A Legacy of Farming

Discover the Half Moon Bay Coastside's rich history of agriculture. p. 18

> Eat
Enjoy the very best restaurants, pubs & cafés. p. 13

> Stay
We’ve got the best. p. 23

> Discover
From hiking & biking to spas and shopping, we’ve got you covered. p. 27

> Local
Discover all the reasons it’s great to be a Coastsider. p. 61

Cover Photo: Kevin Henney
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Thank you for visiting us!

WELCOME to the Coastside!

Krystlyn Giedt
President & CEO
Half Moon Bay Coastside Chamber of Commerce & Visitors’ Bureau

CONTENTS
8 Strategic Partners
13 Eat
23 Stay
27 Discover
35 Shop
39 Live
47 Meet & Marry
61 Local
71 Biz
Contributors

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Kim Levin – Chef/Owner of Pasta Moon strongly believes in giving back to the community and supporting local coastside farmers, ranchers, fishermen and gourmet artisans (Daylight Farms, Harley Farms, Fat Cabbage Farm, Fifth Crow Farm, Markegard Family Farm and Pie Ranch just to name a few). Our menu rotates regularly depending on what’s in season, bringing our guests a contemporary Italian dining experience that is unique and eco-friendly!

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The Coastside offers a wide array of restaurants on Main Street, North at the Pillar Point Harbor, and South to Pescadero.
Since then, Coastside farms have fed the nation with their tender artichokes, famed Brussels sprouts, and fresh beans. Food trends and businesses have shifted over the years—from the frozen food manufacturers that proliferated in the 1950s to today’s farmers markets that bustle with Bay Area foodies—yet a strong connection to the land and a respect for its stewards remain a constant in the pastoral, seaside community.

**La Dolce Vita**

What makes the Coastside so conducive for agriculture? Thank the mineral-rich sea air and cool, moderate climate that provide the ideal growing conditions for a variety of crops including beans, pumpkins, and artichokes. One of the first enterprising individuals to take advantage of these favorable environs was Dante Dianda whose successful artichoke farm earned him the title, The Artichoke King. Dianda was one of many Italian immigrants that fled Italy for the United States around the turn of the 20th century. Drawn to a coastal landscape that reflected their homeland, as well as a burgeoning community of relatives and compatriots, these Italian immigrants began sowing the seeds of modern Coastside farms.

Giorgio Lea immigrated from Italy in 1922, and, together with his wife who joined him a few years later, found work on a local farm—he as a laborer and she as a cook for farm workers. Eventually, the Leas started their own commercial vegetable farm which included a homestead filled with gardens and livestock.

“That’s how they fed themselves,” says Giorgio’s grandson, David Lea, who remembers spending time on the farm as a young boy. “They only went to the store once a month because milk...
and bread were delivered, and they made everything else by hand. “Today, David farms the land first settled by his grandparents—now referred to as Cabrillo Farms Agriculture—along with his 94-year-old father Ed who was born and raised on the family farm. David is one of numerous third-generation descendants of Coastside Italian immigrants who maintain the farming legacy and tight-knit community that began with their grandparents.

“We’re all great friends,” says Iacopi Farms’ Mike Iacopi whose grandfather Michael immigrated to the Coastside in 1939. “We help each other out, gather for lunch, and get together for dinners at each other’s homes.”

“Eat Your Brussels Sprouts”
Another member of that community is John Giusti whose grandfather Guido founded Giusti Farms in 1949. Guido immigrated from Italy and found his way to the Coastside after the heat of central California, where his sister had settled, chased him west. From the beginning, a core crop of Giusti Farms has been the Brussels sprout. It’s a tough crop to grow—it attracts insects, has a lengthy growing period—but much like Guido Giusti, it doesn’t do well in the heat. Thriving in cool climates, Brussels sprouts have become a Coastside staple.

Likely first planted commercially by Italian immigrants, Coastside Brussels sprouts gained popularity nationwide in the 1950s, and spurred frozen food companies to flock to the coast in Half Moon Bay and Santa Cruz. Yet, if your childhood memories of these mini cabbages are less than fond, you’re not alone.

“I feel like we lost a whole generation of Baby Boomers who were exposed to bitter varieties that were boiled to death,” says Giusti who explains that Brussels sprouts were stronger tasting in the 1960s and 1970s.

“By the 1980s, eighty percent of sprouts were going to frozen or canned food processors, but the taste wasn’t there” says David Lea who maintains 155 acres of Brussels sprouts. “Breeders took notice and started breeding out the bitterness.” Today, the frozen food companies have long since shuttered, but Brussels sprouts are more popular than ever, popping up on trendy restaurant menus nationwide thanks to milder varieties sourced fresh from local farmers markets.

“The buy local trend was a big shift that boosted our sales,” says Giusti whose family staffs weekly farmers markets, and notes that Brussels sprouts sales have skyrocketed in the last ten years.

“You can’t get a better Brussels sprout than on the Coastside,” says Louis Iacopi who founded Iacopi Farms in 1962 and, today, runs it alongside his son Mike. Yet, the Iacopis have become local celebs among Bay Area chefs for another crop: fresh and dried beans. “My dad loved

—I feel like we lost a whole generation of Baby Boomers who were exposed to bitter varieties that were boiled to death.

—JOHN GIUSTI

www.visithalfmoonbay.org
beans, and we got started when he brought over a handful from Italy”, says Louis. How did Iacopi Farms beans become so sought after? “It’s the Coastside climate,” says Mike Iacopi. “They grow slower in a cool climate, absorbing more moisture from the air, and flavor from the salt in the soil.” Mike explains that most beans are grown in the Central Valley where extreme heat dries them out, and he likens their taste to that of a certain hearty, brown paper stock. “Ours stay tender and juicy,” he says proudly.

