

San Diego

BACKCOUNTRY

SUMMER 2019

EXPLORE!

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and Deserts—Southern
California's Best Kept
Secret



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Part of Valley Center's charm is the result of its deep agricultural roots, specializing in a variety of crops, including oranges, lemons, avocados, and, most recently, lavender.



Backcountry Economic Development Coalition

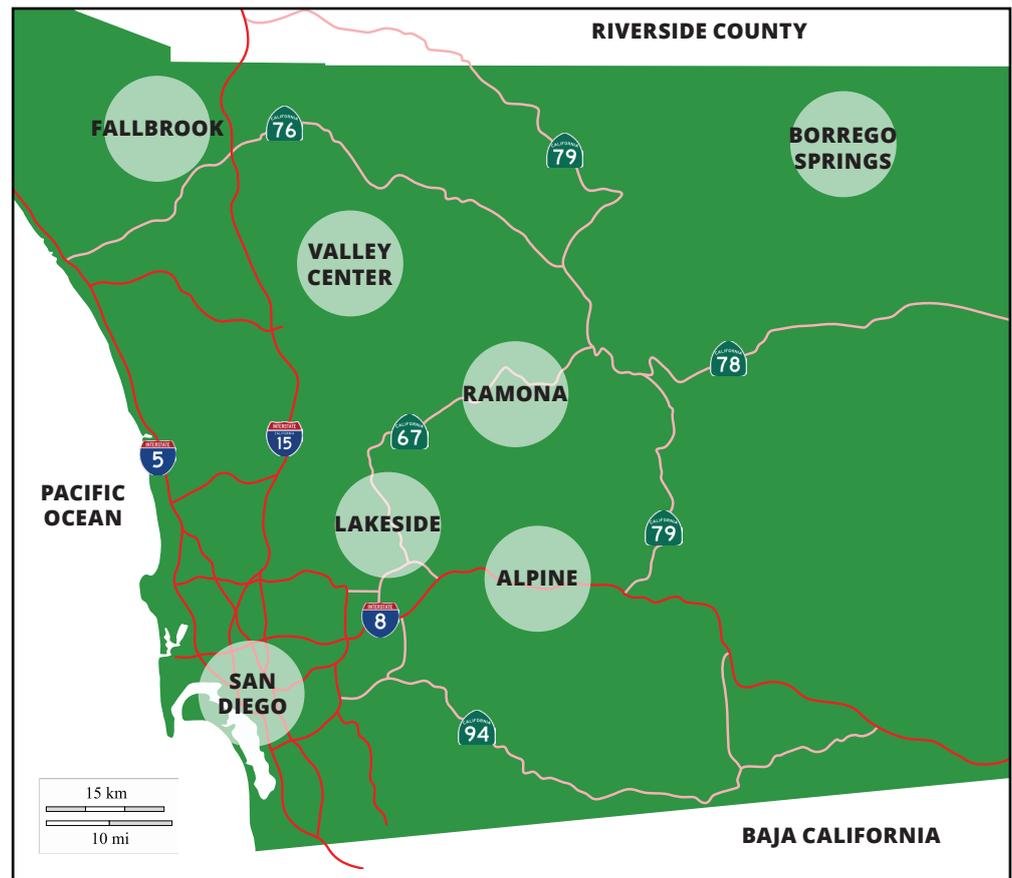
A coalition of Chambers of Commerce representing an area of more than 1,300 square miles in San Diego's rugged and beautiful Backcountry.



WELCOME TO THE BACKCOUNTRY!

Welcome to Backcountry San Diego! We are six amazing communities - Alpine, Ramona, Valley Center, Lakeside, Fallbrook and Borrego Springs - ready to welcome you. In these mountains, valleys

and deserts, you will find neither smog nor congestion...you will experience a simple, rural way of life, full of magical sunsets and the starriest skies.



STAYING IN THE BACKCOUNTRY



Like most things in Backcountry San Diego, lodging and accommodations come in all shapes and sizes, from tee-pees in an open field, to cozy bed-and-breakfasts nestled in the mountains, to luxurious resorts featuring spas and casinos. It's all right here in Backcountry San Diego. Discover a sampling of options by visiting our website: www.backcountryсандiego.org.

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The Chamber is **courage.**

We stand up for what we believe in. And we are willing to fight for what's right, so our businesses can grow and our community can thrive.

We fight for you at www.alpinechamber.com



Catalyst. Convener. Champion.

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Western Association of Chamber Executives

ALPINE: GATEWAY TO THE BACKCOUNTRY

Nestled in the foothills of the Cuyamaca Mountains of San Diego County, Alpine is a historic mountain community dating back to the early settlers of Southern California.

Since the pioneer days, Alpine has drawn many to enjoy scenic vistas, fresh air, and pleasant climate. Visitors often remark on the preservation of Alpine's small town charm despite the proximity to a bustling metropolitan region. We agree: Alpine is a jewel of quiet country living less than half an hour from Downtown San Diego.



