.**
- **Attended Receptive Tour Operator (RTO) Summit in Orlando,** meeting one-on-one with receptive tour operators who handle Europe, India and South America markets.
- **Hosted International FAM tours** for travel agents, airline representatives, buyers and tour operators from **Belgium, Brazil, China, France, India and Italy, and a local tour company building new itineraries for their clients.**
- **Participated in Sales Missions to South Korea and Taiwan,** and met with tour operators, meeting incentive travel buyers, Visit California market reps and travel journalists. Conducted presentations and training held at various leading tour companies/agencies and for over 50 top travel buyers invited to The American Institute in Taiwan.
- **Conducted one-on-one meetings and did presentations and staff training with receptive tour operators, meeting incentive buyers and travel journalists** in Los Angeles and Las Vegas on a five-day Sales Mission. Markets included China, Japan, Korea, France and Germany.
- **Co-hosted a luncheon presenting to over 70 receptive tour operators in China market (Los Angeles).**
- **Co-hosted a luncheon presenting to 40 receptive tour operators in Japan market (Los Angeles).**
- **Participated in Visit California and British Airways UK/Ireland Super Fam.**
- **Conducted individual hotel site visits for top producing receptive tour operator, the largest global “hotel bank”.**
- **Had our area included in major German and Indian tour operator brochures and magazines,** with a dedicated section for just our area, listing cities, restaurants, hotels, major attractions, sightseeing highlights and suggested itineraries.
- **Continued to familiarize international tour companies** with our area, successfully adding itineraries in our area to their vacation brochures.
- Networked with Visit California's overseas offices in **Australia/New Zealand, Brazil, China, France, Germany, India, Japan, Mexico, Scandinavia, South Korea and the UK** on an ongoing basis, providing information for distribution abroad and participating in promotional opportunities.

Accomplishments in Marketing Efforts

- **Website users** increased 84.46% (115,722 users), with unique visitor visits up 88.26%.
- **Website sessions** increased 89.48%.
- **Page views** increased 61.57%.
- **Drove increased web traffic** from the United States, India, Japan and South Korea.
- **Increased prospective visitors' use of our mobile site,** with mobile users up by 135.51% and tablet users by 52.54%.

- **Placed ads aimed at individual/leisure travelers** in the Official California Visitor Guide, *VIA*, *National Geographic Traveler* + *Hot Spot Travel* Email Blasts (April/May and October/November), *Food + Travel Magazine* and Facebook.
- Continued a **year-long Google adwords campaign**.
- Initiated a **year-long banner ad campaign with Google** (October).
- Produced and distributed **70,000 visitor guides** with map insert; **5,000 Coastal Visitors' Guides** (April 2019), and **10,000 Pet Friendly Guides** (September 2019). Our collateral is on display at Stanford University, Palo Alto Chamber of Commerce, Hiller Aviation Museum, California Welcome Center @ PIER 39, SF Travel Welcome Center, and SFO, OAK and SJO airports.
- **Sent monthly e-bulletins to thousands of prospective visitors** in our database, listing special events and special rates to encourage visits.
- **Continued to market our area as a top culinary destination** with the "As Fresh as it Gets" program. Built upon **partnerships with San Mateo County Farm Bureau, San Mateo County Agriculture Commission and San Mateo County Harbor District** to encourage restaurants, hotels and caterers to buy and serve the freshest local produce, seafood, wine, beer and dairy products. Held "As Fresh as it Gets" awards program and "Farm Day," introducing chefs with local farmers. Handled marketing efforts for the first annual "As Fresh as it Gets" dinner.
- **Filled thousands of visitor info requests** generated by our ads and articles on our area.
- **Provided links and additional photos and profiles** for partners on CVB website.
- Continued updating **CRM system, website and social media, allowing more exposure for area businesses**.
- **Showcased our area on major marquee in Times Square** during January 2019, along with a paid editorial/advertisement in *Horizon Travel & Lifestyle* magazine.

Film Commission Efforts

- **Successfully recruited indie/short films and commercials**, plus advertising, music and video productions.
- **Recruited TV shows** that included *Sesame Street*, *House Hunters International*, *Silicon Valley* (HBO), *Gordon Ramsay*, and *The Bachelor* (ABC).
- **Successfully assisted filming for Netflix shows**, including *13 Reasons Why* and *Summer Camp*.
- **Recruited advertisements**, such as Barbie (Mattel).
- **Assisted with multiple student films and documentaries**.
- **Worked on web and TV commercials** that included Apple, Chevy, eBay, Facebook, Gatorade, Google, Honda, Lincoln, LinkedIn, Kaiser Permanente, and TriNet.
- **Recruited and assisted with fashion, still and catalog shoots**, such as Audi, ESPN, Genentech, Google and UberEats.
- **Targeted professional location scouts and managers**, sending out monthly email updates of new and interesting filming locations.
- Provided **ongoing script breakdowns/shot lists** for proposed film projects, matching them with available San Mateo County/Silicon Valley locations and sending appropriate images.
- **Handled average of 10 requests per week for filming/permitting assistance**, providing guidance to producers on how to access venues to film, secure necessary permits and book hotel rooms for crews.
- **Participated in film industry events** such as FLICS (Film Liaisons of California).
- **Showcased our area** in the *Location 2019* magazine, *The Reel Directory*, *Locations Worldwide*, *California Locations Conference* magazine, and *COLA* (California on Locations Awards) magazine, all industry publications distributed to film industry professionals.

Recap of Media Outreach

- **Attended IPW Media Day (international inbound travel)**, pitching stories to 50 travel writers and journalists.
- Conducted **multiple individual tours for travel writers** from throughout the country.
- **Attended TravMedia's International Media Marketplace (IMM) 2019 in New York**, sponsored by Visit California.

- **Attended Visit California Outlook Forum.**
- **Customized stories to fit needs of extensive media calendars** we have purchased, sending numerous “made to fit” pieces out on a monthly basis.
- Followed up on **requests from travel writers** for information for specific stories.
- **Worked closely with the Visit California team**, responding to all publicity leads that came in to the state.
- Continued to **build our media database**, sending editorial ideas to travel editors.
- **Continued promotion of the area on daily basis** via interactive social media.
- Maintained **social media channels for the CVB: Facebook, Instagram, Twitter, and LinkedIn.**
- Maintained the **San Mateo County/Silicon Valley website**, creating new pages and campaigns to increase visits and engagement.
- **Wrote and published numerous blogs** on different aspects of the area, highlighting hotels, restaurants and other partners.
- Enhanced and maintained **calendar of events.**
- Created/updated **numerous specialty flyers and brochures.**
- Maintained our **CRM and assisted partners with Partner Portal** questions.

Media Coverage Realized Due to Our Efforts

Electronic Only:

- “Locally Owned Shops in Downtown Burlingame,” Jennifer Prince, [travellikeaprince.com](https://www.travellikeaprince.com/2018/11/downtown-burlingame), November 12, 2018
<https://www.travellikeaprince.com/2018/11/downtown-burlingame>
- “Festive Fall in Silicon Valley,” by Susan Lanier-Graham, Wander with Wonder, October 18, 2018
<https://www.wanderwithwonder.com/2018/10/18/festive-fall-in-silicon-valley> | Travel website/blog receives 87k unique visitors/month.
- “Come. Sit. Stay. Convention & Visitors Bureau Expands Puppy Love,” <https://drifttravel.com/come-sit-stay-convention-visitors-bureau-expands-puppy-love>
- “John K. Abendroth, PGA | Co-Host, Hooked on Golf Radio,” <https://golfcontentnetwork.com/interviews/john-k-abendroth-pga-former-pga-tour-player-co-host-hooked-on-golf-radio>
- “Travel Track on Sirk TV: Half Moon Bay Brewing Co.,” <https://sirktv.com/2018/11/12/half-moon-bay-brewing-co>
- “Travel Track on Sirk T: Mavericks Surf Company/Jeff Clark” - Part 1: <https://sirktv.com/2018/11/12/mavericks-surf-company-part-i> and Part 2: <https://sirktv.com/2018/11/12/mavericks-surf-company-part-ii>
- “A Visit to the Guittard Chocolate Company”, by Doreen Pendgracs, Chocolatour, <https://chocolatour.net/a-visit-to-the-guittard-chocolate-company>
- “32 Best Off the Beaten Path Spots in North America, January 18, 2019,” https://somethingoffreedom.com/off-the-beaten-path-destinations-north-america/#San_Mateo_County_United_States_of_America
- “Pacifica on the California Coast: You Can Go Home Again” by Ruth Wertzberger Carlson, March 1, 2019
https://www.wanderwithwonder.com/2019/03/01/pacifica-california/?fbclid=IwAR3pBtDhIDkIVr6iOC1VXR6XJnw0WNp_G_xSYprtR8r73Kif9Eu0IM5nYg | Travel website/blog receives 87k unique visitors/month.
- “Why We Think San Mateo County/Silicon Valley, California is a Hidden Gem”, TourOperatorLand
<https://myemail.constantcontact.com/Hidden-Gems-not-far-off-the-beaten-path.html?soid=1011122784621&aid=X2uybunNeW8>
- “Q&A with Anne LeClair”, by Matt Ward, Golf Content Network, May 28, 2019
<https://www.golfcontentnetwork.com/travel/anne-leclair-president-ceo-san-mateo-county>
- “What to Do in Silicon Valley: 7 Must-See Attractions”, by Amanda Noventa, Amanda Viaja (Brazil), June 2019
<http://www.amandaviaja.com.br/o-que-fazer-no-vale-do-silicio-7-atracoes-imperdiveis> | Brazilian blog has a reach of 100k/month with 53.5k Instagram followers and 64.6k likes on Facebook.

- “Things to Do in San Francisco in 3 Days: Basic Itinerary and Alternatives,” by Amanda Noventa, Amanda Viaja (Brazil), June 2019. Brazilian blog with reach of 100k/month. <http://www.amandaviaja.com.br/o-que-fazer-em-san-francisco> | Blog has a reach of 100k/month with 53.5k Instagram followers and 64.6k likes on Facebook.
- “4 California Wine Country Alternatives to Napa Valley,” by Mary Charlebois, Captain Jetson, July 23, 2019 <https://captainjetson.com/featured/4-california-wine-country-alternatives-to-napa-valley>
- “Residence Inn, Redwood City – My New Forever Home,” by Mary Charlebois, The Travel 100, June 3, 2019 <https://thetravel100.net/residence-inn-redwood-city>
- “6 Best fall weekend getaways for eco-conscious couples in North America,” by Jennifer Prince, Drink Tea & Travel, August 10, 2019 <https://www.drinkteatravel.com/fall-weekend-getaways-north-america/> | Reach/Visibility: Website receives an average of 50k monthly visitors and 80k monthly page views.
- “Gluten-Free in California’s San Mateo County,” by Mary Farah, *Along Comes Mary*, September 11, 2019 <http://www.alongcomesmaryblog.com/gluten-free-californias-san-mateo-county-giveaway-ends-9-24/> | Blog has an average monthly readership of 5-6k with a UVM of 2-2.5k.