TOUGH RD. TO HOE

In addition to superstar beans, the Iacopis also have what is likely the most unique patch of farmland on the Coastside, situated between the runways of the Half Moon Bay airport. Yet, dodging small aircraft pales to other challenges they encounter. While farming was never a breezy occupation, today’s local farmers face a myriad of challenges including foreign markets, shifting consumer trends, and rising land and labor costs. Through much of the 20th century, the Coastside was an international source for flowers, but the local market dwindled not just because carnations and dry straw flowers went out of vogue, but also because it became cheaper to produce them in countries with less expensive labor. Family-owned Oku Nursery has had to roll with the punches since 1902, starting with carnations and switching to roses in the 1980s. Today, the overwhelming majority of roses are grown in South America. As a result, the Okus pulled their last rose plant in 2010, and have since focused on exotic lilies, daisies, and lettuces grown hydroponically, or without soil.

Farmers must also find a balance between traditional practices and environmental concerns. Preying mountain lions pose expensive threats to cattle ranchers, and farmers who have enjoyed the benefits of local streams must now yield to coho salmon populations. Plus, for many legacy farmers such as the Leas, Giustis, and Iacopis, there’s the question of whether the next generation is willing to carry on the family business given the high-paying tech jobs beckoning from nearby Silicon Valley and San Francisco.

What’s the current mood amidst these challenges?

“I’m always optimistic,” says B.J. Burns, owner of Bianchi Flowers and the president of the San Mateo Farm Bureau which assists local ranchers and farmers. Burns was a senior in high school when he went to work for his father-in-law’s farm in the 1960s. “I can remember the many dairies, and old timers working in the hills in oats, barley, and flax. There was a lot of enthusiasm.”

THE FUTURE OF COASTSIDE FARMING

The enthusiasm is still here. Farms and ranches continue to crop up along the coast, many started by a new generation that didn’t stand to inherit an existing farm. Erik Markegard traces his cattle ranching roots back six generations—all the way to Norway—but it wasn’t until he and his wife Doniga founded Markegard Family Grass Fed in 2005 that his family
oversaw a Coastside ranch of their own. Today, they raise cattle, sheep, pigs, and chickens the old-fashioned way: on the pasture with heritage breeds that our grandparents ate before newfangled varieties were engineered for faster production. The Markegards also opted to forgo wholesale, and, instead, sell direct to customers at farmers markets and via their website.

Instrumental to the Markegard’s Cloverdale Ranch in Pescadero was support from the Peninsula Open Space Trust (POST) whose Farmland Futures Initiative helps protect land for agricultural use, and invests in workshops and infrastructure improvements such as reservoirs, barns, and housing for farm workers. POST has sold and leased land to the Markegard, Guisti, Iacopi, and Lea families, among others.

“Farms are an essential part of the landscape, economy, and community on the Coastside,” says Curt Riffle, POST’s Vice President of Land. “We want to ensure that farm owners and operators are able to continue their important work for years to come.”

Then there’s the hot topic of cannabis. Advocate Nate Rey says it’s a potential lifeline for farmers after California passed Proposition 64, and the County of San Mateo approved the cultivation of cannabis in greenhouses on existing farms. The Oku family is considering it. For many years, Rey served as general manager of Half Moon Bay Brewing Company, and hopes to see the same artisanship and branding employed by craft beer applied to marijuana. Yet, it represents a cultural shift that the community is still debating.

In the meantime, the Coastside remains a vibrant agricultural destination. Its quaint farms stands, farm-to-fork restaurants, fall pumpkins patches, and Christmas tree farms continue to lure visitors.

“We’re still here,” says John Giusti. “I imagine in twenty years, how we farm might look different, but we’ll still be growing our Brussels sprouts.”

Farms are an essential part of the landscape and community on the Coastside.

—CURT RIFFLE, POST
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Set on a bluff overlooking the Pacific Ocean and Pillar Point Harbor, Beach House Hotel is the perfect getaway for a romantic weekend or upscale corporate retreat. Four conference rooms that can accommodate up to 45 guests compliment 54 luxuriously appointed loft suites. Each Ste features a fireplace, separate living room, patio or balcony, refrigerator, wet bar and two flat screen TVs. Bathrooms have separate shower and tub, double sinks, granite counter tops and Aveda care products. Spa and massage services, an exercise room, outdoor hot tub, heated pool and plush robes are just some of the thoughtful amenities. Guests enjoy complimentary daily continental breakfast, parking, wireless internet access and weekend wine reception.

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Welcome to Half Moon Bay’s only boutique inn. The Half Moon Bay Inn, built in 1932, underwent a recent renovation, maintaining its Spanish Revival architecture. Our magnificent building, full of history and lore has been an award winning labor of love. Our rooms are gorgeous and luxurious, with an old world feel, designed with your comfort in mind. Each room has its own marble bathroom, down comforters, fine linens, flat screen TV, and complimentary wireless internet access. Enjoy our in-room robes, all natural amenities and locally roasted, organic coffee. Two 2-bedroom suites, complete with kitchen and laundry room, all are perfect for an extended stay.

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The inn has 11 guest rooms with each featuring a California King bed, luxurious linens, warming gas fireplaces, private baths and a balcony or terrace opening to the garden and ocean beyond. Direct staircase beach access, complimentary light breakfast, evening wine reception and organic coffee, tea and pastries, and spa-inspired locally made bath products in the inn’s signature scent set the inn apart.