DINING

Visit **Janet's Montana Cafe** for their specialty, homemade pies and stay for the cozy cabin-inspired decor. Family-owned **Al Pancho's** serves up a fiesta with their mouth-watering flautas and lunch specials. Savory slow-roasted meats are served with fresh pita and homemade sauces at **Greek Village Grill**. For breakfast lovers, **Franco's Flapjacks** serves up signature pancakes and all your morning favorites. **Donato's Italian Restaurant** is a great place for families to share generous portions of classics like lasagna, spaghetti, and ravioli. **Fred's Burgers** has been a top pick among classic car enthusiasts for years with many cars memorialized in the restaurant's photo gallery. **Alpine Tavern & Grill** is the go-to spot for comfort food, cold beer, and spending time with friends. Known for local favorites, rolled tacos and nachos deluxe, **Alpine Taco Shop** offers Mexican-fare at an affordable price. **Dickey's Barbeque Pit** slow smokes a variety of meats on-site and kids eat for free on Sundays.



Mediterraneo Bistro

An amazing Italian eatery serving Alpine for over 20 years. Featuring authentic, homemade pastas and sauces plus unique daily specials.



Alpine Beer Co. Pub

Meats are smoked daily, and all dishes are made from scratch. Guests can dine inside or enjoy the fresh Alpine air on the outdoor garden patio.

SHOPPING

Want to shop *and* provide assistance to families in need? **SEEK + GATHER** offers clothing, accessories, and home goods with 100% of the net proceeds going towards health and social services. This non-profit affiliated boutique has an excellent array styles and looks. With a collection described as "country-boho vixen" **Bella's Closet**, offers trendy women's clothing and accessories. Hand made dreamcatchers are a signature item at **Chic Boutique** alongside boots, belts, and jewelry. A Find something fabulous for your four-legged family members at **Ruff Life Dog Boutique** with everything from leashes to toys to apparel. Adventure seekers and cycling enthusiasts can get outfitted at **Alpine Ride Shop**. For those looking to spruce up their garden, **Alpine Garden & Gifts** will delight with their selection of native plants, succulents, and yard art. For the sportsman in your life stop-by **Right to Bear** for all your hunting needs. More than just mail services, swing by **Postal Annex** has a great assortment of gifts.

VISITING

We invite you to come visit our charming little town! Alpine is a quick drive from Coastal San Diego and home to several luxury hotels.

PLACES TO STAY

Comfortable and luxurious lodging options are available all over Alpine.



AYERS LODGE

1251 Tavern Road
Alpine, CA 91901
(619) 445-5800

[www.ayreshotels.com/
ayres-lodge-alpine](http://www.ayreshotels.com/ayres-lodge-alpine)



VIEJAS CASINO & RESORT

5000 Willows Road
Alpine, CA 91901
(619) 445-5400
www.viejas.com

GETTING TO ALPINE

Conveniently located adjacent to Interstate 8, Alpine is less than half an hour from the coast and Downtown San Diego by car. Visitors can access the heart of Alpine from both Exit 30 (Tavern Rd) and Exit 33 (Willows Rd/Alpine Bl) on I-8.

Public transit service is available on the MTS 838 and 888 bus routes. Visit www.sdmts.com for complete schedules and a list of stops. Area casinos offer limited shuttle service from points in Coastal San Diego. Check their websites for full details.

UNIQUE LODGING

Nestled in the mountains of the Cleveland National Forest on the property of **Lions Tigers & Bears** – a Big Cat and Exotic Animal Sanctuary – White Oak Wild Nights is a 2-bedroom, 1-bath luxurious retreat. Come experience the majestic sights and sound of the big cats and bears. The roars of tigers and lions; it's your very own private safari!

Visually stunning, **Alpine Castle** (pictured right) is a unique and luxurious venue offering sweeping views of the countryside, dramatic architectural stonework, warm wood interiors, and palatial rooms that accommodate groups of up to 100 guests.

With 17,000 square feet of living space and a 4,000 square foot wrap around deck, this mansion is the perfect place for an out of the ordinary event or get-away.



ANNUAL SPECIAL EVENTS



lights and decoration. Following the Parade, guests are invited to attend the Snow Festival which features a real snow hill for sledding!

An annual tradition for almost 25 years, the **Alpine Village Parade of Lights and Snow Festival** is held on the first Friday of December. The Parade of Lights features over 100 floats adorned with spectacular

In Spring, Alpine celebrates local artists and musicians at the **Spring Art & Music Festival!** Held in mid-April, the festival features live music, fine arts and crafts, food, a beer garden, and more! Each May the Kiwanis Club of Alpine hosts **Vintage Alpine** in the gardens of Summers Past Farms (15602 Olde Hwy 80). Guests sample premium wines and taste bites from the best restaurants throughout the County.

