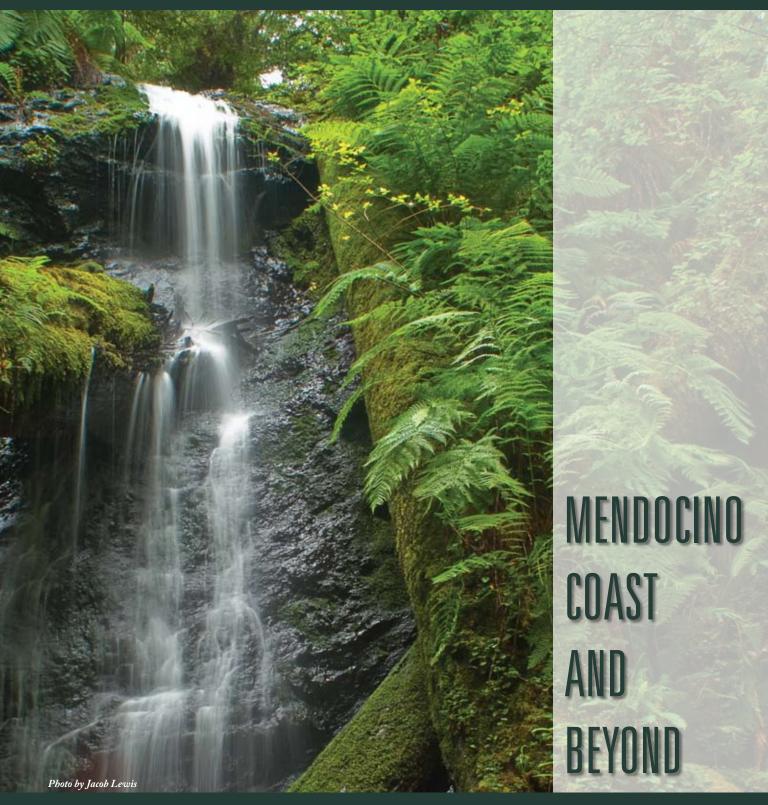
2012-2013 VISITOR INFORMATION GUIDE



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| Chamber of Commerce | |
| Published by Mendocino Coast Chamber of Commerce | |
| 217 South Main Street Fort Bragg, California | |
| 95437 707-961-6300 | |
| MendocinoCoast.com | |
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WELCOME TO MENDOCINO COUNTY...

As the Mendocino Coast Chamber of Commerce & Visitor Center, we welcome you to our beautiful county. Just as the many visitors and film-makers before you have been drawn to our rugged coastline and majestic redwood forests, you too will discover that this is a very special place. People



often find themselves falling in love with our wine country (which leads the world in organic wine-growing), microbreweries, sustainably-farmed produce, amazing restaurants, jaw-dropping coastal views, beautiful state parks, and towering redwood forests.

The Mendocino Coast Chamber, founded in 1950 as the Fort Bragg Chamber of Commerce, has matured into a regional chamber and visitor center encompassing the coast, Anderson Valley, and the far reaches of eastern Mendocino county. Each year, working closely with Mendocino Area Parks Association, the City of Fort Bragg and other local organizations, we set up events like the Mendocino Fourth of July Parade, Independence Day fireworks over Fort Bragg, and the Mendocino, Little River and Fort Bragg Whale Festivals which are held during March each year. You can find out more about our whale festivals by visiting our Whale Festival website at www.mendowhale.com.

As the recognized visitor center in Fort Bragg, our conveniently situated storefront on Main Street provides coastal visitors with a one-stop location to peruse local menus, locate lodging, and learn about the many things to see and do along the coast and throughout our diverse county. From hiking and biking in our forests and along coastal trails, to tours in our wine region, our friendly staff can help tailor a visit to your interests. Visit us anytime Monday through

DRIVING TIMES

to and from the Mendocino Coast...

| Crescent City 5 hours |
|------------------------------------|
| Eureka3 hours |
| Redding 5 hours |
| Sacramento 4 hours |
| San Francisco Bay Area 3.5–4 hours |
| San Jose |
| Santa Rosa 2.5 hours |
| Ukiah 1.5 hours |

Find us on Facebook!



Friday between 9:00 a.m. and 5:00 p.m., or Saturdays between 10:00 a.m. and 3:00 p.m., and let our staff help you make the most of your time in our county.

The Chamber also serves as the Mendocino County Film Office, helping film industry professionals identify locations and navigate the permit process. Our extensive familiarity and knowledge of the county has

been instrumental in bringing commercials, television, and film projects to our region. In our Visitor Center, a broad sampling of posters from movies shot in our county stand testament to the rich film history we have here.

We are often asked about coastal weather. Winter on the Mendocino Coast is the most dramatic season, and for many of our visitors—who have become known as Storm Watchers —their favorite time of year. They come here not for the crisp, cool days of winter, but to experience the fierce storms, which explode with great drama along



our rugged coastline. Some of these Storm Watchers venture out to watch the wind-whipped waves shatter against the craggy bluffs and catch some of the salty spray as it is hurled skyward. Most others, however, choose to enjoy these awe-inspiring storms from the shelter of a warm, cozy inn with a fire in the grate, a fine wine on the table, and a good book in hand. It's the perfect get-

away, and a great time to unplug and unwind. No chores, just comfort inside and majesty outside.

We want you to have a memorable time here on the Mendocino Coast and in the beautiful Anderson Valley Wine Country. Whether you are driving your RV, camping in a tent, staying in one of our many wonderful B&Bs, inns, motels, hotels, vacation rentals, or perhaps bunking with a friend, check out our website and plan your escape to Mendocino County today!

www.mendocinocoast.com

DAY TRIPS IN AND AROUND MENDOCINO COUNTY

If your time is limited, here are a few ideas to maximize your sightseeing.

If you only have one day to sightsee, check out:

- Mendocino Coast Botanical Gardens (2-4 hours)
- Point Cabrillo Lighthouse (1–2 hours)
- MacKerricher State Park and Glass Beach (2—3 hours)
- Hike into the redwoods at Russian Gulch State Park (2–3 hours)

If you have two days... Include some of these in your stay:

- Guest House Museum
- Kelley House Museum
- The Ford House Museum & Mendocino Headlands State Park
- Stroll through the Mendocino Historic Preservation District's shops and galleries
- Stroll through Fort Bragg's historic downtown shops and galleries
- Take a ride on the Skunk Train

If you have three days... Choose one of these as a day excursion:

- Anderson Valley wineries
- Point Arena Lighthouse and Coast Highway 1 scenic drive
- Kayaking one of the local rivers or a sea caves tour
- Horseback riding, hiking or biking into the redwoods or along coastal trails

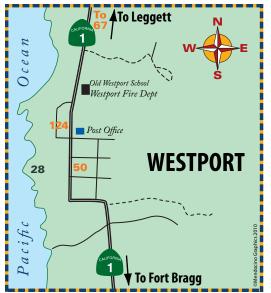
If you have four days... How about a scenic drive and walk through the redwoods?

- Drive through a redwood tree in Leggett (one-hour drive north, one-way)
- Montgomery Woods State
 National Reserve (a beautiful one and one-half hour drive one-way from Fort Bragg)

WESTPORT -----

BLINK AND YOU'LL MISS the downtown. But slow down and you'll find a store for picnic supplies, a hotel that offers meals and lodging, and an area rich in logging history. An active local community, organized as the Westport Village Society, wants to make sure their town and history aren't forgotten. Each year, the Westport Village Society sponsors the Mother's Day Rubber Ducky Race. The Westport Volunteer Fire Department hosts lively barbecues and other events during the year.

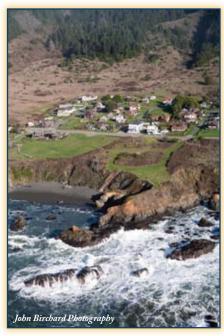
The beaches, big cliffs and state parks north and south of Westport provide 180-degree ocean views that are nothing short of spectacular. On



a clear day you can see the Lost Coast to the north and Fort Bragg headlands to the south. From here, Highway 1 heads north for six more miles before it turns inland toward Highway 101.

