

THE MENDOCINO DINING and LODGING GUIDEBOOK SPECIAL 25 Page PREVIEW.

This Guide Book was published in Summer 2021
Printed Book distribution begins in October 2021

Individual retail prices and book store wholesale orders may be placed at this time. Retail price \$14.95 for ECommerce Book Download Purchase on PayPal. Bookstore outlet prices are 40% off or \$8.97 each. Bookstore Buyers can Email their orders to Robert@northofsf.com or you can leave a message at the 24 Hour Voice Mail Number (707) 522-0550.

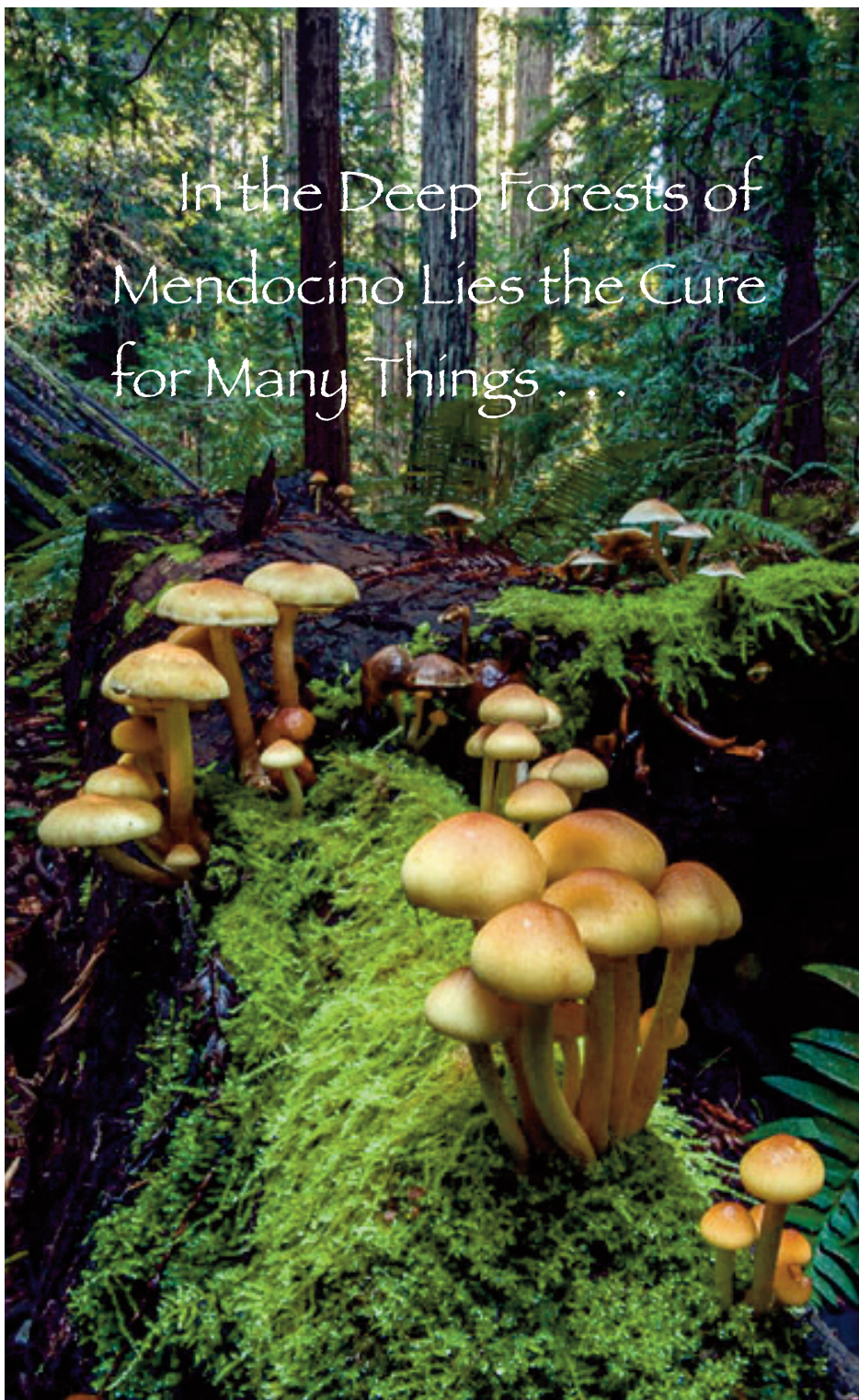
This is a \$30,000 Full Color Guide book project from Robert W. Matson and Sea Wolf Publishing. You will find this 84 page book illustrated with over 80 gorgeous full color photographs of the Mendocino Coast. Features on over 125 “mom and pop” restaurants and accommodations, detailed maps, safety net non profits, web sites and lots of suggestions and valuable travel information.

CONTACT:

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VISIT the Complimentary 25 Page Special Preview
and ECommerce website at - <http://www.northofsf.com>



In the Deep Forests of
Mendocino Lies the Cure
for Many Things . . .





DEDICATED TO MOM and POP

This book is dedicated to all the “mom & pop” businesses who support and serve the visitors and residents of the Mendocino Coast. Also featured are a few compassionate non - profits who nurture and save lives - plant, animal and human. Indeed they feed the body and feed the SOUL.

PRICES & CHANGES: All listings in the various sections of this book were cross-checked for accuracy; however, the Publisher cannot guarantee the compilers' correctness of the information furnished them or the absence of errors. Prices mentioned in the features are subject to change due to fluctuations in the economy and management. Operating hours are also subject to change, especially on a seasonal basis in rural areas. As a rule of thumb, room rates may increase \$5 - \$10 per room per year.

45 YEARS of QUALITY: *Since 1975 Robert W. Matson has been publishing regional travel books of exceptional quality. Books that are extremely concentrated with valuable information and more than fairly priced. "Everything I write about I experience first hand," he states. The Mendocino Dining and Lodging Guide is his 6th title in the North of San Francisco Travel Series - bringing the total to over a 100,000 books in print!*

In order to participate in this book each destination had to pass specific criteria established by the author, Robert W. Matson. Each destination is exceptional in one way or another. Quality and profits go hand in hand; that way the consumer is assured of a top notch guide book to the best, whether moderate or expensive; accommodations, restaurants, galleries, general stores and select and productive non-profits North of San Francisco.

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Published by Sea Wolf Publishing

P.O. Box 150, Fort Bragg, California 95437 (707) 522-0550

COVER PHOTOGRAPH: Veteran photographer John Birchard of Mendocino caught the sunrise of Big River Estero with this photo. His website and spectacular photos can be explored at <http://www.birchardphoto.com>. The **Inside Front Cover Photo** of the redwood forest and mushrooms is from Jon Klein. His spectacular photos can be seen at <http://jonkleinphoto.com/>

COVER DESIGN: by Robert W. Matson, <http://www.northofsf.com/contact>

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North of San Francisco Guide Book TM

The Mendocino Dining and Lodging Guide

First Printing: Fall of 2021

Printed in California on partial recycled paper.