Summer wouldn't be the same in Alpine without the annual **Alpine 4th of July Parade & Festival**. Patriotic floats proceed down Alpine Boulevard and culminates with a lively festival featuring fun, family activities. Every September the competition heats up at the **Chili Cook-Off & Car Show** hosted by the Kiwanis Club of Alpine. The cook-off brings together Alpine's greatest amateur chefs and the most spectacular vintage cars.

BORREGO

A Designated International Dark Skies Community

Imagine yourself in a small plane or even a glass elevator snaking around a mountain. You round a curve and unexpectedly there is a beautiful valley spread out below you. What looks like a town suddenly seems to appear, This is Borrego Springs. An oasis in the center of the Anza-Borrego Desert State

There is something for everyone in Borrego Springs. Stopover at one of our campgrounds. Explore some of the attractions in the State Park. Bring your horses, stay at horse camp and experience a moonlight ride. We have no signals, and no traffic noise. If you prefer not to rough it, we have beautiful hotels and resorts, where you can treat yourself to a relaxing massage, or mani-pedi, relax by the pool, or spend the day playing golf on one of our excellent courses. As the sun sets over the peak called Rain in the Face, the blue skies take on a glowing hue of pinks, oranges and reds. As night takes over, a glow appears over Font's point leading you to believe the sun is coming right back. The full moon is rising, or the sky may darken to black as stars begin to emerge and the Milky Way reveals itself in awe inspiring beauty, accompanied by coyotes calling in the distance or the screech of an owl. It is all here. For the nature buffs, the possibilities are almost endless. Miles of hiking trails give you a covert look into desert wildlife, riding trails for hours of exploration and even desert tours with overnight options are available. There are also some fantastic night time tours that highlight the magnificent display of stars.

Borrego Springs is home to a thriving Art Community. Visit the Borrego Art Institute, Performing Arts Center or attend one of our Community Concert Association presentations.

The whole family can dine at Carlee's Bar and Grill where the delicious menu ranges from Burgers, Pizza and sandwiches to steaks, ribs, pastas, seafood and more.



Borrego is home to the juicy, delicious Seeley Red grapefruit. Found nowhere but here, you can pick up a bag and try it for yourself. You will not be disap-

GOLF

If golf is your passion, we have that a well. From our top rated Fazio designed Course at Rams Hill, to the peaceful atmosphere at de Anza Country Club, move on to Borrego Springs Resort Golf Club or the Springs at Borrego.



Each year, Borrego Springs welcomes new visitors and the cooler weather by starting the season with Borrego Days.

This year will be no different. This free event will include a parade, arts and crafts booths where local and out of town artists sell their handmade items, lots of fun foods, a kid zone, and live performances at Christmas Circle.

Our town goes all out to make our guests feel welcome, and it is put together by an industrious group of volunteers.

Join our celebration on October 18, 19 & 20.

www.borregospringschamber.com

Dine or stay at the beautiful La Casa Del Zorro resort hotel. Opened in 1937, as the Desert Lodge, it has grown into a luxurious 67 room boutique resort. Some of the original walls are still there, if you are looking for a bit of local history.

www.borregospringschamber.com

WHERE TO STAY

Camping: Anza Borrego Desert State Park Campgrounds

- * The Springs at Borrego RV Park
- * Borrego Holiday Home

Resorts: La Casa Del Zorro

- * Borrego Sprngs Resort & Spa
- * Palm Canyon Resort
- * The Palms at Indian Head
- * Borrego Valley Inn
- * Stanlunds Inn & Suites
- * Oasis Inn

Your Local Bar & Grill

CARLEE'S

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Great Food, Great Friends,
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Billards, & Jukebox!

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660 Palm Canyon Drive
Just West of Christmas Circle
Borrego Springs, CA

An Experience at La Casa del Zorro Lasts a Lifetime!

- ◆ Deluxe Garden, Poolside and Pool View rooms
- ◆ 67 luxurious accommodations situated on 42 beautiful desert-landscaped acres including 19 rustic casitas from 1-4 bedroom floor plans each enjoying a private pool, whirlpool or both
- ◆ Breathtaking 5-bedroom Copley "Happy Days" Estate - ideal for retreats
- ◆ The Spa at La Casa del Zorro
- ◆ The Fox Bistro open for breakfast, lunch and dinner – Rose Garden Terrace
- ◆ The Fox Den Bar
- ◆ Weddings, Social Events and Meetings
- ◆ 6 Night-lit Tennis/Pickle Ball Courts, Exercise Room with state-of-the-art aerobic and weight equipment, yoga studio, Club La Casa events and free bicycle rentals
- ◆ 26 sparkling swimming pools and 14 magnificent water features
- ◆ 1-mile jogging/walking track, ping pong, croquet, shuffleboard and outdoor chess

MAGICAL - EXPERIENTIAL - TRANQUIL



3845 Yaqui Pass Road
Borrego Springs, CA 92004

La Casa Del Zorro
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Reservations: (760) 767-0100
or LaCasaDelZorro.com





DISCOVER

Explore!