Print & Electronic:

- “Between San Francisco and Santa Clara, San Mateo County has a lot to offer!” by Lee Hammer, *KGO on the Go*, Issue 4, Vol 1, 2018-19, pp. 53-55 [https://digital.modernluxury.com/publication/?i=521407#{"issue_id":521407,"page":54}](https://digital.modernluxury.com/publication/?i=521407#{) **(Exhibit D)**
- “Colma, la ville aux 1 800 habitants et 2 million de tombes,” by Stéphane Cugnier, *Ouest France* <https://www.ouestfrance.fr/leditiondusoir/data/36610/reader/reader.html#!preferred/1/package/36610/pub/53042/page/14> | Reach/Visibility: Sunday Edition has a total circulation of over 370k copies. The website is ranked 8th of the most visited news media sites in France, with 97M visits per month.
- “Celebrate Fall in Half Moon Bay, CA,” by Matt Villano, *VIA*, October 2018 <https://www.viamagazine.com/events/half-moon-bay-weekend-escape> | Reach/Visibility: Via Magazine has an annual circulation of 3.2M to AAA member households in NorCal, NV, UT, AZ, OR, southern ID, MT, WY and AK.
- “California Road Trip,” *Smart Meetings*, January 2019 <http://pubs.royle.com/publication/frame.php?i=554179&p=1&pn=&ver=html5> | Has a reach of 90k print readership, 55k email subscribers and 240k followers on social media.
- “The Bright Side of Bay Area Economy,” *The Daily Journal*, February 2019 https://www.smdailyjournal.com/news/local/the-bright-side-of-bay-area-economy/article_fa3be712-26a0-11e9-82a6-c74b89f8e633.html
- “An Unexpected Wine Pairing San Mateo County and the Silicon Valley’s Wine Country,” *Hill City Bride Magazine*, March 17, 2019. https://issuu.com/theclutchguide/docs/hill_city_bride_-_volume_i_2019/38 | Prints 6k copies twice a year with a social reach of 34k. **(Exhibit D)**
- “Sustentabilidad al Plato” by Mariana Vega, *Food & Travel (Mexico) Magazine*, April 2019 | Reach/Visibility: Food & Travel Magazine (Mexico) has a print run of 35k copies and 150k monthly readers. Their website has a monthly average of 575k page views and 278k unique visitors. **(Exhibit D)**
- “The Bay of Pleasures” by Denis Goran, *Golf Magazine France*, May 2019. Reach/Visibility: Monthly magazine with a circulation of 30k copies per month and a monthly audience of 190k. **(Exhibit D)**
- “Taste California: The Best of the San Francisco Bay Area,” *Travel: Food & Travel Magazine*, Spring 2019 https://issuu.com/foodandtravelmagazine.us/docs/spring_2019_digital_zinio2/54 | Reach/Visibility: The magazine has a reach of over 600k readers and is available in 25 countries. **(Exhibit D)**
- “California Beach Towns,” by LaRene Grisom, *Westways Magazine*, July 17, 2019 <https://www.calif.aaa.com/publications/travel/us-destinations/california/beach-towns.html?zip=-aaa> | Reach/Visibility: *Westways Magazine* has an annual circulation of 4.2M and an audience of 12M throughout Southern California.

- “From Facebook to Google and Apple to Intel, a Selfie Tour of Silicon Valley’s Tech Giants,” by Peter Neville-Hadley, *South Morning China Post*, September 4, 2019 , <https://www.scmp.com/magazines/post-magazine/travel/article/3025517/facebook-google-and-apple-intel-selfie-tour-silicon> | Reach/Visibility: The SMCP has a print circulation of 105,347k (Monday-Saturday) and 82,117k (Sunday) and a readership of 330,000k. Their website has an average of 21M active users/month and 87M page views/month.

Community Participation

- **Hosted four hospitality industry job fairs:** Cañada College, College of San Mateo, San Mateo Adult School and Skyline College.
- CEO participation in **Leadership Palo Alto and Leadership San Mateo.**
- CEO participation in the **Skyline College President’s Council’s Success Summit.**
- Provided marketing assistance with **Ohlone-Portola Heritage Day.**
- Participation in **Pie Ranch’s** annual fundraiser supporting local farmers and **Elizabeth F. Gamble Garden’s** Joyful Living Event.

Additional Outreach

- **Continued to work closely with the team at SFO,** welcoming new airlines to our area.
- Attended **new airline/new flight service ceremonies at SFO,** creating strong visibility for San Mateo County and Palo Alto with new carriers.
- Assisted with promotion of the **Peninsula Sports Hall of Fame induction ceremony.**
- Gave numerous speeches and **presentations in Bay Area in effort to get local assistance with meeting recruitment.**
- Continued to build relationships with the **Cow Palace, San Mateo County Event Center, South San Francisco Conference Center, and Seaport Conference Center,** working to bring leads to their sales teams and assist in closing business.
- Worked with **SFO, BART and Caltrain to promote our area as easily accessible.**
- **Continued outreach to chambers and cities** in our counties we serve in order to include key area events in our events calendars and to maximize our searches for filming venues.

**SAN MATEO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT
SAN MATEO COUNTY/SILICON VALLEY CONVENTION & VISITORS BUREAU
PLANNED ACTIVITIES FOR 2020**

For the calendar year 2020, the Bureau plans to continue all of its normal activities, including but not limited to:

- * Develop more robust electronic marketing strategy across all platforms to further extend the reach of the Bureau and Partners;
- * Exhibiting in trade shows;
- * Conducting individual familiarization (FAM) and site tours for planners;
- * Conducting FAM tours for international travel agents from overseas;
- * Conducting FAM tours for members of the food and travel media from around the U.S.;
- * Conducting individual FAM tours for travel media;
- * Using multiple social media channels to push out stories on the area;
- * Conducting ad campaigns with Google to promote both our region and members we serve;
- * Advertising in meeting planner publications;
- * Advertising in leisure publications;
- * Promoting the area to international and domestic media with regular releases of editorial;
- * Creating multiple blogs every month to promote various aspects of the area;
- * Creating updated visitor guides, electronic maps and specialty brochures, such as our Dog Friendly Guide;
- * Continue to assist film producers, helping them identify locations, secure permits and hotel accommodations;
- * Conduct sales outreach to recruit conferences, special events, tour and travel groups to the area;
- * Assist with the promotion of job fairs for area community college and adult school students to help employers in the hospitality industry find team members;
- * Continue promoting the “As Fresh as it Gets” farm-to-table program, connecting restaurants with farmers and farmers with consumers at local farmers markets;
- * Continue to work with BART to make ticket purchases via our website a more streamlined experience, allowing guests to purchase tickets prior to arriving in the area.

**SAN MATEO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT
ASSESSMENT FORMULA CHART**

CATEGORY	ZONE A - ASSESSMENT FOR YEAR 2020	ZONE B - ASSESSMENT FOR YEAR 2020	ZONE C - ASSESSMENT FOR YEAR 2020
Hotel with full service and more than 20 sleeping rooms	\$360 per sleeping room x 69.5% X (District months in 2020) 12	\$360 per sleeping room X 55% X (District months in 2020) 12	\$360 per sleeping room x 68% X (District months in 2020) 12
Hotel with limited service and 1,000 square feet or more of meeting space and more than 20 sleeping rooms	\$180 per sleeping room X 60% X (District months in 2020) 12	\$180 per sleeping room X 40% X (District months in 2020) 12	\$180 per sleeping room X 60% X (District months in 2020) 12
Hotel with limited service and some meeting space but less than 1,000 square feet and more than 20 sleeping rooms	\$90 per sleeping room X 60% X (District months in 2020) 12	\$90 per sleeping room X 40% X (District months in 2020) 12	\$90 per sleeping room X 60% X (District months in 2020) 12
Hotel with standard service and more than 20 sleeping rooms	\$54 per sleeping room X 60% X (District months in 2020) 12	\$54 per sleeping room X 40% X (District months in 2020) 12	\$54 per sleeping room X 60% X (District months in 2020) 12
Hotel with full service, limited service, or standard service, and 20 sleeping rooms or less	\$54 per sleeping room X 30% X (District months in 2020) 12	\$54 per sleeping room X 25% X (District months in 2020) 12	\$54 per sleeping room X 30% X (District months in 2020) 12

ZONE A - Includes all cities in the District except coastal cities and Palo Alto.

ZONE B - Includes Half Moon Bay, Pacifica and most additional unincorporated areas.

ZONE C - Palo Alto

Burlingame	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	Bay Landing	A	\$ 90.00	130	\$ 7,020.00	\$ 585.00
	Crowne Plaza SFO	A	\$ 360.00	309	\$ 77,311.80	\$ 6,442.65
	DoubleTree by Hilton SFO	A	\$ 360.00	395	\$ 98,829.00	\$ 8,235.75
	Embassy Suites SFO - Waterfront	A	\$ 360.00	340	\$ 85,068.00	\$ 7,089.00
	Hampton Inn & Suites	A	\$ 54.00	77	\$ 2,494.80	\$ 207.90
	Hilton Garden Inn	A	\$ 180.00	132	\$ 14,256.00	\$ 1,188.00
	Hilton SF Airport Bayfront	A	\$ 360.00	400	\$ 100,080.00	\$ 8,340.00
	Holiday Inn Express SFO South	A	\$ 90.00	146	\$ 7,884.00	\$ 657.00
	Hyatt Regency SFO	A	\$ 360.00	789	\$ 197,407.80	\$ 16,450.65
	Red Roof Plus+	A	\$ 54.00	213	\$ 6,901.20	\$ 575.10
	SFO Marriott Waterfront	A	\$ 360.00	688	\$ 172,137.60	\$ 14,344.80
	Vagabond Inn Executive	A	\$ 54.00	90	\$ 2,916.00	\$ 243.00
			Room Total	3709		
				Total:	\$ 772,306.20	
San Mateo	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	Americas Best Value Inn	A	\$ 54.00	53	\$ 1,717.20	\$ 143.10
	Best Western Coyote Point	A	\$ 54.00	99	\$ 3,207.60	\$ 267.30
	The Catrina Hotel	A	\$ 54.00	57	\$ 1,846.80	\$ 153.90
	Extended Stay America	A	\$ 54.00	136	\$ 4,406.40	\$ 367.20
	Hillsdale Inn	A	\$ 54.00	90	\$ 2,916.00	\$ 243.00
	Hilton Garden Inn	A	\$ 180.00	156	\$ 16,848.00	\$ 1,404.00
	Holiday Inn & Suites	A	\$ 360.00	110	\$ 27,522.00	\$ 2,293.50
	Residence Inn	A	\$ 54.00	160	\$ 5,184.00	\$ 432.00
	San Mateo Marriott	A	\$ 360.00	476	\$ 119,095.20	\$ 9,924.60
	San Mateo SFO Airport Hotel	A	\$ 54.00	110	\$ 3,564.00	\$ 297.00
	Stone Villa Inn	A	\$ 90.00	45	\$ 2,430.00	\$ 202.50
			Room Total	1492		
				Total:	\$ 188,737.20	
South San Francisco	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	AC Hotel SFO/Oyster Point Waterfront	A	\$ 360.00	187	\$ 46,787.40	\$ 3,898.95
	Airport Inn	A	\$ 54.00	34	\$ 1,101.60	\$ 91.80
	All Seasons Lodge	A	\$ 54.00	13	\$ 210.60	\$ 17.55
	Americana Inn Motel	A	\$ 54.00	17	\$ 275.40	\$ 22.95
	Americas Best Value Inn SFO	A	\$ 54.00	21	\$ 680.40	\$ 56.70
	Best Western Plus Grosvenor Hotel	A	\$ 360.00	206	\$ 51,541.20	\$ 4,295.10
	Comfort Inn & Suites SFO	A	\$ 54.00	166	\$ 5,378.40	\$ 448.20
	Courtyard Oyster Point	A	\$ 180.00	197	\$ 21,276.00	\$ 1,773.00
	Days Inn	A	\$ 54.00	25	\$ 810.00	\$ 67.50

