

## 15-20 ideas including month themes as well as general

- Focus on a specific cuisine and highlight restaurants that all serve that food in the different SYV towns.
  - Ex. Must try mexican plates from Visit Oxnard
  - SEPTEMBER: This could also be focused on specific wineries that all do a certain thing: potentially charcuterie boards along w/their wine or a specific wine (i.e. organic wines or special blends)
- Itinerary style localhoods
  - Bachelorette parties
  - Family weekends in specific towns, could gear this towards the holidays
  - Spa Day
  - Wine Lovers
  - Couples getaway
  - Live like a cowboy
- SEPTEMBER: Highlight a specific winery and list out the ideal wine tasting order (include food pairings)
  - Not sure how this would work/how we would choose a specific winery, but could check their websites to see if they have their tasting menus listed
- Taking a specific event/experience and creating a localhood that gives tips rather than a listicle on how to enjoy the event/experience.
  - SEPTEMBER: For surfing: explain the spots to go to, where to rent gear, how to check when the best time to surf is, potential post-surfing places to eat
  - OCTOBER: For halloween: could do one for adults only and one for kid-friendly activities
  - NOVEMBER: For thanksgiving: places that will be serving thanksgiving-type or american made food, other activities - enjoy time with family and friends, watch the parade (not necessarily VSYV specific but could research more events that might be occurring in the towns)
  - DECEMBER: Christmas in California/A Snow Day in California: activities to get in the winter spirit even if it's in sunny California/SYV
- Fun fact localhoods about a certain monument or even the history of specific towns in SYV
  - This could also be a fun fact about each town (or a handful of them) - a different town each month
- List of museums to tour
  - Choose a specific museum and include current exhibitions (if they rotate) or highlight a few specific consistent exhibitions
- OCTOBER: List of haunted sites to tour
  - Could also choose a specific one or two and give facts/background around them OR choose one and give tips/itinerary style localhood about how to spend the day that they go to the haunted site (ex. Lunch to build strength/courage, visit the haunted site, caramel apple for dessert, wine tasting to calm the nerves)
- OCTOBER: Where to shop in SYV for go-to fall colors

- Include shops that would have seasonal clothes
- OCTOBER: Spots to get the best fall colors
  - Include locations that would have fall foliage? Not 100% how to do this, but the downtowns of the towns, wineries, locations of hikes that have trees?
- NOVEMBER: How to gear up for thanksgiving
  - Get inspiration from restaurants, find a pairing at a local winery, a shop that would be selling fall clothes
- DECEMBER: Towns with the best holiday decorations
- DECEMBER: Fun facts/historical facts about the holidays in SYV
  
- Adventure - from ground to sky
  - Hot air balloon
  - ATV
  - Horseback riding
  - Sidecar wine tour?
- Coastal Cowgirl (Pinterest)
- Photo background/murals around town
- Pick your adventure/hotel room/restaurant interior
- Pet-friendly travel
- Bike riding
  - Hidden gem trails
  - How to rent a bike for a day
  - Choose your bike (tandem, electric, mountain bike, road bike, surrey)
- "Local Artisans" / like ATBID's all in type vibe of local makers and artists
- Sustainable wine tourism
- Geo-cacheing
- Scavenger hunt
- Wellness retreat
  - Unplug - family - authentic experiences (pre-digital) - nostalgic
- A Date in Each Town
- Why did you start your shop? Business features
- Antique roadshow shopping day
- Holiday gift guide
- Historical tour
- Airport?
- Meet the winemakers
- Horse Whisperer feature
- Farm visits/agritourism
- Best places to work remotely
- What to do when you're in town for X event