ISBN: 978-0-916310-00-4

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Albion to Westport. California's New Gold Coast!*****HOW TO USE THIS BOOK by Robert W. Matson**

Over four decades of travel and contact with knowledgeable residents and curious visitors to the north coast have helped to field test and engineer this practical, unpretentious and easy-to-use guide book. This book is divided into two chapters. This is the first guidebook where I have deliberately partnered over 125 for profit "mom and pop" businesses with non profit organizations who provide a safety net for the less fortunate or in case of wildfire, earthquake or tsunami. The alphabetized index beginning on Page 74 lists destinations by page number. Individual destinations follow the highways in geological order, from south to north and/or east to west. Happy Trails!

PRICES and HOURS of OPERATION

All listings in the various sections of this book were cross-checked for accuracy. Prices mentioned in the features are subject to change due to fluctuations in the economy and management. Operating hours are also subject to change, especially on a seasonal basis in rural areas. As a rule of thumb, room rates usually increase \$5 - \$10 per room per year. However because of the high demand for coastal lodging, a feeding frenzy has occurred with excessive (just plain greedy) prices to make up for lost time and money. Rates have sky rocketed and the workers who support these establishments have suffered. People do not forget and corrections in real money and karma are inevitable. Menu prices usually increase about 10% to 20% per year due to inflation and cost of operation. The following price rating symbols accompany each restaurant and lodge.

(\$) Inexpensive to Moderate:	Meals under \$15, Lodging \$35-\$85/2
(\$\$) Moderate to Expensive:	Meals \$16-\$35, Lodging \$95-\$200/2
(\$\$\$) Very Expensive:	Meals over \$35, Lodging over \$200/2

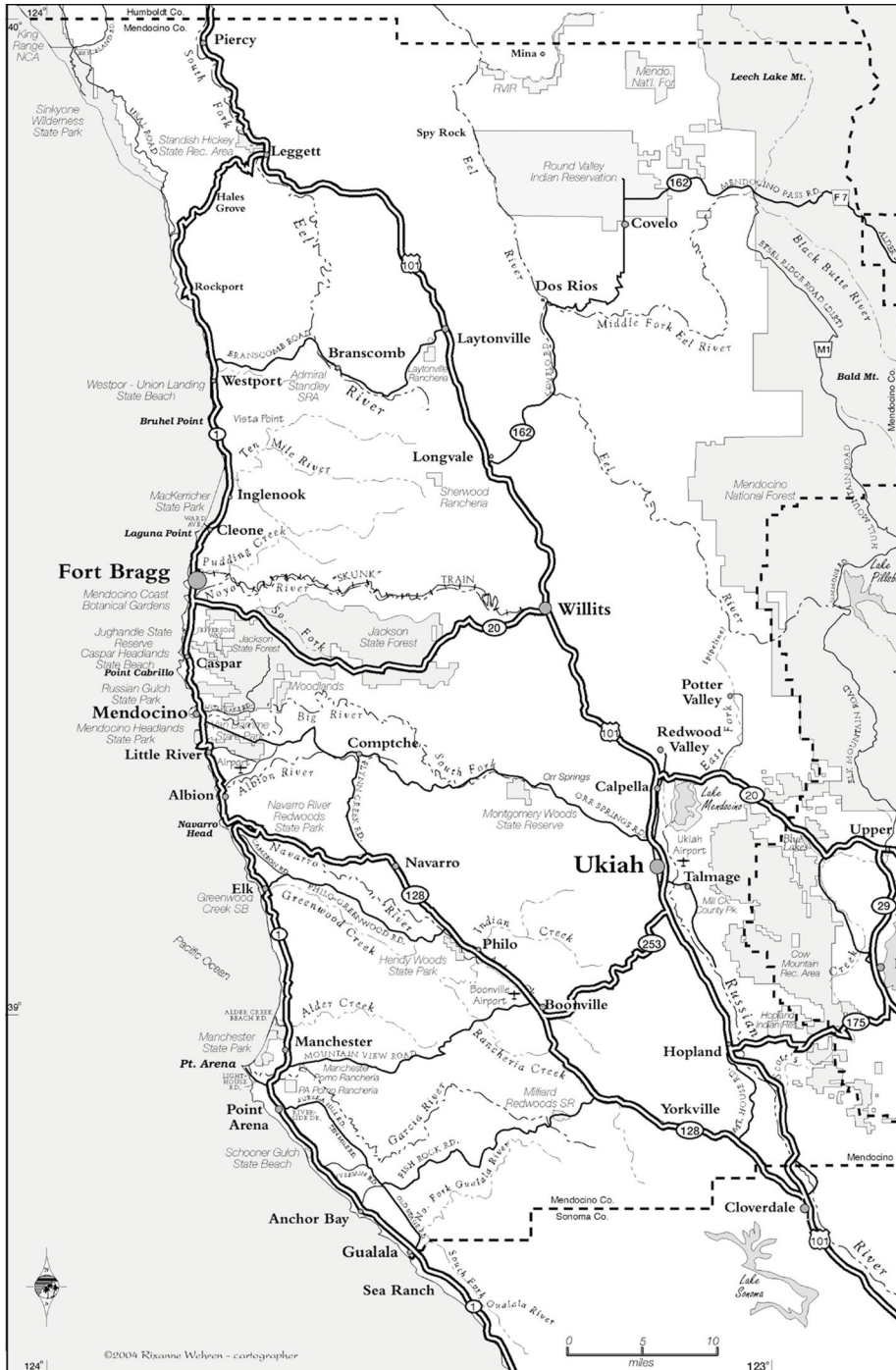
A WORD ABOUT THE REVIEWS

I live here. Since 1975 I have sold over 100,000 guidebooks generating millions of dollars flowing into the north coast economy. I frequent the Mendocino County coastline, wine country, redwoods and mountains. The roads and the people who live here are well known to me and the reviews are accurately written with a depth of first hand experience few travel writers ever achieve. Shop and compare. A color photograph is worth a thousand words. Guide book readers are extremely visually oriented. So, this book is for you.