	Deluxe Inn	A	\$	54.00	20	\$	324.00	\$	27.00
	Embassy Suites SFO	A	\$	360.00	312	\$	78,062.40	\$	6,505.20
	Four Points by Sheraton	A	\$	54.00	101	\$	3,272.40	\$	272.70
	Hampton Inn	A	\$	54.00	100	\$	3,240.00	\$	270.00
	Hilton Garden Inn SFO North	A	\$	180.00	169	\$	18,252.00	\$	1,521.00
	Holiday Inn Express & Suites	A	\$	54.00	87	\$	2,818.80	\$	234.90
	Holiday Inn SF Int'l Airport	A	\$	360.00	224	\$	56,044.80	\$	4,670.40
	Home2 Suites by Hilton SFO North	A	\$	180.00	155	\$	16,740.00	\$	1,395.00
	Hotel Focus SFO	A	\$	54.00	117	\$	3,790.80	\$	315.90
	Hotel Nova SFO by Fairbridge	A	\$	54.00	45	\$	1,458.00	\$	121.50
	Hotel V	A	\$	54.00	51	\$	1,652.40	\$	137.70
	La Quinta Inn & Suites	A	\$	54.00	171	\$	5,540.40	\$	461.70
	Larkspur Landing	A	\$	90.00	111	\$	5,994.00	\$	499.50
	Park Pointe Hotel	A	\$	180.00	175	\$	18,900.00	\$	1,575.00
	Ramada Limited Suites	A	\$	54.00	45	\$	1,458.00	\$	121.50
	Residence Inn Oyster Point	A	\$	90.00	152	\$	8,208.00	\$	684.00
	Royal Inn	A	\$	54.00	17	\$	275.40	\$	22.95
	Travelers Inn	A	\$	54.00	20	\$	324.00	\$	27.00
	Travelodge SFO North	A	\$	54.00	199	\$	6,447.60	\$	537.30
				Room Total	3137				
					Total:	\$	360,864.00		
Millbrae	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment			
	Aloft SFO	A	\$	90.00	271	\$	14,634.00	\$	1,219.50
	The Dylan Hotel at SFO	A	\$	54.00	58	\$	1,879.20	\$	156.60
	El Rancho Inn, Best Western Signature Collection	A	\$	54.00	219	\$	7,095.60	\$	591.30
	La Quinta Inn & Suites SFO	A	\$	54.00	100	\$	3,240.00	\$	270.00
	Marriott Fairfield Inn & Suites SFO	A	\$	54.00	80	\$	2,592.00	\$	216.00
	Millwood Inn & Suites	A	\$	54.00	34	\$	1,101.60	\$	91.80
	The Westin S.F. Airport	A	\$	360.00	397	\$	99,329.40	\$	8,277.45
				Room Total	1159				
				Total:		\$	129,871.80		
Foster City	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment			
	Crowne Plaza Foster City-San Mateo	A	\$	360.00	356	\$	89,071.20	\$	7,422.60
	Courtyard San Mateo-Foster City	A	\$	180.00	147	\$	15,876.00	\$	1,323.00
	TownePlace Suites San Mateo-Foster City	A	\$	54.00	121	\$	3,920.40	\$	326.70
				Room Total	624				
				Total:		\$	108,867.60		

Half Moon Bay	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	Beach House Hotel	B	\$ 180.00	54	\$ 3,888.00	\$ 324.00
	Best Western Plus Cameron's Inn	B	\$ 90.00	46	\$ 1,656.00	\$ 138.00
	Coastside Inn	B	\$ 54.00	52	\$ 1,123.20	\$ 93.60
	Half Moon Bay Inn	B	\$ 54.00	15	\$ 202.50	\$ 16.88
	Half Moon Bay Lodge	B	\$ 180.00	81	\$ 5,832.00	\$ 486.00
	Mill Rose Inn	B	\$ 54.00	6	\$ 81.00	\$ 6.75
	The Miramar Inn & Suites	B	\$ 54.00	27	\$ 583.20	\$ 48.60
	Nantucket Whale Inn	B	\$ 54.00	7	\$ 94.50	\$ 7.88
	Quality Inn	B	\$ 90.00	54	\$ 1,944.00	\$ 162.00
	The Ritz-Carlton	B	\$ 360.00	261	\$ 51,678.00	\$ 4,306.50
	San Benito House	B	\$ 54.00	12	\$ 162.00	\$ 13.50
	Zaballa House Bed & Breakfast	B	\$ 54.00	16	\$ 216.00	\$ 18.00
			Room Total	631		
			Total:		\$ 67,460.40	
Unincorporated County	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	Atherton Inn	B	\$ 54.00	5	\$ 67.50	\$ 5.63
	Best Western Plus Executive Suites	B	\$ 54.00	29	\$ 626.40	\$ 52.20
	Canyon Ranch Wellness Retreat	B	\$ 360.00	38	\$ 7,524.00	\$ 627.00
	Costanoa	B	\$ 90.00	172	\$ 6,192.00	\$ 516.00
	Cypress Inn on Miramar Beach	B	\$ 54.00	18	\$ 243.00	\$ 20.25
	Grand Hyatt at SFO	A	\$ 360.00	351	\$ 87,820.20	\$ 7,318.35
	Harbor View Inn	B	\$ 54.00	17	\$ 229.50	\$ 19.13
	Inn at Mavericks	B	\$ 54.00	6	\$ 81.00	\$ 6.75
	Inn Suites at Oceano	B	\$ 54.00	11	\$ 148.50	\$ 12.38
	Ocean View Inn	B	\$ 54.00	9	\$ 121.50	\$ 10.13
	The Oceanfront Hotel	B	\$ 54.00	8	\$ 108.00	\$ 9.00
	Oceano Hotel & Spa	B	\$ 360.00	95	\$ 18,810.00	\$ 1,567.50
	Pacific Victorian Bed & Breakfast	B	\$ 54.00	3	\$ 40.50	\$ 3.38
	Pescadero Creek Inn	B	\$ 54.00	4	\$ 54.00	\$ 4.50
	Seal Cove Inn	B	\$ 54.00	10	\$ 135.00	\$ 11.25
			Room Total	776		
			Total:		\$ 122,201.10	

Redwood City	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	Atherton Park Inn & Suites	A	\$ 54.00	38	\$ 1,231.20	\$ 102.60
	Best Western Inn	A	\$ 54.00	26	\$ 842.40	\$ 70.20
	Budget Inn	A	\$ 54.00	40	\$ 1,296.00	\$ 108.00
	Capri Motel	A	\$ 54.00	50	\$ 1,620.00	\$ 135.00
	Comfort Inn	A	\$ 54.00	52	\$ 1,684.80	\$ 140.40
	Courtyard Redwood City	A	\$ 180.00	177	\$ 19,116.00	\$ 1,593.00
	Days Inn	A	\$ 54.00	68	\$ 2,203.20	\$ 183.60
	Deluxe Inn	A	\$ 54.00	27	\$ 874.80	\$ 72.90
	Garden Motel	A	\$ 54.00	17	\$ 275.40	\$ 22.95
	Good Nite Inn	A	\$ 54.00	123	\$ 3,985.20	\$ 332.10
	Holiday Inn Express RWC Central	A	\$ 54.00	61	\$ 1,976.40	\$ 164.70
	Pacific Euro Hotel	A	\$ 54.00	55	\$ 1,782.00	\$ 148.50
	Pacific Inn	A	\$ 54.00	75	\$ 2,430.00	\$ 202.50
	Pullman San Francisco Bay	A	\$ 360.00	421	\$ 105,334.20	\$ 8,777.85
	Redwood Creek Inn	A	\$ 54.00	38	\$ 1,231.20	\$ 102.60
	Redwood Motor Court	A	\$ 54.00	12	\$ 194.40	\$ 16.20
	Sequoia Inn	A	\$ 54.00	22	\$ 712.80	\$ 59.40
	TownePlace Suites Redwood Shores	A	\$ 54.00	95	\$ 3,078.00	\$ 256.50
			Room Total	1397		
			Total:		\$ 149,868.00	
San Bruno	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	Bayhill Inn	A	\$ 54.00	24	\$ 777.60	\$ 64.80
	Comfort Inn & Suites	A	\$ 54.00	29	\$ 939.60	\$ 78.30
	Courtyard by Marriott	A	\$ 180.00	147	\$ 15,876.00	\$ 1,323.00
	Days Inn	A	\$ 54.00	48	\$ 1,555.20	\$ 129.60
	Gateway Inn & Suites	A	\$ 54.00	31	\$ 1,004.40	\$ 83.70
	Hotel Aura SFO	A	\$ 54.00	49	\$ 1,587.60	\$ 132.30
	Ramada Limited	A	\$ 54.00	61	\$ 1,976.40	\$ 164.70
	Regency Inn	A	\$ 54.00	31	\$ 1,004.40	\$ 83.70
	Ritz Inn	A	\$ 54.00	23	\$ 745.20	\$ 62.10
	Staybridge Suites	A	\$ 180.00	92	\$ 9,936.00	\$ 828.00
	Super 8	A	\$ 54.00	54	\$ 1,749.60	\$ 145.80
	Villa Montes Hotel	A	\$ 90.00	41	\$ 2,214.00	\$ 184.50
			Room Total	630		
			Total:		\$ 39,366.00	

Belmont	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	Bel Mateo Motel	A	\$ 54.00	23	\$ 745.20	\$ 62.10
	Belmont Palms	A	\$ 54.00	14	\$ 226.80	\$ 18.90
	Extended Stay America	A	\$ 54.00	108	\$ 3,499.20	\$ 291.60
	Holiday Inn Express & Suites	A	\$ 90.00	82	\$ 4,428.00	\$ 369.00
	Homewood Suites by Hilton	A	\$ 90.00	96	\$ 5,184.00	\$ 432.00
	Hotel Belmont	A	\$ 54.00	16	\$ 259.20	\$ 21.60
	Hyatt House	A	\$ 90.00	132	\$ 7,128.00	\$ 594.00
	Motel 6	A	\$ 54.00	273	\$ 8,845.20	\$ 737.10
	Silicon Valley Inn	A	\$ 54.00	23	\$ 745.20	\$ 62.10
	SpringHill Suites Belmont	A	\$ 90.00	168	\$ 9,072.00	\$ 756.00
			Room Total	935		
				Total:	\$ 40,132.80	
San Carlos	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	Americas Best Value Inn	A	\$ 54.00	32	\$ 1,036.80	\$ 86.40
	Country Inn & Suites	A	\$ 54.00	50	\$ 1,620.00	\$ 135.00
	Extended Stay America	A	\$ 90.00	116	\$ 6,264.00	\$ 522.00
	Fairfield Inn & Suites	A	\$ 54.00	112	\$ 3,628.80	\$ 302.40
	LiA Hotel	A	\$ 54.00	35	\$ 1,134.00	\$ 94.50
	Residence Inn Redwood City-San Carlos	A	\$ 90.00	204	\$ 11,016.00	\$ 918.00
	San Carlos Inn	A	\$ 54.00	10	\$ 162.00	\$ 13.50
			Room Total	559		
				Total:	\$ 24,861.60	
East Palo Alto	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	Four Seasons Silicon Valley	A	\$ 360.00	200	\$ 50,040.00	\$ 4,170.00
Palo Alto	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment	Monthly Assessment
	Americas Best Value Sky Ranch Inn	C	\$ 54.00	29	\$ 939.60	\$ 78.30
	Berbeda Place	C	\$ 54.00	18	\$ 291.60	\$ 24.30
	Cardinal Hotel Palo Alto	C	\$ 54.00	60	\$ 1,944.00	\$ 162.00
	The Clement Hotel	C	\$ 54.00	23	\$ 745.20	\$ 62.10
	Comfort Inn Stanford	C	\$ 54.00	70	\$ 2,268.00	\$ 189.00
	Coronet Motel	C	\$ 54.00	21	\$ 680.40	\$ 56.70
	Country Inn Motel	C	\$ 54.00	27	\$ 874.80	\$ 72.90
	Cowper Inn	C	\$ 54.00	14	\$ 226.80	\$ 18.90
	Creekside Inn	C	\$ 180.00	136	\$ 14,688.00	\$ 1,224.00

