



# Celebrating 20 Years

Since its original construction in 1872, the Ventura Pier has stood as a symbol of our city's rich history and natural resources. Once the cornerstone of Ventura County's agricultural, construction and oil trade, today the Ventura Pier is a favorite attraction for fishing, picnics, sunset strolls and beautiful views of Ventura County's coastline and the Channel Islands.



NICOLE MESSNER

In 1993, community leaders created Pier into the Future, a non-profit organization, to establish a \$1 million endowment fund to preserve and maintain this treasured resource for future generations to enjoy. Since reaching their goal in 2007, Pier into the Future supporters have contributed over \$460,000 to the City of Ventura to fund repairs and enhancements to the Ventura Pier.



Become a volunteer with our organization!

The organization invites you to join the ongoing pier campaign that provides the funds needed to support the ongoing preservation of the pier so that visitors and residents can enjoy its beauty, history and recreational value for years to come. Visit [www.pierintothefuture.org](http://www.pierintothefuture.org) for information on Pier under the Stars and engravings on the granite panels.

In 2000 the Ventura Pier underwent a \$2.2 million dollar renovation, including reconstructing the end of the pier with steel piles and adding a new 80-foot-long, octagon shaped extension. Amenities include new benches, lights and interpretive panels – all added to improve the appearance of this treasured landmark. The Pier Grand Re-opening was celebrated April 1, 2000.



Pier under the Stars

Pier into the Future reached its million dollar goal in March 2007 but continues to raise money for pier preservation, primarily through its annual food and wine event, Pier under the Stars, held in October as a celebration for pier lovers to gather and show their commitment to the pier.



Purchase an engraving on the granite at the entrance to the Ventura Pier. It's the gift of a lifetime or a beautiful way to remember a loved one. Call **805.804.7735** for more information.



Pier into the Future merchandise available at Pier under the Stars or the Ventura Visitors & Convention Bureau.



Adopt-a-Bench on the Pier Call **805.804.7735** for more information.

# PIER INTO THE FUTURE