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The Ritz-Carlton, Half Moon Bay sits majestically above the Pacific Ocean along a dramatic coastline highlighted by classic architecture reminiscent of the Scottish Highlands. Two championship golf courses surround our resort and offer both a parkland and highlands-style game. Inside, you will find a relaxing modern oceanfront getaway appointed with every comfort you would expect from the Ritz-Carlton including a luxurious spa that highlights local treatments using lavender, wood blends, and even pumpkin. Just outside of the property you will find a vibrant agricultural community built on farming and fishing where our chefs seek inspiration and source the finest ingredients for all of our menus. Upon arrival, guests are welcomed with a glass of wine from the nearby Santa Cruz Mountains, one of the largest wine producing regions of California, and are invited to relax by our oceanside fire pits at sunset serenaded by a traditional bagpiper.
There’s so much to do on the Coastside, from kayaking and paddleboarding to hikes in the redwoods and getting a massage in one of the many spas—there’s something for everyone.
DISCOVER

The Coastside has it all..

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A Brief History of the Coastside

The Coastside comfortably takes its place between the dramatic, green coastal mountain range to the east, and the powerful bluegreen Pacific to the west. Because it is somewhat isolated from its major metropolitan neighbors, the area has not changed as much as it might have over the years.

Dating back to the 1840s, the community that is today called Half Moon Bay is the oldest community in San Mateo County. Cabrillo Highway (California Rt. 1) along the coast, and San Mateo Rd. (Highway 92) over the mountains follow closely the earliest trails of the original Costanoan Indians, who lived here for thousands of years. The Coastside was the first place on the peninsula visited by Spanish military explorer Gaspar de Portola, with his accompanying missionary, Father Juan Crespi in 1769.

The earliest settlers of the Coastside were the recipients of Mexican land grants—handed out to prominent and worthy military and civil leaders by the government. Five of those land grants make up what is referred to as the Coastside today. As the early commercial developments were primarily established by Mexican pioneers, and others from Spanish-speaking cultures, the village was dubbed “Spanishtown” by its Anglo visitors and settlers. The place was eventually renamed “Half Moon Bay,” which was the name earlier given to the beautiful, crescent shaped harbor near today’s El Granada.

In the later 1800's and on into the 1900's, the area’s character was altered by the arrival of the Americans, Italians, Portuguese, Pacific Islanders, Chinese, and a host of cultures. Half Moon Bay became a thriving community. Traces of that past remain very visible in the many historic buildings on downtown’s Main, Purissima, Johnston Streets, and others (See “The Treasures of Half Moon Bay,” A small souvenir guide book found in many stores and shops around town, including at the Chamber of Commerce office).

Stage coaches ran their routes from San Mateo to Half Moon Bay, and then on south to the little towns of Purissima, Lobitos, San Gregorio and Pescadero. North of town were the wharves near Miramar (known then as Amesport Landing) and at Pillar Point—for ocean shipping back and forth from San Francisco.

The 20th century brought more great changes—especially the construction of the Ocean Shore RailRd. From 1907 through 1920 the railRd. hugged the shoreline from San Francisco to Tunitas Glen—just south of town. Passengers marveled at the stretches of sandy beaches, perfect for picnics, horseback riding and exploring. The towns of Montara, Moss Beach, El Granada and other neighborhoods were laid out by developers anticipating the great influx of San Franciscans. Due to financial problems, the advent of the horseless carriage, and less than expected markets, the railRd. failed. Although growth was slowed, the railRd. did leave the subdivisions that were the seeds of modern suburban growth.

The Coastside was certainly a lively place during Prohibition. Its hidden ocean coves, thick fog for cover, and isolated canyons, the setting was ideal for smuggling alcohol from Canada, and very local moonshiners. Speakeasies and profitable traffic were hallmarks of the Coastside for those years.

From the 1920s to the present, growth has been slow and steady. Present day visitors of the Coastside will see original farms dating back to the 1800s. There are miles of unchanged, white and sandy beaches, redwood forests, beautiful state parks, and fields of wild and cultivated flowers—hiking and biking trails along ocean bluffs and among the mountains continue to make the coastside a joy for modern day explorers.

Special thanks to The Half Moon Bay History Association / HalfMoonBayHistory.org

The Mission of the HMBHA is to Educate, Celebrate and Preserve the History of the Coastside. We answer local history questions.
Coastside Ecotourism
Local. Natural. Responsible.

Encouraging responsible travel that helps to protect the natural areas of our magnificent coastline and the community that lives here. Ecotourism along the Half Moon Bay Coastside is very unique, you can experience some of the richest marine reserves, kayak among sea lions, hike through redwood forests and bicycle along ocean bluffs. You can visit small working farms where you can dine on farm-fresh organic produce and get private behind the scenes tours, shop on historic Main Street and fish for wild Albacore tuna!

THE HALF MOON BAY COASTSIDE ECOTOURISM PROGRAM
The Half Moon Bay Coastside prides itself on being one of the first cities in the United States to have an official Ecotourism Program. The program encourages all participants to support and promote ecotourism principles by signing an Ecotourism Pledge that outlines what they can do. Here are things you can do to be a part of Coastside Ecotourism!

Agriculture - Engage with local farms/stands that are open to the public.
Conservation - Respect, reduce, reuse, and take time to learn about the natural environment.
Culture/Heritage - Learn about the history of the Coastside and its residents.
Recreation - Enjoy nature through non-impact recreational activities.

