

THE VALLEYS OF ANZA



SAN JUAN VALLEY

SALINAS VALLEY

SAN ANTONIO VALLEY

Regional Economic Development by Leveraging Historical Sites to Attract Tourists to Inland Valleys
Presentation to Economic Development Committee, County of Monterey, February 7, 2024

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Historic Resources Board

The Historic Resources Board (HRB) was created on April 27, 2010, by the City Council's adoption of Ordinance # 2505. The HRB was tasked by Council to protect Salinas' architectural heritage assets for education, community revitalization and the promotion of heritage tourism. The Board works to protect Salinas' historic assets listed on the National Register of Historic Places, the State Historic Landmark Register, and the California Register of Historic Resources. The HRB also identifies historic and cultural heritage sites in Salinas which can be featured as visitor or local attractions.

Communities that protect their architectural heritage show higher property values and attract visitors who stay longer and spend more.

Historic Resources Board Contact Information

For more information on the Historic Resources Board, you may contact Jessica Shull at [\(831\) 758-7976](tel:(831)758-7976).

Historic Resources Board Appointees



Through the Contributions and Engagement of Our Community & Partnerships:
We create points of destinations that share our stories and honor the legacies of our diverse ancestors and inspire new opportunities for economic growth through Regional Heritage Tourism.

Sure and best wishes

will write to Murray

MONTEREY, CAL.

TOURISTS ATTENTION!
SEE MONTEREY. WHY?
FOR ITS HISTORIC LAND-
MARKS OF THREE NATIONS,
SCENERY, DRIVES, AND
"THE DAINTIEST
MODERN HOTEL
ON THE COAST"



The Monterey

FRANK L. ORDWAY, PUBLISHER
MONTEREY, CALIF.

George

Postcard circa 1906



THE ANZA EXPEDITION

1775-1776

In 1776, while American patriots fought for their independence from England, Spanish Lt. Colonel Juan Bautista de Anza led more than 240 men, women, and children some 1,800 miles to establish a settlement at San Francisco Bay.

These families were the first colonists to come overland across the frontier of New Spain into present-day California.

Al mismo tiempo que en 1776 los patriotas angloamericanos iniciaban la lucha por su independencia de Inglaterra, el teniente coronel español Juan Bautista de Anza condujo a unas 240 colonos más de 2900 kilómetros para establecerse en Alta California.

Era la primera vez que se utilizaba la ruta terrestre de Nueva España para traer pobladores, en este caso los que habían de establecer el pueblo de San Francisco.

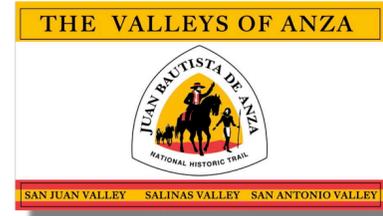


Map Key

- Native Tribes and Cultures
- Anza's 1775-1776 Expedition Route
- Recruitment of Expedition Families
- Significant Stops

