

SKYPARK

AT SANTA'S VILLAGE

"Where fantasy and adventure come to play."



Lake Arrowhead, California - Founded in 1955



Theme Park Meets Adventure Meets Forest.

SkyPark at Santa's Village is an Alpine-themed fantasy outdoor adventure park for thrill-seekers of all ages. Nestled in California's San Bernardino National Forest, this year-round theme park features a world-class mountain bike park as well as a fantasy forest, complete with a magical cast of characters, self-powered rides, rustic restaurants, and cabin-clad shops, all set in the historic Santa's village. Get close to nature while you hike and bike through the fields and forests. Try your hand at fishing, rock climbing, axe throwing, and archery. Lose yourself in the storybook cabins and end the day with a craft pint at the Pedal Pub.



The Story of Santa's Village



Santa's House circa the 1950's



The Welcome House circa the 1950's

Once upon a time...

in the mid 1950's, a Southern California land developer by the name of Glenn Holland read an article about a North Pole amusement park in New York that changed his life. Glenn had grown up during the Great Depression and, at age 18, raised his young sister after the death of their parents.

Glenn had a difficult childhood and the idea of a Christmas wonderland enthralled him. Glenn set about forming the Santa's Village Corporation and making plans to open the first franchised amusement park in the United States.

Then There Were Three

The first Santa's Village (now SkyPark) opened in the San Bernardino mountains Memorial Day weekend in 1955, six weeks before Disneyland. The park featured holiday-themed rides, a baby animal petting zoo with live reindeer, puppet shows, elves, a life-sized gingerbread house, and of course, Santa himself. The park ran for decades and was so successful, two other Santa's Village parks were opened; one in Scotts Valley California, and one in Dundee Illinois.

The End of an Era

The 1950's had been a splendid time for amusement parks and roadside attractions, as the parents of Baby Boomers often enjoyed cross-country road trips and spending disposable income on travel and novel experiences. By the 1970's however, Baby Boomers were growing up and the gas crisis hit American families hard. Road trips became fewer and far-between. Parks like Santa's Village had a difficult time turning a profit.



Holland and the Pixie Press animals

Dreaming of Change

The Santa's Village Corporation Disbanded in the late 70's and the three parks went their separate ways. Glenn Holland's dream of having Santa's Village parks across the country vanished.

Putnam Heneck and his wife Pamela bought the San Bernardino park and ran it successfully until 1997 when Pamela died. The park closed in 1998. The other two parks eventually closed, the Scotts Valley park, never to reopen. For the next two decades, the little park sat, waiting to hear the laughter of children again. The park was damaged by severe weather, neglect, squatters, bark beetles, and the "Old Fire" that swept the area in 2003.



Michelle & Bill Johnson

Saved by The Next Generation

In 2014 a Lake Arrowhead couple named Bill and Michelle Johnson saw that the beloved Santa's Village of their youth had gone on the local real estate market. Bill, a real estate developer, and Michelle, a professional designer, both had fond memories of the park, and even of trespassing in its forests where they spent many happy hours hiking and biking.

"We loved that place so much," Bill said to Michelle. "Wouldn't it be cool if we could share it with others? What do you think about buying Santa's Village?"

Michelle agreed. "We were both more than a little naive," says Michelle today. "Renovating and reopening a park that's sat abandoned for sixteen years is no small task. Re-opening Santa's Village was larger than any project we'd ever done. We spent two years pouring new concrete, bringing it up to code, regrading the land, upgrading the electricity, and building a new intersection just for the park."

SkyPark at Santa's Village Today



In 2016, the park was back and better than ever as SkyPark at Santa's Village, with brand new activities, adventures, and venues, as well as completely renovated original buildings and a reimagined theme.



"We built a full working saw-mill on-site so we could repair our classic log cabins with our team," says Michelle, who oversees the park's aesthetics. "We modernized the restaurants as well as the Gingerbread Bakery, where we bake all our own treats."



"We built a convertible skating rink that features ice skating in the winter and roller-skating in the summer. We created a fishing pond as well as ten miles of bike trails and hiking trails through our forest. We even offer ziplining and weddings. We've made SkyPark at Santa's Village a weekend destination for anyone looking to get out in the mountains and have an adventure. It's really a dream come true."



Today, SkyPark at Santa's Village is open year-round to guests, mountain bikers, and even campers in the next-door SkyPark Camp & RV Resort.





Park Activities & Attractions

SkyPark at Santa's Village offers lots of adventure-themed activities.