We encourage you to pursue the list of ecotourism program participants below, and to learn more about how you can travel green. You can also find more to do, or share your adventure on Facebook and Twitter using the hashtag: #CoastsideEcotourism

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*Source: TrendGraphix, Jan 1 – Dec 31, 2017, Top Broker and Office Market Share El Granada, Half Moon Bay, Montara & Moss Beach, All Properties Information is obtained from the Multiple Listing Service and/or public records. This third party information has not been independently verified.
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Prohibition

Coffin varnish, jiggle soup, and bathtub gin are just some of the colorful names used to describe the moonshine that filled Coastside stills and speakeasies during the Prohibition years of 1920 to 1933.

Thanks to a landscape of secluded canyons and fog-shrouded coves—plus close proximity to a major market such as San Francisco—bootlegging, moonshining, and speakeasies flourished along the Coastside during America’s noble experiment. Farmers hid cases of illegal hooch beneath their vegetables, rum-runners made midnight dashes to shore, clandestine stills churned in hidden canyons, and bootleg liquor flowed at local Rd.houses. For thirteen years, Brussels sprouts took a backseat to booze during one of the juiciest chapters of Coastside history.

Bootsleggers

In 1919 and 1920, Congress passed a series of amendments that prohibited alcohol, beginning with the Eighteenth Amendment which made the production, transport, and sale of alcohol illegal. The subsequent Volstead Act specified how the amendment would be enforced and defined what intoxicating beverages were to be outlawed.

Suddenly, the once quiet Coastside was teeming with bootleggers who were
lured by its secluded shores, limited law enforcement, and close proximity to lucrative San Francisco speakeasies. The drink of choice was Canadian whisky—its distinct spelling distinguished from American whiskey—smuggled down to quiet Coastside waters and anchored twelve miles offshore, the limit of U.S. jurisdiction. Many ships listed their final port of call in Mexico because the U.S. Coast Guard would not board foreign-bound vessels unless a crime was witnessed.

There were numerous ways to get the forbidden cargo ashore. Armed with flashlights and a book of secret codes, beachbound co-conspirators would signal when the coast was clear for a skiff to come ashore. Sometimes, smugglers buried their illicit loot in the sand, but risked it being dug up by stealthy townsfolk. Ranchers would be coerced—with dollars and violence—to make their coastal land available to smugglers, and local men and boys were often recruited to help drag cases across the sand via sleds. When the Ocean Shore RailRd. failed to bring promised tourism to the Coastside, residents were eager for another way to make a buck.

Federal prohibition agents, or “prohis”, and local police were charged with enforcing prohibition laws, but were often paid to turn a blind eye. “San Mateo County had a reputation for being a very wet county,” says Carmen Blair, Deputy Director of the San Mateo County Historical Association. “In the 1930s, Hillsborough mobster Sam Termini famously called it the most corrupt county in the state.”

Yet, smugglers weren't immune to busts. Newspapers of the time were filled with prohibition-related shootouts worthy of a Humphrey Bogart flick. In 1923, Año Nuevo Island was the site of a violent clash between smugglers and the shotgun-wielding field agents who proved victorious.

**MOONSHINERS**

Illegal hooch didn't always arrive via sea. The Eighteenth Amendment allowed for the consumption of alcohol at home, and, when it was ratified in 1919, residents had one year to stock up on alcohol before the law went into effect. Wealthy residents who crammed their cellars full of expensive wine and liquor didn't go unnoticed by intrepid thieves.

Yet, much alcohol during this time was obtained the old-fashioned way: produced at home. Home stills flourished due in part to Italian immigrants who saw little reason to give up making grappa, and enterprising newcomers who readily purchased necessary equipment from newspaper adverts. Coastiders who didn't maintain a still of their own might get in on the action indirectly by selling gasoline and sugar to fuel a neighborhood moonshine operation.

**SPEAKEASIES**

The current craft cocktail renaissance has revived the lingo and romanticized allure of the speakeasy, that clandestine watering hole also referred to as a blind tiger or blind pig. During Prohibition, San Francisco offered the best market for illegal booze. Trucks and autos outfitted with load-bearing springs would shuttle heavy cases over San Pedro Mountain to the city's many speakeasies. Yet, some liquor stayed in town. Today, the Miramar Beach Restaurant welcomes diners with steaks and sunset vistas, but back in the 20s, it lured a more salacious crowd. The Ocean Beach Tavern, as it was known at the time, was designed as a prohibition Rd.house with revolving kitchen cabinets to conceal alcohol. Swigging bootleg liquor wasn't the only shenanigans thought to have transpired. Current owner Mark Jamplis suspects it housed a second-floor bordello given the ten snug rooms—each big enough for a bed and a sink—that he discovered when he acquired the property.

Another popular Coastside haunt was Frank’s Place, now the Moss Beach Distillery, whose regulars included
mystery writer Dashiell Hammett. In his short story, “The Girl with the Silver Eyes,” Hammett fictionalized Frank’s Place, noting that it was a relay station for smuggled booze, and that half of the intoxicating contraband arriving via the Pacific Ocean was unloaded in Half Moon Bay. Owner Frank Torres built his Rd.house in 1927 on coastal bluffs overlooking a secluded cove, the perfect locale for landing illegal whisky. Frank’s Place quickly became a swinging hangout for politicians and Hollywood celebs, and as such, was never raided.