Central Coast Regional Heritage Tourism

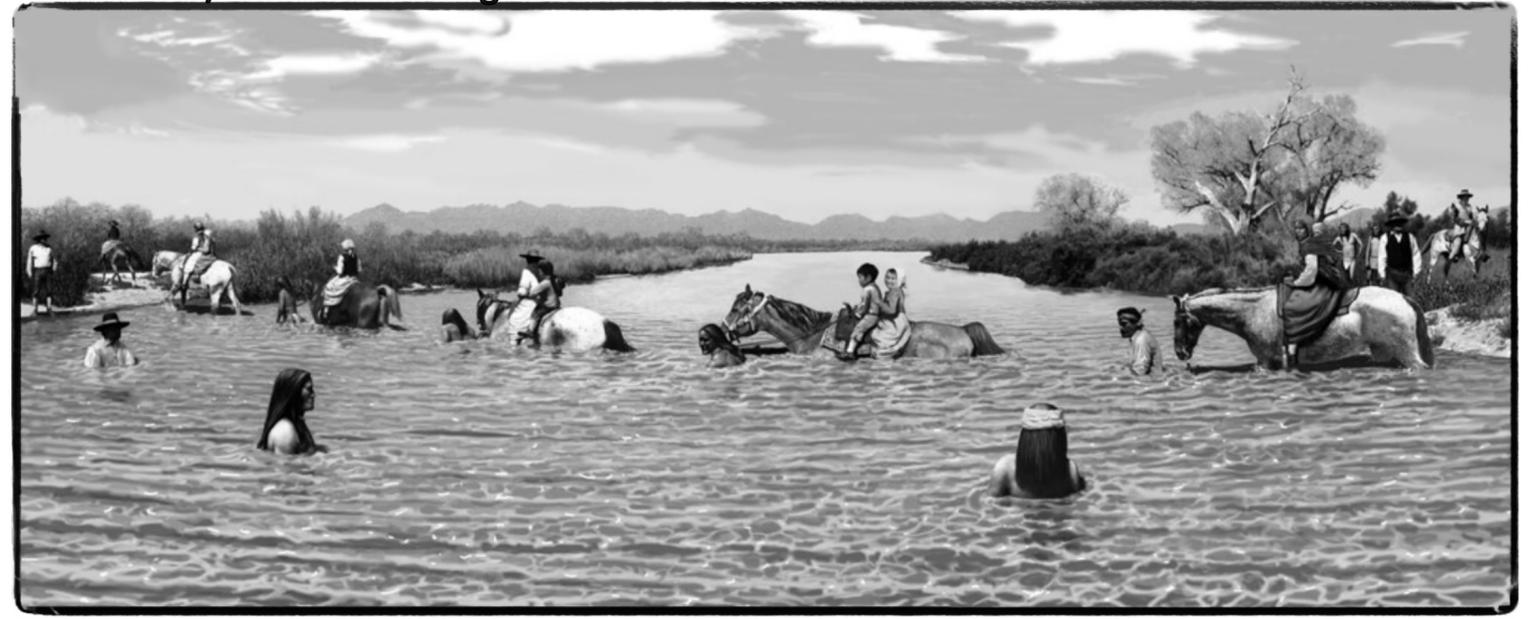
21 National Historic Trails in the United States



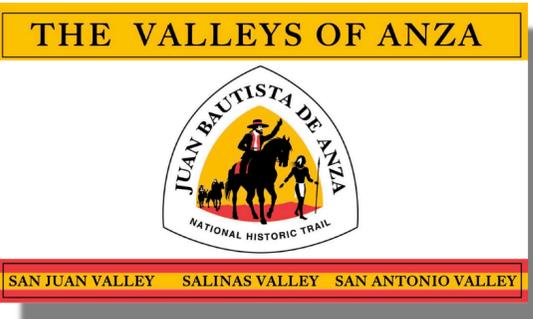
The Anza Expedition: National Historic Trail Multicultural Expedition in the Founding of San Francisco



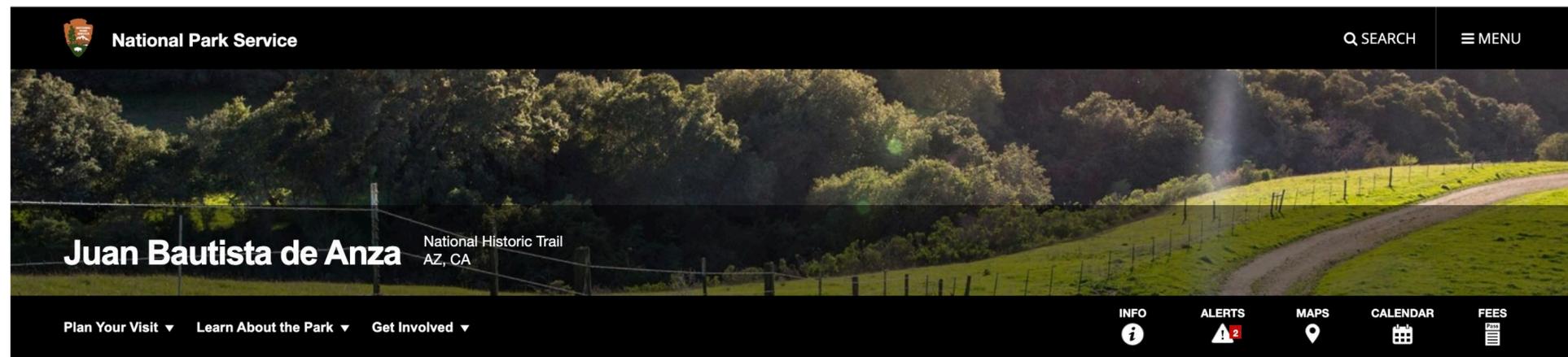
- **International Story:** The expedition of the founding of San Francisco by Europeans (Spaniards) during the years of 1775-1776.
- **Our region is a "time capsule":** five of 21 California Missions in our region, rural and main street old towns have not been cannibalized by modern development.
- **Three of these 5 California Missions in our region are still surrounded by their natural/historic settings.**



