

FIND YOUR HAPPY IN MENDOCINO COUNTY

Start a vacation or weekend by packing a bag and heading to a destination with so many great places to explore and adventures to have. No matter where you come from, your first impression of Mendocino County is one of outstanding natural beauty: a drive into the county from the north reveals redwood forests and rivers, from the east, travel through rolling hills to the promise of the ocean, and from the south, spy verdant vineyards and the blue and gold of distant mountains. This is what we offer... a promise of awe at the foot of a redwood tree, a gasp at the sight of a breaching whale, a sigh of pleasure from a sip of wine, hand-crafted from century-old vines... and our welcome.

The county's large geographical area is broadly divided into distinct areas, each with their own unique characteristics and commonalities found in fine wining and dining, outdoor recreation, and experiences.

Coastline

Wild and scenic is an understated description of Mendocino County's coastline. From the placid mouth of the Garcia River to the towering mountains of the Lost Coast to the quaint village of Mendocino, the coastal region invites you to revel in its landscape and history. Sometimes shrouded by a fine layer of ocean fog and other times crystal clear, the coast offers a bevy of B&Bs and inns appealing to couples in search of a quiet getaway. Families feel at home at a vacation rental or kid-friendly hotel/motel. With beaches galore all the way up the coast, there's plenty of relaxing, paddling, whale and seal watching, and hiking for all ages.

Albion

Once a thriving logging "doghole" on the coast, Albion teemed with activity in the late 1800s into the early part of the 20th century. At low tide, you can still see remnants of the 1,200-foot long railroad that stretched out into Albion Bay. Nowadays, the village has just 168 inhabitants, some of whom live in the two lanes of original houses perched above the south side of the Albion River.

On the north side of the iconic Albion River Bridge—the only wooden bridge remaining on Highway 1—drive down to beach and check out the bridge close up. The bridge is 1,000 feet long, stands 170 feet high and, in 2017, was placed on the National Register of Historic Places.

Caspar

Bounded on three sides by state parks, Caspar is home to the 1909 **Point Cabrillo Light Station** to the south, **Jug Handle State Natural Reserve** to the north, and its coast forms **Caspar Headlands State Beach**.

Elk

Head south from Albion on Highway 1 crossing the Navarro River at its mouth and you'll enter the bustling metropolis of Elk (pop. 208). This tiny town actually has two names: Greenwood and Elk. The original moniker of Greenwood originated with the four brothers who founded the settlement around 1852. However, when the town grew large enough to need a post office in 1887, they discovered the name had already been taken. A herd of local elk provided the inspiration for a new name and so the town became Elk. Today, a sign hangs near the old post office door that reads "Elk Post Office, Greenwood, California."

Watch for whales from the clifftops above **Greenwood State Beach**, cruise the two cemeteries in town, drink in the views of Cuffey's Cove, and take a history lesson at the museum.

Fort Bragg

The biggest little city on the Mendocino coast, Fort Bragg is home to the world-famous **Skunk Train** line with its trains and Railbikes, the extraordinary **Glass Beach**, and plenty of ocean views from the **Noyo Headlands Trail** that stretches the entire length of the town. At the spectacular **Mendocino Coast Botanical Gardens**, trails wind through 47 breathtaking acres of gardens, native forests, and wildflowers. Some of its rhododendrons are more than 20 feet tall.

A one-time lumber company thoroughway, the Old Haul Road starts at Pudding Creek Bridge and runs north to Ten Mile River in **MacKerricher State Park**, passing Lake Cleone, tidepools, and basking seals. Just east of Fort Bragg, 50,000-acre **Jackson State Forest** boasts groves of old-growth redwoods, as well as interpretive walks and miles of trails.

Downtown Fort Bragg bustles with specialty retail shops and boutiques, and restaurants to suit all tastes and budgets. Noyo Harbor is a working port with a marina where you can board a sport fishing boat or whale-watching cruise, or take a leisurely ride upstream on Noyo River where wildlife abounds. Enjoy dining in or above the harbor area where you can watch playful seals poke their snouts above the water and bask on the docks.