The same can’t be said for The Patroni House which attracted law enforcement on more than one occasion. Stocky John Patroni was known around town as “The Padrone,” and owned a two-story Rd.house that stood near the present site of the Half Moon Bay Brewing Company, adjacent to what is now Pillar Point Harbor. The cove’s breakwater had yet to be built, and Patroni maintained his own pier where he welcomed rum-runners to unload their whisky under the cover of darkness. A portion of that pier was later lost during an explosive confrontation between bootleggers and the Coast Guard.

**REPEAL**

Disregard of prohibition laws wasn’t limited to shadowy figures and connected politicos. Drinking was seen as a part of daily life, and flaunting the law was widespread. One Montara resident noted that even his church maintained an illegal still. On December 5, 1933, the Twenty-first Amendment repealed the Eighteenth Amendment, ending prohibition, and putting the rum-runners and bootleggers out of business.

Today, visitors can relive the era by sipping a perfectly legal drink, and marveling at sepia photographs of the time at former speakeasies such as the Moss Beach Distillery and Miramar Beach Restaurant. You’ll also still find spirits being produced along the Coastside, but they’ve come a long way from the bathtub gin of the 20s. Pop into the Half Moon Bay Distillery where you can sample artisanal, small-batch spirits including an exceptionally smooth, locally produced vodka and gin. No password required.
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Our team will:
- Assist you with your sales selection for your event and save you time planning your event.
- Send your RFP to our hotel partners.
- Collect hotel proposals with rates and availability.
- Schedule site inspections for you with our hotels and tour the facilities with you.

CONVENTION ASSISTANCE
Through a membership base of businesses throughout the community, the Visitors’ Bureau will serve as your liaison for finding firms that have products or services to offer you and your delegates. We can also provide guidance for off-site activities that will showcase Half Moon Bay as well as the Coastal areas.

COLLATERAL MATERIALS
Collateral materials are available to assist your attendees with things to do and to see while in Half Moon Bay. Allow 30 days prior to the time you need the materials in hand. Sample collateral materials include Coastside / 365 Magazine, Custom Camera Ready Maps, and more.

Half Moon Bay is conveniently located within a 45 minute drive of three major airports.

From SFO
Leaving airport, take 380 West, keeping left at forks, following signs for I-380W / I-280 / San Bruno. Merge onto I-380 W. Take I-280 S exit. Drive approximately 8.5 miles on CA-92 and turn Left on Main Street to find historic downtown Half Moon Bay.

From SJC
I-880 S towards Santa Cruz; in approximately 2 miles, merge onto I-280 N. Drive 30 miles; take the CA-92 W exit towards Half Moon Bay for approximately 8 miles. Turn left onto Main Street to find historic downtown Half Moon Bay.

From OAK
Turn left onto ramp to Airport drive. Keep right at the fork, follow signs for I-880/Downtown Oakland and merge onto Airport Dr. Continue onto 98th Ave. Slight right onto the 1-880 S ramp to San Jose. Take CA-92 E exit toward San Mateo Bridge / Jackson St. Merge onto CA-92 W (toll Rd.). Drive approximately 25.5 miles. Turn left onto Main Street to find historic downtown Half Moon Bay.
Perfect Places & Spaces

The Coastside offers an abundance of choices for hosting your meeting, event or wedding. Our guide lets you know before you call if there is lodging, catering, meeting rooms and more!

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<td><a href="http://www.cameroninn.com">www.cameroninn.com</a></td>
<td>(650) 372-5100</td>
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<td>(650) 726-9293</td>
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<td>(650) 726-4621</td>
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<td>Nina Jacobsen</td>
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<td>(650) 879-0464</td>
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<td>(650) 728-2739 x 205</td>
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<td>(650) 212-6698</td>
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<td><a href="http://www.hastingshouseweddings.com">www.hastingshouseweddings.com</a></td>
<td>(650) 726-2513</td>
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<td><a href="http://www.lanebbiawinery.com">www.lanebbiawinery.com</a></td>
<td>(650) 726-9463</td>
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<td>(650) 653-1148</td>
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<td>(650) 728-2739 x 205</td>
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<td>MEZZA LUNA RESTAURANT</td>
<td>Sheri Procter (650) 728-8108</td>
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<td>40-130</td>
<td>No</td>
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<td>MILL ROSE INN</td>
<td>Eve Baldwin (650) 726-8750</td>
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<td>MIRAMAR FARMS</td>
<td>Jayne Battey (650) 265-2100</td>
<td>Miramar</td>
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<td>MOSS BEACH DISTILLERY</td>
<td>Beverly Anolin (650) 728-5595</td>
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<td>MULLINS BAR &amp; GRILL</td>
<td>DJ Tevis (650) 726-2216</td>
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<td>David Vipond (650) 726-1616</td>
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<td>NICK’S RESTAURANT</td>
<td>Cindy Garabedian (650) 359-3900</td>
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<td>OCEANO HOTEL &amp; SPA</td>
<td>Nancy Nerhan (650) 726-5400x7713</td>
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<td>ODDYSSEA</td>
<td>Lesley Hansen (650) 440-4555</td>
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<td>OPL PUBLIC HOUSE &amp; GRILL</td>
<td>Brian Overfelt (650) 888-4650</td>
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<td>Kim Levine (650) 726-5125</td>
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<td>SAM’S CHOWDER HOUSE</td>
<td>Kelsey Currier (650) 712-1766</td>
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<td>Sean Curtis (650) 728-4114</td>
<td>Moss Beach</td>
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<td>THE RITZ-CARLTON, HALF MOON BAY</td>
<td>Laurie Shields (650) 712-7693</td>
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<td>THE YELLOW HOUSE</td>
<td>Bob Kay (415) 710-0746</td>
<td>HMB 2 Ballroom</td>
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<td>THOMAS FOGARTY WINERY</td>
<td>Trisha Takeda (650) 851-6772</td>
<td>Woodside</td>
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<td>No</td>
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<td>UC ELKUS RANCH</td>
<td>Leslie Jensen (650) 712-3151</td>
<td>HMB 1 Hills</td>
<td>1</td>
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<td>VINOTECA</td>
<td>Larissa Cutler (650) 560-8954</td>
<td>HMB 1 Garden</td>
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<td>No</td>
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Located 40 minutes from San Francisco and Silicon Valley, the pastoral region feels worlds away with dramatic scenery and relaxed vibes. Here, you can flee the office fluorescents for green rolling hills, tranquil farms, and miles of beach-filled coastline. Plus, with a rich heritage in fishing and agriculture, you’ll eat exceptionally well. For your next team meeting, think outside the office and head to the Coastside.