PARKS AND BEACHES...

Sinkyone Wilderness State Park South end accessible from Usal Beach, approximately one hour north of Fort Bragg on Highway 1 Call for information: 707-986-7711



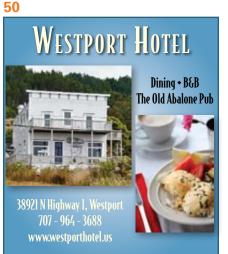
*Population estimates are from the 2010 U.S. Census.

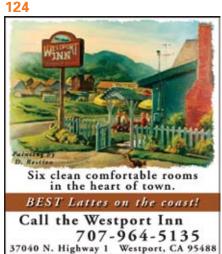
Heath and Marjorie Angelo Coast Range Preserve

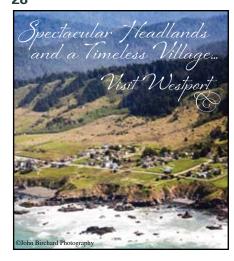
Wilderness Lodge Road, Branscomb 707-984-6653

Westport-Union Landing State Beach

Highway 1, two miles north of Westport · 707-937-5804







POPULATION: 14,799

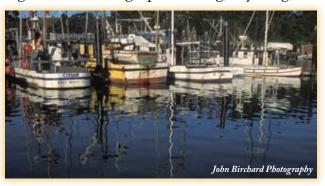
FORT BRAGG

SURROUNDED BY the spectacular natural beauty of northern California's redwood forests and the Pacific Ocean, Fort Bragg is an ideal destination for both visitors and small businesses. Located in historic Mendocino County, it is the largest town on the scenic coast between San Francisco and Eureka. This growing, prosperous city offers a unique blend of natural resources, recreation, and scenery.

Fort Bragg, once a booming logging town, is now a hub for state parks and reserves. The area's Mendocino Coast Botanical Gardens is one of only two such gardens in the continental United States fronting directly on an ocean.

The famous Skunk Train takes visitors from Fort Bragg or Willits on a route through the redwoods that is accessible only by railroad. Those looking for special adventures will find that Fort Bragg's location offers an array of appealing activities including whale watching, sport fishing, kayaking, and beachcombing,





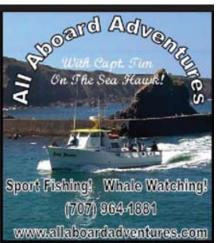
along with bird-watching, horseback riding, hiking and biking.

Art galleries showcase local artists, and craftspeople and antique shops offer unexpected finds. Couples know that the town, with its wide variety of venues, is the perfect place to have a romantic wedding and honeymoon.

55

(Map on pages 28–29)

9



on the beach

solution

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FORT BRAGG

IN THE EARLY 20TH CENTURY, Fort Bragg residents threw their household garbage—glass, bottles, appliances, and even vehicles—over the cliffs above what is Glass Beach, now part of MacKerricher State Park. The land was owned at that time by the Union Lumber Company and locals referred to the spot as "The Dump." Clean-up of the larger metallic waste occurred in the late 2000s, and you can still see remnants of water-washed broken glass in the pocket beaches at the end of Elm Street. Please take only photographs; leave the glass for all to enjoy.

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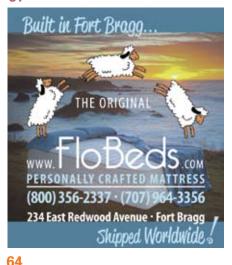
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125



121



"one stop shopping... amazingly perfect... we would recommend everyone involved." eek, CA The largest party rental inventory Photo by Michael Antonelli Fort Bragg Rent-All & Party Works (707) 964-6661

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MacKerricher State Park

Extends from Pudding Creek Beach in Fort Bragg to Ten Mile Beach north of Fort Bragg Main entrance and visitor center three miles north of Fort Bragg on Highway 1 707-964-9112

Glass Beach State Park

End of Elm Street, Fort Bragg 707-937-5804

Otis R. Johnson Wilderness Park

Seven acres with walking trails East end of Laurel Street, Fort Bragg

Bainbridge Park

Includes Wiggly Giggly Playground, tennis courts, basketball hoops and picnic tables Laurel Street between North Harrison and North Whipple streets, Fort Bragg

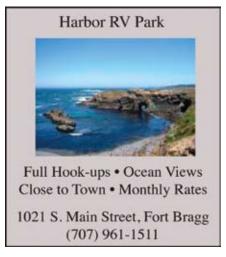
Jug Handle State Natural Reserve

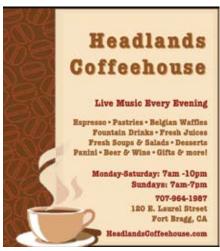
Highway 1, four miles south of Fort Bragg 707-937-5804

Caspar Headlands State Natural Reserve and State Beach

Highway 1, four miles south of Fort Brag 707-937-5804

29 14





103/104



MENDOCINO COAST

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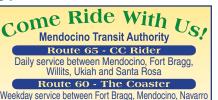
707-964-4352 · www.gardenbythesea.org



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Route 5 - The BraggAbout

Weekday service within Fort Bragg Fort Bragg Dial-A-Ride

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South Mendocino Coast Buses

Rte 75 Mon-Sat service between Gualala/ Fort Bragg/Ukiah (no service to Fort Bragg on Sat) Rte 95 daily between Point Arena and Santa Rosa

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www.4MTA.org

30

72



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24







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LUNCH AND DINNER DAILY FULL BAR AND SPORTS TV LOUNGE WATERFRONT AND ECONOMY ROOMS DINING RESERVATIONS 964-4283 LODGING RESERVATIONS 964-0569 FILMMAKERS HAVE HAD A LOVE AFFAIR with Mendocino County for more than 100 years, beginning in 1904 with Caspar Lumber Company's *The Sequoia*

Sempervirens (Redwoods). What is the attraction? It's our diversity. It's the place where blue-green waters form tranquil bays, rivers and streams wander to the sea interrupted by an occasional waterfall, and rocky headlands hug the Pacific Ocean.

Some of the more well-known contemporary films shot in and

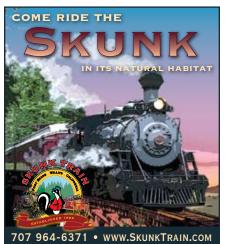
around Fort Bragg are 1979's *Humanoids from the Deep* (locations in and around Fort Bragg), 1987's *Overboard* (film locastions include Noyo Harbor,

and Fort Bragg's Veteran's Hall) starring Goldie Hawn and Kurt Russell; and 2001's *The Majestic*, starring Jim Carrey (film locations at Point Cabrillo Light Station and the Skunk Train depot).

See page 13 for movies filmed in and around Mendocino!



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78



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POPULATION: 2,285

MENDOCINO is situated on a peninsula and surrounded on three sides by picturesque wildflower-covered bluffs and crashing surf. Established in the 1850s, many of the New England-style Victorians here have been lovingly restored into romantic bed-and-breakfast inns, world class restaurants and quaint shops.

Best known as Cabot Cove, Maine, in the TV show "*Murder, She Wrote*", the town is actually a National Historic Preservation District. A brochure to guide you on a walking tour of historic houses is available on Main Street at the Ford House, the



visitor center for the Mendocino Headlands State Park. Guides can also be obtained at the Kelley House Museum on Albion Street and the Mendocino Coast Chamber of Commerce Visitor Center in Fort

Bragg.

Big River Beach, below town, is a popular spot for walking, and it's a great place to view or photograph spectacular sunsets. A state park trail east along Big River is popular for watching wildlife, walking, running, and riding bicycles and horses. You can also paddle upriver for miles in a kayak or canoe.

Just north of Mendocino is Point Cabrillo Light Station State Historic Park with a working lighthouse, marine exhibit, gift shop and two museums.