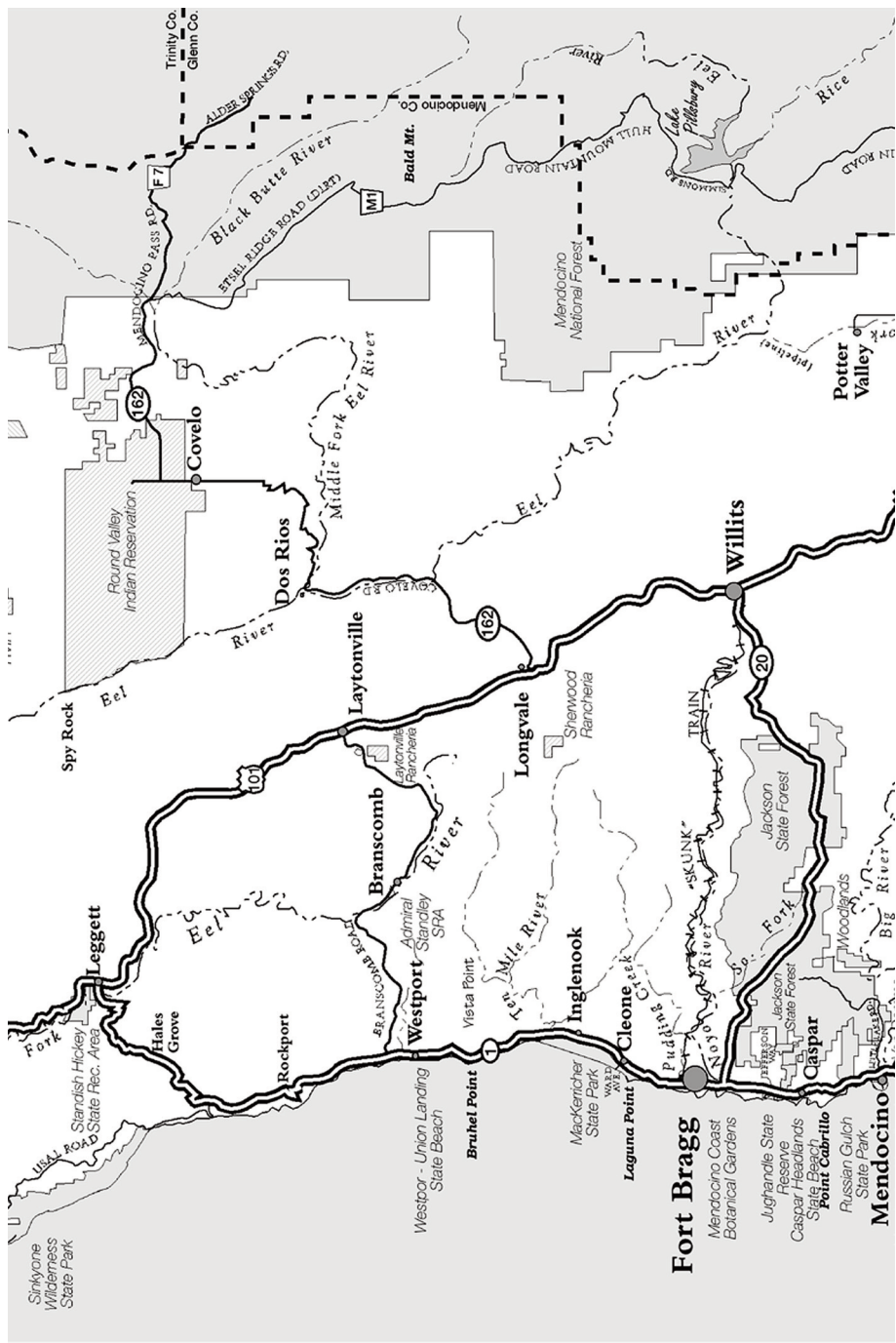
Each restaurant, accommodation, general store and winery has been personally inspected and the proprietors interviewed. Each restaurant has been dined at prior to being written up. I personally inspect each accommodation. I hope you find what you are looking for.

A WORD OF CAUTION

In the 1970's President Reagan gave the mentally ill bus tickets to two cities in northern California - Bolinas and Mendocino. Combined with a social welfare conveyor belt and progressive liberal tolerance; we have a loose population of undisciplined deviates. Lock your car, protect your loved ones and your pets while visiting Fort Bragg and Mendocino.

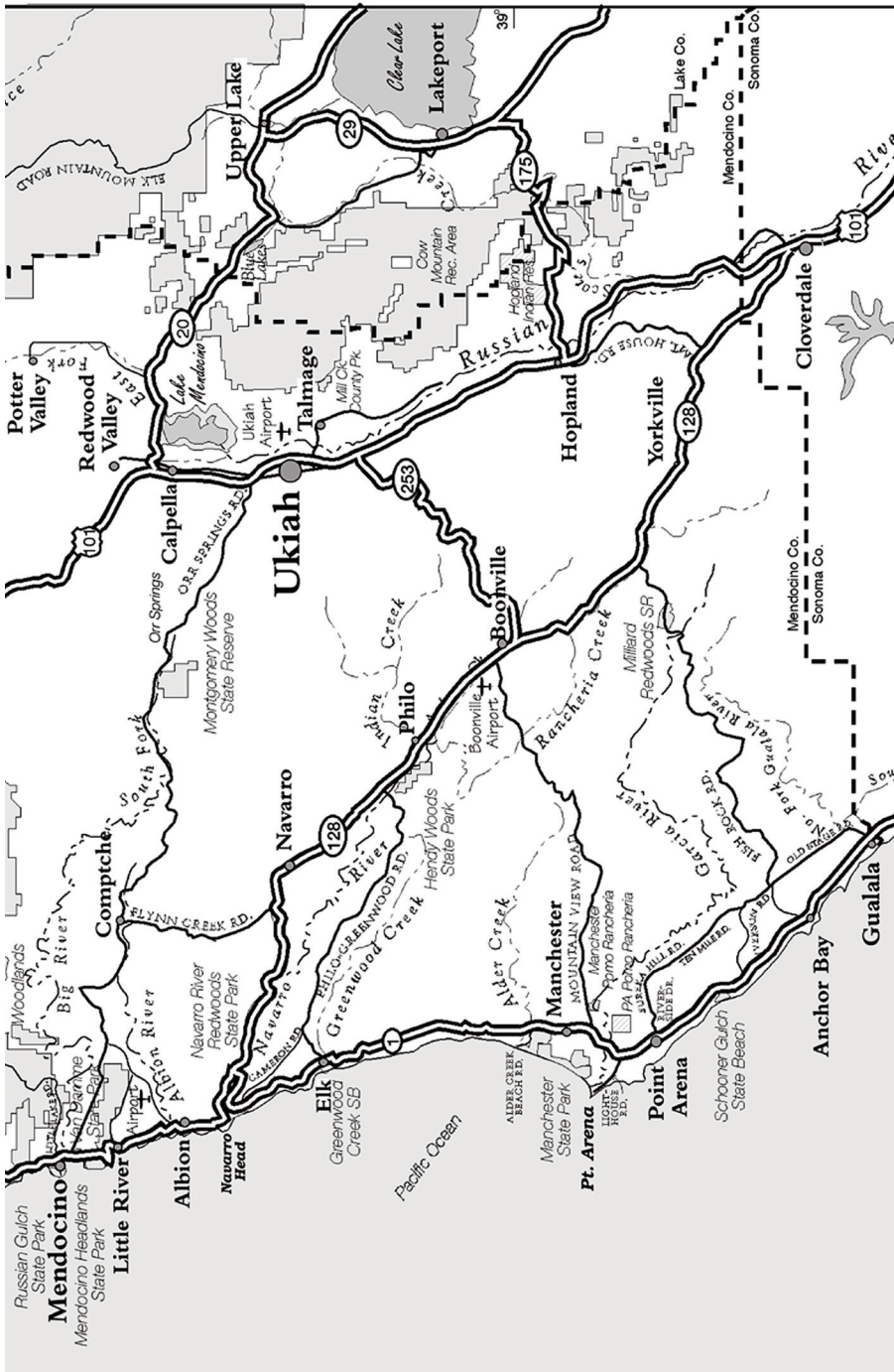
MENDOCINO COUNTY MAP**Mendocino Coast 3**

