

# KERN COUNTY

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QUARTERLY

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THE BOARD OF  
TRADE IS A  
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GOVERNMENT.

## Tourism showcase highlights installation dinner

Networking opportunity, installation dinner draw 150 to annual Board of Trade event

The positive impact of tourism promotion grants was the main topic at the Kern County Board of Trade's annual installation of officers dinner, held July 12 at the Bakersfield Museum of Art.

Breaking with tradition, the Board of Trade eschewed its traditional low-key affair in favor of a tourism showcase, bringing together visitor-related interests from throughout the county.

About 150 guests and dignitaries were in attendance.

Honored guests included Kern County Board of Supervisors Chairman Barbara Patrick and Supervisors Don Maben and Michael Rubio.

The showcase included presentations from agencies throughout the county that have been aided by the county's Tourism Promotion Grant Program. Over the past six years, Supervisors have approved \$900,000 in funding for tourism growth activities. The program is administered by the Board of Trade.

Exhibitors included the Bakersfield Museum of Art, Boron Chamber of Commerce, Buena Vista Museum of Natural



Supervisor Don Maben (right) administers the oath to Kern County Board of Trade directors. Pictured are (l-r): Jim Baldwin, Penny Maines, Linda White, Carmen Handy, Tony Martinez, Carmen Handy and Susie Geiger.

History, Friends of Jawbone, Highway 99 Cruise 'n Car Show, Greater Bakersfield Chamber of Commerce, Kern County Museum, Kern River Valley Chamber of

Commerce, Main Street Tehachapi, Mountain Communities Chamber of Commerce, Ridgecrest Area Convention and Visitors

See **SHOWCASE** / Page 2

## BOT publication undergoes name, scheduling changes

Subscribers to the Board of Trade's regular newsletter may observe some cosmetic changes beginning with the current issue.

The former "Kern County Business" has made the change to "Kern County Quarterly" for issue number one of this, its 36<sup>th</sup> volume.

"The name change reflects an evolution of both our editorial philosophy and our publication schedule," said Marketing and Promotions Associate Dave Hook, the primary writer and designer for the periodical. "The new name is a much better indicator of what the newsletter is."

The quarterly publication schedule has been in effect since 2003, while content

has also morphed over the past several years.

"At one time the target audience was much more of a business clientele," explained Executive Director Rick Davis, the editor of Kern County Quarterly. "That philosophy, and the use of the word 'business' in the title, dates back to an era when the department's responsibilities were much more broad.

"With the mission now focused on tourism and film, the content has also moved in that direction. The new title seems more appropriate."

While quarterly publication has been the norm for some time, another change to

the schedule is a new development. KCQ will now print in February, May, August and November – with the volumes turning over in August.

"Basically we've backed the print dates up one month from our previous schedule," said Hook. "We found we were often publishing just prior to major events. While it was great for promotion, it wasn't very effective in letting our partners know what the department was doing.

"The new schedule will allow us to follow events such as our installation of officers and the State of the County Breakfast with fresh, exciting and more timely reports."

## Smaller projects helping to boost Kern County film numbers

Commercial filming action was strong through the first half of 2006, but that doesn't mean it hasn't had its ups and downs.

According to the Kern County Film Commission, a fast start followed by a very slow second quarter left the year-to-date numbers slightly ahead of 2005's figures at the half-way mark.

"Filming is a cyclical business, and runaway production continues to be an issue," said Film Commissioner Rick Davis. "Yet despite all of the challenges involved, Kern County continues to hold its own."

Through June, Kern County had enjoyed 243 total filming days in 2006, a jump of 24 days compared to the same period in 2005. The economic impact was estimated at \$5.8 million – about \$1 million ahead of the previous year's mark.

"While big money projects are leaving the country at a frightening rate, we're creating a niche as a location that is friendly to companies making commercials and music videos who are working on a tighter budget," Davis explained. "They don't offer the big payday major features do, but there are a lot more of them."

Kern finished 2005 with over \$13 million in economic impact.

"It's amazing how the numbers vary from year to year or even month to month," said Davis. "One location gets hot and everyone wants it. Then it gets over filmed and nobody wants it. Eventually that same spot or look gets rediscovered and the cycle starts all over again."

Other factors such as weather, labor conditions and even foreign exchange rates can also have an impact on filming.

Kern got off to a rousing start with nearly \$4.5 million in activity through the end of April. May and June were a different tale, however.

"May is generally a slower month because television shows are on hiatus and the industry uses that time to take a collective breath," explained Dave Hook, film liaison for the county.