Offering world class golf, resorts and casinos, unique art galleries and shops, and numerous nature trails, Fallbrook is an historic, vibrant and friendly community that serves as a destination for arts, antiques, entertainment and retail. It is also the center for commerce, education and cultural life for Fallbrook.

Fallbrook features year round events for everyone. Shop downtown to find unique gifts of all kinds. Fallbrook also has many local wineries, as well as parks, preserves and nature trails. Art exhibitions, workshops and classes are held throughout the year.

Fallbrook Weather and Climate

Favorable climate is one of the most valuable assets of our community. Ideal year round, with pleasant summers and mild winters, Fallbrook stands at elevations between 500 and 1500 feet, with an average around 685 feet. Due to the prevailing ocean breezes, the humidity is relatively low and constant.

The average year round daytime high in Fallbrook is 75 degrees, with the warmest summer temperatures seldom exceeding 90 degrees. Annual rainfall comes mostly between November and April. The area is ideal for avocados, fruits, strawberries, tomatoes and many subtropical fruits, vegetables and flowers.

Museums

Fallbrook hosts two museums as well as a future railroad heritage site, ready to explore.

- Fallbrook Gem and Mineral Museum
- Fallbrook Historical Society Heritage Center
- Future Home of the Railroad Heritage Park

Dining

Fallbrook has 35 member restaurants and coffee houses, in many locations throughout the community. Many ethnic choices are available, as well as selections ranging from fast food to healthy eateries to California cuisine and continental dining. Please check our website for a current list of our members.

Nature

Fallbrook's many preserves define the natural beauty of the area, and are rich in wildlife. The Santa Margarita River Trail is one of the best hikes in the County, along with the challenging Monserate Mountain Trail. Several County parks are found in Fallbrook, the largest of which is Live Oak County Park, providing many amenities and opportunities for relaxing, picnicking or playtime.

Golf

Fallbrook is a golfer's paradise. The rolling hills and abundant views are ideal backdrops while enjoying the area's golf courses. Pala Mesa Resort and the Golf Club of California are located on the outskirts of town, with Vista Valley Golf Club just a few minutes to the south.

Arts

Fallbrook is home to artists of all types and boasts wonderful galleries, a downtown art center, a ceramic studio, a foundry and over 33 pieces of public art. Many businesses have artistic works displayed in their shops. Our downtown art center features local and regional artists and hosts exhibits that attract artists from all over the world. Whether sculpture, painting, printmaking, wildlife, glass, jewelry, photography, drawing, or fiber art, Fallbrook is a community filled with creativity!

FALLBROOK

www.FallbrookChamberofCommerce.org

Music Scene

If music is your passion, Fallbrook has something for everyone. It is home to the Fallbrook Chorale, which brings high quality choral music to Fallbrook and surrounding areas. The Fallbrook Music Society also calls Fallbrook home and provides a symphony concert series for the community. This nonprofit organization is deeply dedicated to providing classical music to students and bring professional concerts to every student in the school district.

Fallbrook has a thriving live music scene as well and musicians can be found playing in local restaurants, bars and festivals, including a monthly showcase of North County's finest musicians. Come listen, dance, and enjoy the talent here in Fallbrook.

Wineries

Fallbrook has many small "boutique" wineries located in the hills surrounding the community, as well as a few "big" names. They are located in some of the hilly microclimates surrounding the downtown area, and just a short drive for visitors. Most wineries request an appointment or phone call to accommodate visitors or wine tasters.

Weddings

Fallbrook is a destination like no other in Southern California. It lies tucked away in a peaceful valley surrounded by gently rolling hills and sparkling waters.

Fallbrook offers a serene setting where sweet floral laced breezes gently blow; where the soothing sounds of nature will relax your mind; and where layers of greenery offer complete privacy from the rest of the world. This is a place embodying the timeless charm of a bygone era when romance, joy and beauty were what really mattered.

Special Events



The Avocado Festival is one of the most popular events in all of San Diego County. There is something for all ages, which is demonstrated in the annual attendance of over 100,000 visitors. This Festival celebrates Fallbrook's heritage as an agricultural community. On display in many exhibits, the avocado and citrus groves are also visible to all festival goers as they drive through our rural countryside on their way to Fallbrook. A wide variety of avocado products are

also found all along the Festival streets with product and food vendors alike. The central role the avocado plays in the lives of locals is evident in the Guacamole Contest, the Holy Guaca-Moly booths scattered on Main Avenue, the Art of the Avocado Exhibit on display, and the avocado-themed children's contests. It is a fun-filled way to celebrate our heritage and be entertained at the same time.