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16 Mendocino Coast***Big River Estero*****BIG RIVER ESTERO BEACHES, BRIDGE and HIKING TRAILS****MENDOCINO: Historic Victorian Village by the Sea**

Mendocino, located 120 miles north of San Francisco, is a coastal village with a "small town personality," which was named by Spanish explorers for Cape Mendocino. The population is 800 plus and Mendocino is on the National Register of Historic Places. It can be reached from the southeast by State Highway 128, from the northeast by State Highway 20, the north/south by state Highway One or by traveling the remote and picturesque Comptche-Ukiah Road. Rarely does the temperature go over 89 degrees, however days can be windy and winter storms fierce and exciting.

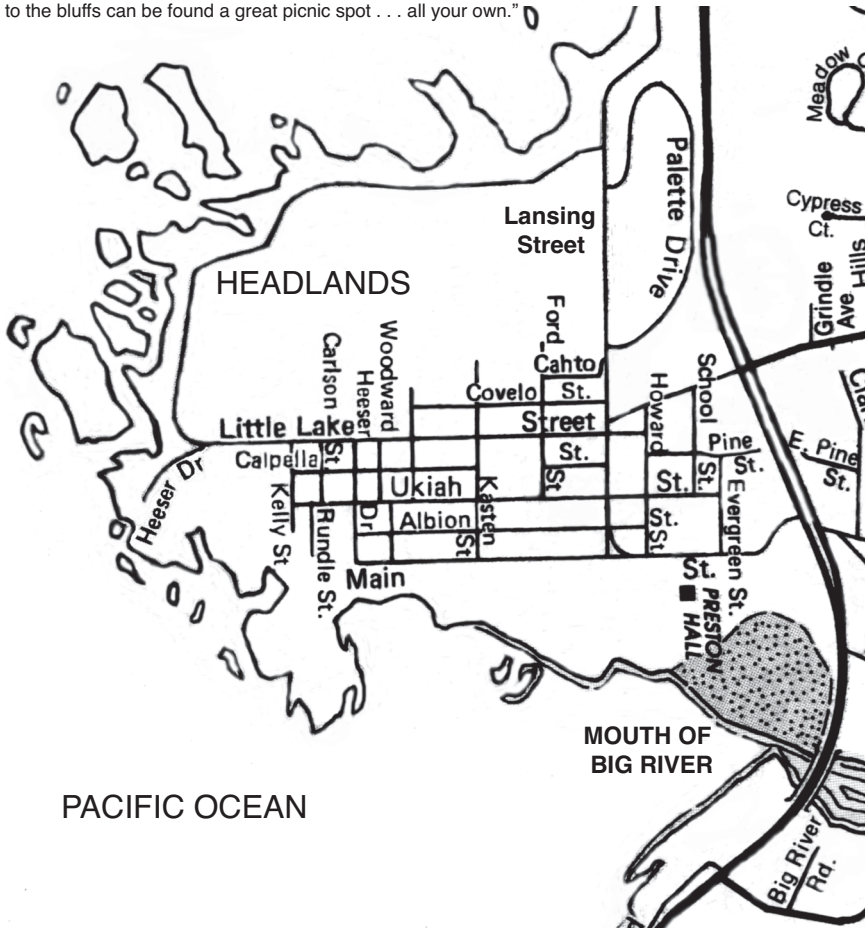
The cleanest air and clearest light blesses visitors and the artist community who create here. Visitors escape the summer heat and stay in a multitude of hotels, bed n breakfast inns, state park campgrounds and vacation rental homes. Demand from refugees is high, so realestate is pricey and tight. Lots of places to park your adventure van or RV along the cliffs or in the forests. Keep your vehicle and loved ones (2 n 4 legged) secure during the day and locked at night.

Fancy to traditional restaurants satisfy appetites from raw-vegan to steaks and seafood. Picnics to go, pizza, smoothies, cheese burgers, chili rellenos, smoked salmon, clam chowder, salsa & chips, organic garden fresh salads, cinnamon rolls, mochas and lattes; we have it all. Whether you are looking for economy to extravagant, you will not be disappointed. Lots of historic buildings, galleries and shops to explore. Kayaking, surfing, wildlife watching (people and nature), star watching, beach combing and to the north "big city Fort Bragg" and the remote Lost Coast. Many come here for the inner as well as the outer journey and to heal and reflect. I hope you find what you are looking for.

MENDOCINO: Historic Victorian Village Map



Award winning photographer Russ Christoff took the above photo and named it "Fence and Main". Russ states, "The split rail fence surrounding Mendocino's "blow hole" can be the perfect foreground for the main street. The area is also a great walk with breathtaking views of the bay behind you, and closer to the bluffs can be found a great picnic spot . . . all your own."



38 Mendocino Coast**FORT BRAGG**

The new Noyo Bridge on opening day August 12, 2005. Everyone turned out and the whole town celebrated. Noyo Harbor, the jetty, bridge and Glass Beach are major attractions to Fort Bragg. You can walk, bicycle or drive across the bridge. Fort Bragg has everything - a river, beaches, creeks, forests and headlands. A multitude of casual restaurants and accommodations await.

FORT BRAGG

Fort Bragg, located 120 miles north of San Francisco, is a mid-sized city with a "small town personality." The population today is 7,000 plus and growing. It can be reached from the east by State Highway 20 and State Highway 128 and from the north/south by state Highway One. A picturesque wilderness drive is Branscomb Road north of Westport. Rarely does the temperature go over 89 degrees, however days can be windy and winter storms fierce and exciting. Noyo Harbor is our premier fishing port. You can charter a boat for fishing or whale watching, kayak the river or venture out into the turbulent sea. U.S. Coast Guard cutters and crews are quick and on stand-by.

Visitors can escape the summer heat and stay in a multitude of motels, hotels, bed n breakfast inns, campgrounds, RV parks and vacation rental homes. Lots of places to park your adventure van or RV along the cliffs or in the forests. Keep your vehicle and loved ones (2 n 4 legged) secure during the day and lock up at night.

