



Heritage Valley Tourism Bureau

Office Location: 364 Main Street, Central Park Plaza
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2011

June 27, 2011

Board of Directors

Dear Honorable Supervisor Long,

Gayle Washburn
President
City of Fillmore

The Heritage Valley Tourism Bureau has done some research into the possibility that Highway 126 could offer the **Heritage Valley** more tourism opportunities by being designated as an “*official scenic highway*”. The Cal Trans website has already designated SR 126 from Interstate 5 going west (or Ventura County line) to Highway 150 exit in Santa Paula, as an “*eligible state scenic highway*”.

Cindy Jackson
Vice President
Fillmore Chamber of
Commerce

Kathleen McCreary
Secretary
Fillmore & Western
Railway

With help from local government leaders such as you, I do believe we can find a way to have the State designate our local Highway 126 as scenic. This could be a wonderful addition to the tourist attractions along the highway and a potential benefit to businesses and local governments in sales and gas tax revenue. This is much needed in tough economic times and could be a boost to the communities surrounding the highway.

Jeanne Orcutt
Treasurer
California Oil
Museum

Kathy Long
Supervisor
County of Ventura

People who travel or just take a Sunday drive will be able to search on the web for area scenic highways in the state of California, and then Highway 126 will appear on that map. This will also be a benefit our marketing and advertising efforts by mentioning that we are an “*official scenic highway*”.

Kevin Keehl
Piru MX

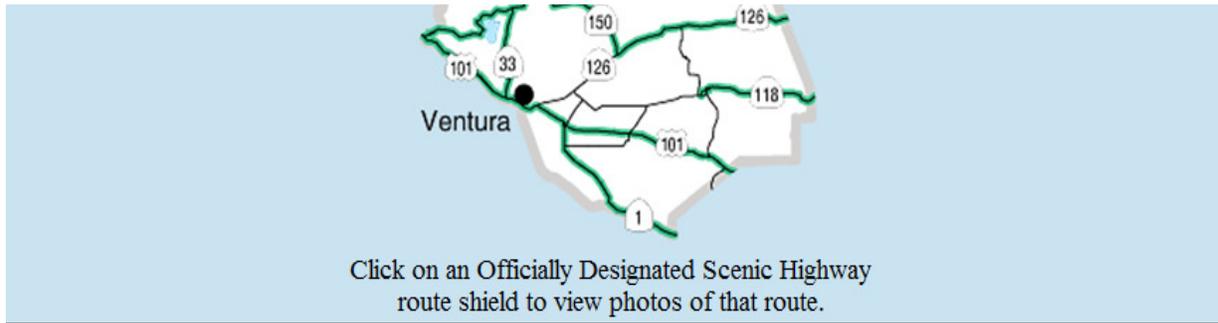
James Mendrala
SCRVRHS

Would you be willing to facilitate and support this endeavor? We hope you can see this as a benefit for communities of Fillmore, Santa Paula and Piru. Thank you for considering this opportunity, we appreciate all you do for us.

Maria Christopher
Rancho Camulos

Sincerely,

Cindy Jackson
Vice President
Heritage Valley Tourism Bureau



Legend



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| Officially Designated State Scenic Highways | Unconstructed State Highways Eligible for Scenic Designation |
| Officially Designated County Scenic Highways | Historic Parkways |
| Officially Designated State Scenic Highway and National Scenic Byway | Connecting Federal Highways |
| Officially Designated State Scenic Highway and All American Road | Connecting Federal Highway & National Scenic Byway |
| Eligible State Scenic Highways — Not Officially Designated | State Highway System |