photo by Shane Gibson, The Village News

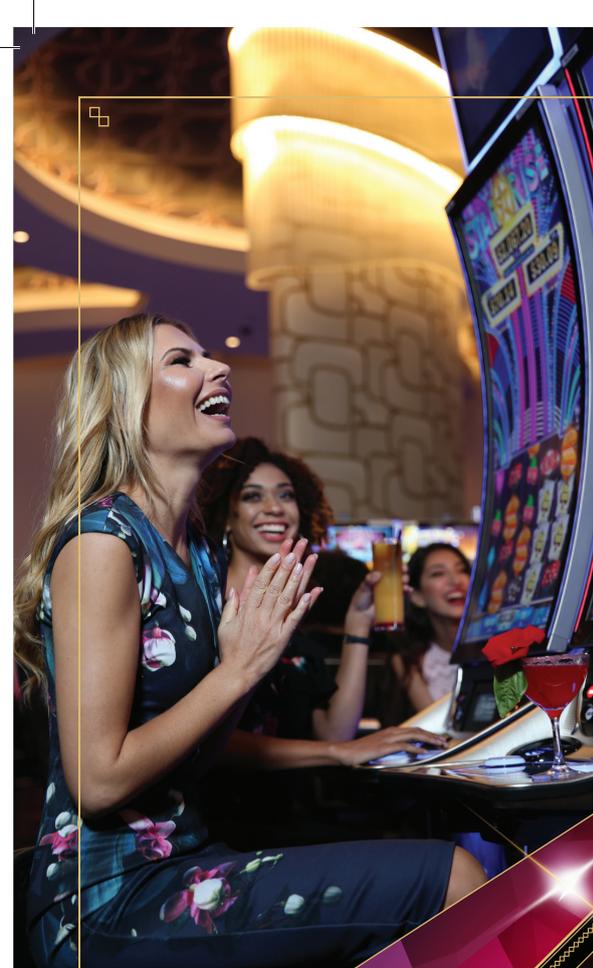


Discover downtown Fallbrook as you sip and stroll during an evening Wine & A Bite Art Walk. These popular events take place four to five times per year, and always sell out. At each of the stops along the way, local wineries offer a taste of wine, and a tasty "bite" of food is offered. A local musician or artisan provides the "art" at

each location as well. It's an excellent way to get acquainted with local wineries, restaurants and artists, as well as meet fellow strollers in beautiful downtown Fallbrook.



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- SHOPPING
- SPA



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Guests must be at least 21 years of age to enter. Guests must be at least 21 years of age to drink alcoholic beverages. Guests under 21 years of age are permitted in The Buffet, Ginger Noodle Bar, Locale Kitchen & Lounge or Daily Roast only, but must be accompanied by an adult. Guests must be at least 18 years of age to enter Viejas Bingo. Families are welcome at the Viejas Outlets and the Viejas Hotel. Please play responsibly. For help with problem gambling, call 800.426.2537

Viejas.com



Welcome to Fallbrook



For more information visit FallbrookChamberofCommerce.org

Ramona Valley Vineyard Association

From Great Vines, Come Great Wines

Wine Tasting In the Heart of San Diego County

With over 30 wineries to enjoy in Ramona and Highland Valley, you can spend a weekend wine tasting in the beautiful backcountry!



For Wine Tasting,
Tours, Events and
more, Scan Here!

Or Visit: www.ramonavalleyvineyards.com



LAKESIDE

...something for everyone



While the natives of this land have lived in the area for thousands of years, modern Lakeside dates back to only 1886. The El Cajon Valley Land Company – a landowners group – had the town surveyed and plotted while the modern population was still scarce. The ECVC had a plan to bring folks to this new community. The Lakeside Hotel (more commonly known as the Lakeside Inn – the name was changed in 1905) was built almost immediately after the survey. The great structure opened in the summer of 1887. Lakeside became a resort town for a time. Visitors arrived to stay at the Inn, eat good food, hunt, fish, and boat on the small natural lake nearby. When the railroad arrived in 1889, the town exploded (though it was a small explosion). People arrived to buy land and build homes, to open businesses and make a living. Agriculture, dairies, and farms popped up throughout the area. Soon, Lakeside had everything a town needed to prosper.

Visitors today come to Lakeside for the hiking, rock climbing, fishing, boating, golfing, kids activities, rodeo events, wine tasting, casino fun and equestrian trails.

Our beautiful Lindo Park and Lindo Lake is in the heart of Lakeside providing fishing, picnicking, bird watching and plenty of recreation for all. The Lakeside Community Center offers many classes and workshops for youth, adults and seniors, as well as a senior lunch. Right next to the community center is our Teen center with plenty of activities to keep the teens busy. The Lakeside Skatepark, also located in Lindo Lake Park, is great fun for people of all ages to practice their tricks and show off their skills.

Beside Lindo Lake, Lakeside has 3 large reservoirs, El Capitan Lake & San Vicente Reservoir are open for fishing and boating and jet skiing at El Capitan Lake. Lake Jennings offers camping & fishing.



