

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

Resolution No.

Adopt a resolution in appreciation of William L. Perocchi for 22 years of corporate leadership and community philanthropy as CEO of Pebble Beach Company

WHEREAS, William L. Perocchi served as Chief Executive Officer of Pebble Beach Company, the number one golf resort in North America, for 22 years; and,

WHEREAS, William L. Perocchi was instrumental in the purchase of Pebble Beach Company in 1999 and has been a tremendous business and community leader since then. Today, Pebble Beach is a landmark destination bringing millions of visitors to Monterey County each year; and,

WHEREAS, William L. Perocchi led Pebble Beach Company through countless great events. Each year the Company hosts the AT&T Pebble Beach Pro-Am, the Pebble Beach Food & Wine, Concours d'Elegance, and the PURE Insurance Championship. Additionally, since 1999, the Company has hosted three U.S. Opens, two U.S. Amateurs, and will be hosting its first U.S. Women's Open in 2023. Collectively, these events have generated well over \$1 Billion dollars of economic benefit for the Monterey Peninsula; and,

WHEREAS, William L. Perocchi led Pebble Beach Company through extraordinary challenges, after 9/11, the 2008-09 Great Recession, and most recently, the COVID pandemic. Testament to his business acumen and leadership, and the Company's employee's passion and commitment to Pebble Beach, the Company emerged even stronger through each challenge; and,

WHEREAS, William L. Perocchi and his team played an invaluable role assisting County leadership in its COVID response, helping the County develop effective health and safety protocols for the hospitality and golf industries; and,

WHEREAS, William L. Perocchi and his wife Nanci are widely respected for their dedication to philanthropy. In addition to their personal community involvements, they have grown the Pebble Beach Company Foundation to contribute more than \$1 Million per year for Monterey County youth education; and,

WHEREAS, William L. Perocchi integrated community giving into the fabric of Pebble Beach Company's business model. Charitable giving is a central component of both the AT&T Pebble Beach Pro-Am and Concours d'Elegance. Together with the Monterey Peninsula Foundation and Pebble Beach Company Foundation, the Company raises more than \$15 Million each year for Monterey County charitable causes; and,

NOW, THEREFORE, BE IT RESOLVED, that the Monterey County Board of Supervisors, on behalf of the County and all residents thereof, hereby extends its deepest appreciation to William L. Perocchi for his 22 years of service to the greater Monterey County community.

PASSED AND ADOPTED on this XXth day of August 2021, upon motion of Supervisor _____, seconded by Supervisor _____, by the following vote, to-wit:

AYES:

NOES:

ABSENT:

I, _____, 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 resolution of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book ____ for the meeting on _____.

Dated:

_____, Clerk of the Board of Supervisors

County of Monterey, State of California

By _____