"Generally that pause ends by the first of June. This year we saw a slower recovery, and that appears to have been true throughout much of the state. Fortunately, Kern County's filming business rebounded as July got underway."

Major projects for the first half of 2006 include the feature films "Keith" with teen heartthrob Jesse McCartney (near Bakersfield),

**See FILMING/Page 4**



**Supervisor Michael Rubio (left) presents Bakersfield Museum of Art Director Bernard Hermann with a check from the Kern County Tourism Promotion Grant Program. The museum resides within the Fifth Supervisorial District, represented by Rubio.**

## SHOWCASE: Board of Trade garners full house for installation, tourism event

**Continued from page 1**

Bureau, Taft District Chamber of Commerce and Vision 2020.

"We decided to take advantage of the opportunity and bring together all of the people we work with," said Board of Trade Executive Director Rick Davis. "We had a room full of people who understand the value tourism has to Kern County's economy. It was a chance to exchange ideas and develop relationships that are needed to effectively promote the wonderful places and attractions this county has to offer."


Travel and tourism contribute an estimated \$1 billion annually to the county's economy.

Adding to the evening's festivities was the depiction of entries from the second Bakersfield Visual Arts Festival Small Works Exhibition, now on display at the Bakersfield Museum of Art. The festival was partially funded through a Kern County Tourism Promotion Grant.

The main event was the installation of board officers. Second District Director Linda White was sworn in as president of the board, replacing Karen Northcutt, who has held the post since 2004. Northcutt will continue to represent the First District on the panel. Penny Maines, representing the Fourth Supervisorial District, was named the new vice president.


Also returning to the board were Marie Walker (District 2), Jim Baldwin and Brent Rush (District 3), Susie Geiger (District 4), and Carmen Handy and Tony Martinez (District 5).

Directors are appointed by County Supervisors – two per district – and are charged with the mission of helping the Board of Trade promote Kern's tourism and commercial filming industries.



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# Mountain Communities play host to Board of Trade directors

Directors and staff of the Kern County Board of Trade made the trek up the Grapevine on May 10 for a day of networking and familiarization with Kern County's mountain communities.

Cuddy Hall at Lake of the Woods was the site for the department's bi-

monthly Board of Directors meeting and a community mixer sponsored by the Mountain Communities Chamber of Commerce and the Tejon Ranch Company.

A luncheon for the group was hosted by Dream Castle restaurant in Frazier Park.

Also joining the day-long event were Fourth District Supervisor Ray Watson and representatives from the Department of Public Health, Parks and Recreation, Resource Management Agency, Fire Department, Libraries Department, Kern Economic Development Corporation and Kern River Valley Revitalization.

Between the sessions, directors and guests toured the zone to increase their familiarity with one of Kern's premiere outdoor destinations.

"Kern County is so vast that it's not uncommon to find areas our own residents know little or nothing about," said Rick Davis, executive

director of the Board of Trade. "The way to combat that is to get out into the county, see the sights and meet the people we're promoting. They get to hear what we're doing, tell us what they think, and get a real exchange of ideas going."

The mixer was part of an ongoing series of events staged by the Board of Trade in cooperation with other tourism-related groups. The gatherings are intended to foster better relationships with tourism partners.

Other events included a trade show and mixer at Mojave last November and a tourism showcase in Bakersfield last month (page 1).



**Mountain Communities Chamber Second Vice President Pete Carroll (second from right) visits with (from left) Board of Trade Directors Carmen Handy, Tony Martinez and Penny Maines during the Mountain Communities mixer at Lake of the Woods.**

# Spacecraft replica adorns new William Thomas air terminal

Kern County Airports Department officially welcomed a replica of SpaceShipOne at the new William M. Thomas Terminal at Meadows Field Airport during ceremonies held July 6.

Burt Rutan and his Mojave Spaceport-based company, Scaled Composites, made international headlines in 2004 with the launch of SpaceShipOne, the world's first privately funded spacecraft.

Rutan reached another milestone when SpaceShipOne traveled to space twice in two weeks, winning the \$10 million Ansari X Prize — created to spur the development of affordable space tourism.

Joining Rutan for the ceremony was Mike Melvill, pilot of the first X-prize flight.

The duo unveiled the full-size replica of SpaceShipOne, which has

been hung over the lobby in the new William M. Thomas air terminal to honor Kern County's history of aeronautical achievement.



**Businesses and organizations from throughout the Mountain Communities present informational displays during the community mixer and trade show held May 10.**



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**REGIONAL  
TRANSIT**

## County Film Commission makes pitch at industry events

Marketing of Kern County's extensive library of locations was of prime importance to the Kern County Film Commission during the second quarter of 2006, with appearances at two major motion picture showcases.