**WHO COMES TO THE HALF MOON BAY COASTSIDE?**
Those craving an authentic, non-Disneyfied retreat have become regular visitors to the Coastside. Its bucolic setting and gentle pace provide a welcome break from fast-paced corporate environments, making it easy to unwind, engage, and come together as a team. Free of distractions, groups report they get more accomplished. Plus, the natural setting is easy on the eyes. No one Instagrams their boardroom meetings, but attendees happily fill their feed with images of our shores, farms, and redwood trails.

The Coastside sits within a 45 minute drive of three major airports (SFO, OAK, SJC), and a short, scenic drive from San Francisco and Silicon Valley. Given its proximity to these bustling hubs, the destination attracts groups from household names including Apple, Ebay, Google, and Facebook. While that list may read like the opening sequence to HBO’s “Silicon Valley,” companies from a diversity of fields such as Clorox, Genentech, and Kaiser—as well as community groups and philanthropic leaders—are regular guests. The scenery and accessibility make it an alluring destination, and a range of venues and activities to accommodate every budget make it one that any group can realize.

**VENUES WITH BUILT-IN SCENERY**
In addition to a central locale, the Coastside features numerous venues that

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**MEETINGS ON THE COASTSIDE**

*Offsites with Oomph*

With an an inspiring coastal setting, accessible locale, and unique venues that will delight your team—and your budget—The Half Moon Bay Coastside provides a compelling destination for offsite meetings and corporate retreats.
offer a memorable experience in unique settings. You can spot migrating whales at a seaside luxury hotel, or seek solitude at a peaceful family farm tucked into the countryside. Facilities span a range of capacities and budgets—from large events to intimate gatherings, day meetings to multi-day events.

The Half Moon Bay Lodge and waterfront properties such as The Beach House, Oceano Hotel & Spa, and The Ritz-Carlton, Half Moon Bay, offer a range of meeting space, guest accommodations, and luxe amenities including dreamy day spas. At Miramar Farms, executive teams swap spa robes for jeans and tennies at a stunning 11-acre property with flowering gardens, sweeping ocean vistas, and a renovated, historic barn tricked out with modern A/V gear. In between planning sessions, Miramar's farmer can lead workshops such as honey tasting from the farm's bee hives, while the farm's chef pulls from the garden to delight guests with true farm-to-table lunches. “Guests to Miramar Farms are looking for a private, restorative and inspirational setting,” says co-owner Jayne Battey. “Our workshops offer a great way to bring some laughter, learning, and connection into the work day.” At Pillar Point Harbor, a former boathouse has been transformed into the Mavericks Event Center—named for the famed big-wave surf break located just offshore—and features a spacious ballroom and expansive deck overlooking the water.

BOND THE TEAM & HAVE SOME FUN
When your staff eats solo desk lunches and has most social interactions via their phone screens, it’s time for some team building. Thanks to a year-round mild climate and an enviable setting between forested hills and the wild Pacific, the Coastside brims with fun, inspired activities that will bond any group. Lace up your hiking shoes for a trek through the redwoods, practice your golf swing on a pair of world-class waterfront links, or perfect the paddle stroke kayaking among the curious seals of Pillar Point Harbor.

With a bounty of farms and one of California's last working fishing harbors, you can also tap into the Coastside’s vibrant food scene. Snack your way through the scenic grounds of a local farm, toss around a bocce ball at a country winery, or discover small-batch spirits at a local craft distillery. At the Wild West-themed Long Branch Farms, teams can compete in a chili cook-off, or mix poses and pints with beer yoga (yep, it’s a thing). Or head to a local artists’ studio where groups can learn the art of glassmaking, and take home their own glass rendition of one of our famous pumpkins.

GET A QUOTE FOR YOUR EVENT
Want to see a tailored list of options for your upcoming event? Fill out the easy-peasy RFP on our website, and we’ll shoot you some ideas and figures!

www.visithalfmoonbay.org/meet/rfp
COASTSIDE HISTORY
IN THREE BUILDINGS

A suspected haunted house, a jail for overindulgent saloon patrons, and a historic barn with a mysterious past. In a region chock full of mesmerizing historic structures, few capture the Coastside’s history and imagination like the Johnston House, former county jail, and what was previously known as the Thomas Johnston barn.

Two of the three structures—the Johnston House and county jail—are magnificently restored, open to the public, and offer a fascinating glimpse of the Coastside’s past. Now, the historic barn is set to be transformed into a dynamic, new history museum that will celebrate the vivid tales and dynamic figures that helped shape the Half Moon Bay Coastside.