Maps



Historic Maps of the Juan Bautista de Anza Expedition



Sites of Interest

Mission San Antonio de Padua and Expedition Camp #85

The mission was founded in 1771. Along the entrance road to the mission, a large wooden sign describes the Anza expedition's visit to the mission on March 6, 1776. Today, it is a working parish managed by the Diocese of Monterey. Located on Mission Rd. on the grounds of Fort Hunter Liggett, it includes a museum featuring exhibits on the life of the Salinan people. On route to the Mission, travelers can visit the Lake San Antonio (located at 2610 San Antonio Rd.) and enjoy recreational activities such as picnicking, camping, fishing, hiking, and swimming.

San Lorenzo County Park and Expedition Camp #86

The expedition followed Sulphur Springs Canyon into Kent Canyon near King City. Camp was made north of King City at Los Ositos on the banks of the Salinas River (then called the Monterey River). Nearby, travelers can visit the Monterey County Agricultural & Rural Life Museum (1160 Broadway in King City), and learn how farming developed after the first settlers arrived.

San Carlos Cathedral and Expedition Camps #88 and #90

The current cathedral (at 500 Church St., Monterey) is on the former site of the Spanish Presidio and the site of the Royal Presidio Chapel known to the expedition as San Carlos de Borromeo de Monterey. Take a walk 1 block south-east and follow the shoreline of Lake El Estero to the flat, polished black stones of the Anza Walk sculpture that mark the expedition's path.

San Carlos Borromeo del Río Carmelo and Expedition Camp #89

For March 11, 1776, Father Font writes, "...the fathers, who were seven, welcomed us with singular joy and festive peals of the good bells there...to which the soldiers replied with volleys and a salvo...entering the church in a procession, we intoned the Te Deum...". Father Junípero Serra, who is buried there before its altar, founded Mission Carmel in 1770. The church seen today was built after Anza's visit.

[Fort Ord National Monument](#) (Bureau of Land Management)

Basket making was still a tradition at the time of Anza's passage through the area. A wayside exhibit interprets the use of native plant materials such as Sedge (*Carex barbarae*), located near the exhibit, in Ohlone basket-making.

Salinas and Expedition Camp #91

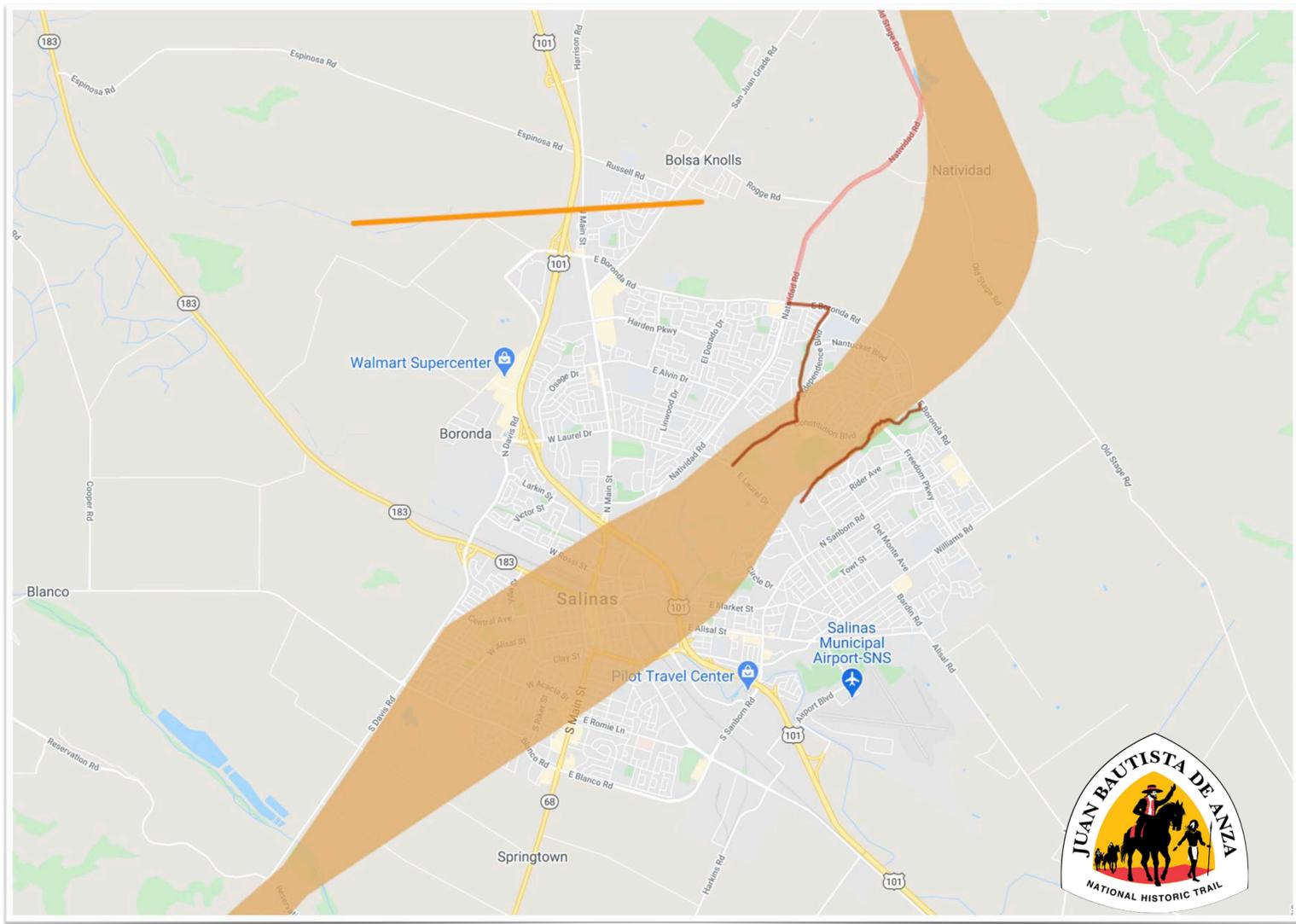
The colonists remained in Monterey, and Anza's exploratory troop set out for San Francisco, traveling a direct route north-east to Natividad. They camped near Natividad Creek Park, where today, a wayside interpretive panel describes the indigenous use of native plants located there. Its location is on Laurel Drive (accessible via Highway 101) at Constitution Boulevard.