MAP ON PAGE 27

John Birchard Photography

Alegria

MENDOCINO

OCEANIBORT INN A COTTAGES

An enchancing seaside refuge in Mendocino Village

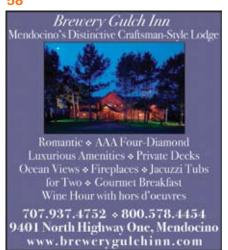
800 780-7905

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GARREN PATE TO MENDOCINO'S OCEAN BEACH

THOUGHTFULLY PREPARED BREAKFASTS

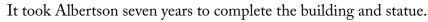




FATHER TIME AND THE MAIDEN: One of the most frequently asked questions is, "What is the statue

on top of the bank building?" For all who have wondered, but never asked, here it is.

Erick Albertson is credited with building the Masonic Temple (now housing The Savings Bank of Mendocino County) and carving "Father Time and the Maiden" from a single piece of virgin redwood. The statuary consists of the Angel of Death, the Hourglass of Transience, the Weeping Maiden, the Anointment of Her Hair, the Acacia Branch in one hand and the Sacred Urn in the other, the Sundered Column, and The Book of Light. All drawn from mythology, these symbolize a particular rite of passage within the Masonic Order.



However, the long timeline had much to do with the fact that Albertson was working full time at the lumber mill and that building funds were difficult to come by during the Civil War period.



PARKS AND BEACHES...

Point Cabrillo Light Station State Historic Park Point Cabrillo Drive, Mendocino 707-937-5804

Russian Gulch State Park
Point Cabrillo Drive, Mendocino
707-937-5804

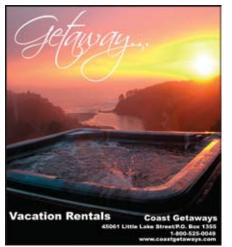
Mendocino Headlands State Park Mendocino · 707-937-5804 **Big River State Park**

Mendocino · 707-937-5804

Montgomery Woods State Natural Reserve

About thirty miles east of Highway 1 on Comptche-Ukiah/Orr Springs Road 707-937-5804

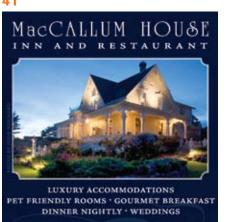
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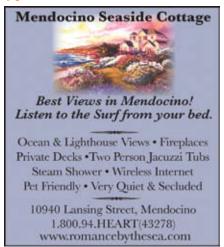
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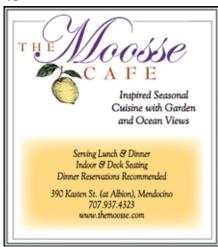


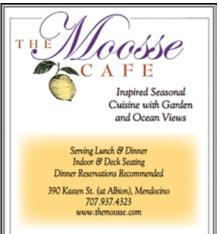
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HELEN SCHOENI THEATRE, 45200 LITTLE LAKE STREET, MENDOCINO LOCATED ON THE MENDOCINO ART CENTER CAMPUS





The natural beauty, the picturesque harbors, and the charming homes of Mendocino County have lured film-

makers here for the same reason vacationers make Mendocino County their destination. Filming has been going on in the village of Mendocino since the silent film era.

While in Mendocino, you might recognize several locations used for the mid-1980s television series, "Murder, She Wrote", starring Angela Lansbury.

Also filmed in Mendocino were 1983's *Racing with* the Moon (locations include Mendocino Headlands State

Park, the Mendocino Hotel, and more), starring the young Sean Penn, Elizabeth McGovern and Nicolas Cage, and 1993's *Pontiac Moon* (multiple locations in town), starring Ted Danson and Mary Steenburgen.

Follow the Mendocino County Film Office on Facebook!

www.facebook.com/FilmMendocino

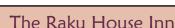


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707 937-5005 • 800 992-5335

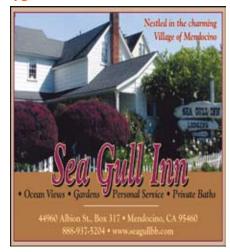




Easy, comfortable lodging in Mendocino Village

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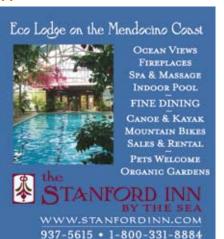
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JUST TWO MILES SOUTH of Mendocino, Little River offers an award-winning nine-hole golf course with ocean views, plus world-class inns and restaurants along a short stretch of Highway 1. Little River is also home to Van Damme State Park which includes one of the handful of pygmy forests in the entire world, as well as a sandy beach that serves as a launching point for abalone divers and sea kayakers.

Comptche, just up the road, is the gateway to remote Montgomery Woods State Park, a 1,142 acre preserve that contains both coast and Sierra redwoods, as well as an excellent three-mile-long hike.

A few miles south, the village of Albion has a unique personality,

a place with its own history and community. A portion of the community is known locally as "the Albion Nation".





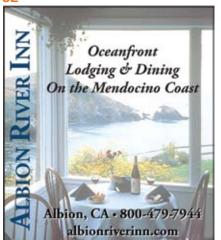
POPULATION: 795 / 950

In addition to a passionate community, there is a market, hardware store, volunteer fire department, post office, a weekly farmer's market, some great restaurants, a cliffside inn, a llama ranch, and a small commercial fishing operation at the mouth of the Albion River, which also offers camping facilities, kayak and canoe rentals, and *Continued on Page 18*

PARKS AND BEACHES...

Van Damme State Park and Beach Little River · 707-937-5804

32

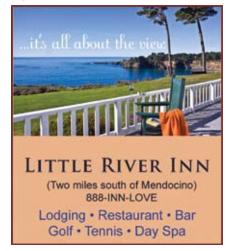


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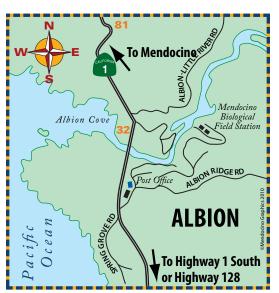


a store and café.

Located between the towns of Elk and Mendocino, Albion had its start in 1853 when English sea captain William Richardson built a home and a sawmill. Although the mill was active for some seventy-five years, the town remained small.

Albion is home to the last wooden bridge in operation along the Pacific Coast Highway, the Albion River Bridge, which was constructed from salvaged timber during World War II and stands 174 feet above sea level.



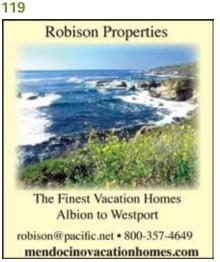


HISTORY FAST FACTS...

THE LITTLE RIVER POST OFFICE opened in 1865, changed its name to Littleriver in 1894, closed in 1929, and re-opened as Little River in 1930.

THE FIRST SAWMILL IN ALBION was powered by a tide-driven water wheel. The mill was destroyed its first winter by high ocean waves. William Richardson rebuilt the mill, powering it with steam instead of the ocean.



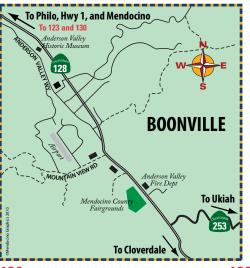




POPULATION: 2,677

ANDERSON VALLEY provides a beautiful setting with lush greenery that is ideal for wineries and farming. The drive in and through the valley is one of the most breathtaking in California, moving from rolling, oak-covered hills in the east, to pastureland, vineyards and orchards in the valley proper, and culminating in towering redwoods at the west end, then opening out to the vast Pacific Ocean.

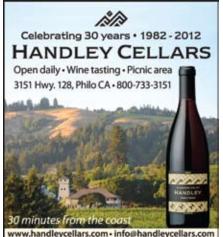
Anderson Valley offers a chance to experience some extraordinary cuisine. There is excellent lamb and grainfed beef, sometimes even local wild game like venison, quail or wild turkey. There are more than a dozen varieties

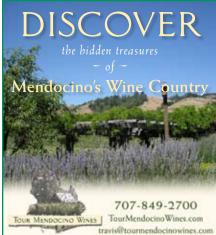


of apples still grown here, as well as pears, olives, grapes, and wild mushrooms. And, of course, there are a wide variety of beverages created here, from delicious beers, delectable wines, and sumptuous ciders, all made by world-class artisans.

