



FOR IMMEDIATE RELEASE

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Santa Maria Fairpark Announces Community Partnership with Santa Maria Valley Visitors Bureau and Santa Maria Valley Chamber of Commerce for 2026 Santa Maria Valley Strawberry Festival

Celebrating tourism, economic vitality, and regional pride April 24–26

Santa Maria, CA — The Santa Maria Fairpark is proud to announce a collaborative partnership with the Santa Maria Valley Visitors Bureau and the Santa Maria Valley Chamber of Commerce in support of the upcoming **Santa Maria Valley Strawberry Festival**, taking place **April 24–26** at the Fairpark.

This strategic partnership brings together three organizations committed to celebrating and strengthening Santa Maria Valley. By aligning tourism promotion, business engagement, and large-scale event production, the collaboration is designed to maximize regional visibility, drive visitor spending, and create meaningful economic impact for local businesses.

The Santa Maria Valley Visitors Bureau and the Chamber of Commerce play a vital role in promoting tourism and fostering economic development throughout the region. Their involvement in the Strawberry Festival extends marketing reach, visitor attraction efforts, and business participation, ensuring the festival continues to grow as a signature destination event.

“The Strawberry Festival is a celebration of everything that makes Santa Maria Valley special – agriculture, culture, and community spirit,” said Todd Ventura, Santa Maria Fairpark CEO. “Partnering with the Visitors Bureau and the Chamber allows us to expand that impact, drawing visitors from across the Central Coast and beyond while supporting our local economy.”

Each year, the Santa Maria Fairpark attracts guests from throughout the region, making it a key driver of tourism and community engagement. With the added support of its tourism and business partners, this year’s festival is expected to generate increased hotel stays, restaurant visits, retail activity, and regional exposure.



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“This partnership represents a win-win for our entire community,” said Michael Boyer, President & CEO, Santa Maria Valley Chamber. “By working together, we’re not only promoting a beloved local tradition, but also showcasing Santa Maria Valley as a vibrant place to visit, stay, and do business.”

The three-day festival has free admission and will feature fresh strawberry treats, live entertainment, local vendors, family activities, and agricultural highlights, honoring the region’s rich farming heritage while creating a festive, fun, visitor-friendly experience.

For event details, schedules, and vendor information, visit **SantaMariaStrawberryFestival.com**.

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About Santa Maria Fairpark

The Santa Maria Fairpark is a year-round event and community gathering destination hosting fairs, festivals, agricultural events, and entertainment that draw visitors from across the Central Coast and beyond.

About Santa Maria Valley Visitors Bureau

The Santa Maria Valley Visitors Bureau promotes regional tourism, supporting local hospitality partners, and showcasing the Valley as a premier travel destination.

About Santa Maria Valley Chamber of Commerce

The Santa Maria Valley Chamber of Commerce advocates for local businesses and economic vitality through leadership, programs, and community partnerships that strengthen the regional economy.

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