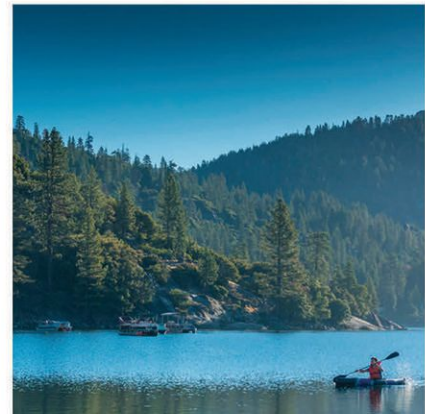
	Crowne Plaza Palo Alto	C	\$	360.00	195	\$	47,736.00	\$	3,978.00
	Dinah's Garden Hotel	C	\$	360.00	129	\$	31,579.20	\$	2,631.60
	Garden Court Hotel	C	\$	360.00	62	\$	15,177.60	\$	1,264.80
	Glass Slipper Inn	C	\$	54.00	25	\$	810.00	\$	67.50
	Hilton Garden Inn Palo Alto	C	\$	180.00	174	\$	18,792.00	\$	1,566.00
	Homewood Suites by Hilton Palo Alto	C	\$	90.00	138	\$	7,452.00	\$	621.00
	Hotel Keen	C	\$	54.00	42	\$	1,360.80	\$	113.40
	Hotel Parmani	C	\$	54.00	36	\$	1,166.40	\$	97.20
	Oak Motel Palo Alto	C	\$	54.00	42	\$	1,360.80	\$	113.40
	The Nest Palo Alto	C	\$	54.00	54	\$	1,749.60	\$	145.80
	Nobu Hotel Palo Alto	C	\$	360.00	77	\$	18,849.60	\$	1,570.80
	The Palo Alto Inn	C	\$	54.00	23	\$	745.20	\$	62.10
	Sheraton Palo Alto	C	\$	360.00	355	\$	86,904.00	\$	7,242.00
	Stanford Motor Inn	C	\$	54.00	37	\$	1,198.80	\$	99.90
	Stanford Terrace Inn	C	\$	90.00	80	\$	4,320.00	\$	360.00
	Travelodge Palo Alto Silicon Valley	C	\$	54.00	29	\$	939.60	\$	78.30
	The Westin Palo Alto	C	\$	360.00	184	\$	45,043.20	\$	3,753.60
	The Zen Hotel	C	\$	54.00	37	\$	1,198.80	\$	99.90
				Room Total	2117				
					Total:	\$	309,042.00		
Pacifica	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment		Monthly Assessment		
	Americas Best Value Inn	B	\$	54.00	25	\$	540.00	\$	45.00
	Holiday Inn Express	B	\$	54.00	38	\$	820.80	\$	68.40
	Inn at Rockaway	B	\$	54.00	44	\$	950.40	\$	79.20
	Lighthouse Hotel	B	\$	180.00	97	\$	6,984.00	\$	582.00
	Pacifica Beach Hotel	B	\$	90.00	52	\$	1,872.00	\$	156.00
	Sea Breeze Motel	B	\$	54.00	20	\$	270.00	\$	22.50
				Room Total	276				
					Total:	\$	11,437.20		
Brisbane	Name of Property	Zone	Category/Assessment	# Rooms	ANNUAL Assessment		Monthly Assessment		
	DoubleTree by Hilton SFO North	A	\$	360.00	210	\$	52,542.00	\$	4,378.50
	Homewood Suites by Hilton SFO North	A	\$	90.00	177	\$	9,558.00	\$	796.50
				Room Total	387				
					Total:	\$	62,100.00		

BAY AREA'S

BEST ATTRACTIONS | GETAWAYS | CULINARY EXPERIENCES

KGO ON THE GO

2018-2019 ISSUE 4 VOL. 1



Cumulus Radio
STATION GROUP™
A DIVISION OF CUMULUS MEDIA



Between San Francisco and Santa Clara, San Mateo County has a lot to offer!



BY LEE HAMMER

ADVENTURE



Hiller features numerous airplanes, helicopters and fun, interactive flight simulators.



Pelican Point Beach

Pelican Point Beach is located near the end of Miramontes Point Road in Half Moon Bay. The beach is walkable north below the resort for quite a ways, except at high tide. At the other side of the resort property is the Redondo Beach Access. At low tide you can find tide pools to explore in either direction from the Pelican Point Beach public access. The larger and better-known Half Moon Bay Tide Pools are to the north below the resort. Paved paths follow the bluff to the lodge where you can eat at one of the restaurants or just take in the view from there.

Devil's Slide Trail

This is a 1.3-mile multi-use trail, converted from a former segment of Highway 1, that gives hikers, runners, bicyclists and equestrians access the rocky heights of Devil's Slide above the Pacific Ocean.

San Francisco is one of the most famous tourist spots in the world. Santa Clara county is home to Silicon Valley. But to get from one county to the other, you need to pass through the county where I live, San Mateo County.

There's lots to do. Here's just a quick sample of some places you need to check out.

Hiller Aviation

The Hiller Aviation Museum was founded by helicopter pioneer Stanley Hiller Jr. and opened to the public in June 1998 and has continued to thrive ever since. Hiller features numerous airplanes, helicopters and fun, interactive flight simulators. The museum also hosts numerous events and it is one the best kid-friendly museums in the area.

The trail is paved, with separate lanes for hikers and directional bike traffic. At provided overlooks, trail users may rest on benches and gaze through observation scopes and take in the view of the rocky coastal waters below.

Filoli Mansion & Gardens

Designed between 1915 – 1917 and set against the dramatic backdrop of the northern Santa Cruz Mountains in Woodside. Filoli is an excellent example of the Golden Age of American garden design and country house architecture. Filoli is recognized as one of the finest remaining country estates of the early 20th century and is a cherished resource for the community valuing education, volunteerism and diversity.

Pigeon Point Lighthouse

The 115-foot Pigeon Point Lighthouse, one of the tallest lighthouses in America, has been guiding mariners since 1872. The lens stands 16 feet tall, 6 feet in diameter, and weighs 2,000 pounds. Although the original Fresnel lens is no longer in use, the lighthouse is still an active U.S. Coast Guard aid to navigation using a Vega Marine Rotating Beacon. Furthermore, the coastal areas surrounding Pigeon Point Light Station are rich with life. Marine mammals, such as seals and whales, can be seen regularly from shore as they pass by beyond the surf.

Portola Discovery Site

Located in the town of Pacifica, this is the site of the discovery of San Francisco Bay by Captain Gaspar de Portola and his party of sixty men. Hikers can hike to the top of the site and take in the breath-taking sight to see the tremendous expanse of the Bay Area. Next year, the site will be celebrating the 250th anniversary of the discovery of San Francisco Bay.

Ano Nuevo State Park

The park's Natural Preserve offers an extraordinary wilderness experience, where every year up to 10,000 elephant seals return to breed, give birth, and molt their skin amongst the scenic dunes and beaches. Making the part one of the largest mainland breeding colony for the northern elephant seal. In addition to the elephant seals, the park is also home to Brandt's and Pelagic Cormorants as well as California Sea Lions, Otters and harbor seals.

Fitzgerald Marine Reserve

This rocky seashore hosts a living community of marine life that is of great interest to visitors and naturalists alike. A variety of seaweed, crabs, sponges, sea stars, mollusks, and fish make their homes here. Activities in the Reserve focus on education and interpretation of natural resources, including the ecosystems of the intertidal reef, beach, upland, and wetlands. In order to protect the sensitive natural resources of Fitzgerald Marine Reserve, groups of 10 or more are required to make reservations before visiting.

Downtown Redwood City

Enjoy a wide variety of street shopping, from eclectic clothing boutiques and jewelry shops to family-owned grocery stores, hobby shops, and global furniture stores. In addition, downtown Redwood City is the perfect place for theatre enthusiasts with the Fox Theatre, Broadway by the Bay and Dragon Theatre Productions all located there.

Half Moon Bay Pumpkin Festival

The world-famous Half Moon Bay Art & Pumpkin Festival is the autumn's signature event, drawing hordes of visitors to the "World Pumpkin Capital" for an epic festival on historic Main Street. Massive, mind-boggling, Volkswagen-sized weigh-off champion pumpkins are annually on display. Be patient trying to get there, as Highway 92 and Highway 1 will be jammed. Guaranteed ●

The world-famous Half Moon Bay Art & Pumpkin Festival is the autumn's signature event.



AN UNEXPECTED WINE PAIRING

SAN MATEO COUNTY AND THE

SILICON VALLEY'S WINE COUNTRY

Destination weddings are certainly gaining in popularity, and why not? It's the perfect opportunity to combine a love for travel and new experiences with your wedding day. Plus, it's a great way to cull through the guest list a bit for those who prefer a more intimate affair. And, if you love the beauty of California's wine country, you may want to consider a wine pairing – in a whole new way!

Of course, you can offer wine pairings at your reception – but this pairing list is all about where to have your destination wedding. No matter your reasons for wanting a wedding in a different locale, California's San Mateo County and Silicon Valley area has the perfect place for you to do so by including one of these wineries in your nuptial plans.





LOS GATOS TESTAROSSA WINERY & HOTEL LOS GATOS

When you hear "Silicon Valley" thoughts may turn to technology, yet tucked away in the southern tip is the quaint town of Los Gatos, a thriving area filled with locally owned boutiques, fabulous restaurants, and the lovely Hotel Los Gatos. Seemingly straight out Tuscany, this location boasts spacious rooms and many amenities.

Up the hill from the hotel is Testarossa Winery, which offers wine caves for hosting your guests for a tasting, wedding and/or reception. The night before your wedding,

guests can dine on cuisine inspired by Greece and the Mediterranean at Dio Dekka, which is located at Hotel Los Gatos.



MARRY

Testarossa Winery
www.testarossa.com

STAY

Hotel Los Gatos
www.hotellosgatos.com

DINE

Dio Dekka
www.diodeka.com

WOODSIDE

THOMAS FOGARTY WINERY & DINAH'S GARDEN HOTEL

If you crave vineyard views, Thomas Fogarty Winery is the place to be. Located high on a ridge in the Santa Cruz Mountains, the property is peppered with vines that are curated to produce carefully crafted wines. The events facility is well thought out and includes multiple locations for events and can accommodate up to 216 guests. Bonuses are a bridal changing area and covered pavilion, which is perfect for a reception or a backup plan if it rains.



MARRY

Thomas Fogarty Winery
www.fogartywinery.com

STAY

Dinah's Garden Hotel
www.dinahshotel.com

DINE

The Mountain House
www.themountainhouse.com

SAN CARLOS / REDWOOD CITY DOMENICO WINERY & RESIDENCE INN

For those that prefer more of an urban vibe, the facilities at Domenico Winery are delightful. Their spacious event area is connected to their winemaking space and can accommodate up to 300 guests. It's quite impressive with its hundreds of wine barrels and 30-foot marble bar. Domenico also offers on-site catering and a fabulous selection of house-made wines. Nearby LV Mar offers tapas style dining and a diverse selection of cocktails all perfect for an intimate rehearsal dinner.



MARRY

Domenico Winery
www.domenicowinery.com

STAY

Residence Inn Redwood City/San Carlos
www.marriott.com

DINE

LV Mar
www.lvmar.com

COASTAL

LANEBBIA WINERY & OCEANO HOTEL & SPA



Craving a waterside wedding? Oceano Hotel & Spa has a lush outdoor space coupled with a lovely indoor area that is perfect for a wedding/reception combination or a rain plan if need be. A big plus is that guests can stay at the hotel, which has gorgeous rooms that overlook Pillar Point Harbor. Of course, getting wine from La Nebbia is a must, and Sam's Chowder House, which offers fresh seafood, is less than a mile away.

MARRY & STAY

Oceano Hotel & Spa
www.oceanohalfmoonbay.com

DRINK

La Nebbia Winery
www.lanebbiawinery.com

DINE

Sam's Chowder House
www.samschowderhouse.com

Photographers
Hotel Los Gatos - Orange Photographic
Thomas Fogarty Winery - Danny Dong Photography
Domenico Winery - CMSours Photography
Oceano Hotel & Spa - Annie Hall Photography



Jennifer Prince had the pleasure of visiting these venues and tasting wines all throughout the SMC/SV region.