Gualala

Gualala (pronounced wa-LA-la), on Highway 1, is the southern gateway to Mendocino County just over the Gualala River from Sea Ranch in Sonoma County. The town is home to the **Gualala Arts Center**, which hosts art exhibits, music events, and fairs and festivals year-round in the lush grounds. Gualala Point Regional Park is the gateway to Sonoma County and provides recreation opportunities such as rafting and kayaking. The town is dotted outstanding restaurants, galleries, and lodging.

Little River

This tiny dot on the map a few miles south of Mendocino houses one of the coast's crown jewels, **Van Damme State Park**, which stretches from the beach back through the lush Fern Canyon to the Pygmy Forest where mature, cone-bearing cypress and pine trees stand six inches to eight feet tall. The park's ten miles of trails go along the fern-carpeted canyon of Little

River. The beach is popular with divers and is a great place to kayak through the sea caves in the diverse marine habitat.

Manchester

Droves of driftwood scatter the five-mile arc of the beach expanse at Manchester State Park, where there's opportunity for plenty of outdoor activities. A great way to explore the beach is on horseback with one of **Ross Ranch's** expert guides.

Mendocino

There's quaint and then there's Mendocino. Listed on the National Register of Historic Places, the architecture, water towers, and stunning location evoke the landscape of 19th century Cape Cod.

Every building embodies the village's unique history, with its houses weathered by salt, air, fog, and wind. Gardens filled with lush foliage and bright blooms spill over the weathered fences of superbly maintained houses. Many vintage buildings, including the iconic water towers, have found new life as B&Bs, shops, restaurants, and museums. Founded in 1959, the **Mendocino Arts Center** is a hub for creative expression, drawing visitors and artists from around the world.

The historic red church—with its stained-glass windows still intact—is now an organic co-op grocery. And nature is just a step away at **Mendocino Headlands State Park** where the only sounds are the crashing waves and the flapping wings and calls of seabirds. **Big River** is Northern California's biggest undeveloped estuary. Explore its 7,334 acres of wetlands and forest in one of **Catch A Canoe's** outriggers or by bicycle along the haul road.

A short drive north leads to **Russian Gulch State Park**

Point Arena

The smallest city in the county (pop. 453), Point Arena is home to the 1,665-acre **Point Arena-Stornetta Public Lands**, which is the only on-shore portion of the 1,100-long California Coastal National Monument. Situated on the closest point of land to the Hawaiian Islands, the **Point Arena Lighthouse** is well worth the 115 foot-climb (145 steps) to the top for the stunning 360-degree views and an interactive docent-led tour. In spring and late fall, this is a great place to spot passing whales on their journey along the great whale highway. Stroll Point Arena's main street to discover eclectic shops, a French patisserie, and the giraffes at **B. Bryan Preserve** or head to the wharf for great pizza, seafood and ocean views.

Westport

Situated about 15 miles north of Fort Bragg, Westport is a tiny town with just 60 inhabitants. A great spot to sit and gaze westward and watch the sun sink behind the sea arch. Camp or hike at **Westport-Union Landing State Park** with more than three miles of rugged coastline. Travel north on Highway 1 to access the wild and scenic Lost Coast and **Sinkyone Wilderness State Park**.

Forest

Mendocino County is filled with wondrous groves of old-growth redwoods and wooded areas that line the rivers that wind through the county. Head to the forest and bask in the cathedral-like setting created by the redwood behemoths. Or take a summertime float on the Navarro River as it wends its way through Anderson Valley.

Boonville

Founded in 1862, Boonville is the “bahlest” town in the county located in bucolic Anderson Valley, home to world-class Pinot Noirs and Alsace varietals, great beer at solar-powered **Anderson Valley Brewing Company**, and plenty of sheep. While you’re here, brush up on your Boontling in order to converse with the locals. Boontling is the argot invented when the area was an isolated community to keep bright-lighters and fog-eaters in the dark!