THE VALLEYS OF ANZA

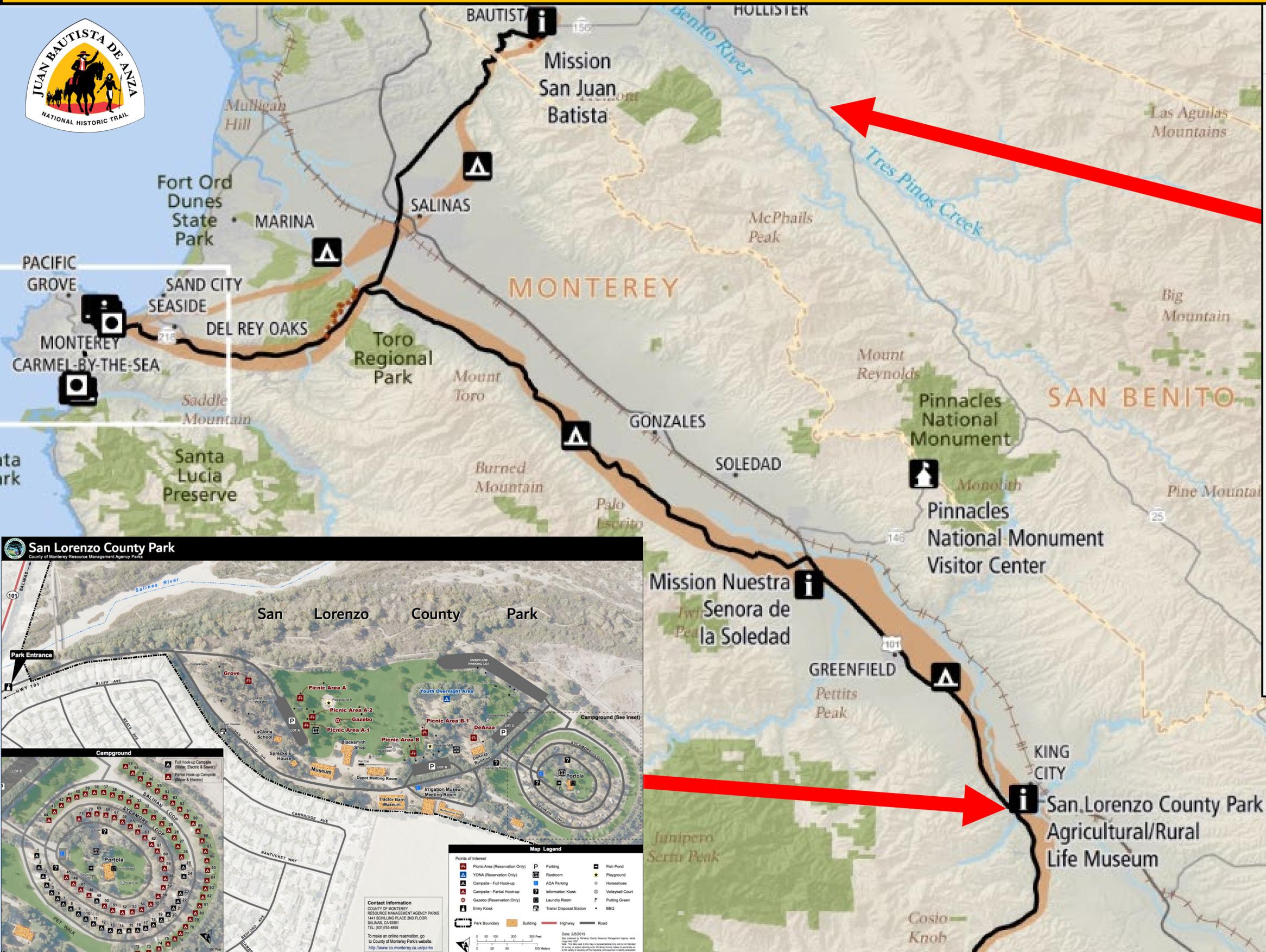


SAN JUAN VALLEY SALINAS VALLEY SAN ANTONIO VALLEY

National Historic Anza Trail Signage in Salinas



Goal: Leveraging \$4B Coastal Tourism Activity Via Anza Trail Into Inland Valleys



A San Benito County Story Map



San Benito County Historical Park