Lakeside River Park

Lakeside is home to the San Diego River Regional Trail, an ocean to headwaters river trail under construction. The flat trail meanders next to the San Diego River between Santee and Lakeside. Pick it up at Magnolia Ave in Santee, at the Lakeside Baseball Park or

Channel Road in Lakeside. Parking is available at all sites. The Flume Trail takes visitors from the old Helix Water District Pump House in El Monte Road up to a bench cut that supported a wooden flume brings water down from Cuyamaca Lake to thirsty San Diego. The trail runs about 4 miles and you can see spectacular views of the El Monte Valley, El Capitan and the Cuyamaca Mountains to the east. It ends at El Monte County Park. The Hanson Pond trail is nearby. Take this gently sloping trail from El Monte Road and overlook Hanson Pond and the restoration of this remnant sand mining Pond. All of our trails are hiker, bike, equestrian and stroller friendly.



Welcome to the Lakeside Rodeo Arena, with its long and varied history and its undisputable value to the “Youth of Lakeside”.

The most affordable family fun in San Diego! The Premier Rodeo of the Southern California Rodeo Season is in April.

Rodeo ground events include numerous concerts and other happenings!

www.lakesiderodeo.com

July is the exciting Bulls Only Rodeo hosted by the Lakeside Optimist.

www.lakesideoptimist.org



For the wine lovers, your visit to Lakeside would not be complete without a trip to **Trevi Hills Winery**. Just off Wildcat Canyon Rd, Trevi Hills offers beautiful majestic views of Muth Valley and award-winning wines. Sommelier Michael Larranaga is a fun wine steward who delights in revealing the mysteries of wine making.



Oma's Pumpkin Patch & Christmas Tree Farm will delight all ages. Spend a fun day visiting a family owned and operated working farm, tractor pulled wagon rides, petting zoo, a hay maze, and even a "snow" mountain of cotton seed to sled down.



For more information on Lakeside:

www.lakesidechamber.org



Lake Jennings with its scenic views, offers an open year-round Campground with a variety of campsites available, including hookups, primitive tent sites and 5 tipi camp site rentals. Popular large group sites are also available with panoramic views of the lake and surrounding mountain area.

Special points of interest:

- Lakeside is proud of having one of the strongest **4H programs** in the State of California.
- **El Capitan High School** is home to a state-of-the-art agriculture science program. Students are developing their potential for premier leadership, personal growth and career success.
- Wonderful **activities for children** including a FFA program, BMX track, baseball, softball, football and soccer fields.
- Lakeside has many great **trails** for all skill levels, for hiking, biking & horse riding.
- Lakeside Historical Society offers a **historic walking tour**.
- **Golfers** come out to Lakeside and enjoy a day at two of Lakeside's golf courses. **Barona Golf Center** is a championship level golf course and **Willowbrook** is a 9 hole regulation golf course
- **Coming Soon:** A 17,000 sqft green-built San Diego County Public Library in Lakeside. Anticipated opening in the Fall of 2020.
- Also Coming Soon: **Lakeside Equestrian Park**. This premier facility will host many equestrian activities

Lakeside has our very own 5 star resort and casino with 5 star dining! Of all the San Diego hotels and casinos, **Barona Resort & Casino** delivers the rejuvenation and exhilaration you're looking for, from their luxury resort day spa to resort golf and casino gaming.

Barona Resort & Casino offers:

- Spacious, luxurious hotel rooms,
- Personal pampering at the hotel's Spa
- Gaming excitement in our casino
- One of San Diego's most beautiful golf courses, Barona Creek Golf Club

Where to Eat:

Eastbound Bar & Grill

10053 Maine Ave.

Lakeside Café

12212 Woodside Ave

Mary's Donuts

10101 Maine Ave

Ottavio's

12440 Woodside Ave

Greek Chicken

9536 Winter Gardens Blvd.

Café 67

12381 Maplevue St

La Palapa Mexican Restaurant

12169 Woodside Ave

Boll Weevil

9741 Winter Gardens Blvd.

Country Donuts

12169 Woodside Ave

RAMONA

...gateway to adventure

Encompassing an area of 156 square miles, Ramona offers a slow pace, clean environs, and much to discover! With a population of roughly 45,000, more than 30 wine and beer tasting rooms, unique antiques and vintage finds, and dozens of pristine hiking trails, Ramona is the hidden gem of San Diego County.

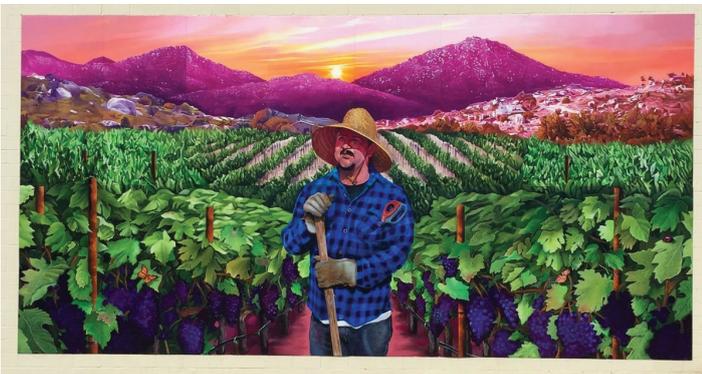
Located in San Diego County, Ramona is an unincorporated rural town situated at the foot of two beautiful valley basins - the Santa Maria and the San Vicente. It is easy to see why this pristine valley was settled in, farmed and developed. Ramona is bordered by the cities/towns of Santa Ysabel, Lakeside, Escondido, and Poway.