Anderson Valley Wineries Map on page 26

130 123







PARKS AND BEACHES...

Navarro State Beach

Highway 1, just south of Navarro River Bridge

Navarro River Redwoods State Park

Highway 128, two miles east of junction with Highway 1 707-937-5804

Faulkner County Park

Three miles southwest of Boonville on Mountain View Road

Hendy Woods State Park

Philo-Greenwood Road, Philo 707-895-3141

Indian Creek County Park

Highway 128, Philo

Mailliard Redwoods State Reserve

Fish Rock Road, Yorkville 707-937-5804

Paul Dimmick State Recreation Area

Highway 128, six miles west of Navarro · 707-937-5804

ELK IS THE BEST-KEPT SECRET on the Mendocino Coast. In a few short blocks are inns, restaurants, a community center and post office, shops, a history museum, state park and spectacular sea stacks with views that rival California's Big Sur coast. Elk is known for its romance, and many couples choose to hold their wedding here.

South of Elk, the village of Manchester lies in an area of rich grazing land, where flocks of sheep and herds of cattle add a pastoral note to some of the most spectacular coastal scenery in the world. A county road north of Manchester



leads past Manchester KOA Campground to Manchester State Beach. You can walk for miles between the surf and sand dunes.



POINT ARENA, the county's smallest incorporated city, offers lodging, restaurants, shops, a community library, a campground, and the Art Deco-style Arena Theatre. Arena Cove is home to the Point Arena fishing pier where local fishermen bring their catch.

The 105-foot-high Point Arena Lighthouse, with its giant first-order Fresnel lens, is a popular backdrop for photographers. On your way to the lighthouse (on Lighthouse Road) stop and walk along the cliffs in the Stornetta Land Trust open space. About a half-mile north are some former Coast Guard homes. Just before you get there, turn back and look down at the waterfall pouring into the ocean.

131



PARKS AND BEACHES...

Greenwood State Beach Highway 1, Elk · 707-937-5804

Manchester State Park and Beach Highway 1, Manchester · 707-882-2463

Point Arena Lighthouse & Museum 45500 Lighthouse Road, Point Arena 707-882-2777

Mote Creek/Bowling Ball Beach Only viewable at low tide. Mile marker 13 (south of Point Arena) along Highway 1 · 707-937-5804

Schooner Gulch State Beach
Highway 1, three miles south of Point
Arena · 707- 937-5804



Gualala is Mendocino County's

gateway from the south, bordering Sonoma County along the Gualala River. Although just a few blocks long, this quintessential coastal town is a vibrant artist's colony focused around the Gualala Arts Center. While there are exhibits at the Arts Center year-round, local artists have an annual tradition of openitng their studios for public tours, offering a behind-the-scenes look at their work and their creative processes.

At the town's south end, a big sandy beach is sandwiched between the outlet of



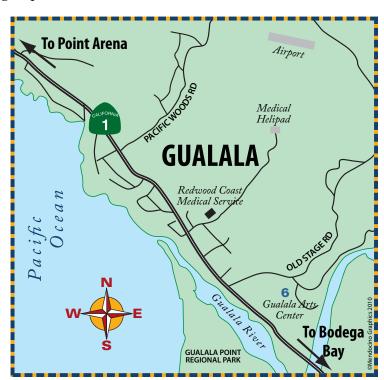
the Gualala River and the Pacific Ocean. The river offers a perfect place to canoe or kayak. Gualala Regional Park is a sanctuary with a wildlife lookout and visitor center, and provides expansive coastal views and quiet walks.

There are numerous galleries, supermarkets and restaurants clustered along the approximately one mile stretch of Highway One that makes up the largest portion of Gualala's business district.

PARKS AND BEACHES...

Gualala Point Regional Park 42401 Coast Highway 1 707-785-2377





ARTISTS, STUDIOS, GALLERIES

1 — ART EXPLORERS, INC.

305 E Redwood Ave, Fort Bragg 707-961-6156

artexplorers.org



2 HIGHLIGHT GALLERY

45052 Main St, Mendocino 707-937-3132 thehighlightgallery.com

e

3 — MENDOCINO ART CENTER

45200 Little Lake St. Mendocino 707-937-5818 - 800-653-3328 MendocinoArtCenter.org (& e

See my Ad on page 12

4 — MENDOCINO COAST PHOTO-**GRAPHER GUILD AND GALLERY**

344 N Main St. Fort Bragg 707-964-4706

mcpgg.com 6 6

See my Ad on page 7

5 — MENDOCINO GEMS

10483 Lansing St, Mendocino 707-937-0299

· e

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6 — GUALALA ARTS CENTER

46501 Gualala Rd, Gualala 707-884-1138 gualalaArts.org

See my Ad on page 18

7 — PARTNERS GALLERY/ **CONTEMPORARY ART**

335 N Franklin St, Fort Bragg 707-962-0233 partnersgallery.com

ARTISTS, STUDIOS, GALLERIES

8 — THE WORLD OF SUZI LONG

611 Albion St. Mendocino 707-937-5664 suzilona.com

ATTRACTIONS / THINGS TO DO

9 — ALL ABOARD ADVENTURES Charter Boat—Fishing/ Whale Watching 32400 N Harbor Dr, Fort Bragg 707-964-1881

allaboardadventures.com



See my Ad on page 5

10 — CATCH A CANOE & BICYCLES T00!

Sales & Rental, Bikes & Kayaks, Paddleboards & Tours Highway 1 & Comptche-Ukiah Road, Mendocino 707-937-0273 catchacanoe.com

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11 — EMERALD DOLPHIN MINI GOLF

1211 S Main St, Fort Bragg 707-964-6699 866-964-6699

emeralddolphin.com (6

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12 — FORD HOUSE VISITOR CENTER AND MUSEUM

Mendocino Headlands State Park A House Museum of the Mendocino Coast 735 Main St. Mendocino 707-937-5397

mendoparks.org



ATTRACTIONS / THINGS TO DO

13 — FORT BRAGG-MENDOCINO COAST HISTORICAL SOCIETY Guest House Museum A House Museum of the Mendocino Coast 343 N Main St, Fort Bragg 707-964-4251 - 707-964-2404 fortbragghistory.org & e

14 — HEADLANDS COFFEEHOUSE Live music every evening 120 East Laurel St. Fort Bragg 707-964-1987

headlandscoffeehouse.com (5

See my ad on page 7

15 — JIM DAVIS TOUR AND TRAVEL P.O. Box 487, Fort Bragg 707-357-1333 mendocinocoasttravel.com



16— KELLEY HOUSE MUSEUM

A House Museum of the Mendocino Coast 45007 Albion St, Mendocino 707-937-5791

kelleyhousemuseum.org

E. ...

17 — KAYAK MENDOCINO

At Van Damme State Park Little River 707-937-0700 kayakmendocino.com

...

