

*Before the Board of Supervisors in and for the
County of Monterey, State of California*

Resolution No.

Adopt a resolution recognizing **William L. Perocchi** as the recipient of the Monterey County Hospitality Association (MCHA)'s prestigious Lifetime Achievement Award during the Association's Annual Awards Gala on March 1, 2024, and in recognition of his significant contributions to the overall good of Monterey County's hospitality industry, he is deserving of special public commendations.

WHEREAS, William L. (Bill) Perocchi is a Partner and Co-Chairman of the Board of Directors of Pebble Beach Company. Perocchi previously served as CEO of Pebble Beach Company for 22 years prior to retiring in July 2021. When Pebble Beach Company was sold to a group of investors (led by Clint Eastwood, Dick Ferris, Arnold Palmer, and Peter Ueberroth) in July 1999, Perocchi led the due diligence efforts as well as the arranging of financing. After the deal closed, he became CEO.

WHEREAS, during his 22-year tenure, **William L. Perocchi** led Pebble Beach Company through many great celebrations and some unprecedented challenges. The Company hosted three U.S. Opens (2000, 2010 and 2019), two U.S. Amateurs (1999 and 2018), and its centennial celebration (2019). Under **William L. Perocchi's** leadership, the Company invested over \$500M on resort improvements, grew employment to 1,750 employees, further enhanced its reputation as the number one golf resort in North America, and was heavily involved in community activities and charitable causes. **William L. Perocchi** also guided the Company through extraordinary challenges after 9/11, the 2008-09 Great Recession, and the COVID-19 pandemic; and

WHEREAS, prior to joining Pebble Beach Company, **William L. Perocchi** served as Executive Vice President and Chief Financial Officer of Doubletree Hotels Corporation. He worked with Ferris and Ueberroth to grow the company from 40 hotels to 1,300 hotels and expanded revenues under management from \$400 million to \$5 billion during the period 1992 through 1999; and

WHEREAS, William L. Perocchi is a member of the Junior Achievement Monterey Bay Business Hall of Fame, Lawrence Boys and Girls Club Hall of Fame, the Boys and Girls Club of America Hall of Fame, and is featured in Denzel Washington's book about the Boys and Girls Club – A Hand To Guide Me. **William L. Perocchi** is a past recipient of the Ellis Island Medal of Honor, Boys and Girls Club Presidents Award, Chamber of Commerce Citizen of the Year, Italian Heritage Society Man of the Year, and The Langley Award. He is a board member of the Monterey County Boys and Girls Club, Stevenson School and Monterey Peninsula Foundation; and

WHEREAS, William L. Perocchi and his wife Nanci of forty-two years reside in Pebble Beach, California, and Rye, New Hampshire. They have two children, Christine and William, both graduates of the University of Notre Dame. Both have also earned MBAs—Christine from UCLA Anderson School of Management and William from Stanford Graduate School of Business.

NOW, THEREFORE, BE IT RESOLVED, that the County of Monterey Board of Supervisors, on behalf of the County and all residents thereof, hereby acknowledge **William L. Perocchi** for his contributions made to the welfare and improvement of the local hospitality industry, through his civic activities and community service.

PASSED AND ADOPTED on this ____ day of February 2024, upon motion of Supervisor _____, seconded by Supervisor _____ by the following vote, to-wit:

AYES:

NOES:

ABSENT:

I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book_____ for the meeting on _____.

Dated:

Valerie Ralph, Clerk of the Board of Supervisors
County of Monterey, State of California

By _____
Deputy