Visit Ramona and you will find great food, stellar wine, open space, hiking trails for all experience levels, strong community organizations, award-winning schools, large estates at affordable prices, and a tight-knit community of neighbors, friends, and family.

Wineries

Ramona boasts some of the most impressive wines and wineries in the Southern California area. The vineyards are so special that the area received a designation as an America Viticultural Area in 2006. The Ramona Valley AVA is just the third "AVA" in Southern California. There are 60 vineyards and 30 Ramona wineries. Of the 30 wineries, 24 are currently open to the public for wine tasting.



Murals

Ramona's art scene may be burgeoning but our artists are masters of their crafts. You can experience art in the streets by exploring our murals or interact with local artists in our gallery.



Recreation

Ramona has some of the best hiking trails in San Diego County. Our trails are enjoyed by cyclists, equestrians and hikers alike. Visitors travel from all around the world to hike Mt. Woodson's trail to the iconic "Potato Chip Rock". Barnett Ranch and Grasslands Preserve are also easily accessible for equestrian riding throughout the year.

History



Guests can travel back to western days gone -by at the Guy B. Woodward Museum in downtown Ramona. Housed in the 1886 adobe Verlaque House, the museum exhibits historic treasures of early Western culture, including antique furnishings, vintage clothing, cowboy artifacts and mining equipment.

Listed on the National Register of Historic Places in 1994, the Ramona Town Hall was designed by architect William S. Hebbard, who later, with his partner Irving Gill, produced some of San Diego's best architecture. Ramona's Town Hall is one of the largest and oldest adobe structures in southern California and has been the headquarters of the town's functions, from bank to library to church to dance hall.



Ramona Chamber of Commerce

As you leave the confines of the urban centers of San Diego and the southwest region and enter the San Diego Backcountry through Ramona, you immediately find an aura of peace and excitement surrounding you. The diverse authenticity of Ramona and its burgeoning wine industry is an inviting escape from the drudgery of our day to day lives.

Ramona, nestled in the foothills of San Diego and the gateway to the San Diego Backcountry, has a great deal to offer those seeking such a respite. Each of our 30+ wineries are unique and reflective of the individual owners' passions and taste in quaint and peaceful settings. Our hiking and biking trails range from simple strolls in the park to strenuous and challenging paths. Ramona's Main Street is dotted with unique shops, restaurants with any kind of cuisine you might desire to seek, and establishments selling spirits with fine company in attendance.

Ramona's equestrian trails and facilities are first class, as Ramona is a highly rated equestrian community. If golf is your passion, Ramona has three world class golf courses to which people flock from all over the Country. Ramona is also an artist haven. There are 20 murals sprinkled throughout the town, with 20 more in the planning stages. We have an art gallery, 2 Create Gallery which is on par with any La Jolla art gallery. The artistic talent in our town is extensive.

Throughout the year, Ramona offers small town events such as our Rodeo, Country Fair, Christmas Tree lighting, 4th of July fireworks, Taste of Ramona, Art and Wine Festival and numerous other fun events. Check out RamonaEvents.com to find out the happenings in Ramona.

Come to Ramona for the day, stay for the weekend, and move here for life. Trust me, once you visit Ramona, you will never go back!

- Ramona Chamber of Commerce President, Bob Krysak

Annual Community Events

April

Ramona Open Studios Tour

May

Ramona Main Street Parade

Ramona Rodeo

June

Bow Wow Pow Wow

Dog Show

July

Independence Day Fireworks

Ramona Junior Fair

August

Ramona Junior Fair

Ramona Country Fair

September

Ramona Grape Stomp

October

Ramona Air Fair Fly-in

Taste of Ramona

Ramona Motorcycle Rally

Merchants Safe Trick or Treat

November

Art and Wine Festival

December

Christmas Tree Lighting

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VALLEY CENTER

...What California Used to Be

An idyllic community in the northern-most part of San Diego County, Valley Center is characterized by rolling hills, broad valleys, expansive belts of open green space, and the stunningly beautiful Palomar Mountain range.

Eleanor Roosevelt spent much time here, and loved the peace and serenity of Valley Center, the qualities of which may be found in such evocatively-named places as Woods Valley, Cole Grade (with its magnificent views), Keys Creek, Old Castle (which actually has an old castle)...and Bear Valley.

But Valley Center is no longer the secret it was, and the rural character that has so long characterized the community is slowly—albeit with great oversight—beginning to change.