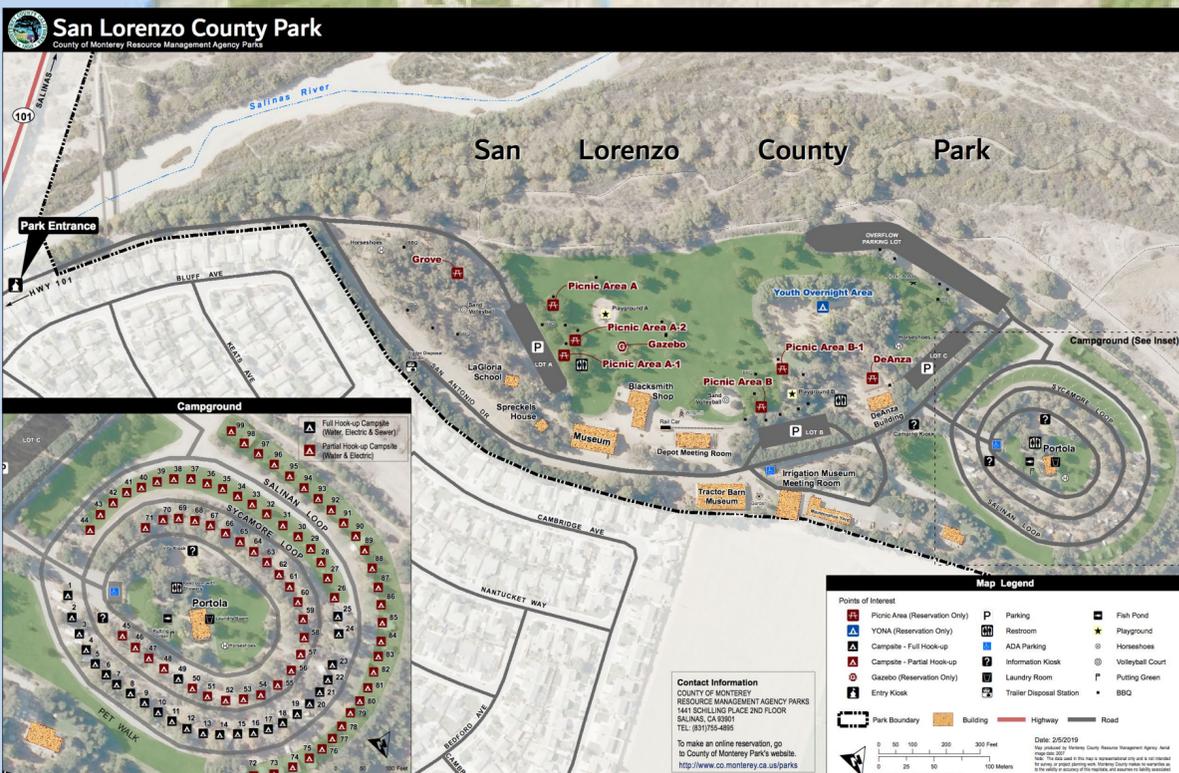
HISTORICAL VILLAGE

Take a step back in time and enjoy a stroll through the Historical Village. In the Village you will discover a diverse collection of historical homes, buildings, vehicles, farm implements and more from the early days of San Benito County.