Film Commissioner Rick Davis and Film Liaison Dave Hook were the county's representatives at Locations Global Expo (April 7-9 at Santa Monica) and Cine Gear Expo (June 23-24 at Brentwood).

Locations, sponsored by the Association of Film Commissioners In-

ternational, is a marketplace where film commissions pitch sites directly to the location professionals. Cine Gear is billed as an equipment expo but includes a strong presence from the Location Managers Guild of America and the independent film community.

"This is our busy season," quipped Davis. "Production actually tends to slow down in the spring, so this is a good time to beat the bushes and try to drum up more business."

Motion picture production (including television, commercials, mu-

sic videos and stills) brought an estimated \$13.4 million in economic benefit to Kern County last year.

"Most people think working in film is fun and glamorous, but it's really all about economic development," Davis explained. "Everything we do is geared toward bringing business to Kern County. Film companies are the perfect customers. They come in, spend their money, and go home."

Locations, in its 21<sup>st</sup> year, brought more than 3,400 industry representatives to meet with 260 film commissions and production resources.

"Entertainment industry people who attended Locations were happy with the broad range of AFCI-member film commissions and other production resources available in the

auditorium," said AFCI President Pat Kaufman, who called the show "a great opportunity for entertainment industry people to learn and make contact with our film commission members."

The 10<sup>th</sup> annual edition of Cine Gear drew roughly 8,000 attendees and 200 exhibitors, according to Karl Kresser, president of the Cine Gear Expo group.

Future marketing opportunities are on the calendar. Kern County reps will participate in the California On Location Awards and AFCI Cineposium, both coming in October. Plans are also underway for a California-only location expo, to be staged by Film Liaisons In California Statewide, of which the film commission is a member.



Kern County Film Commissioner Rick Davis (right) meets with Location Manager Kokayi Ampah ("Space Cowboys", "Flags of Our Fathers") at AFCI Locations Global Expo.

## Olympian launches first pub in Kern River valley

Summer days in the Kern River Valley may be a bit more palatable for those looking to beat the heat with a mug full of suds.

Rebecca Giddens (2004 Olympic Silver Medallist, 2002 World Champion), her husband, Eric, and brew master Kyle Smith are the driving forces behind Kern River Brewing Company.

Located at 13415 Sierra Way, KRBC is the first brewpub in Kernville. Keeping with the spirit of the town, the atmosphere contrasts a rustic mining camp atmosphere with a modern, seven-barrel brewing system. Unique brews bearing colorful names such as Isabella Blonde,

Sequoia Red and Class V Stout also reflect the personality of the region.

Indoors, customers can view the 600-square-foot brewing area. The outdoor deck is a relaxing spot to try a full slate of entrees, appetizers, beverages — including a kids' menu.

Few businesses offer the opportunity to see an Olympic medallist in the kitchen, behind the bar, or hauling a 100-pound bag of barley.

"Where else can you have a beer and get your picture taken with an Olympian?" said Rick Davis, executive director of the Kern County Board of Trade — the county's tourism bureau. "Like our slogan says, in 'Kern County, we've got it all'."



Location Manager Mike Fantasia ("Memoirs of a Geisha", "Seabiscuit") mugs for the camera with Film Commissioner Rick Davis (left) and Film Liaison Dave Hook (right) at Cine Gear.

## FILMING: Smaller projects have Kern totals higher at midway point of 2006

Continued from page 2

"Bonneville" with Jessica Lange and Christine Baranski (Rosamond), and "One Part Sugar" with Danny DeVito and Dylan Walsh (Ridgecrest).

Television was represented by "WWE Friday Night Smackdown" (Bakersfield), "Stunt Junkies" (Mojave Spaceport), and the Discovery Channel's "Shootout!" series — which used the Willow Ranch near

Rosamond to simulate battlegrounds at Iwo Jima and Okinawa.

Major commercials included spots for GMC, Dodge Trucks and the HBO Series "Real Time with Bill Maher" at Tejon Ranch; Saab Motors (Inyokern Airport); and Verizon Wireless (Delano, Bakersfield).

Also lensed were music videos for Rascal Flats (Tejon Ranch), Dierks Bentley (California City Studios) and Kris Kristofferson (Trona Pinnacles).

ON THE GROW

BAKERSFIELD

The City has proposed a "sports village" at Taft Highway between Gosford and Ashe roads. The 170-acre parcel would be used to attract regional, state or national competitions. The anticipated \$50 million project could break ground in 3-5 years.