Sustentabilidad al plato

En la región estadounidense de **Silicon Valley**, el acelerado avance tecnológico contrasta con las propuestas gastronómicas que están cada vez más en sintonía con la naturaleza. Los lugareños exaltan lo que ofrecen el campo y el mar a través de una cocina franca y respetuosa con el medio ambiente, cuenta Mariana Vega

FOTOS: CHARLY RAMOS

En los años 70, el silicio fue utilizado para producir en masa los *chips* de los microprocesadores computacionales. El *boom* comenzó en el condado de San Mateo, California, donde se establecieron cada vez más compañías dedicadas a este giro. Con el paso del tiempo, la fiebre por la tecnología se contagió a los alrededores, y la región se ganó el nombre de *Silicon Valley*. Abarcando más de 25 ciudades y pueblos, el hogar de algunas de las marcas de *software* más importantes del mundo es también un paraíso de sabores locales, ya que en muchos restaurantes ofrecen preparaciones donde la sustentabilidad es el ingrediente principal. Estoy ansiosa de recorrerlo y descubrir la cara poco conocida de este valle.

La travesía comienza al partir de San Francisco hacia el sur. A medida que la ciudad se queda atrás, la carretera regala extraordinarias postales en las que la naturaleza es protagonista. Mi destino es Half Moon Bay, donde llego a la hora de la cena. El sitio elegido es uno de los restaurantes populares de la localidad, y eso es siempre un buen indicio. Justo en el corazón del pueblo se ubica Pasta Moon. Ahí, desde hace 33 años, la chef Kimberly Levin realiza exquisitos platillos con ingredientes orgánicos y de temporada provenientes de 15 diferentes granjas de California. La frescura de los productos locales expresa su esplendor en la ensalada de durazno y los ejotes tempura.

Originaria de Iowa, Kimberly vivió en una granja durante su juventud. “Crecí con el estilo de vida *farm-to-table*, pues desde muy pequeña aprendí, al lado de mi abuela, a cultivar y a criar mis alimentos”, recuerda. Su amor por la pasta —que elabora a mano todos los días— llegó después, cuando se fue a vivir un tiempo a Italia con la familia de un amigo. Desde entonces, ha regresado numerosas veces al país europeo, cuyos sabores ha logrado capturar en sus platillos. Entre las recetas tradicionales que ostenta el menú, se encuentra la lasaña (que prepara con salchicha siciliana hecha en casa y quesos *ricotta* y *parmesano*), el *tagliatelle* a la boloñesa y el espagueti a la *putanesca*.

Cerca de Half Moon Bay se encuentra Pillar Point Harbor, y por la mañana es el mejor momento para visitarlo. Este puerto alberga cerca de 200 botes pesqueros y, a pesar del frío, me aventuro a hacer kayak. Las aguas son calmas y en el muelle se pueden divisar algunos pelicanos.

Al llegar a tierra, solo puedo pensar en una cosa: *clam chowder*. Y es que esta reconfortante sopa es muy apreciada en esta parte de la costa californiana. No hace falta caminar mucho antes de llegar a Sam's Chowder House, donde se prepara este clásico en dos de sus versiones más famosas: Nueva Inglaterra y Manhattan. Ambas se elaboran con almejas, pero la primera consta de salsa *bechamel*, mientras que la segunda se realiza con jitomate.

La recomendación es instalarse en la terraza, pues desde allí se aprecia el panorama marítimo que ofrecen las embarcaciones en el puerto. Este restaurante cuenta con la certificación As Fresh As It Gets, que garantiza que los ingredientes utilizados son frescos y producidos localmente. Para comprobarlo, basta probar el *lobster roll*, un sándwich de langosta aderezado con mantequilla; la ensalada de sandía con cangrejo o el *cioppino*, un suculento estofado de mariscos.

Luego del almuerzo, sigo la línea costera en dirección a Pescadero, un pueblo granjero ubicado a menos de 30 minutos. Resulta inevitable detenerse a un lado del camino para admirar brevemente el Pigeon Point Lighthouse, uno de los últimos faros de California que aún permanecen en pie. Aunque ya no se utiliza para guiar a los marineros, esta construcción que data de 1872 se ha convertido en un bellissimo mirador al Pacífico, y desde los acantilados sobre los que se alza, se reúnen a pasar la tarde algunos pescadores aficionados.

Al llegar a Pescadero, la prevaleciente arquitectura rústica decimonónica, combinada con amplios espacios abiertos rodeados de verdes montañas, crea un paisaje que atrapa la mirada. Toco la puerta en Harley Farms, una granja de más de 100 años de antigüedad. »

EN ESTA PÁG: CIOPPINO,
ESTOFADO DE MARISCOS
DE SAM'S CHOWDER HOUSE

VIAJERO GOURMET

EN ESTA PÁG.,
DE ARRIBA ABAJO:
PAISAJES DE HALF
MOON BAY;
AC HOTEL SAN
FRANCISCO AIRPORT;
BURLINGAME
DOWNTOWN

Aquí se producen 45 tipos diferentes de queso orgánico. La leche se obtiene del centenar de cabras que habitan en libre pastoreo. Los visitantes pueden acercarse y acariciarlas o dirigirse a la pequeña tienda, en la que se ofrecen, además de quesos de cabra, diversos productos artesanales como aceites con especias, jaleas e incluso jabones.

En la parte superior del lugar se encuentra un pequeño recinto con una mesa larga de madera y algunas sillas talladas a mano, donde se llevan a cabo cenas privadas dos veces al mes. Éstas constan de cuatro tiempos, elaborados solo con productos orgánicos. Para asistir, se debe adquirir la entrada con anticipación, pues tienen una gran demanda.

Después de recorrer el pintoresco centro de este pueblo, regreso a Half Moon Bay para merendar en el embrujado Moss Beach Distillery. Según cuenta la leyenda, durante la época de la prohibición, cuando el restaurante era un bar clandestino, una mujer casada se enamoró del pianista que amenizaba las noches, y cuando el marido de ésta se enteró de la infidelidad, fue a buscarla. Nadie sabe lo que sucedió, pero al día siguiente, ella apareció muerta sobre la playa. Se dice que su espíritu merodea los alrededores, donde se le conoce como *Blue Lady*.

Apenas cruzo la puerta de entrada al restaurante, percibo una atmósfera extraña, pero todo pasa a segundo plano cuando me deleito con la vista al mar. La propuesta gastronómica de Moss Beach Distillery es perfecta para una tarde relajada con amigos, entre platillos desenfadados en porciones para compartir y cocteles refrescantes. Pido *coast siders* (una orden de tres minihamburguesas de mariscos servidas con papas a la francesa), *linguini di mare* y de postre el pudín de pan. Y mientras observo el atardecer a través de los ventanales, saboreo el coctel de vodka, triple sec y *curaçao*, que rinde homenaje al amigable fantasma porque lleva su nombre.

Antes de dejar atrás este pueblo —famoso por su festival anual de arte y calabazas—, comienzo el día haciendo una parada en Half Moon Bay Art Glass. Allí Douglass Brown, un carismático artesano, enseña a fabricar toda clase de piezas de vidrio soplado. Elijo entre los más de dos mil colores que tiene disponibles, y me dispongo a crear un florero, una de las piezas más sencillas de su catálogo de esculturas policromáticas y figuras complejas. Es indispensable colocarse guantes especiales y seguir las indicaciones de seguridad, pero el proceso es relajante y divertido.

Al terminar mi obra de arte, me dirijo en busca de una copa de vino a La Nebbia Winery, que se encuentra a un costado. La propietaria de este *tasting room*, Kendyl Kellogg, abandonó el mundo corporativo para seguir su pasión: la viticultura. A pesar de que California es reconocido por sus vinos, no todas las regiones cuentan con el *terroir* necesario para que las vides desarrollen todo su potencial. Half Moon Bay es una de éstas; sin embargo, los lugareños han optado por establecer bodegas donde producen caldos a partir de uvas recolectadas en otras zonas.

En La Nebbia Winery se usan variedades como zinfandel, cabernet sauvignon y chardonnay provenientes de Áreas Viticulturales Americanas (AVAs, por sus siglas en inglés) de California.



VIAJERO GOURMET

EN ESTA PÁG. DESDE ARRIBA, DE IZQ. A DER: DOUGLASS BROWN CON UNA PIEZA DE CRISTAL SOPLADO; FILOLI; TERRAZA DE SAMS'S CHOWDER HOUSE; *LOBSTER ROLL*; PASEO POR PILLAR POINT HARBOR; HALF MOON BAY KAYAK CO.; CHEF MANUEL MARTÍNEZ; *MOUSSE DE FRAMBUESA CON CHOCOLATE EN LV MAR*; EL BAR DE SAN FRANCISCO AIRPORT MARRIOTT WATERFRONT



Entre ellas, Napa Valley, Santa Ynez Valley, Mendocino County o Monterey County. En esta vinícola se producen todo tipo de vinos, desde tintos hasta fortificados.

Disfruto un espumoso blanco y frutal mientras Kendyl me muestra la propiedad, que cuenta con un patio trasero para realizar pícnicos, jugar al aire libre y degustar vino, por supuesto. Según me platica, además de degustaciones, se llevan a cabo eventos *Barrel to Bottle*, donde el público puede acudir a llenar su propia botella con las producciones de la bodega.

Para conocer más sobre el vino de Silicon Valley, llego a la ciudad de San Carlos. El Sol brilla con intensidad y nada queda de la neblina de la Costa Este. Aquí se ha instalado una decena de vinícolas que ofrecen a los visitantes diversas experiencias enológicas y gastronómicas; una de ellas es Domenico.

Esta bodega se caracteriza por la fusión de la tradición vinícola californiana y la italiana. Se localiza en una antigua imprenta que fue totalmente transformada para ofrecer una experiencia completa y placentera a los viajeros. ➡

Información de viaje

Silicon Valley se encuentra en el estado de California en Estados Unidos y se extiende desde San Francisco hasta Palo Alto. La moneda es el dólar estadounidense y la temperatura promedio ronda los 15 °C.

Cómo llegar

Aeroméxico (*aeromexico.com*) vuela directo de Ciudad de México a San Francisco. Viaje redondo desde \$5,953 MXN.

Recursos

San Mateo County/Silicon Valley Convention and Visitors Bureau

(*smccvb.com*) ofrece información acerca de los sitios de interés en la zona, guías de viaje y un calendario con los eventos culturales y gastronómicos más importantes.