The Silver Bells Arena – Skate under a mountain sky on a convertible rink that offers roller-skating and ice skating, depending on the season.

The Adventure Zipline – Soar through the dense Northwoods, high above the park on the 600' zipline.

Floki's Frozen Falls Climbing Tower – This simulated ice climbing experience offers 30' of climbing challenges for all levels.

King Celwyn's Ax Challenge – Practice the ancient art of ax throwing.

Princess Evergreen's Archery Range – A fanciful archery course where you can learn the basics of archery.

Northwoods Sharpshooter Gallery – A whimsical BB gun gallery.

Northwoods Express Train Ride – A charming little train that tours the park.

Discovery Playscape – A nature-themed outdoor play space for little ones.

Meadowlands Hiking – Family-friendly maintained forest trails.

Magic Tree Bouldering Room – An indoor climbing space.

Arrow's Adventure and Magic Portal – A pedal powered ride to adventure.




SkyPark Mountain Biking

The SkyPark Mountain Bike Trail System is an extensive set of professionally designed bike trails that wind through a dense Alpine forest with natural jumps, wall rides, ladder bridges, and obstacles. SkyPark offers two skills areas as well as a large and small pump track for its youngest riders.

Each trail is meticulously maintained and specifically designed to prepare riders for the next, slightly more challenging trail. Each trail features an “easy way out” incase riders need a break. As a result, riders gain confidence and ability easily. For more about the SkyPark Bike Park, visit:

<https://skyparksantasvillage.com/bike-park>



“Mountain Biker’s Disneyland.”

Edward S. Solis

“Great atmosphere, great trails, great people!”

Trissy Crawford Bastin

“This place rocks! I was able to ride numerous demo bikes as well as my personal XC Race bike. Will definitely be going back soon...”

Red Christiansen



Charming Characters

One-of-a-kind characters greet guests year-round with colorful personalities and playful fun. Arrow the Dog, King Celwyn, Princess Evergreen, and a host of spirited Northwoods Characters weave their magic and stories through the park, creating a rich fantasy world that delights guests, both young and old.



Enchanting Entertainment

SkyPark offers memorable, quality entertainment opportunities designed to delight and surprise. Unique puppet shows, engaging *Stories of the Northwoods*, winner of *LA's Best Family Entertainer* Wacko the Magician, and the high-energy act *Kids Imagine Nation* are some of the featured options for guests to enjoy.





Incredible Food

Ask most foodies about their favorite restaurants, and expect to hear about an exclusive food truck, pop-up restaurant, or gastropub, but not many independent theme park restaurants make the list. SkyPark at Santa's Village is working hard to change that. The park offers six on-site eating venues from richly themed log cabin pubs and restaurants, to a life-sized gingerbread bakery.

Learn more about our food here: <https://skyparksantasvillage.com/food>



Billy's BBQ

A premium ingredient BBQ with an obsessive pit boss.

St. Nick's Patio and Grille

Delicious burgers, pizza, sandwiches, Angus hot dogs, and more.

The Gingerbread House & Sweet Shoppe

A life-sized gingerbread house with baked-on-site treats.

The Pedal Pub

Craft brews in our "pedal" inspired indoor/outdoor pub.

The Lunch Box

Quality sandwiches and desserts on the go.

Kringle's Coffee & Gifts

Aromatic coffee and signature cocoas with pastries.



SkyPark Camp + RV Resort

SkyPark Camp + RV Resort is a full-service recreational camping experience in the clouds of the San Bernardino mountains, overlooking the valley, just across the street from SkyPark at Santa's Village. The site offers a variety of different sites to accommodate any size RV from sprinters to busses. Sites have full hookups, 50-amp power, water, and waste disposal. Campers have access to the SkyPark bath house featuring 7 independent changing rooms which include shower, sink, and all your needs after a day of activity.

For more about SkyPark RV + Camp Resort, visit: skyparkcamprv.com



SkyStream Resort

The SkyStream Resort is a special enclave of vintage Airstream Trailers that have been impeccably restored into accommodations with designer styling and guest comfort in mind. Each Airstream is over 50 years old with its own quirkiness and personality. Each includes a stunning view of the valley below and the skies above. Amenities in each trailer include a DreamCloud mattress, Keurig Coffee Bar, fireplace, air conditioning, mini refrigerator, a patio with a gas firepit, picnic tables and benches, and two Adirondack chairs.