Continue through the map tour to see what the village has to offer.



Historic Village (Highlighted in Yellow)



- Overnight stay itineraries to existing infrastructure within existing thematic historic backdrops
- Unique points of destinations / experiences that leverages an area with "Towns, Trails and Rails"

NEW Overnight Hospitality Villages & Transient Occupancy Tax



THE VALLEYS OF ANZA



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- The Valleys of Anza program incorporates under utilized assets within the region.
- Ability to manage economic growth of tourism with these additional points of destinations. Better circulation of tourist throughout the region.
- Our unspoiled scenery as a backdrop enables this historic story to come to life. The authentic old town main streets become stopping-off points for further exploration.
- Creation of NEW transient occupancy tax (TOT) for Monterey and San Benito counties.



Today, as in yesterdays, California calls to the spirit of conquest and adventure

On to California!

Soldiers of New Spain, marching in 1775 to found San Francisco, pioneered Sunset Route.

"Go", said the viceroy of New Spain, from Montezuma's throne in Mexico, "and found me a city on San Francisco Bay."

In 1775 the expedition started. It moved north out of Mexico and intercepted the Sunset Trail above Tucson. Such was the leadership of Anza, Captain of Tubac, that starting with 240 priests and fighting men, women, and children, he arrived in California with 244! For during the

march of incredible hardships, several babies were born.

Seven days before the declaration of American Independence was signed at Philadelphia, San Francisco was founded. Its walls were reared by the soldiers of New Spain; their sons were to yield it to the sons of those whose Liberty Bell was then ringing.

Today Southern Pacific's SUNSET and GOLDEN STATE ROUTES join at El Paso to follow much of the pathway of Anza's historic cavalcade. Tales of dead empires, of a nation's epic heroism, cling close to the modern journey. Many historic shrines. New Orleans. San An-

tonio, where stands the shot-torn Alamo. Houston, where Texas' independence was won. El Paso, gateway to Old Mexico.

The Apache Trail, a one-day motor sidetrip through ruins of the cliff dwellers to fast developing Phoenix. The Arizona guest ranches, true to the spirit and color of the old west. Palm Springs and Indio, fashionable winter resorts in Southern California's desert oasis. San Diego. Los Angeles. Stopover anywhere.

The remaining 480 glorious miles to San Francisco include 118 miles beside the blue Pacific.

Returning, Southern Pacific offers choice of four great routes. No other railroad offers this choice. Go one way, return another and see the whole Pacific Coast.



Soft chimes announce the dinner hour

Southern Pacific

Four Great Routes

Send your name and address to E. W. Clapp, traffic manager, 310 S. Michigan Blvd., Chicago, for illustrated book with animated maps, "How Best to See the Pacific Coast"



Valleys of Anza: Seeking to tap a compelling...

LATEST HEADLINES

Valleys of Anza: Seeking to tap a compelling history in Salinas Valley and beyond

Valleys of Anza: Living Windows to Our Past With Augmented Reality Technology



Valleys of Anza presentation slide showing an example of augmented reality technology. (Craig Kaufman)



By **JAMES HERRERA** | jherrera@montereyherald.com | Monterey Herald
June 16, 2023 at 5:00 p.m.



The Disney Bundle + Home



National Park Foundation

THE VALLEYS OF ANZA



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ValleysofAnza.org



Berkeley College of Environmental Design

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Environmental Design

DESIGNING THE VALLEY

Urban Design
in Rural California

Ettore Santi
Foreword by Margaret Crawford



Berkeley College of
Environmental Design

Available at
Lulu.com

DESIGNING
THE VALLEY
Urban Design
in Rural California

White Paper | May 2023

A Trail to Home



A bi-county regional strategy for funding deeply affordable housing services and programs through tourism in the Valleys of Anza



