

*For Immediate Release*

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## **Solvang Visitor Information Center Under New Management**

*Solvang, CA*– The City of Solvang has hired a new management contractor for the Solvang Visitor Information Center. Creative Visual Solutions owned by Brenda Ball, formerly the Director of Digital Media of the Solvang Conference & Visitors Bureau for over a decade, along with her husband Jim Ball, have taken over management of the Visitor Information Center located at 1637 Copenhagen Drive in downtown Solvang.

“We are looking forward to serving the global visitors of Solvang with professionalism and enthusiasm,” says Brenda Ball of her new role. “The Visitors Center is not only a service the City provides for visitors. Residents can utilize our services as well for more information about dining options, fun activities and special events in Solvang. We’re here to help everyone.”

The Information Center will be open from 9:00 AM to 5:00 PM daily with extended hours during special event weekends such as Danish Days from Friday, September 20 to Sunday, September 22, 2019 and during key Julefest events in December.

On August 31, 2019 the City of Solvang’s temporary contract with the Solvang Conference and Visitors Bureau (SCVB) ended, permitting the City to find alternate management services for the Center. During the August 26, 2019 City Council meeting, a vote to stop negotiations with the SCVB passed 3-2 with Councilmembers Robert Clark and Karen Waite dissenting.

Councilmember Daniel Johnson was then tasked with finding solutions to key SCVB services including management of the Visitors Information Center. He then recruited Brenda Ball’s company to provide immediate services to ensure the Visitor Information Center was open on

Labor Day. A proposed contract with Creative Visual Solutions will be presented to the City Council this Monday, September 9 to continue services through the end of the year.

“I’m thrilled that Brenda is at the helm of the Solvang Visitor Information Center,” exclaimed Mayor Ryan Toussaint when asked about the new management. She has already taken the initiative to come up with ideas to modernize the Center and make it more effective. Brenda has been out talking to business owners to find out what the community is looking for and she has been surveying visitors for valuable information that can be used to improve the Center’s services. This should lead to positive changes for the Council to consider.”

The Solvang Chamber of Commerce is hosting a Grand Re-Opening at the Visitors Information Center on September 20, 2019 at 3:00 PM, one hour prior to the start of Danish Days.

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High Resolution Photos available upon request.

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