Philo

If you blinked, you might miss the tiny town of Philo located in the very heart of Anderson Valley. The town might be small (pop. 349) but it’s the center of great wine tasting and intriguing lodging options. The nexus of “downtown” is Lemon’s Market, a mainstay for over 40 years. Home to **Hendy Woods** with the wandering Navarro River and groves of giant trees, make Philo a stop on your journey through beautiful Anderson Valley.

Yorkville

Fifteen serpentine miles beyond Cloverdale, and you’re in the picturesque Yorkville Highlands, known by the cognoscenti as “Les Petits Tetons,” an appellation that consists of approximately 40,000 acres straddling Highway 128 between the Alexander Valley to the southeast and the Anderson Valley to the northwest. Three wine tasting rooms make this area a great place to stop as you enter the county on Highway 128.

Inland

From the rolling hills and lush vineyards of the inland valleys to the rivers and lakes that thread the county, there’s plenty to explore! Adventure on the Eel River as it winds northward, take a lazy float south down the Russian River, or fish your heart out at Lake Mendocino. Head into the wild of Round Valley and the snow-tipped mountains that mark the Yolla Bolly-Middle Eel Wilderness or explore the hiking, biking, and equestrian trails that blanket the 26,000 acres of public land on Cow Mountain, east of Ukiah.

Hopland

The southern gateway to Mendocino County, Hopland is the perfect place to take a break and see some sights. The friendly town is home to wineries, restaurants, a tap room, olive mill, and more. Take the road less-traveled to Ukiah on Old River Road, the original state highway that

follows the twists and turns of the Russian River. The river provides recreation in the form of beaches, swimming holes and, with some planning, a float downstream.

Leggett

The town of Leggett reflects the logging history of the region. The area is home to some of the largest trees in the world, which you can see at **Standish-Hickey Recreation Area** and at **Smithe Redwoods State Natural Reserve** with its 60-foot waterfall, picnic area, and fishing and swimming in the south fork of the Eel River. Leggett is where you can leave Highway 101 to intersect with Highway 1 and follow the winding highway to the coast. On your way, stop in to drive through the **Chandelier Drive-Thru Tree**, which has been a stop for travelers since the 1930s.

Piercy

Here, take a step back in time to visit roadside attractions like **Confusion Hill** and the **World Famous Tree House**.

Ukiah

Thanks to tree-shaded streets, an inviting downtown, and a vibrant cultural life, Ukiah was once named California's best small town—and the sixth best in the entire country. The largest city in Mendocino County, Ukiah is home to Victorian architecture, a spectacular springtime display of dogwood trees that blanket the west side, and a distinctive laid-back vibe. For a taste of the past, saunter over to the **Grace Hudson Museum** for a tour of the Sun House, a stunning 1911 craftsman bungalow offering an inside look into the lifestyle of artist Grace Carpenter Hudson.

Hike and bike up a storm on a host of hiking trails in the western hills and Ukiah's cycle-friendly streets. Golfers can try for a birdie at the only 18-hole golf course in the county. Follow the signs to **Lake Mendocino** for outdoor recreation or take a trek to the **City of 10,000 Buddhas** for some spiritual renewal.

Willits

Nestled in Little Lake Valley, Willits is the "Heart of Mendocino County" and "The Gateway to the Redwoods," declarations spelled out on the sign that straddles Main Street. Trivia alert: Willits is home to the first stoplight on Highway 101 north of San Francisco.

Entering Willits from the south you will find traveler's necessities – motels, gas stations, auto shops, and supermarkets. But just north of Highway 20, the route to the coast, lies downtown, the **Skunk Train Depot**, **Mendocino County Museum**, and many of Willits' small-town charms

STAY A WHILE

[INSERT LIST OF HOTELS, B&BS, MOTELS ORDERED BY REGION]

TRY OUR LIQUID ASSETS

The county's 11 appellations—that include Cole Ranch, the smallest appellation in North America, and Mendocino Ridge, the county's only non-contiguous appellation—and wineries allow visitors to experience a multitude of wines and winemaking styles with tasting rooms from Hopland to Redwood Valley, along the Highway 128 Wine Road from Yorkville to Philo, and even on the coast in the tiny town of Westport.