Dónde comer

Pasta Moon Un restaurante confortable para disfrutar auténtica comida italiana. *pastamoon.com*

Sam's Chowder House Aquí se encuentran los frutos del mar más frescos que podrás probar. Su privilegiada ubicación frente al puerto regala tardes agradables. *samschowderhouse.com*

La Viga Seafood & Cocina Mexicana Inspirado en el conocido mercado de mariscos, en este espacio se recrean recetas tradicionales de todo México. *lavigaseafood.com*

LV Mar Prueba las tapas y no te pierdas los cocteles con mezcal y otros destilados de agave. *lvmar.com*

The Sea by Alexander's Steakhouse Su atmósfera ejecutiva y sofisticada es parte del encanto. Déjate sorprender por el menú de degustación de siete tiempos. *alexanderssteakhouse.com*

Moss Beach Distillery Que las historias de fantasmas no te quiten las ganas de visitarlo. En realidad es un lugar tranquilo y de comida copiosa, donde las mascotas son bienvenidas. *mossbeachdistillery.com*

Dónde quedarse

San Francisco Airport Marriott Waterfront Es uno de los centros de convenciones más grandes de Silicon Valley. Los desayunos de su restaurante Hangar Steak son imperdibles, casi tanto como la vista de los aviones del aeropuerto de San Francisco al despegar, que se puede disfrutar a través de los enormes ventanales del bar. Habitación doble desde \$209 USD. *marriott.com*

Creekside Inn Hospédate en una de sus amplias estancias rodeadas de vegetación mientras visitas Palo Alto. Habitación sencilla desde \$739 USD. *creekside-inn.com*

Beach House Hotel Ofrece todo lo que se espera de un acogedor hotel de playa, más la experiencia de ver el amanecer entre las embarcaciones de Pillar Point Harbor. Habitación cuádruple desde \$325 USD. *beach-house.com*

AC Hotel San Francisco Airport Su diseño vanguardista y espacios reconfortantes invitan al descanso. El menú del restaurante conserva la esencia española de la marca y por las tardes, en el bar se realiza un espectáculo de coctelería. Habitación doble desde \$169 USD. *marriott.com*



EN ESTA PÁG., DE IZQ. A DER:
PIGEON POINT LIGHTHOUSE;
CABRAS EN HARLEY FARMS;
QUESOS ORGÁNICOS;
INTERIOR DE THE SEA BY
ALEXANDER'S STEAKHOUSE;
SHOTS DE HAMACHI; HILLER
AVIATION MUSEUM



El lugar cuenta con un salón de eventos y un *tasting room* decorado con mármol blanco y negro, “inspirado en los años 50”, de acuerdo con lo que me cuenta Nick Chirichillo, quien lleva los negocios de la marca. “Este espacio está dedicado al público; aquí ofrecemos degustación de vinos y *snacks*, como *paninis*, pizza o ensaladas para acompañar”. En la parte posterior de la propiedad se producen más de 20 etiquetas a partir de variedades típicas italianas como primitivo, sangiovese, nebbiolo y nero d’Avola; cultivados en Amador County, California.

Redwood City se encuentra suficientemente cerca de San Carlos para llegar antes de la cena. Me dirijo a La Viga Seafood & Cocina Mexicana, un restaurante cuya fachada ostenta un mural de la estación del metro del mismo nombre en Ciudad de México. El chef Manuel Martínez ha llevado recetas tradicionales mexicanas —como los camarones al coco y el pescado zarandeado— a los comensales estadounidenses en este espacio “chiquito y curioso”, como él mismo lo define. Comprometido con el uso de productos que no generen un impacto negativo en el medio ambiente, asegura usar solo mariscos capturados de manera sustentable. Su carrera, como la de muchos mexicanos que emigran al país del norte, ha estado marcada por el esfuerzo y la perseverancia. “Llegué a San Francisco hace 23 años, aprendí inglés y fui ganando oportunidades en diversas cocinas. Así adquirí experiencia”, narra el chef mexicano.

A una calles de distancia se encuentra LV Mar, otro de sus restaurantes, al que llegamos caminando. El concepto sigue el

hilo conductor de la comida mexicana con una reinterpretación —que se expresa en platillos como el ceviche, las tlayudas y la carne asada— acompañada de coctelería y un ambiente casual. Mientras anochece, se antoja un postre, y la *mousse* de frambuesa con chocolate del chef Martínez es ideal para endulzar el paladar.

La ruta al sur nos lleva al último punto del recorrido por Silicon Valley: Palo Alto. Hogar de la Universidad de Stanford, esta ciudad es también conocida por albergar las sedes de compañías como Facebook, Apple y Google. Aunque no está permitida la entrada a ninguna de ellas, muchos turistas visitan el lugar solo para tomarse una *selfie* al lado de los letreros gigantes que se localizan en las entradas de los edificios.

El uso de la tecnología se puede apreciar por doquier: desde cargadores eléctricos para autos Tesla, ubicados en los estacionamientos, hasta numerosas bicicletas de la marca LimeBike, que los ciclistas alquilan por medio de una *app*. Luego de pasear entre las amplias calles de los suburbios, llego a The Sea by Alexander’s Steakhouse, un elegante restaurante donde los frutos del mar se fusionan con técnicas contemporáneas y guiños a la gastronomía oriental.

La cocina es abierta y a cargo se encuentra el chef Yu Min Lin, quien perfeccionó sus habilidades culinarias en diversas provincias asiáticas como Taipéi, Tokio y Shanghái. Con ingredientes de temporada producidos en Palo Alto y que él selecciona personalmente, ofrece platillos donde deja de

EN ESTA PÁG. DE ARRIBA A
ABAJO: LA BARRA DE MOSS
BEACH DISTILLERY; COCTELES
PROHIBITION MAI TAI Y THE
BLUE LADY; LINGUINE DI
MARE; LA NEBBIA WINERY;
PROPUESTA ENOLÓGICA
DE SILICON VALLEY; DELICIA
ITALIANA DE PASTA MOON



manifiesto su espíritu creativo, a través de presentaciones espectaculares y combinaciones de sabor inusitadas. El lugar solo abre a la hora de la cena, pero bien vale esperar a que llegue la media tarde para probar delicias como los *shots* de *hamachi*: refrescantes entradas frías a base de este pescado, mezclado con aguacate, toques de jengibre, salsa *ponzu* y semillas de ajonjolí; o las rocas de langosta, un plato con suaves trozos de crustáceo cubiertos con una crujiente capa de tinta de calamar, sobre puré de almendra y aliñados con salsa de trufa negra.

Claro que para degustar al máximo la experiencia culinaria de The Sea by Alexander’s Steakhouse, ordenar el menú maridaje de siete tiempos es una gran idea, si se llega antes de las 20:30 horas. La carta de vinos que ofrece acompañamiento a los magníficos platillos cuenta con etiquetas de todo el mundo, aunque la mayor parte proviene de viñedos californianos.

La *sommelière* del lugar me recomienda una copa de cabernet sauvignon de las montañas de Santa Cruz. Me detengo un momento a disfrutar el primer sorbo y el final de mi aventura, que no me ha dejado dudas: a medida que la tecnología se desarrolla cada vez más a prisa, se vuelve indispensable voltear hacia la naturaleza y valorar lo que nos regala. Silicon Valley es el mejor ejemplo de lo que ese equilibrio puede lograr. □

Charly Ramos y Mariana Vega viajaron a Silicon Valley, cortesía de San Mateo County/Silicon Valley Convention and Visitors Bureau.

No te lo pierdas

Half Moon Bay Kayak Co. Disfruta un paseo tranquilo y silencioso en kayak entre las embarcaciones de Pillar Point Harbor. No importa si eres principiante, los instructores te explicarán todo lo necesario para que disfrutes al máximo el recorrido. hmbkayak.com

Burlingame downtown Camina por el centro de esta cálida ciudad, que algunos días se llena de colores con mercados itinerantes, donde los productores locales venden sus cultivos. Visita el bar Barrelhouse y pregunta por la *happy hour*. smccvb.com

Computer History Museum Ubicado a solo 15 minutos de Palo Alto, este museo muestra la evolución de la tecnología, desde que los primeros artefactos para contar fueron inventados, hasta los más recientes avances de la inteligencia artificial. computerhistory.org/visit

Half Moon Bay Golf Links Este campo de golf de 36 hoyos se alza sobre un acantilado a la orilla del mar y fue diseñado por los golfistas Arnold Palmer y Arthur Hills. El juego dura cerca de cuatro horas. halfmoonbaygolf.com

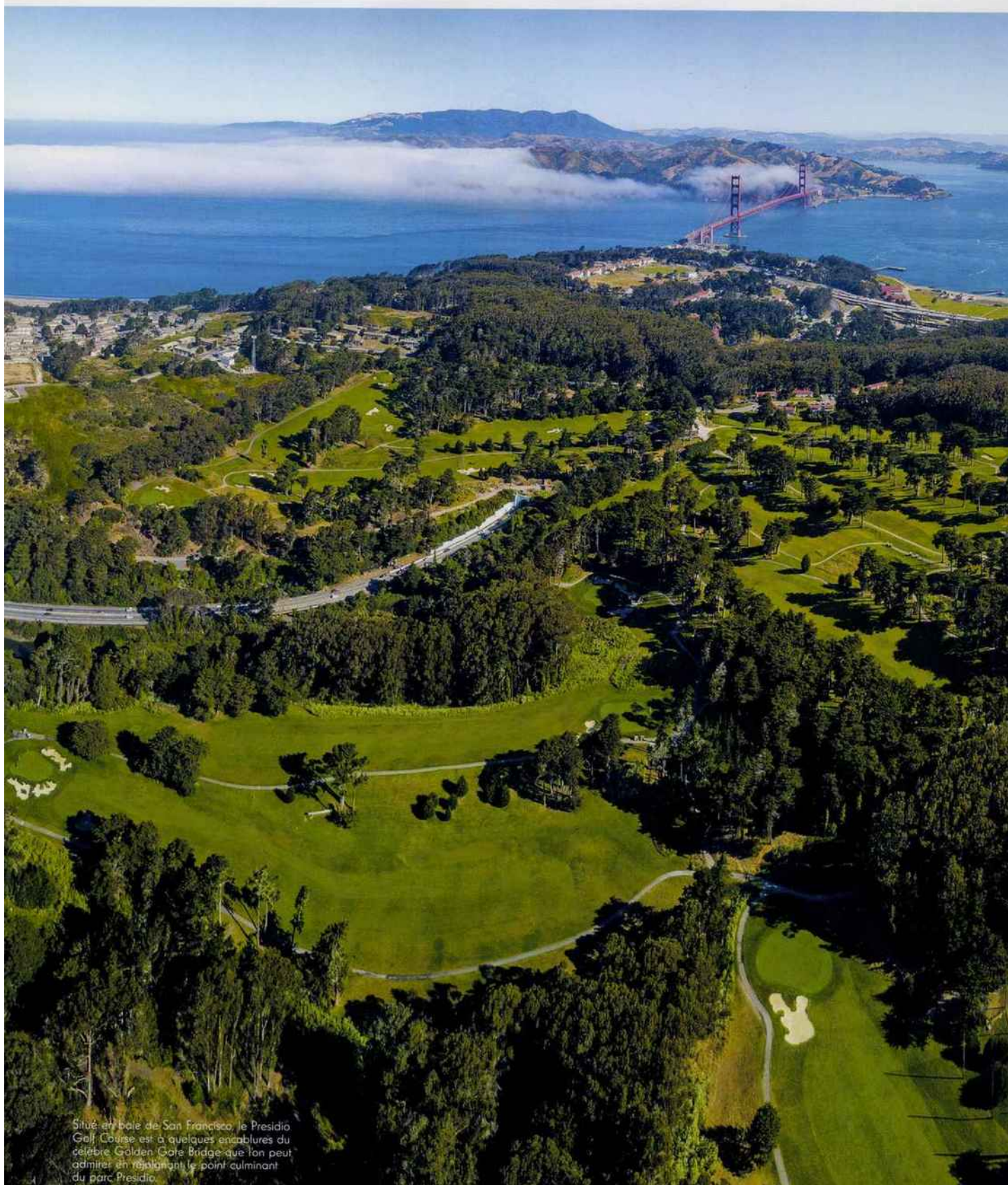
Hiller Aviation Museum Con una colección de cerca de 50 aeronaves —originales y réplicas—, este centro interactivo garantiza un buen rato de entretenimiento para chicos y grandes, pues además de la exhibición permanente, en el lugar se llevan a cabo talleres y actividades lúdicas. hiller.org

Filoli Esta preciosa propiedad de arquitectura georgiana se localiza en Woodside. Con una superficie de 654 acres, ostenta exuberantes jardines que invitan a ser recorridos. Conciertos y diversas actividades filantrópicas se llevan a cabo en el lugar. filoli.org





TOURISME



**SAN FRANCISCO (USA)**

La baie des plaisirs

Située sur la côte ouest des États-Unis, dans l'état de Californie, la région de San Francisco regorge de parcours de toute beauté. Parmi eux, quelques pépites ouvertes au public : l'Old Course et l'Ocean Course du resort d'Half Moon Bay Golf Links, le tracé historique du Presidio et le TPC Harding Park, un 18 trous taillé pour les grandes épreuves.