Specialty automotive vendor 4-Wheel Parts opened doors at 3001 Auto Mall Drive. The Compton-based chain has stores in 17 states offering tires, suspension products and accessories.

Restaurant chain P.F. Chang's announced plans to open an eatery in The Shops at River Walk complex. Plans call for the first meals to be served at the Stockdale Highway location in October. Another addition to the River Walk will be BJ's Restaurant & Brewhouse. Opening in December, the restaurant will offer a traditional bar and grill menu along with handcrafted beers.

Maya Cinemas has entered talks to bring 16 stadium-style movie screens to downtown Bakersfield by April 2007. Plans also include 23,000 square feet of retail space in a complex to be located near the McMurtrey Aquatic Center.

Ashley Furniture HomeStore brought a 41,000-square-foot showroom to the Northwest. The 8915 Rosedale Highway site will eventually partner with a 50,000-square-foot distribution center.

CarQuest has expanded its distribution center at 34928 McMurtrey Avenue to include a retail outlet, the 13th for the auto parts retailer in the greater Bakersfield market.

VALLEY COMMUNITIES

A 160-acre section of former oilfield near Taft will be home to off-roaders following a unanimous decision by the Kern County Plan-

ning Commission. Honolulu Hills Raceway hosts moto-cross and ATV races but will soon be made available to off-roading enthusiasts seeking a lawful alternative to Kern County's rampant illegal riding.

Ground has been broken on a new Rite Aid store in Shafter. The 18,000-square-foot pharmacy/retailer is one of two California prototypes of the new "Customer World Design", which opens up the sales floor surrounding the pharmacy. Completion is expected in January.

DESERT COMMUNITIES

Caltrans remains busy in the Mojave area with another freeway upgrade, this time on State Route 14. The project will widen a 10-mile stretch of blacktop from two lanes to four, create on and off ramps at California City Boulevard, and elevate the roadway to avoid flooding at Cache Creek Wash.

Need a jolt? Desert residents can turn to Joltin' Java at 8108 California City Blvd. in California City. Serving coffee and espresso (along with paninis, bagels and fresh cookies), the facility shares retail space with Curves for Women and Jammin'Tan.

TEHACHAPI

Giant home improvement retailer Home Depot announced plans to open a new Tehachapi store in November. Located at North Mills Street and Highway 58, the facility would cover 104,000 square feet and employ 150 workers.

August is the scheduled completion date for the Tehachapi Village shopping center. The 17,000-square-foot mini-mall will contain six retail suites including a wireless phone store, gift shop, chiropractic office and restaurant.

Grant aids launch of Highway 178 Corridor kiosk project

The Ridgecrest Area Convention and Visitors Bureau and the Maturango Museum celebrated the long awaited completion of the "178 Corridor - The Palace to the Pinnacles" tourism kiosk with a mixer and ribbon cutting on June 29.

The informational kiosk, which was partially funded by a Kern County Tourism Promotion Grant, is located on the Maturango Museum grounds.

Tourism promotion grants are administered by the Kern County Board of Trade on behalf of the Board of Supervisors. Over the past six years, the program has given \$900,000 to qualifying non-profits for development of Kern tourism projects.

Grants from the Indian Wells Valley 2000 organization and the Community Foundation Serving Kern



County also contributed to the project, with additional funding provided by the RACVB.

The two-sided, free-standing kiosk is the first of several expected to be constructed between

Ridgecrest and Bakersfield. One side of the 4 by 8-foot display area is dedicated to the 178 corridor attractions while the other features activities and attractions throughout the Ridgecrest region.

RACVB Executive Director Ray Arthur noted that the kiosk was locally designed and constructed by Caraway Construction, which also donated the kiosk lighting. Longtime museum volunteer Carroll Evans created and donated the display doors and paneling.

"Like almost everything good that happens in the Indian Wells Valley, this was a joint effort by a lot of great people working together," noted Arthur.

The RACVB and Board of Trade are among several non-profit organizations participating in the Route 178 Corridor Initiative -- a program to promote the 95-mile stretch of State Highway 178 from Buck Owens' Crystal Palace to the Trona Pinnacles as a visitor attraction.

**DATELINES**

August 9 - **Olivia Newton-John in Concert**, Fox Theater, 2001 H Street, Bakersfield, 8 pm. Tickets \$45-54 at the box office or via Vallitix. (661) 324-1369, www.vallitix.com.

August 10 - **Yellowcard in Concert**, Stramler Park, 1001 Chester Avenue, Bakersfield, 7 pm. Also performing: Matchbook Romance, Hendley. Tickets \$25 in advance, \$27 day of show. (661) 868-7200.