While the number of wineries and Mendocino County's prominence in the world of wine continue to grow, one thing hasn't changed. You'll often get to meet the actual winemakers doing the pouring in tasting rooms, which means you'll get to hear their stories (there are always stories!) while learning about local wines from the people who know them best.

Sip & Smile

From Yorkville, take the storied Highway 128 Wine Road that zigs and zags through the beautiful landscape that's Anderson Valley. With mountains to the east and west and the cooling waters of the Navarro River flowing down the middle, the valley provides an ideal climate for growing superlative Pinots and aromatic Alsace varietals. Tasting rooms abound, some clustered around the small towns while others dot the picturesque landscape. In Boonville, take a "fratty pike" along the main drag... yes, you're going to have to look that up!

The hub of an active wine region, the Inspiration Highway (Highway 101) is home to more than a dozen wine tasting rooms and venues that purvey not just wine, but olive oil, fine art and furniture, and lots of friendly smiles. Tasting rooms range from elegant Mediterranean estates to a repurposed hop kiln and from the world's first carbon-neutral winery to one shaped like an upside down Champagne glass!

Set above the crashing waves of the Pacific Ocean, one winery tasting room makes its home in an imposing redwood and stone barn structure nestled into the cliffside, protected from the elements by a flat rock bench eroded over eons.

[INSERT WINERIES LIST FROM WINERIES_20190805UPDATEDRJ.XLXS]

Mendo Hop Stops

Mendocino County loves beer! And if you do too, there's plenty to choose from—from the first organic brewpub in the nation, to some of the early pioneers of the microbrew movement, to fantastic pubs, pizzerias and restaurants with world-class beer lists. Drink up! Or, if you prefer, lift your spirits by raising a glass at our growing group of distinctive distilleries.

Check out the **Mendocino County Homebrew Festival** that happens every year in Ukiah during Mushroom Feast Mendocino.

[INSERT BEER/BREWERY LIST: Breweries.docx]

Crafty Cocktails

Dare to be different and sip your way through some of the distinctive spirits currently crafted in Mendocino County.

Charbay Distillery
3001 S. State St
Ukiah CA 95482
707.462.2249
charbay.com
By appointment only

Craft Distillers
108 W Clay St
Ukiah CA 95482
707.468.7899
craftdistillers.com

Jaxon Keys Winery & Distillery
10400 S Hwy 101
Hopland, CA 95449
877.462.0666
jaxonkeys.com

Rapscallion Spirits Co.
425 Kunzler Ranch Rd
Ukiah CA 95482
707.479.0952
rapscallionspirits.com

Solomon Tournor Distillery
5900 Central Ave
Ukiah, CA 95482
707.485.5112 / 707.462.1678 / 707.272.0078
solomon1@saber.net

FESTIVE FLAVORS

To truly experience Mendocino County, immerse yourself in the sights and culture. But don't forget—you've got to taste the county too! With its fertile valleys, fishing harbors, and a longtime commitment to organic and sustainable farming practices, Mendocino County has

emerged as a leading destination for culinary travelers, having long promoted the farm-to-table lifestyle. The county is home to an amazing 3,000 varieties of mushrooms, which are celebrated for 10 days every November at Mushroom Feast Mendocino. And in January, dine with us on luscious Dungeness Crab prepared every way imaginable at Crab Feast Mendocino. Cruise the restaurant listings on VisitMendocino.com and find the perfect place to have a bountiful brunch, a luscious lunch, or a delicious dinner!

When it comes to culinary pursuits, Mendocino County has found itself leading the way. County residents lived the locavore life even before the term existed, and you'll find the freshest fruits and vegetables, meats and seafood at stands around the county and at the many farmers' markets.