To Learn More, Visit:
skyparkcamprv.com/skystream





Park Management & Communications



Bill Johnson, Project Manager & Co-Owner

Bill is the Co-Owner and overall Project Manager for the creation of SkyPark at Santa's Village. He is responsible for Real Estate acquisition, entitlements, and daily operations, as well as the administration of the park's planning, engineering, construction, finance, and development. Bill coordinates between the park, County, State, and Federal agencies.



Bill is also the President and Owner Broker of Mountain Country Realty, Inc. He currently serves on the executive board for Mountains Community Hospital and is passionate about the growth of the humanitarian non-profit, "Making Spirits Bright." Bill holds a BA in Finance, with an emphasis on urban planning from California State University, Fullerton. He has been a licensed Real Estate Broker since 1991 and has extensive experience in land acquisition and development. Bill and his wife Michelle have two children, also involved in the creation and success of SkyPark.



Michelle Johnson, Executive Creative Director & Co-Founder

Michelle is the creative force at SkyPark at Santa's Village and the park's Executive Creative Director. She uses her combined knowledge of both construction management and commercial art to grow the creative vision that is SkyPark at Santa's Village. Michelle is Lead Designer for the local design company; Johnson Customs and her projects have been featured multiple times on the Lake Arrowhead Chamber of Commerce Home Tour. Michelle has also served as project manager on many local real estate projects often collaborating with local craftsmen and artisans.



Michelle has dedicated her volunteerism to bringing the arts to the local school district by both implementing and chairing the Meet the Masters Programs for 12 years. Michelle has also contributed to many beautification projects in the local schools. As a life-long resident of Lake Arrowhead and graduate of Rim of the World High School, Michelle is also a passionate outdoorswoman who enjoys hiking, mountain biking, snowshoeing, and waterskiing. Michelle and her husband Bill have two children who are also involved in the creation and success of SkyPark.



Park Management & Communications



Brad Lofland, Assistant General Manager

Brad is the Assistant General Manager and head of marketing for SkyPark at Santa's Village. Brad has worked on hundreds of projects for the park from marketing, to park management, and even TV and film productions. Brad and his team are responsible for the park's accelerated attendance growth year-over-year.

Brad was first hired at SkyPark before it opened, as a night security guard, and worked his way up into upper management. Brad is a former U.S. Army Combat Medic and Paratrooper from the 82nd Airborne Division. As a decorated combat veteran, Brad earned awards for his service in Afghanistan and while stationed at Fort Bragg, North Carolina. Brad attended Army leadership courses where he graduated as an Honor Graduate. He has also studied Agriculture Business and Food Industry Management at Cal Poly Pomona. He founded a local gourmet mushroom farm, Mountain Family Farms. Brad, along with his wife Jamie and three children, have called the San Bernardino mountains home for six years.



Jennifer Jacobson, PR Director

Jennifer is a PR executive and amusement park enthusiast who has thought about Santa's Village every day of her life since she was a child. As a PR professional, Jennifer has spent two decades helping entertainment brands, emerging brands, startups, and nonprofits, find their audiences and thrive. She has worked with Sony, Lady Gaga's Born This Way Foundation, Coheed and Cambria, Worldreader, AtmosFX, Paulo Coelho, and more.

Jennifer invited the Gadget Census, which pioneered research into consumer tech ownership in the United States. She was the first to popularize the term "social media addiction," predicting many of the modern issues that have arisen from the mass consumption of social media across ever-accessible mobile platforms. Jennifer is the author of two books: one on social media and the other on public relations. She holds a master's degree in Broadcast Electronic Communication Arts from San Francisco State University and is the owner of Jacobson Communication. She is also the founder of the Nimbus Haus, a local PNW organization that brings art to underprivileged kids. Click here to learn more about Jennifer's lifelong connection to Santa's Village: <https://bit.ly/3dLXSIA>





In the News

“I am in my happy place. SkyPark Santa’s Village is just amazing.”

Wendy Burch, KTLA

“Yuletide yum is year-round at SkyPark at Santa’s Village.”

NBC Los Angeles

“Today, Santa’s Village is an adventure theme park, offering biking, fishing, archery, ziplining, bouldering, mining, and much more alpine fun for the whole family!”

Red Tricycle

“Independent theme parks like Santa’s Village aren’t just for children. They’re gathering places, community centers, and playgrounds for kids and adults. They’re part of the identity of the city itself.”

Matador Network

Fodor'sTravel

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FAMILY
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AARP®



Past
Factory



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