18 - LIQUID FUSION KAYAKING

32399 Basin St Fort Bragg 707-962-1623

liquidfusionkayak.com



ATTRACTIONS / THINGS TO DO

19 - LITTLE RIVER INN GOLF & **TFNNIS**

7751 N Highway 1, Little River 707-937-5667 · 888-INN-LOVE littleriverinn.com

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20 — MENDOCINO COAST **BOTANICAL GARDENS**

18220 N Highway 1, Fort Bragg 707-964-4352

gardenbythesea.org

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21 - MENDOCINO COAST DISTRICT HOSPITAL

700 River Dr, Fort Bragg 707-961-1234 mcdh.org

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22 — MENDO INSIDER TOURS 100 Jewett St, Fort Bragg 707-962-4131 mendoinsidertours.com

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23 — POINT CABRILLO LIGHTHOUSE

The Lightkeeper's House Museum 45300 Lighthouse Rd, Mendocino 707-937-6122 pointcabrillo.org

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24 — RICOCHET RIDGE RANCH Horseback Trail Rides 24201 N Highway 1, Fort Bragg

707-964-7669 - 888-873-5777 horse-vacation.com

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25 – SKUNK TRAIN Foot of Laurel St, Fort Bragg 707-964-6371 - 866-457-5865 skunktrain.com

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26 — SUB-SURFACE PROGRESSION 18600 N Highway 1, Fort Bragg 707-964-3793

abdive.com

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27 - TEMPLE OF KWAN TAI 45160 Albion St, Mendocino 707-937-5123

kwantaitemple.org

& e

28 — WESTPORT VILLAGE SOCIETY

Westport Headlands "Your Special Place..." headlands@westportvillagesociety.org

westportca.org 5

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CAMPGROUNDS / RV PARKS

29 - HARBOR RV PARK

1021 S Main St, Fort Bragg 707-961-1511

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30 - POMO RV PARK & CAMP-GROUND

17999 Tregoning Ln, Fort Bragg 707-964-3373

pomorv.com

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DINING / BARS

31 – 955 UKIAH ST RESTAURANT

"Same Owner Chef since 1987" 955 Ukiah St, Mendocino 707-937-1955

955restaurant.com

6

32 — ALBION RIVER INN

3790 N Highway 1, Albion 707-937-1919 - 800-479-7944

albionriverinn.com

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33 — CAFÉ BEAUJOLAIS 961 Ukiah St, Mendocino 707-937-5614

cafebeaujolais.com

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34 — CHAPTER & MOON RESTAURANT

32150 N Harbor Dr, Fort Bragg 707-962-1643

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35 - CLIFF HOUSE RESTAURANT

1011 S Main St, Fort Bragg 707-961-0255

fortbraggcliffhouse.com

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36 — EGGHEAD'S RESTAURANT

326 N Main St/P.O. Box 2540 Fort Bragg 707-964-5005/8543 eggheadsrestaurant.com

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DINING / BARS

37 — FRANKIE'S PIZZA & ICE CREAM PARLOR

"A community gathering place," Great food - live music - beer and wine vegan options 44951 Ukiah St, Mendocino 707-937-2436

frankiesmendocino.com

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14 — HEADLANDS COFFEEHOUSE

120 East Laurel St, Fort Bragg 707-964-1987

headlandscoffeehouse.com

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38 — HOME STYLE CAFÉ

Serving Breakfast and Lunch 790 S Main St. Fort Bragg 707-964-6106

homestylecafe.com

5

39 — LAUREL DELI & DESSERTS

Great food, service, pies, muffins, cookies, espresso, coffee bar.

In the Depot Building 401 N Main St, Fort Bragg 707-964-7812

laurel-deli-and-desserts.com

19 — LITTLE RIVER INN RESTAURANT

7901 N Highway 1, Little River 707-937-5942 · 888-INN-LOVE littleriverinn.com

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DINING / BARS

40 — LITTLE RIVER MARKET & GOURMET DELL

Open 7 days/Ocean view seating! 7746 N Highway 1, Little River 707-937-5133

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41 — MacCALLUM HOUSE INN & RESTAURANT

45020 Albion St. Mendocino 707-937-0289 - 800-609-0492 maccallumhouse.com

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42 — MENDOCINO CAFÉ

"We support the health of our planet and our customers" Open 7 days a week 10451 Lansing St, Mendocino 707-937-2422

mendocinocafe.com



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43 – MENDOCINO MARKET & DELI

"The Best Sandwich in Town." Fresh wild seafood and local meats. Free delivery in town of Mendocino. 45051 Ukiah St, Mendocino

707-937-3474

mendocinomarket.com



44 — NORTH COAST BREWING CO. TAPROOM & GRILL

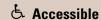
444 N Main St, Fort Bragg 707-964-3400

northcoastbrewing.com

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DINING / BARS

45 — SILVER'S AT THE WHARF 32260 N Harbor Dr, Fort Bragg 707-964-4283

silversatthewharf.com



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46 - TW'S GRILLE & BAR

400 S Main St, Fort Bragg 707-964-4761

yelp.com/biz/tws-grille-andbar-fort-bragg

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47 — THE MENDOCINO HOTEL & GARDEN SUITES

45080 Main St, Mendocino 707-937-0511 · 800-548-0513 mendocinohotel.com



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48 — THE MOOSSE CAFÉ

390 Kasten St, Mendocino 707-937-4323

themoosse.com



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49 — THE Q BBQ RESTAURANT "Fun, Casual BBQ Joint.

Great Food!"

1064 S Main St, Fort Bragg
707-961-0100

50 — WESTPORT HOTEL

Ocean Views 38921 N Highway 1, Westport 707-964-3688 · 877-964-3688 westporthotel.us

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DINING / BARS

51 — WILD FISH RESTAURANT

Nern California Cuisine
7750 N Highway 1, Little River
707-937-3055

wild-fish.com

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LODGING

32 — ALBION RIVER INN

3790 N Highway 1, Albion 707-937-1919 · 800-479-7944 albionriverinn.com

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52 — ALEGRIA OCEANFRONT INN & COTTAGES

44781 Main St, Mendocino 707-937-5150 · 800-780-7905 oceanfrontmagic.com

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53 — ATRIUM — A GARDEN INN BY The Sea

700 N Main St, Fort Bragg 707-964-9440 · 800-287-8392 atriumbnb.com

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54 — BEACHCOMBER MOTEL

1111 N Main St, Fort Bragg 707-964-2402 · 800-400-7873 thebeachcombermotel.com

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55 — BEST WESTERN VISTA Manor Lodge

1100 N Main St, Fort Bragg 707-964-4776 · 800-821-9498 bestwestern.com

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LODGING

56 - BLACKBERRY INN

44951 Larkin Road Mendocino, CA 95460 707-937-5281 · 800-950-7806 blackberryinn.biz

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57 — BLAIR HOUSE B&B

45110 Little Lake Street Mendocino, CA 95460 707-937-1800 · 800-699-9296 blairhouse.com

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58 - BREWERY GULCH INN

9401 N Highway 1 Mendocino, CA 95460 707-937-4752 · 800-578-4454 brewerygulchinn.com

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59 — COAST GETAWAYS

45061 Little Lake St Mendocino, CA 95460 707-937-9200 · 800-525-0049

coastgetaways.com

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60 — ELK COVE INN & SPA

6300 S Highway 1 Elk, CA 95432 707-877-3321 · 800-275-2967 elkcoveinn.com

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11 — EMERALD DOLPHIN INN & MINI GOLF

1211 S Main St Fort Bragg, CA 95437 707-964-6699 · 866-964-6699 emeralddolphin.com

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LODGING

61 — GLASS BEACH BED & BREAKFAST INN

726 N Main St, Fort Bragg 707-964-6774 glassbeachinn.com



62 — GLENDEVEN INN & WINE BAR[N]

8205 N Highway 1, Little River 707-937-0083 · 800-822-4536 glendeven.com

enaeve

63 - GRIFFIN HOUSE INN

5910 S Highway 1, Elk 707-877-3422 griffinhouseinn.com

Grimmouseinn.com

64 — HARBOR LITE LODGE

120 N Harbor Dr, Fort Bragg 707-964-0221 · 800-643-2700 reservations@harborlitelodge.com harborlitelodge.com

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65 — HEADLANDS INN BED & BREAKFAST

10453 Howard St, Mendocino 707-937-4431 · 800-354-4431 headlandsinn.com (*

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66 — HILL HOUSE INN

10701 Palette Dr, Mendocino 707-937-0554 · 800-422-0554 hillhouseinn.com

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LODGING

67 — HOWARD CREEK RANCH

40501 N Highway 1, Westport 707-964-6725

howardcreekranch.com



68 - INN AT SCHOOLHOUSE CREEK

7051 N Highway 1, Little River 707-937-5525 · 800-731-5525 schoolhousecreek.com



69 — JOSHUA GRINDLE INN

44800 Little Lake St, Mendocino 707-937-4143 · 800-474-6353 joshqrin.com

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19 - LITTLE RIVER INN

7901 N Highway 1, Little River 707-937-5942 · 888-INN-LOVE littleriverinn.com



41 — MacCALLUM HOUSE INN & RESTAURANT

45020 Albion St, Mendocino 707-937-0289 - 800-609-0492 maccallumhouse.com

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70 — MENDOCINO SEASIDE COTTAGE