Fancy to traditional restaurants satisfy appetites from raw-vegan to steaks and seafood. Deli's and sandwich shops abound. Shop for a picnic to go, pizza, sushi, cheeseburgers, chili rellenos, smoked salmon, clam chowder, salsa & chips, organic garden fresh salads, back packer chocolate chip cookies, mochas and lattes; we have it all. Whether looking for economy to extravagant, romantic dinners to casual, you will not be disappointed. Lots of museums, galleries and shops to explore, train rides, world famous "Glass Beach," wildlife watching (people and nature), star watching and beach combing are a few things to do. To the north is the majestic Lost Coast. Its no wonder there is a shortage of housing and real estate for sale because everyone wants to live here. The climate, clean cool air and amenities help you relax and settle in. Happy travels !!



64 Mendocino Coast FORT BRAGG / GLASS BEACH

THE WORLD FAMOUS GLASS BEACH

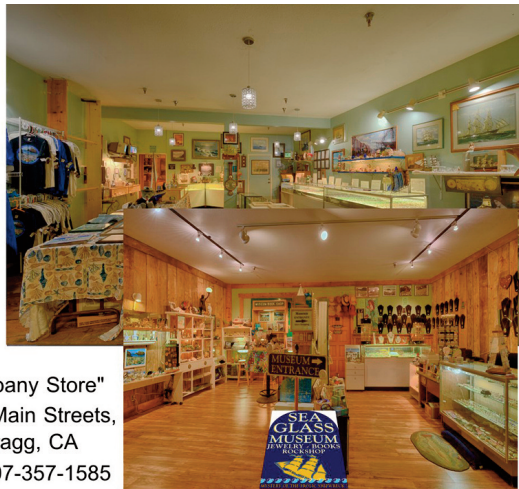
At the end of Elm Street in Fort Bragg is the world famous Glass Beach. There is no admission and folks travel here from all over the world looking for treasure. For years it was a dump or “trash beach”. First horse and buggy; then residents would back their pick-up trucks to the edge of the cliff and unload their trash. Fire would burn away anything that wasn’t enduring. The ocean would flush, rush and crush the contents; each tide and storm would reduce the rubble. What remains today are little pieces of broken glass of various colors and sizes; some very rare and valuable. This is Glass Beach. The Sea Glass Museum, in the historic Union Lumber Company Store, is a great place to explore the history of Glass Beach and purchase a souvenir of rare treasure collected by sea glass and Glass Beach expert Captain Cass Forrington. His museum is a must see in Fort Bragg.



The symbology of Glass Beach is expressed by local minister Greg Esher of Grace Church, a place of worship and “hubs and routes” emergency shelter for the less fortunate. Greg states “God can take the trash of your life and His refining turbulent love can wash the filth away, deposit it in the deepest part of the ocean never to be seen again. He can carry away the pain as far as the “east is from the west” and your life will be changed from trash to treasure, your mess into a message, your test into testimony, your stumbling block into a stepping stone, and your brokenness into blessings.”

Glass Beach Jewelry's Sea Glass Museum

is a “Must See” for all ages! Showcasing the beautiful treasure of a local former sea captain who scours Fort Bragg’s plentiful Glass Beaches for rare gems. The gallery also offers fine handcrafted sea glass jewelry and art. Listed on Trip Advisor as the most popular privately owned attraction on the coast. Located in the Historic “Company Store” at the corner of Redwood & Main Streets, 303 N. Main St., Ste F, Ft. Bragg, CA
GlassBeachJewelry.com - 707-357-1585



66 Mendocino Coast Cleone to Westport



PURPLE ROSE

Located five miles north of Fort Bragg in the tiny community of Cleone (Portuguese for “gracious people”) is the Purple Rose Mexican restaurant and cantina. Here you can eat and drink at the edge of the world. The full bar serves three dozen tequilas, house margaritas, brandy, gin, rum, rye, Scotch, whiskey, vodka and cocktails - my God it is an alcoholic’s paradise. The chunky house made red and green salsa and chips make you want more and more. The menu consists of tacos, tostadas, tamales, burritos, chimichangas, enchiladas with various combinations of chicken, cachaca (shredded beef), red chili, green chili, bean, guacamole, veggies, shredded lettuce and cheese (from \$8.95 - \$12.95). Servings are generous and combination plates are from \$10.95. Beverages include coffee, milk or soft drinks (free refills) and desserts include Purple Rose cake, flan or sapodillas.

\$\$\$ PURPLE ROSE RESTAURANT & CANTINA (707) 964-6507

Mex-American Cuisine, Cantina Bar

24300 N. Hwy 1, Fort Bragg, CA. 95437

<http://www.purpleosemex.com>

Open Tues - Sat 4 - 7:30 pm

CLEONE GROCERY STORE CAMPGROUND & GAS STATION

Behind the full service grocery store and gas station is a lush campground with bathrooms, hot showers, a laundry room, fish cleaning facility and garbage pick-up. A coastal breeze nudges tree tops and bows into motion as you tend your open pit fire in the windbreak below. It feels good to camp here, especially knowing that the clean and well organized store, scarcely 100 feet away, is there to provide for all your basic camping needs. The full service store and gas station stocks lots of frozen meals, some fresh produce, milk, cheese, sandwich meats, ice cream, a good selection of beer and premium wines, camping equipment, toiletries, soaps, cooking utensils and campfire fuel.



tion of beer and premium wines, camping equipment, toiletries, soaps, cooking utensils and campfire fuel.

The 36 campsites on 5

acres in this peaceful oceanside setting are set under a forest canopy with hedgerows and landscaping providing privacy and natural beauty. Pull through and RV sites offer campfire rings, picnic tables, water and electricity. Overnight rates are very fair and camp rules are enforced for peace and safety. Bring your friends, children and pets for a wonderful vacation in Cleone.

\$\$\$ CLEONE GROCERY & CAMPGROUND 24400 N. Hwy 1, Cleone
Campground, Full Service Grocery Store & Gas Station, Hot Showers

Store & Gas Open 7:30am-9pm

<http://www.cleonecampground.com/>

Seasonal Campground Res. Nec. (707) 964-4589 Store (707) 964-2707

SWITZER FARM WEDDINGS

Switzer Farm is one of the most majestic and secluded wedding destinations on California's Coast. Located 20 minutes north of Fort Bragg and just south of Westport, the 1884 restored Victorian farmhouse sits atop 22 oceanfront acres directly above the wild Pacific. The farm is completely private. There is nothing between you and the ocean but a

very private meadow, headlands and coastal cliffs. To the delight of guests the flower gardens attract angelic flutters of butterflies and humming birds. Owner Gary Weiss is proud of the many magical weddings and varied venues he has hosted here. Wedding cost is \$20,000 / 3 nights for 20 - 99 guests.

\$\$\$\$ SWITZER FARM

36700 N. Hwy 1, Fort Bragg, CA. 95437

Weddings, Lodging and Reception Destination

(707) 409-0383

<https://switzerfarm.com/>

gary@switzerfarmofwestport.com



Photo by Freda Banks

WESTPORT HOTEL and ABALONE PUB

The Westport Hotel is a historic Victorian Bed & Breakfast (circa 1890) located on Highway 1 at Westport. Upstairs are six comfortable rooms with private baths and ocean views. The inn can accommodate couples or groups of up to 12 people with rates for 2 from \$150 - \$225; whale watching and ocean access is across the street.