August 10 - **John Hancock Champions on Ice**, Rabobank Arena, 1001 Truxtun Avenue, Bakersfield, 7:30 pm. Tickets \$45-\$140. (661) 322-2525 or www.ticketmaster.com.

August 14-20 - **43rd annual Tehachapi Mountain Festival and Rodeo**, Tehachapi (multiple locations). Arts and crafts show, food, entertainment, carnival, parade, car show, PRCA rodeo, pet parade, 5K & 10K runs, pancake breakfast, spillikins corner and more. (661) 822-4180.

August 22 - **Los Lonely Boys**, Rabobank Arena, 1001 Truxtun Avenue, Bakersfield, 8 pm. Tickets \$30-\$37.50. (661) 322-2525 or www.ticketmaster.com.

August 27 - **Country River Walk**, Best Western Inn, 2620 Buck Owens Blvd., Bakersfield, 1-5 pm. Featuring Kenny Walters and the Moosehead Band. Jammers welcome. Admission \$10, with Bakersfield Country Music Museum members admitted free (new members will be accepted). (661) 366-6003.

September 7-9 - **Wasco Festival of Roses**, Wasco (multiple locations). Rose Queen Pageant, guided tours of rose fields, tennis tournament, 10k walk run, golf tournament, 3-on-3 basketball, arts & crafts fair, barbecue, parade, carnival, rose show, rose demonstrations, etc. (661) 758-2616.

September 9 - **Brews in the Village**, Kern County Museum, 3801 Chester Ave., Bakersfield, 6 pm. Five stages of music, scores of breweries and dozens of restaurants and caterers serving samples of their finest. Fill your souvenir glass with beers from all over the world. Tickets \$45. (661) 324-BREWS.

September 16 - **2006 Fall Farm Festival**, Buttonwillow Park, Buttonwillow, 11 am. Parade, crafts, games, food, family-oriented entertainment. Sponsored by Buttonwillow Chamber of Commerce and Agriculture. (661) 764-5406.

September 16-17 - **Manufacturer's International Drag Boat Racing**, Lake Ming, Bakersfield, 8:30 am. Tickets: \$12, Sat.; \$15, Sun. A National Jet Boat Association-sanctioned event. (310) 483-6919.

September 20 - October 1 - **The Great Kern County Fair**, 1142 South P St., Bakersfield. Admission \$8 adults, \$3 children. Rodeo, livestock, exhibitions, games. Entertainment includes Smash Mouth, Jose Feliciano and Bowling for Soup. (661) 869-2825.

September 30 - October 1 - **Kern Valley Turkey Vulture Festival**, Audubon Kern River Preserve, 18747 Highway 178, Weldon. Enjoy thousands of vultures sailing over Audubon's Kern River Preserve. Learn about the biology of birds, visit with dozens of educational vendors. Field trips and workshops. (760) 378-2029.

October 7-8 - **World's Largest Antique Show**, Kern County Museum, 3801 Chester Ave., Bakersfield, 10 am-5 pm daily. Admission included with museum ticket (adults \$8, seniors \$7, students \$6, children \$5). (661) 852-5000.

October 14-15 - **5th annual Highway 99 Cruise'n Show**, Kern County Fairgrounds, 1142 South P St., Bakersfield. Saturday, 10 am-midnight; Sunday, 10 am-3pm. Car show, live entertainment. (661) 589-0947.

October 17 - **Ray Price in Concert**, Buck Owens' Crystal Palace, 3223 Sillect Ave., Bakersfield, 6 pm and 8:30 pm. Tickets \$25-37 at the box office or via Vallitix. (661) 324-1369, www.vallitix.com.

October 21 - **Dust Bowl Festival**, 8301 Sunset Blvd., Lamont, 8 am-3 pm. Remembering the Dust Bowl experience. Down-home food, antique cars, square dancers, live music, displays & artifacts, and Dust Bowl Queen contest. (661) 832-1299.

See [www.co.kern.ca.us/apps/eventcal/evtcaldsp.asp](http://www.co.kern.ca.us/apps/eventcal/evtcaldsp.asp) for a complete calendar of events.

<i>Supervisor</i>	<i>District</i>	<i>Director</i>
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Don Maben	II	Marie Walker Linda White
Barbara Patrick	III	Jim Baldwin Brent Rush
Ray Watson	IV	Susie Geiger Penny Maines
Michael Rubio	V	Carmen Handy Anthony Martinez

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 2101 Oak Street  
 Bakersfield, CA 93301

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