THE JOHNSTON HOUSE
In its roughly 164 years, the Johnston House has seldom gone unnoticed. Perched on a prominent, solitary hill immediately south of Half Moon Bay, the stately saltbox-style home—a Colonial New England design with a two-story front and a one-story rear linked by a sloping roof—has caught the eye of motorists zipping along Highway 1. Yet, the house has often provoked more questions than answers. During much of the 20th century, it sat derelict and abandoned, prompting colorful ghost stories among local children. Then, during the summer of 1962, a vacationing couple took an interest in the home, and set in motion the unraveling of its history and the community’s subsequent efforts to save it.

Malcolm Watkins, the chair of the Cultural History Department of the Smithsonian Institute, and his wife Joan were honeymooning along the California coast when they spotted the seemingly out-of-place East Coast structure. Immediately, they were out of their car, taking notes, and unwittingly embarking on a research project that soon had them up to their ears in microfiche. What
they discovered was the tale of James Johnston, one of the first Americans to ramble into the precursor to Half Moon Bay, a Mexican village that Americans dubbed Spanishtown.

The Scotland-born Johnston immigrated with his family to Ohio, arriving in California like thousands of others in 1849, seeking gold in the Sierra Nevada. His gambit paid off when he found fortune in the mines, and earned more prominence and wealth by investing in San Francisco’s famed gambling hall, the El Dorado Saloon. When Mexican land grant owner Candelario Mira-montes put his rancho up for sale in 1853, Johnston snagged over 1,000 acres extending south from what is now Half Moon Bay. Soon after, Johnston began construction on a house, thought to be modeled after his childhood home in Ohio, and a gift for his Mexican bride, Petra de Jara. When the first coat of white paint was applied, locals began referring to it as the White House.

Before construction on his iconic home began, Johnston tried his hand at ranching—he is credited as being one of the first to bring Eastern cattle to California after his three brothers made an arduous, cross-country journey with 800 cows—but unlike the Steele Brothers Dairy in Pescadero which began around the same time and thrived for nearly a century, Johnston’s didn’t fare so well. Johnston’s fortunes plummeted further with the loss of his four-year-old daughter in 1858, and his wife Petra in 1861. By 1877, the bank had foreclosed on his land, and Johnston perished soon after in 1879.

The house was inherited by Johnston’s son, but after the property was sold to sharecroppers, the home began to deteriorate from neglect. By the time the Watkins stumbled upon it, the house was in ruins with stalks of Brussels sprouts growing up to its front door. In the early 1970s, talk of a new development for the former Johnston land sparked renewed interest in the house. With promise to restore the dilapidated structure, development agency Deane & Deane published the culmination of the Watkins’ research in the 1972 monograph, “The White House of Half Moon Bay.” Development plans
eventually fell through, but the move-
ment to restore the house had gained
momentum with the formation of the
Johnston House Foundation. After the
City of Half Moon Bay acquired the
house and surrounding property, the
effort to save the home took on new
urgency when a fierce storm collapsed
the home in 1976. Over the course of
more than thirty years, a coalition of the
Johnston House Foundation, Joan and
Malcolm Watkins, historic preserva-
tionists, and community support helped
rebuild the home to its former glory.

Today, the restored Johnston House
stands as it might have in 1855—with
the addition of a new, stabilizing concrete
foundation. Its interiors are richly dec-
orated with era-appropriate furnishings
including original pieces made avail-
able by Petra Johnston Cooper, James
Johnston's granddaughter. The home is
open to the public on the third Saturday
of every month (January - September)
when costumed docents are on hand to
answer questions, and an updated version
of the Watkins’ monograph is available
for purchase. Groups are welcome to
request private tours in advance via john-
stonhouse.org.

A NEW HISTORY MUSEUM
In downtown Half Moon Bay, you’ll find
a street named in honor of the Johnston
family, and situated upon it, a pair of
buildings with an interesting past and an
exciting future. The first is a 500-square-
foot concrete jail built in 1919 (hawk-
eyed visitors will note an erroneous 1911
date painted above its door). With a
pair of cozy cells, it primarily served as
a 24-hour layover for bar patrons who
had trouble finding their way home. For
more serious offenses, the jail would hold
prisoners until they could be transported
to the main courthouse in Redwood City.
By the 1960s, its jail cells had swung
closed for the last time.

Immediately to the rear of the jail is
a 1,650-square-foot barn that was long-
thought to be the freight barn used by
James Johnston's brother, Thomas (recent
research suggests it is likely a replacement
built in the early 20th century). In 1986,
San Mateo County gave the jail and barn
to the City of Half Moon Bay on con-
dition that it be used for historical pur-
poses. Now, after years of being virtually
unoccupied, the historic jail and barn will
serve as the home of the first Half Moon
Bay Historical Association museum.

“Having a sizable space to work with for
a local Coastside history museum is a dream
for us,” says Board President and founder
Dave Cresson. Incorporated as a nonprofit
in 2006, the History Association began as an
ad hoc group in response to inquiries about
local history. “People would call and ask
questions, and we’d hunt the answer down,”
says Cresson, a researcher by trade who be-
came a diligent resource and author on local
history after acquiring the Zaballa House in
downtown Half Moon Bay, and learning of
its historical significance.

For the new museum, the historic jail
will serve as a reception area—complete
with small-scale displays—while the barn
will house the primary exhibition space.
Architectural drawings envision the barn’s rustic exterior enclosing a modern interior with a chrome-and-glass entryway, dramatic lighting, and permanent and rotating displays that might feature Native Americans, lighthouses, farming, and the raucous Prohibition years. “There are so many chapters in the book of Coastside history,” says Cresson who jokes that some of his best friends are people who lived a hundred years ago. “These were remarkable folks who worked hard at their dreams, and left us with a delightful, thriving community.”