Berkeley College of Environmental Design

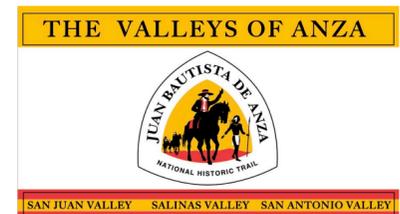
The Housing—Tourism Nexus

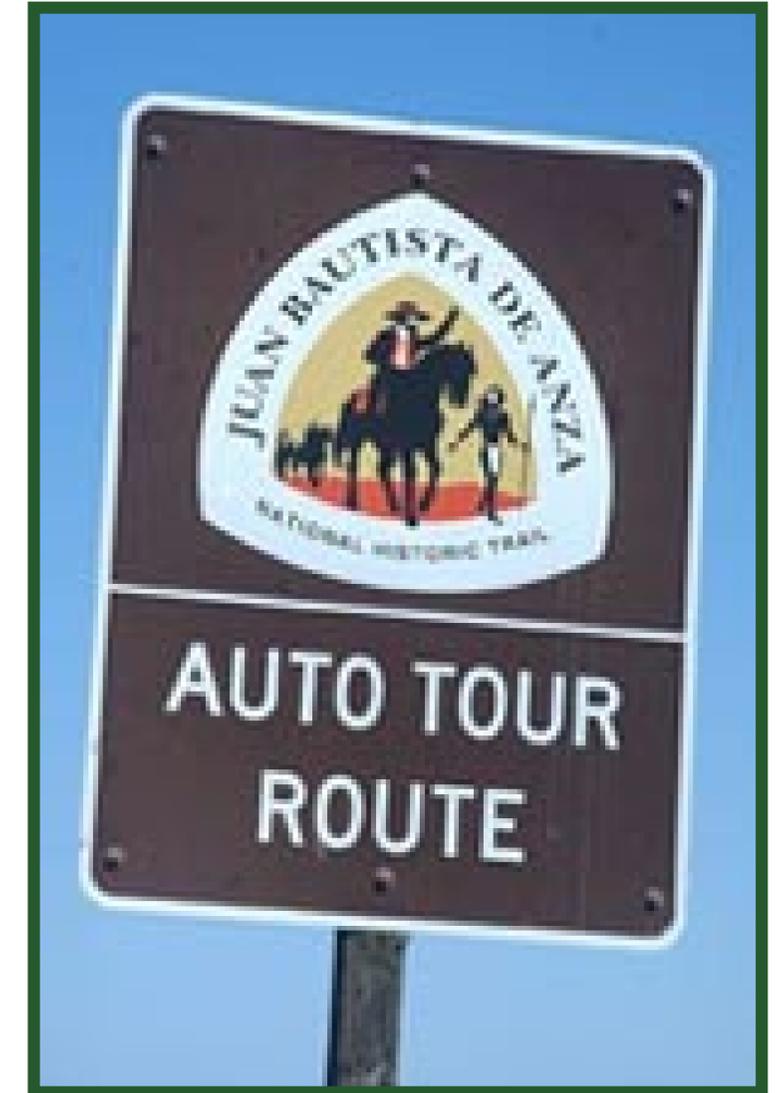
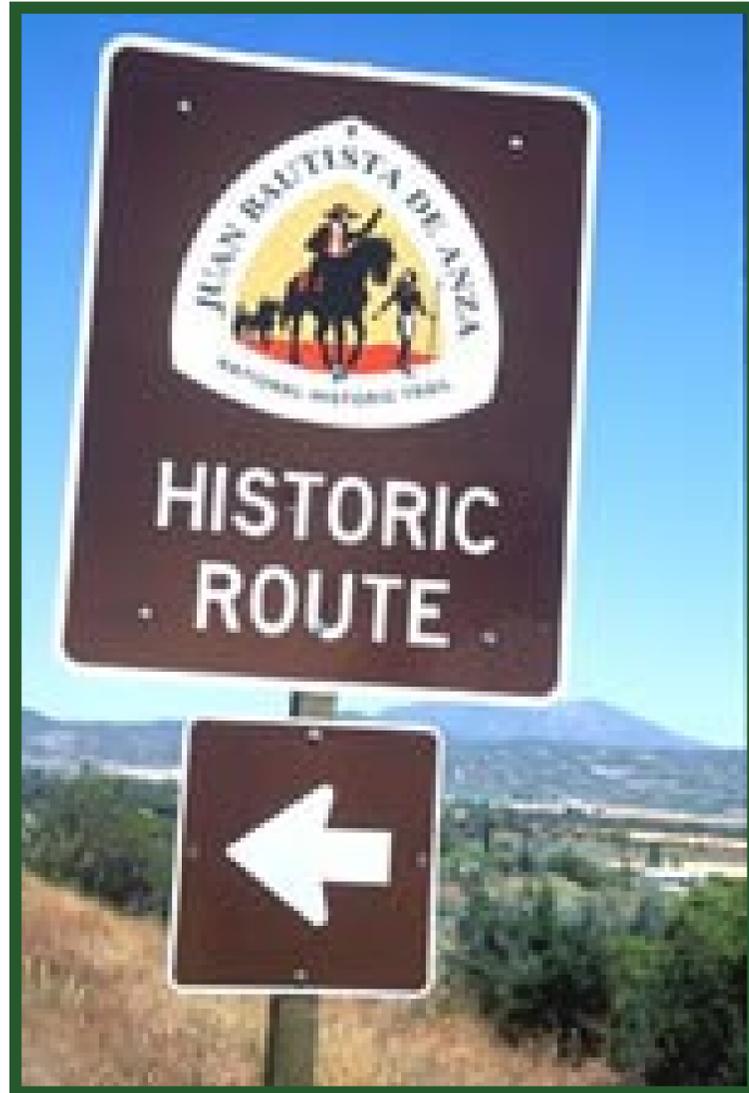
“A Trail To Home” white paper is a bi-county regional strategy for funding deeply affordable housing services and programs through tourism in the Valleys of Anza by Allison Evans, PhD student in the Department of City & Regional Planning at the University of California, Berkeley.