The chef uses only local catches of fish, small farm and garden organic produce and cuts of beef and chicken. Four to five special dishes are served for dinner depending on the chefs "whims and moods". The food is absolutely delicious. A variety of micro-brewed beers and California wines are served at the redwood heartwood long bar or tableside. Of special note are Dorine's afternoon teas served at 3pm - 5pm Saturdays or on special occasions by arrangement. During the logging and fishing boom of the 1800's Westport was home to 14 saloons. Only the best is left - the Westport Hotel.

\$\$\$-\$\$\$ WESTPORT HOTEL

38921 N. Hwy. 1, Westport, CA 95488

Bed n Breakfast/Dinners, Old Abalone Pub, Beer and Wine Bar, High Teas,

Sauna, Jacuzzi Tubs. <http://www.westporthotel.us> (707) 964-3688 Res. Nec.



70 Mendocino Coast***The LOST COAST***



Some of your more memorable life experiences can be spent on the Lost Coast in a tent, at night with the lullaby of the waves beating against the shore and the stars overhead. Some nights are so quiet and peaceful that all you can hear is your lovers heart beating in harmony with yours. You can “shed your cloak of formality” and get real in such places. Having the proper amenities is important. I suggest you visit the Outdoor Store in Mendocino or Fort Bragg.

The Mendocino Coast Food & Shelter Safety Net You Can Support By Donation

The FORT BRAGG FOOD BANK feeds 1,000s of needy residents & visitors

Every week the kind staff at the Fort Bragg Food Bank hand out bags of fresh produce, some from local organic farms, as well as canned and packaged breakfast, lunch and dinner items. Coffee, tea, fruit juices, milk and words of encouragement mean a lot.



<http://www.fortbraggfoodbank.org>

Shockingly One in Four Mendocino Coast Children go to Bed Hungry !

Please donate to the Childrens Fund and you help end short term and long term suffering among children and their struggling families. A garden network helps provide kids with delicious home grown produce.

<http://www.mccf.info/.org>

Homeless People are most at risk of exposure to the elements.

The Hospitality House provides shelter for at risk and homeless people who want to work their system of rebuilding self-esteem, meaningful employment and safety. They offer 24 beds for people each night; provide meals, training and motel vouchers for more.

<http://www.mendocinochc.org/>

ARK GIFTSHOP for the MENDOCINO COAST HUMANE SOCIETY

At the Ark Pet Store Giftshop you can support the care and feeding of Mendocino Coast Humane Society dogs and cats by purchasing quality used merchandise. This "feel good" store is located west of the State Highway 1 round-about. The Ark Thrift Shop is the coast's premier emporium of used and recycled treasures and provides a substantial share of the money needed to keep the Shelter in operation.

18274 N. Hwy 1, Fort Bragg, CA. 95437 Open daily noon -5pm 707 961-0365

<http://mendocinohumane.org/>

SAFETY FROM WILDFIRES IS CRITICAL TO TOURISM

One of the most critical areas for wildfire protection is the Simpson Lane - Mitchell Creek area in south Fort Bragg. A huge fuel load build-up exists in Jughandle State Forest from an old logging cut and dereliction by California State Parks. This is one of the most densely populated areas of Mendocino County with many mom and pop business owners and Fort Bragg consumers living there. Donate to the Fort Bragg South Fire Safe Council and you help protect life, property and Fort Bragg itself from wildfire spread.

<http://www.firesafefortbraggsouth.com>

The Safety Net of CHURCHES

From Extraction, to Addiction, to Attraction

The Mendocino coast is ground zero for what became the world's fifth largest economy when a '49er named Jerome Ford came up to scavenge a shipwrecked Chinese schooner, the Frolic. He looked ashore and saw the real treasure and built the first lumber mill at Casper Creek. The Redwood Highway, coupled with a world-class port created the extraction economy. Forestry and fishing built an amazing community along the Pacific Ocean with the two seaport cities Fort Bragg and the village of Mendocino. With the removal of the mills and the ocean in distress we became "a drinking town with a fishing problem." Mendocino County emerged with a new economy: wine, beer, meth, marijuana, fentanyl, heroin and gambling becoming the norm.

The air conditioned Mendocino Coast, however, has much to offer with its unfettered access to the Pacific Ocean: tidal pools, gardens, ocean bluffs and sunsets. We are working to move away from the addiction economy to the attraction economy; healing hearts and minds, where people come for the beauty of creation and glory of God. Listed here are the churches serving that vision.

by Greg Escher, pastor / Grace Community Church

CHURCHES ON THE MENDOCINO COAST THAT CAN ENRICH YOUR VISIT

MENDOCINO (Zip Code 95460)

Mendocino Presbyterian Church
44831 Main St., Mendocino, CA 95460
<https://www.mendopres.org/>
Pastor: Mathew Davis (707) 937-5441
Service Sunday 10:30am
Homeless Help with Food & Showers.

Saint Anthony Roman Catholic Church
10700 Lansing St., Mendocino, CA
Priest: Rob Torczynski (707) 937-5808
Service Sunday 10am

CASPAR (Zip Code 95420)

Mendocino Baptist Church
Little Lake St & Kasten Rd., Mendocino
<https://mendocinobaptistchurch.com/>
Pastor: Jim Kirby (707) 937-5088
Service 10:30 am Sunday
Outreach and Prayer Services

Caspar Community Center
Complete emergency supplies, equipment, kitchen facilities, shelter.
<https://casparcommons.org/>

COMPTCHE (Zip Code 95427)

Chapel of the Redwoods
31201 Comptche-Ukiah Rd., Comptche,
Pastor: Doug Moyer (707) 937-0850

Mendocino Coast Jewish Community
15071 Caspar Rd., Caspar, CA ·
(707) 964-6146 Service 10:30 am
<https://www.mcjc.org/>
Rabbi: Margaret Holub

FEED THE SOUL**Mendocino Coast 73****FORT BRAGG (Zip 95437)**

Assamblea Apostolica De La Fe
24521 N. Highway 1 Fort Bragg
Apostolic (707) 964-1486
Pastor: Miguel Estrella
Service Sunday 10am

Bethel Baptist Church
31200 Highway 20, Fort Bragg
Pastor: Ken Word (707) 357-0711
Service Sunday 11am

Calvary Baptist Church
1144 E. Chestnut St, Fort Bragg
Pastor: Josh Margevson
Non-Denominational
(707) 964-2366
Service Sunday 10am

Calvary Chapel Fort Bragg
900 N. Main St. Fort Bragg CA
Pastor: Kevin Green (707) 961-6252
Service Sunday 10 am & 6:30 pm

