



SANTA BARBARA

YACHT CLUB

Clio Lloyd, 1917

(1867-1921)

Clio was a tremendous local leader. He grew up in a prominent local family that pioneered the avocado as a crop, so he was initially involved with agriculture. Clio played a role in organizing Santa Barbara's Floral Festivals held at the end of the 19th century. He was in charge of the hugely successful Santa Barbara floral and produce displays at the Chicago's World Fair in 1893, where it was reported that he fielded some 200 questions a day about the marvels of Santa Barbara's vegetation. Some of his career was spent in publishing; he published a pamphlet about agriculture in the county, wrote a book about Santa Barbara in 1892, and a few years after that, he ran the *Independent* before Tom Storke took over. Clio was elected to the state legislature after the turn of the century and then served as chief clerk of the assembly. Here he distinguished himself by reducing the cost of organizing the assembly, from thousands of dollars to less than one hundred dollars. Involved in local education, Clio served on the board of education in 1906, and on the board for the Normal School. As a popular local official, Clio Lloyd was elected mayor of the city for 1910 - 1911. When he was appointed county assessor in 1912, Clio was well respected throughout the state and was elected president of the County Assessors of Southern California. As commodore, Clio jump-started the club and reorganized it after a four-year lull. He took advantage of his statewide contacts to push for a gigantic regatta in 1917, which attracted yacht clubs from San Francisco to San Pedro.