Thankfully, the rampant growth that has marred much of San Diego County has been held in abeyance by requirements that govern lot sizes, resulting in a low population density that is immediately noticeable, and has kept Valley Center open, wild and free.

Additional development has been approved, but with an eye to preserving the unique Valley Center lifestyle: the preservation of open spaces, protection of nature and wildlife, keeping views unmarred, and retaining the small town feeling that makes Valley Center the special place it is.

You'll find there are numerous reasons to visit. And even more to stay.



THE PEOPLE:

One of the first things you'll notice about Valley Center is how friendly everyone is.

Valley Center is populated by people with small-town smiles. Life flows, rather than rushes by. It's the kind of place where neighbors still wave to each other.

There is no rush hour. There are no crowded freeways. Just the sound of the wind on the air, and the birds in the trees

behind the times—far from it, and the proof of that is to be found in Valley Center's schools, which have a well-deserved reputation for excellence.

“You can't help but notice the feeling of spaciousness here”

AWARD-WINNING SCHOOLS:

This is not to suggest that Valley Center is

The Valley Center-Pauma Unified school district is a recognized leader in educational technology, and offers an award-winning



THE BEAR

In 1866, a giant grizzly bear that had been threatening residents and cattle, was killed by a homesteader in Valley Center, and was afterward declared to be the largest grizzly bear ever killed in California.

The gigantic animal was brought to a nearby ranch, whose owner had offered a reward for the capture of the bear, where it was hoisted onto cattle scales and found to weigh 2,200 pounds.

Two pioneer families concur on the story of the

bear that gave Valley Center its first name (Bear Valley), but differ on the size of the animal. One said the bear was well over 1,000 pounds, while the other cited 1,950 pounds.

Most sources say adult male grizzly bears normally weigh 600 to 750 pounds, though the Wildlife Federation suggests unusually large ones may weigh up to 1,700 pounds. Whatever the true size and weight of Valley Center's bear...it was undeniably worth naming a beautiful valley after.



Dual Immersion (English/ Spanish) program, outstanding music curriculums, competitive athletic programs, and most important of all, impressively high graduation rates.

Little wonder, then, that Valley Center-Pauma schools have received the prestigious *California Distinguished School* rating: an award given by the California State Board of Education to public schools within the state that “best represent exemplary and quality educational programs.”

FOR THE KIDS (AND ADULTS TOO)

- **Bates Nut Farm.** Farm zoo for the children, picnic areas, and a retail shop in the old barn that sells nuts and more from all over the world.
- **La Jolla Zip Zoom.** A fun adventure for the whole family. Features four thrilling zip line courses ranging from over 300 to 2,700 feet in length.
- **Valley Center History Museum.** Artifacts pertaining to Valley Center’s history. Children love the eight foot tall stuffed Grizzly Bear. Free entry.

WORTH VISITING/SEEING

- **Hellhole Canyon Nature Preserve.** 13.5 miles of hiking trails in a beautiful 1,907 acre nature preserve.
- **Hill Top Winery.** A farm-to-table winery with scenic views. Tasting room, stylish menu.

- **Triple B Winery.** Winery tours and tastings by appointment.
- **Valley Center Stampede rodeo.** A Professional Rodeo Cowboy Association sanctioned event.
- **Valley Center Western Days.** Honors the community’s western heritage and its fallen veterans. Family-friendly parade, and more.
- **Woods Valley Golf Club.** A beautiful 18-hole championship course with tree-lined fairways.

“A beautiful, rural town in North San Diego County”

DINING/LODGING

- **Casino Pauma.** Enjoy fun gaming, entertainment, and dining in a come-as-you-are atmosphere.
- **Country Junction Deli.** Offering a wide selection of hot and cold food, ice cream, and gourmet coffee.
- **Harrah’s Resort Southern California.** Las Vegas style gaming facility in the striking Pauma Valley. Dining and lodging.

- **La Jolla Indian Campground.** San Diego’s only campsite with river and tubing access. Zip line venue on the premises.
- **Lazy H Ranch Resort.** Offering relaxing and fun-filled stays away from the hectic pace of urban living. Dining and lodging.
- **Valley View Casino and Hotel.** Dining, lodging, entertainment, and gaming. All in a convenient location with a mountainscape background.

VALLEY CENTER INFORMATION:

- **Valley Center Chamber of Commerce.** 29115 Valley Center Road, #13. (760) 749-8472



GETTING THERE:

The beauty and serenity of Valley Center lies only 45 minutes north of downtown San Diego.

Directions: Take Highway 15 north to East Via Rancho Parkway (exit 27) in Escondido. Turn right (Bear Valley Parkway) and continue until you merge onto East Valley Parkway in eastern Escondido.

Follow the road up and over “The Grade,” which is especially beautiful in the spring when the hillsides turn blue with California lilac in bloom. Valley Center lies only two miles away.



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