Coast Christian Center
Assembly of God
1004 E. Chestnut St. Fort Bragg CA
Pastor: Kris Strickland (707) 964-5247
Service Sunday 11am & Wed. 6pm

Evergreen United Methodist Church
360 N. Corry St., Fort Bragg CA
Pastor: Diana Hunter (707) 964-5497
Service Sunday 10:30am

First Baptist Church
511 N. Franklin St. Fort Bragg CA
Pastor: Chris Aycock (707) 964-3422
Service Sunday 10:30am

First Presbyterian Church
of Fort Bragg 367 S. Sanderson Way
<http://www.fortbraggpresbyterian.org/>
Rev. Dr. John Carrick (707) 964-2316
Service Sunday 10am



Grace Community Church
<http://www.fbgracecommunitychurch.com/>
1450 E Oak St. Fort Bragg
Pastor: Greg Escher (707) 964-4107
Emergency Shelter / Hubs & Routes
Service Sunday 10am

Mendocino Center for Spiritual Living
301 N. Main Fort Bragg
<https://www.mendocinocsl.org/>
Rev. Tanya Wyldflower (707) 964-1458
Service Sunday 11am Workshop Classes

Our Lady of Good Council / Catholic
255 S. Harold St. Fort Bragg CA 95437
<http://www.olgcinfb.org/>
Fr. Andre's L. F. Querijero, Jr.
(707) 964-0229

St. Michaels All Angels Episcopal Church
201 E. Fir, Fort Bragg, CA. 95437
Reverend: Randy A. Knutson
(707) 964-1900 Service Sunday 10am

Trinity Lutheran Church
620 E. Redwood Ave., Fort Bragg CA
Minister: Randy Knutson (707) 964-5032
Service Sunday 9am

Westport Community Church
Abalone St., Westport, CA 95488
Reserve for Talks or Seminars
erind.3500@gmail.com (707) 489-2546

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- 54. Mendocino Brewing Co.
- 54. Milano Family Winery
- 54. Pacific Star Winery
- 28. Patterson's Pub
- 58. Piaci Pub & Pizzeria
- 54. Wine Shop
- 54. Yorkville Cellars

LODGING / MENDOCINO

- 29. Agate Cove Inn
- 8. Albion River Inn
- 18. Allegria Inn
- 49. Anchor Lodge
- 9. Andiron Lodge
- 65. Beach House Inn
- 65. Beachcomber Motel
- 65. Best Western Vista Manor
- 25. Blue Door Inn
- 19. Blue Heron Inn
- 14. Brewery Gulch Inn
- 36. Coast Motel & Healing Center
- 13. Cobbler's Walk Inn
- 55. Colombi's Motel
- 19. Didgeridoo Inn
- 42. Emerald Dolphin Inn
- 63. Glass Beach Inn
- 13. Glendeven
- 49. Harbor Lite Lodge
- 24. Headland's Inn
- 10. Heritage House
- 30. Hill House Inn
- 36. Holiday Inn Express-Fort Bragg
- 69. Howard Creek Inn
- 68. Inn at Newport Ranch
- 10. Inn at Schoolhouse Creek

INDEX**Mendocino Coast 75****LODGING / MENDOCINO**

- 25. John Dougherty House
- 28. Joshua Grindle Inn
- 33. Jughandle Creek Nature Center
- 11. Little River Inn
- 68. Lost Coast Vista Inn
- 21. MacCallum House Inn
- 20. Mendocino Hotel
- 29. Mendocino Seaside Cottage
- 22. Mendocino Village Cottages
- 30. Mendocino Woodlands
- 52. Motel 6
- 25. Nicholas House
- 42. North Cliff Hotel
- 52. Pacific Blue Vacation Rentals
- 31. Point Cabrillo Lighthouse
- 18. Raku House
- 43. Seabird Lodge
- 24. Sea Gull Inn
- 29. Sea Rock Inn
- 36. Shoreline Cottages Motel
- 52. Sportsman's RV Park
- 15. Stanford Inn by the Sea
- 43. Super 8 Motel
- 41. Surf Motel
- 65. Surf n Sand Lodge
- 18. Sweetwater Inn & Eco Spa
- 67. Switzer Farm Weddings
- 13. The Lodge at Glendeven
- 67. Westport Hotel
- 50. Wharf Restaurant Lodging
- 25. Whitegate Inn
- 9. Wood Haven

CAMPGROUNDS / RV PARKS

- 7. Albion Fishing Village Campgrd
- 32. Caspar Beach Campground
- 33. Caspar Community Center
- 66. Cleone Store & Campground
- 51. Dolphin Isle Marina
- 37. Hidden Pines Campground
- 33. Jughandle Creek Nature Center
- 15. Mendocino Grove
- 6. Navarro River State Beach
- 34. Pomo Campground
- 32. Russian Gulch State Campground
- 51. Sportsman RV Park & Tiny Houses
- 12. Van Damme State Beach
- 69. Westport Beach & RV Campground
- 69. Westport Union Landing State Beach

GENERAL STORES/MARKETS

- 7. Albion Grocery Deli
- 66. Cleone Store & Campground
- 55. Colombi's Market & Deli
- 23. Corner's of the Mouth
- 62. Cucina Verona Market
- 53. Down Home Foods
- 41. Harvest Market @ Fort Bragg
- 28. Harvest Market @ Mendosa's
- 11. Little River Market
- 22. Mendocino Market & Deli
- 65. Nello's Market
- 55. New B&C Market
- 48. Noyo Harbor Store
- 56. Purity Market
- 62. Roundman's Smokehouse
- 53.. Safeway - Open 24 Hours
- 68. Westport Community Store

GALLERIES & GIFTSHOPS

- 27. Highlight Gallery
- 26. Mendocino Heritage Furniture
- 27. Outdoor Store
- 32. Prentice Gallery

MOVIES and THEATERS

Coast Cinema Theater / Fort Bragg
 Figureto's Video Store / Fort Bragg
 Mendocino Theater Co. / Mendocino

THE GREAT OUTDOORS

- 16. Big River Estero
- 70. The Lost Coast
- 12. Navarro River State Park
- 44. Noyo Headlands
- 27. The Outdoor Store
- 69. Westport Union Landing SP

FISHING & CHARTER BOATS

- 47. Whale Watching & Fishing Charters

KAYAKING & SURFING

- 10. Kayak Mendocino
- 47. Kayak Rentals & Sales

ELECTRIC CAR CHARGING

- 40. Fort Bragg Boatyard Shop Center
- Fort Bragg City Hall (behind building)

76 Mendocino Coast**INDEX****ABBREVIATIONS****FB - Fort Bragg M - Mendocino****G - Gasoline P - Propane F - Food****MAPS****39. Fort Bragg 17. Mendocino City****3.-5. Mendocino County****45. Noyo Harbor 54. Winery Maps****STATE PARKS and MUSEUMS**

