

Ridgecrest Area Convention & Visitors Bureau
Ridgecrest Regional Film Commission
139 Balsam Street Ridgecrest, CA 93555

(760)375-8202 1-800-847-4830 Fax (760)375-9850
email: racvb@filmdeserts.com web site: www.filmdeserts.com

CALIFORNIA CULTURAL & HERITAGE TOURISM COUNCIL
DESERT REGION CULTURAL HERITAGE WORKSHOP
"Growing Eco & Cultural Heritage Assets into Driving Itineraries"

Day One - Thursday, November 1, 2007

- 3:00pm **Arrival at the USO Building** *Refreshments*
Check-In and Display set-up.
- 4:00pm **Leave for the Secret City Naval Museum Tour.**
- 5:30pm **Arrive at Maturango Museum** - Welcoming Wine & Cheese Reception.
☐ Mingle with your Desert Regional Associates.
☐ Explore the Maturango Museum's cultural and natural history of the Northern Mojave Desert.
- 7:00pm **Return to USO Building, depart to hotels.**

Day Two - Friday, November 2, 2007

- 8:00am Late check-in *Continental breakfast*
☐ Take this time to browse the informational tourism booths, meet local tourism partners, and visit our **Holly "desert" wood Feature Film Room**. Films spark tourism and travel! Our desert region has always been a big part of the captivating Hollywood filming industry due to its wide range and diverse venue, from the classic old westerns to the idealistic future.
- 9:00 – 9:15 **Welcome** by Ridgecrest Mayor, Marshall "Chip" Holloway - Master of Ceremonies
- 9:15 – 9:30 Jonelle Norton, California Travel & Tourism Commission
Update Development of Desert Region Assn.
- 9:30 – 10:45 **First Group of Speakers**
Peter Graves Bureau of Land Management, Pinnacles
Lorraine Blair Randsburg/Johannesburg History & Culture
Linda Saholt Four Winds Inter-Tribal Council
Rick Rocha Red Rock Canyon
Stuart Witt Mojave Air & Space Port
- 10:45 – 11:00 **Break & Snacks**
- 11:00 to 12:30 **Second Group of Speakers**
Jim Fairchild Searles Valley Historical Society
Dan Clark, Ridgecrest Historical Society & Arts Council
Rick Davis, Kern County, Board of Trade
Jon McQuiston, Kern County First Dist. Supervisor
- 12:30 to 2:00 **"Networking" Lunch** *Featuring local chefs and culinary delights!*
Special Surprise ~ Famous Legendary Guest!?
☐ The longer lunch hour is to accommodate networking with the Desert Region Tourism Partners, special lunch guests and local ambassadors.

2:00 to 2:30	Third Group of Speakers Danella George Eco/Geo-tourism Tourism Overview Jill Eglund Arts Council
2:30 – 3:45	Workshops (facilitated by Annie Hess & Chip Holloway) focusing on: ☐ Identify the regions cultural heritage & tourism assets. Develop a regional inventory considering themes, architecture, railroad depots, historic trails, petroglyphs, ghost towns and other unique interesting tourist destinations. <i>(The plan is to develop a variety of Desert Regional Driving Itineraries.)</i>
3:45-4:00	Workshop Wrap & Overview
4:00 – 4:30	Conference Wrap-up Greg Purdy Discuss the Desert Regional Opening Event - Travel Media Showcase in Palm Springs. Kelly Carson Designate the next Desert Regional Conference location.

FOR THOSE OF YOU THAT WILL BE STAYING THURSDAY, FRIDAY AND OR SATURDAY NIGHT(S) WE WOULD LIKE TO MAKE AVAILABLE TO YOU THE FOLLOWING:

Lodging Accommodations

DISCOUNT HOTEL RATES (Request "Desert Region Conference" Rate)

BevLen Haus Bed & Breakfast

809 N. Sanders 10% Disc off Regular Rates
Ridgecrest, CA 93555 Includes Breakfast
760-375-1988

Carriage Inn

901 N. China Lake Blvd. \$79.00 Single Occu. + Tax
Ridgecrest, CA 93555 \$89.00 Double Occu. + Tax
760-446-7910

Comfort Inn

507 S. China Lake Blvd. \$74.95 Single Occu + Tax
Ridgecrest, CA 93555 \$79.95 Double Occu + Tax
760-375-9731 Rate Includes Buffet Breakfast