salinas valley
tourism and visitors bureau

A Trail to Home
PDF Available
ValleysofAnza.org





Juan Bautista de Anza

National Historic Trail
AZ, CA

Plan Your Visit ▾ Learn About the Park ▾ Get Involved ▾



NPS.gov / Plan Your Visit / Things To Do / Trails & Rails

Trails and Rails: Anza Trail

Travel the Anza Trail on board the Amtrak Coast Starlight

The Juan Bautista de Anza National Historic Trail is proud to sponsor one of the nation's 17 [Trails & Rails](#) programs, an innovative partnership between the National Park Service and Amtrak. From the observation car of Amtrak's [Coast Starlight](#), you can experience California's magical landscape and history with volunteer docents as your guides. The Anza Trail's program runs summer weekends between Santa Barbara and San Jose.

The Anza Trail's Trails & Rails program is administered by the [South Coast Railroad Museum](#) of Goleta, CA. For questions about the program, please contact the [Volunteer Coordinator](#) Becky Reid or call 805-500-6707.

Book your Coast Starlight ticket:

<http://www.amtrak.com> or 800-872-7245

Anza Trail Trails & Rails docents/guides greet and talk to Amtrak riders in the observation car of the Amtrak Coast Starlight between Santa Barbara and San Jose on Fridays, Saturdays, & Sundays in the operating season. (Guides on the Pacific Surfliner provide a limited program.) For information about the Coast Starlight program in Washington State,

[click here](#)



Trails & Rails volunteers give engaging programs to train passengers in the observation car.
NPS Photo



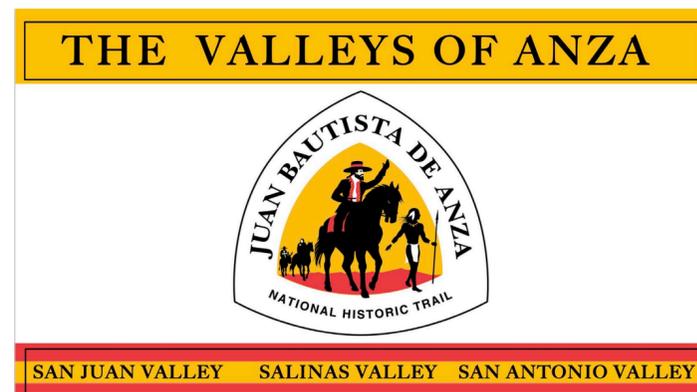
School Tours & Open House First Saturday of the Month

SALINAS CITY
REGIONAL
HERITAGE
CENTER
CALIFORNIA



1 Station Place, Salinas, California

1 Station Place, Salinas, California



The Valleys of Anza exhibits will be housed in the Regional Heritage Center's next phase in the historic Southern Pacific Freight Depot. Established in 1873, this depot is the oldest surviving commercial building in Salinas, CA, and currently exhibits our regional history along with a California Welcome Center — previously located on Davis Road.



National Park Foundation

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Thank You