16. Big River SP Estero and Beach

19. Fort House SP Info & Museum

64. Glass Beach Museum

37. Hare Creek Beach

33. Jughandle State Park

XX Kelly House Museum

XX MacKerricher State Park

6. Navarro River SP Estero & Beach

45. Noyo Harbor River and Beach

45. Noyo Headlands State Park

32. Russian Gulch State Park

12. Van Damme State Park & Beach

69. Westport Union Landing SP

GASOLINE & PROPANE & FOOD

Albion Store Gas GPF

Chevron Station GPF

Cleone Store Gas GF

Little River Store Gas GF

NorCal Gasoline Market GPF -

Open 24 Hours / Hot Food & Coffee

53. Safeway F - Open 24 Hours

Schlafer's Gas & Repair G

Speedway Express & Mini Mart GF

Westport Market Gas GF

AUTOMOBILE TOWING

Elk Garage & AAA Towing / Elk

Fort Bragg Towing

Orca Towing / Fort Bragg

Schlafer's Garage & AAA / Mendocino

RADIO STATIONS - 24 Hours

KOZT Coast Radio 95.3 fm Fort Bragg

News Mon-Fri 6:30am - 9pm on 1/2 Hr.

KZYX 90.7 fm Philo

News Mon-Fri 7:45 & 8:45 am

SAFETY NET PROVIDERS

71. Food Bank, Hospitality House, Coast

Humane Society and Children's Fund

Fort Bragg South Fire Safe Council.

72.-73. Church Food, Shelter & Showers

HOSPITAL / FIRE / POLICE**In Any Emergency Dial 911**

Adventist Hospital - Fort Bragg

Mendocino Coast Clinic - Fort Bragg

Fort Bragg Fire Department

Mendocino Coast Fire Department

California Highway Patrol (CHP)

California State Park Rangers

Fish and Game Department

Fort Bragg Police Department

Mendocino County Sheriffs Department

VETERINARIANS

Barbara Fishelton - Mobile Vet

Covington Creek Animal Hospital

Detrick Animal Hospital

Fort Bragg Vet Clinic / Diane Perry

71. Mendocino Coast Humane Society

Village Veterinary Hospital

PET SUPPLIES & HEALERS

71. Ark Pet Supplies / Mendocino

Fort Bragg Feed & Pet Store

28.-41. Harvest Market / Mendo & FB

Highway 20 Feed & Pets / Fort Bragg

71. Mendocino Coast Humane Soc. /FB

Safeway Market / Fort Bragg

DOG PARKS

16. Big River Estero and Beach

Blues Beach south of Westport

CV Starr Dog Park

37. Hare Creek Beach

Mendocino Free Run Dog Park

45. Noyo Harbor Free Run Dog Beach

45. Noyo Headlands Dog Park

Pudding Creek Haul Road Bridge

Seascape Free Run Beach

78 Mendocino Coast Author and Credits



Photo by Lisa Benn

OUR STORY

This guidebook was the result of a collaborative effort of several award winning writers, photographers and artists who live in Mendocino County and know the coast well. Our appetites vary from a simple cup of coffee and a cheeseburger to an elaborate five course gourmet dinner at a luxury resort. Thank you Chris Calder, former editor of the Fort Bragg Advocate News, Greg Escher, Pastor of Grace Church for his literary skills and article Extraction, Addiction and Attraction and to my close friends for their courage and inspiration.

I have been a publisher and author for 45 years. The region I have written about spans the Golden Gate Bridge to the Oregon border. I have no desire to explore elsewhere because we have it all right here. This region is very special with clean crystal clear air, pristine living water and full spectrum sunlight which is ideal for radiant outdoor photographs and artists to paint in. I live between Albion and Westport on a organic farm in a simple but wonderful tiny community of plants, animals and friends. I am eternally grateful to my All Mighty God for giving me the courage to think out of the box, to trust, build relationships and to take appropriate action to buy my farm and come home - all the way home. Thank you Reverend Tanya Wyldflower for your spiritual guidance.

I hope you enjoy this book. It is available in both Ebook and printed book form. So far I have published and sold 100,000 guidebooks. You can purchase this book from my website <http://www.northofsf.com> Visit the Contact link in the Green Box on my website and you can see the covers of some of the books I have published.

The economic model for this book was to partner 125 for profit "mom and pop" businesses with a few non-profits and churches that support our safety net of food and shelter for both residents and visitors. Wildfire, earthquake and tsunamis are not out of the question here - forewarned is forearmed. Be generous and be kind to our little corner of California. Believe me you will be rewarded in more ways than one.

Happy Travels !!



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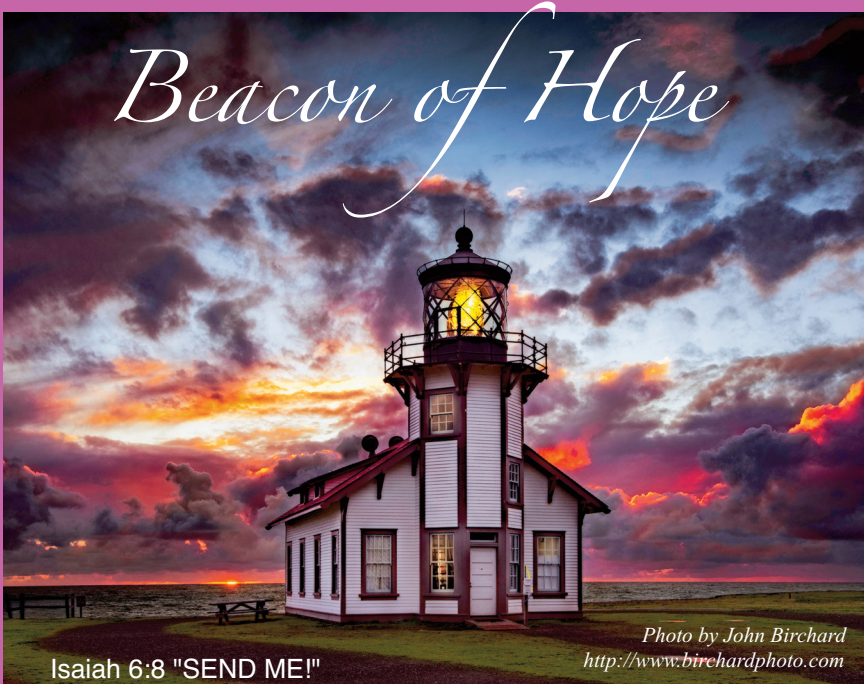
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Isaiah 6:8 "SEND ME!"

Photo by John Birchard
<http://www.birchardphoto.com>

Then I heard the voice of the Lord saying, "Whom shall I send?
And who will go for us?" And I said, "Here am I. Send me!"

Besides offering crystal clear air, living water, full spectrum sunlight and the tallest trees on earth, the Mendocino Coast is home to numerous quality restaurants and comfortable lodging destinations.

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ISBN 978-0-916310-00-4 \$14.95