When can we plunk down our admission and get a first glimpse of the museum? “It’s going to take time to transform an old barn into a contemporary public facility,” says Cresson. “I’m hoping within two years.” The museum has submitted architectural drawings to the city, and identified a museum director, Lau Hodges, who previously served as the Director of Operations and Exhibitions for the Conservatory of Flowers in Golden Gate Park. The remaining hurdle is raising the necessary funds, and the public is encouraged to contribute at halfmoonbayhistory.org.

In the meantime, the old jail currently serves as a mini museum, and is open to the public every Saturday and Sunday from 11 a.m. – 5 p.m. It features a succinct history of the Coastside with a collection of fascinating antiques and relics, as well as the opportunity to snap a photo of yourself behind bars. The wardens are long gone, but as Cresson promises, “It’s Staffed by eager docents who know their history and talk a good game!”

“Having a sizeable space to work with for a local Coastside history museum is a dream for us.

—DAVE CRESSON
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halfmoonbay.lionswap.org

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www.hmb-ifoof.org

HOPE SERVICES
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www.hope-services.org

JOHNSTON HOUSE FOUNDATION
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110 Higgins Canyon Rd., Half Moon Bay
www.johnstonhouse.org

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<td><strong>SENIOR HOUSING</strong></td>
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<td>PACIFIC GAS AND ELECTRIC</td>
<td>LESLEY GARDENS</td>
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<td>(800) 743-5000</td>
<td>(650) 726-2741</td>
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<td>275 Industrial Rd., San Carlos</td>
<td>701 Arnold Way, Half Moon Bay</td>
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<td>700 Mill St., #4, Half Moon Bay</td>
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<td>960 N. San Antonio Rd., Ste 114, Los Altos</td>
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<td>1680 Edgeworth Ave., Daly City</td>
<td><strong>SENIOR Services</strong></td>
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<td><a href="http://www.republicservices.com">www.republicservices.com</a></td>
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<td>925 Main St., Ste A, Half Moon Bay</td>
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<td>(510) 471-7279</td>
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<td>3664 Depot Rd., Hayward</td>
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<td>COASTSIDE COUNTY WATER DISTRICT</td>
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<td><strong>NEIGHBORHOOD GAS MART</strong></td>
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<td>(650) 728-5415</td>
<td>766 Main St., Half Moon Bay</td>
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<td>8445 Cabrillo Hwy., Montara</td>
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www.visithalfmoonbay.org
From the infamous Pumpkin Festival to triathlons and the Dream Machines Show, the Coastside hosts events all year long—many support our local non-profits.
We love events!

The Coastside has several popular activities and events throughout the year, the most famous of which is the Pumpkin Festival held each year in October. For a detailed and up-to-date list of the most current happenings, check the Events Calendar on our web site at www.visithalfmoonbay.org, where you’ll find event dates, descriptions, admission prices, links and in some cases, online registration.

Some of the most popular Coastside events include:

- **2019 MAVERICKS BIG WAVE SURF CONTEST**
  January 1, 2019 – February 28, 2019

- **TEACHERS SUPPLY PARTY**
  February 28, 2019

- **FARM DAY LUNCHEON**
  March 29, 2019

- **PESCADERO HOLY GHOST FESTIVAL**
  6 weeks after Easter

- **HALF MOON BAY HOLY GHOST FESTIVAL**
  7 weeks after Easter

- **PACIFIC COAST DREAM MACHINES**
  April 28, 2019

- **COASTSIDE FARMER’S MARKET**
  Every Saturday from May to third Saturday in December

- **PESCADERO FARMER’S MARKET**
  Every Thursday June to October

- **OL’ FASHIONED 4TH OF JULY PARADE AND BLOCK PARTY**
  Always on the 4th of July

- **FARM, FISH, & FLOWERS**
  July 20, 2019

- **PESCADERO ARTS AND FUN FESTIVAL**
  Third weekend in August

- **KINGS MOUNTAIN ARTS FAIR**
  Labor Day weekend (Friday thru Sunday)

- **SAFEWAY WORLD CHAMPIONSHIP PUMPKIN WEIGH-OFF**
  Columbus Day (2nd Monday in October)

- **HALF MOON BAY ART & PUMPKIN FESTIVAL**
  October 19 – 20, 2019

- **HALF MOON BAY PUMPKIN RUN**
  Held Sunday morning of the Pumpkin Festival

- **NIGHT OF LIGHTS**
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The COASTSIDE is the BEST SIDE!

We hope that this magazine will serve as a catalyst for your upcoming year to connect you with places, people, and businesses that will hopefully enrich your life, which in turn, enriches the community around all of us. As we go through our normal day-to-day lives, we can sometimes forget to try and find that perfect gift at a local shop, or check with local services providers, versus going online at midnight or over the hill. Our community is a special one, I think we all agree, that’s why we live and work here. We have amazing people doing amazing things. With community support, from businesses and residents alike, we can have a banner 2019 that everyone can take pride in being a part of!

Thank you for making this community AMAZING!

Krystlyn Giedt
Krystlyn Giedt
President & CEO
Half Moon Bay Coastside
Chamber of Commerce & Visitors’ Bureau
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This committee is the only active VOAD (Voluntary Organization Active in Disaster) in San Mateo County and has been dubbed “The Trail Blazers” by the state of California.

**Committee Chair:** Charise McHugh

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