Ocean views as far as the eye can see. 10940 Lansing St, Mendocino

707-485-0239 - 800-944-3278 romancebythesea.com See my Ad on page 12

LODGING

71 - MOTEL 6

400 S Main St, Fort Bragg 707-964-4761 motel6.com

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72 — NORTH CLIFF HOTEL

1005 S Main St, Fort Bragg 707-962-2500 - 866-962-2550 northcliffhotel.net

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73 — SEA GULL INN

44960 Albion St, Mendocino 707-937-5204 · 888-937-5204 seagullbb.com

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74 – SFA ROCK INN

11101 Lansing St, Mendocino 707-937-0926 - 800-906-0926 searock.com

(e

75 — SEABIRD LODGE

191 South St, Fort Bragg 707-964-4731 - 800-345-0022 seabirdlodge.com

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76 — SHORELINE COTTAGES

18725 N Highway 1, Fort Bragg 707-964-2977 - 800-930-2977 shoreline-cottage.com

LODGING

77 - STANFORD INN BY THE SFA & SPA ECO LODGE

Highway 1 & Comptche-Ukiah Rd. Mendocino 707-937-5615 - 800-331-8884 stanfordinn.com

(& * e

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78 — SURF & SAND LODGE

1131 N Main St, Fort Bragg 707-964-9383 - 800-964-0184 surfsandlodge.com

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79 — SURF MOTEL & GARDENS

1220 S Main St, Fort Bragg 707-964-5361 · 800-339-5361 surfmotelfb.com

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80 – SWEETWATER SPA & INN

44840 Main St, Mendocino 707-937-4076 - 800-300-4140 sweetwaterspa.com

(* e

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81 - THE ANDIRON - SEASIDE INN & CABINS

6051 Highway 1, Little River 707-937-1543 - 800-955-6478 theandiron.com

48 — THE BLUE HERON INN

390 Kasten St, Mendocino 707-937-4323 theblueheron.com

LODGING

47 — THE MENDOCINO HOTEL & **GARDEN SUITES**

45080 Main St, Mendocino 707-937-0511 - 800-548-0513 mendocinohotel.com

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82 — THE RAKU HOUSE INN

998 Main St, Mendocino 707-937-1734 - 888-262-3576 rakuhouse.com

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50 — WESTPORT HOTEL

38921 N Highway 1, Westport 707-964-3688 - 877-964-3688 westporthotel.us

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MEDIA

83 — THE COAST, KOZT-FM FM 95.3/95.9

110 S Franklin St, Fort Bragg 707-964-7277 · 800-39-COAST kozt.com · kozt.com/mobile

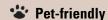
PERFORMING ARTS

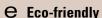
84 — MENDOCINO THEATRE COMPANY

45200 Little Lake St. Mendocino 707-937-4477 mendocinotheatre.org See my Ad on page 12

(Internet Available







Listing numbers correspond to numbers on maps.

KEY:

PERFORMING ARTS

85 — SYMPHONY OF THE REDWOODS

340 N Main St, Fort Bragg 707-964-0898 symphonyoftheredwoods.org Ġ

REAL ESTATE

86 — CENTURY 21 FORT BRAGG REALTY

809 N Main St, Fort Bragg 707-964-2121

c21fortbraggrealty.com

87 — CENTURY 21 SEASCAPE REALTY

45050 Little Lake St, Mendocino 707-937-2121 c21seascaperealty.com

88 - MENDO REALTY FORT BRAGG

690 S Main St, Fort Bragg 707-964-3610 mendorealty.com



89 - MENDO REALTY MENDOCINO

1061 Main St. Mendocino 707-937-5822

mendorealty.com



90 - PAMELA HUDSON REAL **ESTATE**

Residential, Commercial and Land. "25 Years Experience!" 1000 Main St, Corner of Evergreen and Main, Mendocino 707-937-3900 PamelaHudson.net

SERVICES

91 – Branesky Sheet Metal & STOVE SHOP

636 N Franklin St, Fort Bragg 707-964-0691 877-964-0691 braneskysheetmetal.com



92 — COAST HARDWARE TRUE **VALUE & RADIO SHACK DEALER**

"Big city items in a small town store." 300 N Main St, Fort Bragg 707-964-2318

93 — MENDO-LAKE CREDIT UNION

Shared Branches & Co-Op 100 N Main St, Fort Bragg 707-962-0232

mlcu.org



21 — MENDOCINO COAST DISTRICT HOSPITAL

700 River Dr. Fort Bragg 707-961-1234 mcdh.org

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94 — MENDOCINO TRANSIT **AUTHORITY**

241 Plant Rd, Ukiah 707-462-5765 · 800-696-4MTA 4MTA.org

E

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95 — RANDY'S CUSTOM GLASS

1031 S Main St, Suite E, Fort Bragg 707-964-5353 randyscustomglass.com

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SHOPPING

96 - FR FNFRGY

147 East Laurel St, Fort Bragg 707-964-2446 erenergy.com



97 - FLOBEDS MATTRESSES

234 East Redwood Avenue **Fort Bragg** 707-964-3356 - 800-356-2337 flobeds.com See my Ad on page 6

98 — FORT BRAGG FFFD & PFT

880 Stewart St, Fort Bragg 707-964-3333 Find us on Facebook



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99 - GALLERY BOOKSHOP & **BOOKWINKLE'S CHILDREN'S** BOOKS

Main & Kasten, Mendocino 707-937-2665

gallerybookshop.com



100 — HARVEST AT MENDOSA'S

10501 Lansing St, Mendocino 707-937-5879

harvestmarket.com 6

101 — HARVEST MARKET

171 Boatyard Dr, Fort Bragg 707-964-7000 harvestmarket.com 5

SHOPPING

102 - LIVING LIGHT MARKET-PLACE & CAFÉ

301-B N Main St, Fort Bragg In The Company Store 707-964-2420 . 800-816-2319 rawfoodchef.com



103 — MENDOCINO CHOCOLATE COMPANY

232 N Main St, Fort Bragg 707-964-8800 - 800-722-1107 mendocino-chocolate.com

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104 — MENDOCINO CHOCOLATE COMPANY

Ukiah St, just east of Lansing Mendocino 707-937-1107 · 800-722-1107 mendocino-chocolate.com 5

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105 — MENDOCINO HARDWARE

10510 Howard St, Mendocino 707-937-0375

harvestmarket.com



106 — MENDOCINO SANDPIPER

Largest selection of affordable jewelry since 1987—where the locals shop 45280 Main St, Mendocino 707-937-3102 mendocinosandpiper.com

5

107 - PIPPI'S LONGSTOCKINGS

123 East Laurel St, Fort Bragg 707-964-8071 pippisocks.com

DIRECTORY LISTINGS ------

SHOPPING

108 - RUBAIYAT BEAD SHOP & RUG GALLERY

Beads, jewelry, incense, oils, candles, tarot decks, Pashmina shawls, statues, Tibetan rugs, and more. 222 E Redwood Ave, Fort Bragg 707-961-0222 rubaiyatbeads.com

109 - SILVER & STONE

E

Contemporary jewelry designers, specializing in sterling silver. Small occasions to grand celebrations. SF Magazine Best winner: New York Times 36 Hours selection. 45005 Ukiah St, Mendocino 707-937-0257 silverandstone.net E

110 – TFAMWORK

T-shirts, Athletic Apparel, **Awards** 334 N Main St, Fort Bragg 707-964-9122

111 — THANKSGIVING COFFEE COMPANY INC.