Meet our Farmers

Boonville: May through October; Fridays, 4–7pm at Disco Ranch

Fort Bragg: Year round; Wednesdays 3–5pm at Franklin and Laurel Streets; Old Recreation Center Gym (winter)

Laytonville: Year round; June through October; Mondays, 2:30–5:30pm at Good Food Store, 44850 Highway 1; November through May, 2:30–4:30pm at Laytonville Elementary School Cafeteria

Mendocino: May through October; Fridays, Noon–2pm at Howard and Main Streets

Redwood Valley: June through October; Sundays, 9:30am–12:30pm at Lion's Club Park

Ukiah: Year round; Saturdays, 9am–noon at School and Clay Streets

Willits: Year round; May through October, Thursdays, 3–6pm at West Mendocino Ave; November through April, 3–5:30pm at Little Lake Grange

Restaurants in Mendocino County run the gamut, from casual dining to hyperlocal haute cuisine, and everything in between. Be sure to find your favorites on our website at VisitMendocino.com!

BRING THE KIDS!

Fun, adventure and learning are around every corner in Mendocino County. Not just a couples' destination, Mendocino County has a multitude of activities and accommodations for the entire family, and that includes Fido as well!

Here, outside voices are encouraged and running is practically mandatory. This is just the place to nix the screen time and go on hikes, bike and train rides, challenge the kids with a kayaking expedition, play spot the seal from your own canoe, fish for your dinner, and build sandcastle cities.

Here are some of our top spots to explore and experience in Mendocino County. VisitMendocino.com has them all!

[INSERT LIST FAMILYFUN.XLSX]

BRING A FRIEND

In Mendocino County, the welcome for pets goes far beyond bowls of water outside local businesses. This is a place where virtually all of the top experiences—canoe trips, fine dining, wine tasting, and quiet retreats in luxury inns—are as available to your dog as they are to you. Check out www.visitmendocino.com/pet.friendly for a complete pet guide.

Traveling with your pets in Mendocino County does not mean having to settle for less than ideal lodging. Your four-legged family members are welcome everywhere from full service resorts to ocean front hotels to value priced accommodations. And no trip to Mendocino County is complete without some wine tasting. Many wineries welcome pets, some in tasting rooms and some at outdoor decks or patios.

No one likes to leave a pet behind while dining and many restaurants have outdoor decks perfect for meals for the whole family. There are several off-leash dog parks and beaches for those dogs that need a little extra exercise.

FAIRYTALE I DO'S

We've got your dream wedding right here. From ancient redwood groves to epic coastline, from unimaginably scenic vineyards to untouched rolling valleys, Mendocino County is a page out of a storybook. Destination weddings, intimate elopements, and everything in between—Mendocino County is where dreams come true.

Our inns, B&Bs and specialty wedding venues are experts at hosting your day to remember. And many not only offer newlyweds romantic honeymoon stays but also provide the convenience of housing wedding guests on-site for memorable celebrations.

Check our website for caterers, floral arrangements, cake makers, and photographers: VisitMendocino.com/weddings.

FUN BY THE DOZEN

Pick a month, any month! Feast on crab or mushrooms, see wild flowers bloom, watch the whales, taste the wine harvest—every month there's something fun going on in Mendocino County.

Check VisitMendocino.com for events happening throughout the year but for now, join us for some of our favorite fests!

January Crab Feast Mendocino
February Winter White Wine Festival
March Mendocino Whale Festivals
April Spring Feast Mendocino
May Boonville Beer Festival
June Willits Frontier Days
July Mendocino Music Festival
August Redwood Empire Fair
September Winesong
October Hopland Harvest Days
November Mushroom Feast Mendocino
December Festival of Lights

For even more, visit our website!

X MARKS THE SPOT

Let your adventure begin! Mendocino County is an easy day's journey from the Greater Bay Area. Just hop in the car, and pick your favorite route. For spectacular ocean vistas, take Highway 1 that winds through tiny seaside towns. In a hurry to arrive? U.S. 101 will lead you right into the heart of the county, through cities like Hopland, Ukiah, and Willits — with plenty of scenery to admire.

From farther away, fly into Santa Rosa Airport (55 miles), and Oakland or San Francisco airports (each 2.5 hours drive). If you fly your own plane, there are places to land throughout the county.

[MAP]