EconoLodge Inn & Suites

201 Inyokern Rd. \$63.00 Single Occu + Tax
Ridgecrest, CA 93555 \$67.00 Double Occu + Tax
760-446-2551 Includes Breakfast

Heritage Inn & Suites

1050 N. Norma Street \$68.00 Double Occu + Tax
Ridgecrest, CA 93555
760-446-6543

**Normal Hotel Rates* Call for prices*

Best Western

400 S. China Lake Blvd.
Ridgecrest, CA 93555
760-371-2300

Economy Inn & Suites

416 S. China Lake Blvd.
Ridgecrest, CA 93555
760-375-1591

Motel 6

535 China Lake Blvd.
Ridgecrest, CA 93555
760-375-6866

Roadway Inn

131 W. Upjohn Ave.
Ridgecrest, CA 93555
760-384-3575

Rose Garden Inn & Suites

329 E. Ridgecrest Blvd.
Ridgecrest, CA 93555
760-375-6777

Vagabond Inn

426 S. China Lake Blvd.
Ridgecrest, CA 93555
760-375-222

Calendar of Events

Friday Evening

☐ "GOLDEN AGE," play performed at CLOTA, 7:30pm, 1425 N. Inyo. More information call 760-446-2411

Saturday

☐ CREATIVE EXPRESSIONS CHRISTMAS ART SHOW, 9am-5pm, Kerr McGee Center. Over 20 artists' work available. All welcome, no charge.

☐ GEM AND MINERAL SHOW at Desert Empire Fairgrounds in Ridgecrest, 9am to 5pm, no charge - sponsored by IWV Gem and Mineral Society, Contact Vickie Black, 760-371-4416

☐ PETROGLYPH TOUR with the Maturango Museum for detailed information and availability must register on line at: <http://www.maturango.org/pettoursF07.html>

CALIFORNIA RURAL DESERT REGION
RIDGECREST  WORKSHOP  REGISTRATION  FORM

On behalf of the California Cultural & Heritage Tourism Council, we invite you to participate in the advancement of the California Desert Region. The rich heritage, culture and treasures of our incredible desert – past present and future – are unique and irreplaceable. Join us in our collaboration to educate, promote, preserve and share this rich history for generations to come thru creative tourism programs and marketing.

To make your reservation simply complete this form and fax, mail or email it to **Virginia Sanders** at the
 Ridgecrest Area Convention & Visitors Bureau
 139 Balsam Street, Ridgecrest, CA 93555
(760) 375-8202 racvb@filmdeserts.com fax (760)375-9850

\$30.00 Early Bird Paid Registration Fee
 (Must be received by Thursday, October 25th)
\$35.00 Registration Fee ~ after Oct 25th

Name _____
 Business Representing _____
 Address _____ City _____
 Phone () _____ State _____ Zip _____
 Email _____ @ _____

I would like a display exhibit at the workshop. (We will provide a table & table cloth for you.)

I plan on attending:

- Naval Base Museum Tour*, Nov. 1
Thursday Evening at 4:00 pm
- Maturango Museum Tour, Nov. 1
Thursday Evening at 5:30 pm
- Petroglyph Tour* on Saturday
(Children under the age of 10 are not allowed on the Petroglyph tour.)

I will be staying in Ridgecrest:

- Thursday Friday Saturday

**If you will be bringing a guest - Names of all guests and identification information are required for access to the base tours. Information will be protected and limited to the use for access purposes only.*

Method of Payment Available:

- Check or Money Order Enclosed (Please No Cash) Payable to: RACVB
- Charge my: VISA Master Card Discover American Express

Credit Card Number: | | | | | | | | | | | | | | | | Exp. Date: / /
 Exact Name on credit card: _____ Code on back | | | |

Reservation Confirmation
*will be sent to the address and or email shown above unless otherwise requested
 ~ along with a map and historical write up on the USO Building.*