19100 S Harbor Dr, Fort Bragg 707-964-4711 thanksgivingcoffee.com

112 — THE ATTIC OF MENDOCINO

Antiques, vintage, curiosities, custom decor. 10481 Lansing St, Mendocino 707-937-2360 mendocinocoast.com/ memberpages/theattic.html

SHOPPING

113 - TOTO 7AIDA

Imported items, one-of-a-kind jewelry, adornments, leather goods, paintings, and more by local artists. 137 East Laurel St, Fort Bragg 707-964-8686 mendocinocoast.com/

memberpages/TOTOZAIDA.

114 — UNDERSTUFF!

html

310 N Franklin St, Fort Bragg 707-964-5013 understuffonline.com See my Ad on page 9

VACATION HOME RENTAL

115 - ANTIOCH RANCH **FURNISHED COTTAGES**

39451 Comptche-Ukiah Rd, Mendocino 707-937-5570 · 877-460-7095 antiochranch.com

59 — COAST GETAWAYS

45061 Little Lake St, Mendocino 707-937-9200 - 800-525-0049 coastgetaways.com



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116 — LIGHTHOUSE INN AT POINT CARRILLO

45300 Lighthouse Rd, Mendocino 707-937-6123 - 800-262-7801 pointcabrillo.org G ...

VACATION HOME RENTAL

117 - MENDOCINO COAST DUNES

Four beautiful vacation homes, two landscaped acres, dunes, ocean sounds. North of MacKerricher State Park, Fort Bragg 707-703-4699

mendocinocoastdunes.com VRBO.com



118 — MENDOCINO COAST RESERVATIONS

45084 Little Lake St, Mendocino 707-937-5033 - 800-262-7801 mcr@mendocinovacations.com mendocinovacations.com



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119 — ROBISON PROPERTIES

P.O. Box 1813, Fort Bragg 707-895-2907 · 800-359-4649 robison@pacific.net mendocinovacationhomes.com

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120 - TIDEAWAY - OCEAN **HIDEAWAY**

Relax, Refresh, Rejuvenate. Secluded yet minutes to town. Just north of Mendocino Coast Botanical Gardens, Fort Bragg 530-647-6212 tideaway.com VRBO.com/32264

WEDDINGS / CEREMONIES

32 — ALBION RIVER INN

3790 N Highway 1 Albion, CA 95410 707-937-1919 - 800-479-7944 albionriverinn.com

(& e

See my Ad on page 14

35 — CLIFF HOUSE RESTAURANT

1011 S Main St, Fort Bragg 707-961-0255

fortbraggcliffhouse.com (& e

See my Ad on page 6

121 — FORT BRAGG RENT-ALL & PARTY WORKS

18550 N Highway 1 (at the roundabout), Fort Bragg holly@fortbraggrentall.com fortbraggrentall.com See my Ad on page 6

66 — HILL HOUSE INN

10701 Palette Dr. Mendocino 707-937-0554 - 800-422-0554 hillhouseinn.com

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See my Ad on page 11

19 — LITTLE RIVER INN

7901 N Highway 1, Little River 707-937-5942 · 888-INN-LOVE littleriverinn.com

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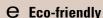
See my Ad on page 14

(Internet Available KEY:





* Pet-friendly



Listing numbers correspond to numbers on maps.

WEDDINGS / CEREMONIES

41 — MACCALLUM HOUSE INN & RESTAURANT

45020 Albion St, Mendocino 707-937-0289 · 800-609-0429 maccallumhouse.com



See my Ad on page 12

72 - NORTH CLIFF HOTEL

1005 S Main St, Fort Bragg 707-962-2500 · 866-962-2550 northcliffhotel.net



See my Ad on page 8

WEDDINGS / CEREMONIES

47 — THE MENDOCINO HOTEL & GARDEN SUITES

45080 Main St, Mendocino 707-937-0511 · 800-548-0513 mendocinohotel.com



See my Ad on page 12

WINFRIFS

62 — GLENDEVEN INN & WINE BARINI

8205 N Highway 1, Little River 707-937-0083 · 800-822-4536 glendeven.com



122 — MENDOCINO WINE SHOP

45050 Main St, Mendocino 707-937-3397 mendocinowineshop@mcn.org



WINERIES

123 — TOUR MENDOCINO WINES

We'll take you on the road less traveled. Come experience a wine tour built on your tastes.
707-849-2700

tourmendocinowines.com



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For complete event information, visit Mendocino Coast.com ANNUAL FESTIVALS

JANUARY J

Crab & Wine Days Whale Exhibit, Ford House

FEBRUARY

Crab & Wine Days Temple of Kwan Tai Chinese New Year Benefit Dinner Whale Exhibit, Ford House

MARCH

Mendocino Whale Festival Little River Whale Festival Fort Bragg Whale Festival Whale Exhibit, Ford House

APRIL

Redwood Coast Whale & Jazz Festival Wildflower Show, Ford House

MAY

Rhododendron Show, Fort Bragg Anderson Valley Pinot Noir Festival Boonville Beer Festival Memorial Day Quilt Show Heritage Days of Mendocino County Fine Arts Fair, Gualala Wildflower Show, Ford House

JUNE

Mendocino Film Festival Lions Club Carnival by the Sea NorCoast Rodders Car Show Big Fun Fair, Mendocino Mendocino Coast Garden Tour

JULY

World's Largest Salmon Barbecue Fort Bragg Fireworks over Noyo Harbor Mendocino 4th of July Parade Point Arena Fireworks and Parade Summer Arts & Crafts Fair Mendocino Music Festival Mendocino Coast Writers Conference Shoreline Riders Rodeo

AUGUST

Gualala's Art in the Redwoods Art in the Gardens, Mendocino Coast Botanical Gardens Caspar World Folk Festival Yorkville Highlands Wine Festival Studio Discovery Tour, Gualala

Galleries are open late for First Friday every month in Fort Bragg, and Second Saturday in Mendocino and Little River.

SEPTEMBER

Paul Bunyan Days, Fort Bragg Portuguese Festa Winesong! Mendocino County Fair & Apple Show Mendocino Art Center Artists' Open Studio Tour Studio Discovery Tour, Gualala