DE NOTRE ENVOYÉ SPÉCIAL EN CALIFORNIE DENIS GORAN (TEXTE)
PHOTOS DR

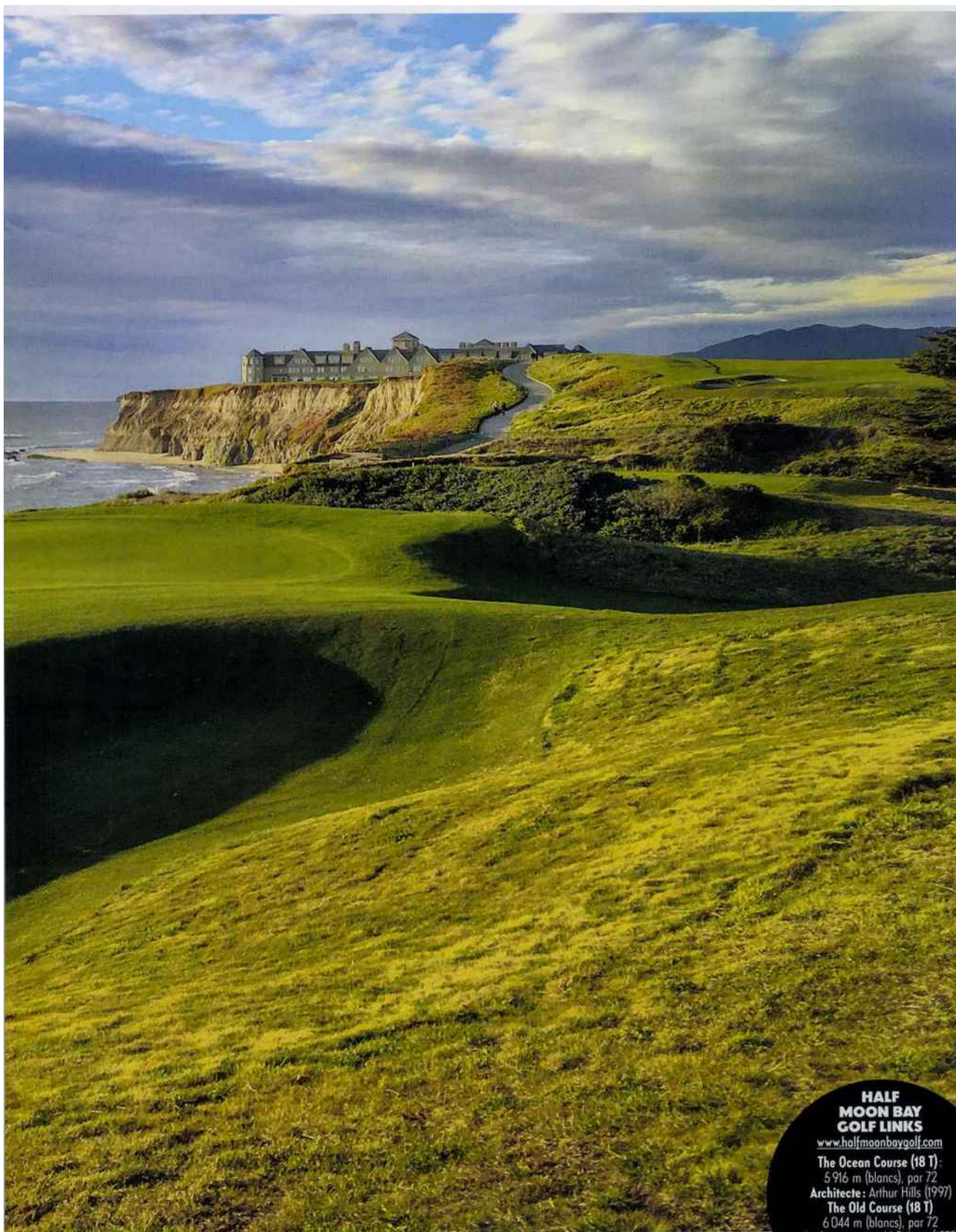
Pays : FR
Périodicité : Mensuel
OJD : 30415



Le trou n°17 de l'Océan Course est un splendide par 3 balayé par les vents venus du Pacifique. Le coup requis pour toucher le green est d'une grande technicité.



Pays : FR
Périodicité : Mensuel
OJD : 30415



**HALF
MOON BAY
GOLF LINKS**

www.halfmoonbaygolf.com

The Ocean Course (18 T)
5 916 m (blancs), par 72

Architecte : Arthur Hills (1997)

The Old Course (18 T)

6 044 m (blancs), par 72

Architecte : Arnold Palmer (1973)

Green-fees : de 85 € à 242 €

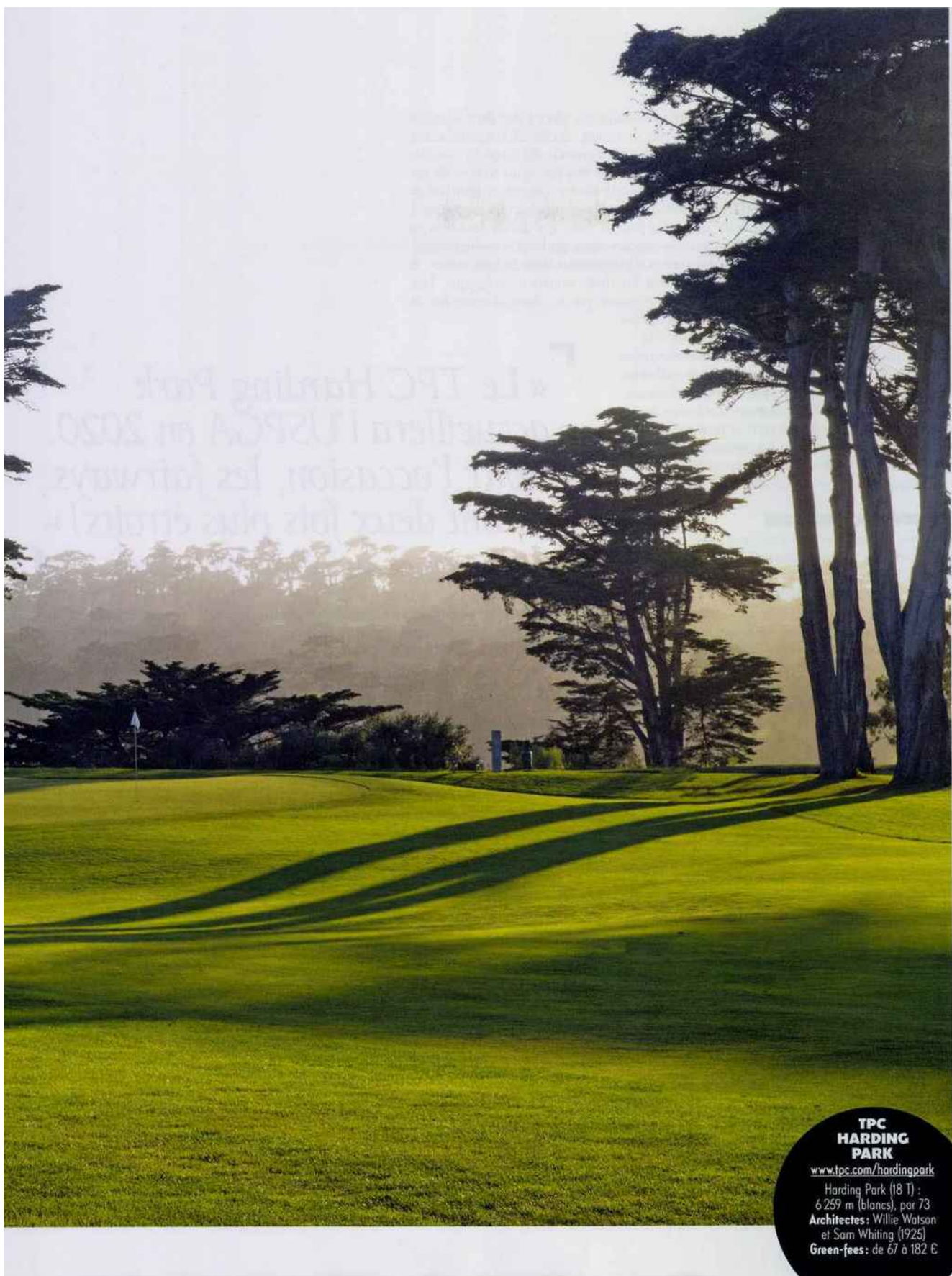
Pays : FR
Périodicité : Mensuel
OJD : 30415



TPC Harding Park arbore tous les atouts des grands parcours, avec ses fairways impeccables, ses bunkers ouvragés et ses greens parfaits. On le joue comme on découvre une œuvre d'art, avec envie et respect.



Pays : FR
Périodicité : Mensuel
OJD : 30415



**TPC
HARDING
PARK**

www.tpc.com/hardingpark

Harding Park (18 T) :

6 259 m (blancs), par 73

Architectes : Willie Watson

et Sam Whiting (1925)

Green-fees : de 67 à 182 €



Depuis toujours, San Francisco occupe une place à part dans la société américaine. Aujourd'hui ville sanctuaire, la cité californienne assure protection aux migrants sans papiers, comme elle accueille, dans les années 1850, les émigrants de la ruée vers l'or venus en nombre par la porte dorée (*Golden Gate*), laquelle donna son nom au pont qui vit le jour en 1937, après quatre années de construction. Du mouvement Black Panther au *Summer of love* de 1967 qui donna naissance au *Flower Power*, *The city by the bay* fut de tous les combats avant-gardistes et contestataires. Aujourd'hui, San Francisco déploie des trésors d'imagination dans la lutte contre le changement climatique, en opérant notamment une forte mutation écologique. Une volonté de changement palpable, relayée et amplifiée par les nouveaux modes de consommation des employés des grandes entreprises implantées dans la Silicon Valley, au sud de la ville. Et c'est par le sud justement que San Francisco s'offre aux yeux des touristes qui auront choisi de s'offrir un road-trip depuis Los Angeles par exemple, en remontant la célèbre *Pacific Coast Highway*. L'occasion de découvrir des lieux magiques pour la pratique du golf, comme la baie de Carmel et ses parcours légendaires ; Cypress Point, Spyglass Hill et bien sûr Pebble Beach qui accueillera cet été la 119^e édition de l'US Open.

AU BORD DU PACIFIQUE

En arrivant par le sud, à une cinquantaine de kilomètres de San Francisco, les golfeurs feront une halte dans la localité de Half Moon Bay. Sur place, ils trouveront un complexe golfique avec deux parcours dix-huit trous, l'Old Course et l'Ocean Course.

L'Old Course reste le parcours référence du **Half Moon Bay Golf Links**. Créé en 1973 par Arnold Palmer, c'est un parkland au tracé typiquement américain qui nécessite toutefois d'adapter de bonnes stratégies, notamment au moment de choisir la position de sa balle sur des greens redoutables. Comme pour l'Ocean Course, le finish est spectaculaire avec le fairway du 18, un par 4 de 351 mètres, positionné au bord du Pacifique et un green lové au pied du Ritz-Carlton. « Nous avons mis en place une offre tarifaire qui permet de jouer un deuxième parcours (Old ou Océan) dans la journée pour 66 € de plus », confie Bill Murray, manager général des lieux. Avec une pause savoureuse au Mullins Bar & Grill entre les deux parcours, on n'est pas loin de la journée parfaite ! Œuvre d'Arnold Palmer, l'Old Course est un parkland de 6044 mètres. Malheureusement, en décembre, lors de notre passage à HMB, le Old Course était impraticable en raison des fortes pluies. Les golfeurs du jour étaient donc invités à jouer l'Ocean Course, par 72 de 5916 mètres signé Arthur Hills, ce qui fut loin d'être une punition ! L'Ocean Course porte bien son nom au premier trou, avec le green de ce long par 4 posé au bord du Pacifique. Il faut ensuite patienter jusqu'au 12 pour revoir l'océan et en prendre plein les yeux. Les deux trous du finish sont spectaculaires. Le par 3 du 17 (136 m), dont le petit green semble posé en équilibre sur le bord de la falaise balayée

« Le TPC Harding Park accueillera l'USPGA en 2020. Pour l'occasion, les fairways seront deux fois plus étroits ! »

par un vent latéral de gauche à droite, nécessite un coup bas, légèrement en draw. Mais attention, car un slice vous éloigne du précipice, un hook ne vous donnera pas le sourire ! Quant au par 5 du 18, long de 481 m, il longe la falaise et permet aux promeneurs qui partagent le même chemin que les voiturettes, de voir les golfeurs en action. L'arrivée se fait au pied de l'imposant Ritz Carlton, comme le 18 de l'Old Course.

TAILLÉ POUR LES GRANDS CHAMPIONNATS

« Le golf du nord de la Californie est très riche, affirme Tom Smith, manager général du **TPC Harding Park**. De Monterrey à San Francisco, les clubs ont vu naître et s'affronter certains des plus grands golfeurs de tous les temps. De plus, la région a attiré l'un des architectes les plus réputés de l'histoire golfique, Alister MacKenzie. » Des épreuves prestigieuses, les grands golfs de San Francisco en ont accueilli quelques-unes, effectivement. Le golf privé The Olympic a par exemple hébergé cinq éditions de l'US Open, dont la dernière, en 2012, fut remportée par l'Américain Webb Simpson. Golf municipal public, Harding Park n'est pas en reste avec l'organisation de deux Presidents Cup en seize ans (2009 et 2025), la venue du Champions Tour en 2010 et 2011 et surtout l'accueil du 102^e USPGA en mai 2020.

Badgé TPC pour « Tournament Players Club », Harding Park est un bijou qui déploie ses immenses fairways sur les rives du lac Merced, dont il partage la quiétude avec The Olympic. Situé dans un parc public où l'on vient flâner, jogger, promener ses chiens ou faire du canoë, Harding Park respire le golf. Ici, tout a été bien pensé sur ce site d'exception qui fut jadis une ferme où l'on cultivait la laitue, grâce à l'irrigation en eau douce fournie par le lac Merced. Une large zone d'entraînement, comprenant un practice doté d'une vingtaine de postes, ainsi qu'une zone de chipping et de putting, accueille les golfeurs. Un second putting-green, situé juste à côté du départ du 1, permet de se familiariser une dernière fois avec l'exceptionnelle roule des greens. Surprise divine dans un pays où la voiturette est au golfeur ce que



L'arrivée des deux parcours de Half Moon Bay se fait au pied de l'imposant hôtel Ritz Carlton.

Pays : FR
Périodicité : Mensuel
OJD : 30415



Par 3 de 118 mètres, le trou n°4 du Presidio Golf Course (ci-dessus) est petit par la taille, mais demande une grande technicité afin d'appréhender correctement le green à fort dévers. Un peu plus loin (ci-dessous), le tracé serpente au milieu d'arbres plus que centenaires qui laissent filtrer de belles vues sur les collines de San Francisco.

PRESIDIO GOLF COURSE

www.presidiogolf.com

Presidio Golf Course (181):
5580 m (blancs), par 72

Architectes: Tom Simpson
et Herbert Fowler (1921)

Green-fees: de 66 €
à 127 €





Le parcours du TPC Harding Park est un bijou qui déploie ses immenses fairways sur les rives du lac Merced. Pour le championnat PGA 2020, il offrira aux pros qui viendront le défier un visage différent, bien plus sélectif encore.

la basket est au joggeur, il est possible de jouer le TPC Harding Park à pied ! Et pour un golf de ce calibre, ça change tout. Vu la topographie très plate, le parcours se fait sans réel effort, si ce n'est la concentration inhérente à ce type de tracé très sélectif. Avec ses 6 259 mètres des boules bleues (l'équivalent des blanches chez nous), il ne faut pas chômer pour en venir à bout ! L'appellation TPC se mérite et la qualité est au rendez-vous. Départs taillés au cordeau, larges fairways de très grande qualité à tonte croisée, roughs savamment entretenus, bunkers immaculés et greens à la roule parfaite. Harding Park affiche la même qualité que le Golf National durant la Ryder Cup, c'est tout dire ! Et en 2020, il offrira aux golfeurs qui viendront le défier un visage différent, bien plus sélectif encore. « Nous travaillons sans relâche pour que la qualité du parcours reste la même, c'est une obligation en tant que TPC », explique Tom Smith. Pour l'USPGA 2020, on divisera la largeur des fairways par deux. Les roughs seront durcis et densifiés et les greens auront une roule bien supérieure. C'est un travail que nous avons déjà mis en place et qui va s'intensifier en 2019. » Chaque année, TPC Harding Park accueille environ 90 000 golfeurs, dont 65 % sont des résidents de San Francisco, 25 % des joueurs américains et 10 % des golfeurs étrangers.

DANS LES PAS DE ROOSEVELT ET PALMER

Si Harding Park est situé au sud de la ville, le **Presidio Golf Course** est lui positionné tout au nord, tout près du Golden Gate Bridge. Pour autant, on ne voit jamais le célèbre pont orange depuis le parcours, mais seulement des vues partielles sur quelques-unes des cinquante collines qui ceignent San Francisco, comme Russian Hill ou Nob Hill. Construit en 1895, le Presidio fut d'abord un 9 trous réservé aux officiers de l'armée cantonnés dans le fort militaire et aux membres du club privé éponyme qui compte encore aujourd'hui plus de 800 personnes. En 1906, le golf servit de base de repli aux survivants du tremblement de terre qui fit quelque 3 000 morts. Étendu à 18 trous en 1910, le parcours a été redessiné, allongé et doté d'un système d'arrosage automatique en 1921. « Les présidents Théodore Roosevelt et Dwight D. Eisenhower mais aussi les joueurs de base-

ball Joe Di Maggio et Babe Ruth ou encore Arnold Palmer étaient des fans inconditionnels du parcours », précise Don Chelemados, manager général du Presidio. Avant d'ajouter : « Chaque année, 63 000 golfeurs viennent jouer ici ». Contrairement à Harding Park, Presidio n'est pas taillé pour les compétitions internationales. Avec ses 5 926 mètres des back-tees, il aurait bien du mal à se défendre face aux canonnières du PGA Tour. Le plus long des quatre par 5 de ce par 72 fait 480 mètres, donc touchable en deux par de bons amateurs. Les difficultés sont pourtant bien présentes sur ce parcours plus que centenaire, comme ces bunkers sauvages et profonds qui nécessitent toucher délicat et précision. Dompter les greens au grain très prononcé et à la roule rapide est l'autre grande difficulté du Presidio dont l'attrait principal reste la richesse de son passé. Savoir que des personnages historiques et des légendes du sport ont rencontré les mêmes difficultés à l'attaque d'un green ou sauté de joie pour un même birdie, ça donne une toute autre dimension à votre partie. Et des souvenirs inoubliables... ●

« Dompter les greens au grain très prononcé et à la roule rapide est l'autre grande difficulté du Presidio. »

EPICUREAN TRAVELER: QUEBEC CITY - THE MALDIVES - SAN JUAN ISLANDS - BUFFALO

TRAVEL

SPRING 2019

FOOD & TRAVEL MAGAZINE

Taste Your Way Through Spring

10 Recipes That You Won't
Find Anywhere Else!

World Class
Appetizers

TOP **5**

SPA RESORTS
IN
AMERICA

Lodge At Woodloch #1

DISPLAY UNTIL JULY 30th

\$4.99US \$4.99CAN

92>



0 71486 01665 6

Everything California

SAN MATEO COUNTY

SILICON VALLEY

The best of the
San Francisco Bay Area

San Mateo County Silicon Valley



*Y*ou want a vacation spot with Pacific beaches, wine tasting, San Francisco Bay views, amazing dining, cultural activities, great golf, endless recreational activities, microbreweries and cool selfie spots. You'll find it all in one spot: San Mateo County/Silicon Valley.

When you land on the San Francisco Bayside, you can head for a selfie in front of the iconic Facebook sign or Hewlett Packard garage. Or you might start your trip with a wine class at the top notch San Francisco Wine School in South San Francisco. (You can follow a class with a visit to Armstrong Brewery downstairs.)

Once you're feeling smarter, try an urban wine tour in the city of San Carlos. Walk from Domenico Winery to Cuvee Winery to Russian Ridge to Flying Suitcase to Old County Cellars, getting your tasting on! Consider heading to Noelani's for Hawaiian food (and music), and then walk up the street to Savanna Jazz to catch a show.

Still on the hunt for food and wine? Grab a ride or hop on Caltrain to Redwood City, where you'll find endless sidewalk cafes. Upscale restaurants abound, such as Donato Enoteca, LV Mar and La Viga. Want nightlife? Enjoy dinner and a show at Angelica's or catch a musical at the Fox Theatre. Feeling more casual? Head over to Gourmet Haus Staudt, a German beer garden and site of the legendary lost Apple iPhone prototype. And speaking of beer, locals love Freewheel Brewing Company in Redwood City.

As your itinerary progresses, you may opt to head south to Palo Alto for a gourmet meal at The Sea by Alexander's Steak House or the historic MacArthur Park, or to A. Space Gallery in Menlo Park for some art appreciation. Make sure to hit the free Cantor Arts Center, home to the world's second largest Rodin exhibit.

Rockaway Beach
by Joe Napoliello





Seafood Platter
by Pacific Catch



BarrelhouseBurlingame by Juan Laredo



Italian Dish - by 7 Mile House



Memorial Park
by Edna Taketa Goto

Another option is to head north to the City of San Mateo, where restaurants and outdoor dining establishments are in abundance. Enjoy a high end dinner at **Porterhouse Restaurant** with dry-aged steaks, seafood at **Pacific Catch** or an eclectic menu at the Zagat-rated Pausa. Want seafood overlooking a scenic lagoon? Opt for the **Fish Market**.

For culture, stop at **Filoli Mansion and Gardens**, a National Historic Landmark. Filoli has been used in multiple TV shows and movies, including *Dynasty*, *Nash Bridges*, *The Wedding Planner*, *Heaven Can Wait*, and *Rent*. Drive past Crystal Springs Reservoir and head "over the hill", to the Half Moon Bay/Coastside. Make a stop at **La Nebbia Winery** for a tasting and bocce ball and stop for fantastic local seafood at **Flying Fish Grill** or a farm-to-table meal at **Pasta Moon**. (For a pub-style option, try the historic **San Benito House**.)

On Main Street, stop by **Barterra winery** for wine tasting and chocolate. And speaking of chocolate, you do not want to miss **Sweet 55**, a Swiss chocolate confectionery. More options: outdoor dining and music with a view at the **Half Moon Bay Brewing Company** or **Sam's Chowder House** or exquisite Peruvian food right on the water at **La Costanera**. Another not-to-be-missed spot is **Moss Beach Distillery**, complete with a resident ghost.

You'll want to definitely hike **Devil's Slide** in Pacifica, a spectacular paved hike along the cliff overlooking the Pacific. Feeling ambitious? Try the **Portola Discovery Hike**, celebrating the discovery of San Francisco Bay 250 years ago. Fun stops in Pacifica include **A Grape in the Fog** wine bar, the iconic **Nick's Seafood Restaurant** and **Pedro Point Brewing Company**. Nick's and A Grape in the Fog feature regular entertainment. For more information visitsanmateocounty.com.



Salsa Festival in Redwood City
by Redwood City Events & Joel Wade