OCTOBER

Abalone Festival & Cook-Off Lion's Club Haunted House

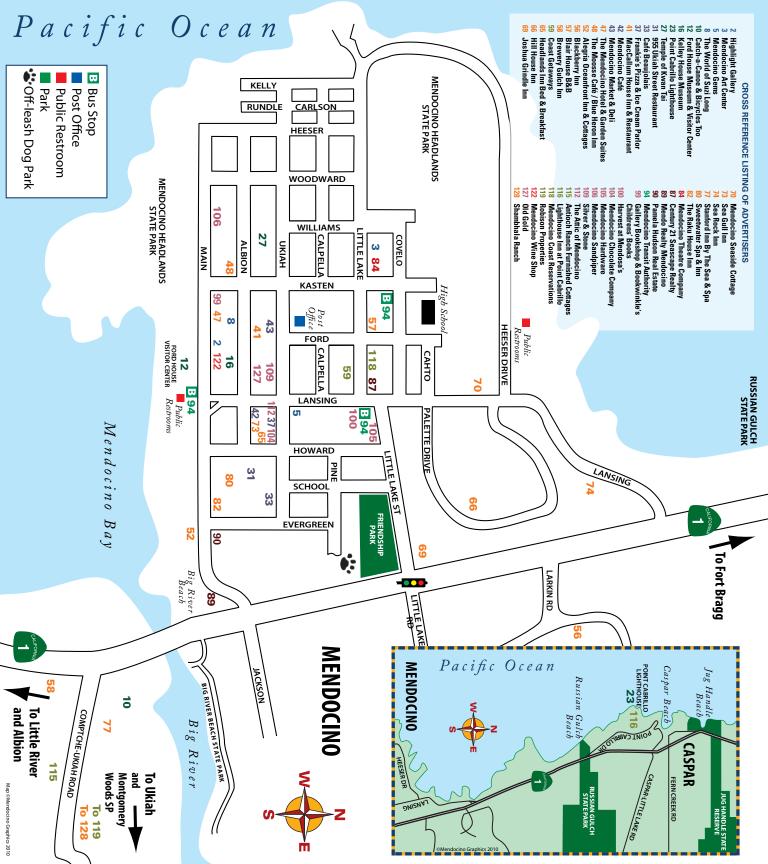
NOVEMBER

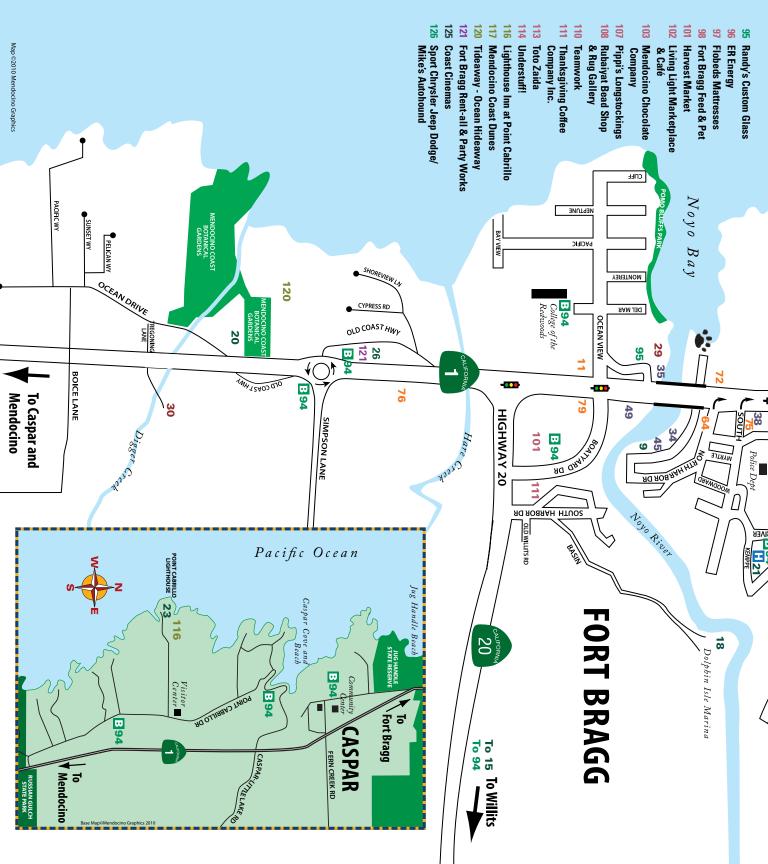
Wine & Mushroom Days
Day of the Dead
Festival of Trees, Gualala
Thanksgiving Arts & Crafts Fair

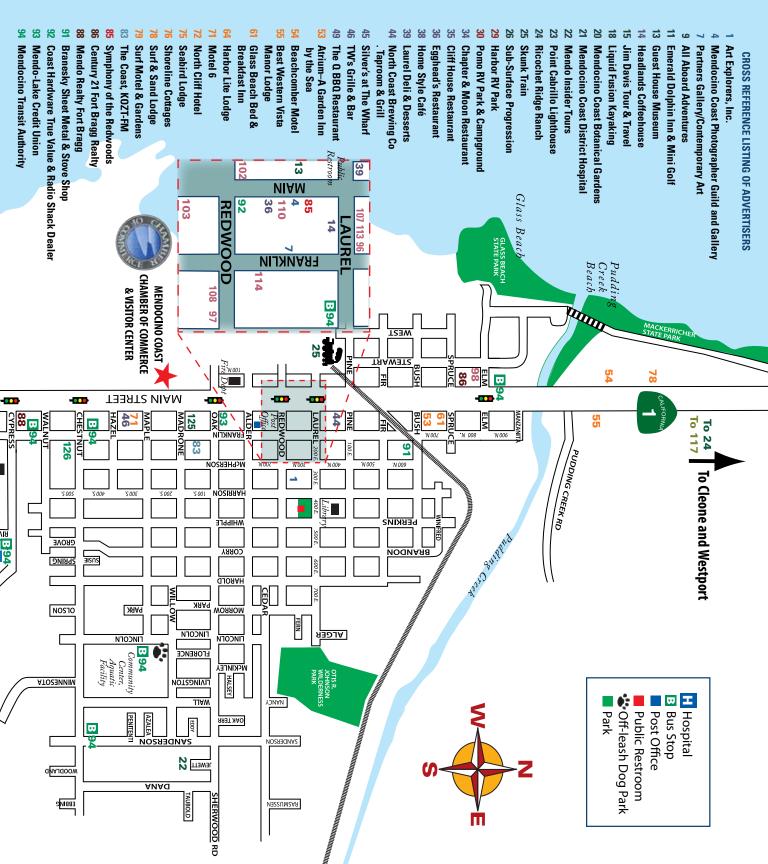
DECEMBER

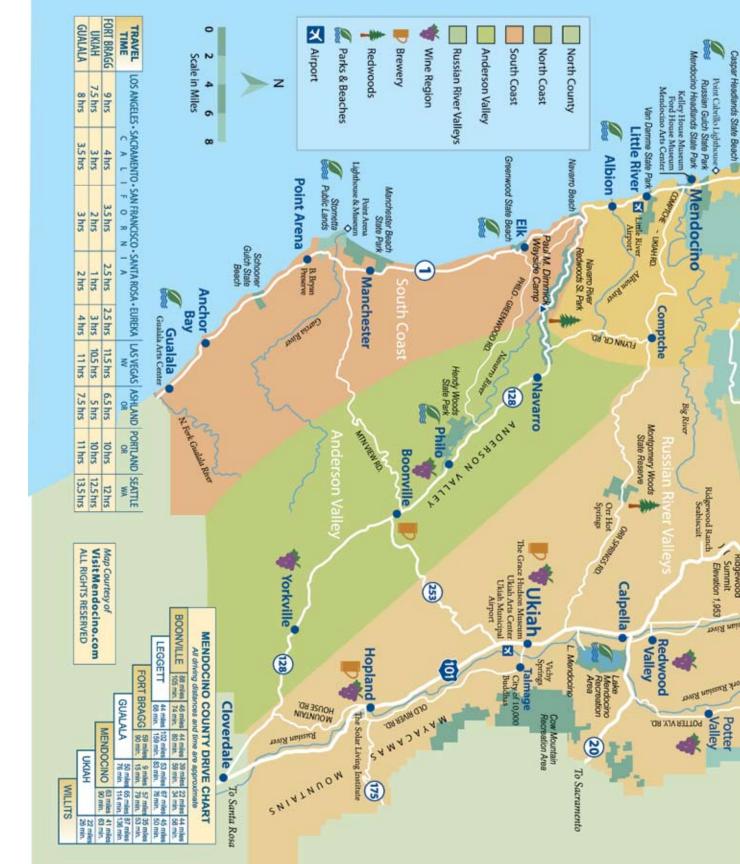
Christmas Tree Lighting, Guest House Museum Holiday Lights Parade Mendocino Coast Candlelight Inn Tour Christmas at the Ford House Christmas Tree Lighting at the Kelley House













MENDOCINO COAST & WINE COUNTRY GUIDE

All roads lead to the beauty and bounty of Mendocino County: Scenic Highway 1, hugging cliffs' edge from Gualala in the south county north to Rockport, where it turns inland away from the coast and heads north.

State Highway 101 leaves Cloverdale in Sonoma County, curving gently through the verdant farmland of the Anderson Valley Wine Region, coming through the lush coolness of Navarro River Redwoods State Park and out to the Pacific Ocean at Highway 1.

State Highway 20 twists its way from Highway 101 at Willits, the most direct route to the coast. Take a picnic break halfway through the journey at Jackson Demonstration State Forest's Camp 20.

Whichever route you choose, you'll make delightful discoveries and have new adventures on the Mendocino Coast... and Beyond! Come visit today!



217 South Main
Fort Bragg CA 95437
707-961-6300
MendocinoCoast.com

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MENDOCINO COAST BEYOND 2012–2013 VISITOR INFORMATION GUIDE Chamber of Commerce MENDOCINO/GOAST