



Monterey County

168 West Alisal Street,
1st Floor
Salinas, CA 93901
831.755.5066

Board Report

Legistar File Number: RES 17-134

July 25, 2017

Introduced: 7/12/2017

Version: 1

Current Status: Consent Agenda

Matter Type: BoS Resolution

Approve a Resolution of support for the Pinnacles Gateway Partners.

RECOMMENDATION:

It is recommended that the Board of Supervisors approve a Resolution of support for the Pinnacles Gateway Partners.

SUMMARY

The city and county member jurisdictions of Pinnacles Gateway Partners request that the Board of Supervisors adopt a Resolution in support of the work of this group. Pinnacles Gateway Partners aims to protect the resources and visitor experience at Pinnacles National Park, plays a key role in branding and otherwise enhancing economic benefits to the Park's gateway communities, supports regional collaboration, and facilitates efforts to address issues such as congestion and transit options for Park visitors.

DISCUSSION:

Pinnacles National Monument was established in 1908 by U.S. President Theodore Roosevelt. Pinnacles National Park was created from the former Pinnacles National Monument by legislation passed by Congress in late 2012 - H.R. 3641 (Farr) The Pinnacles National Park Act - and signed into law by U.S. President Barack Obama on January 10, 2013.

Following its designation as a National Park, the National Park Service (NPS) received a grant that provided funding which facilitated the creation of Pinnacles Gateway Partnership, a partnership with neighboring cities to help protect the park's resources and visitor experiences, which is modeled after the highly successful Yosemite Gateway Partners. Members of Pinnacles Gateway Partnership include the cities of Greenfield, Hollister, King, San Juan Bautista and Soledad, Monterey County, and San Benito County, as well as the National Park Service, Monterey Convention and Visitors Bureau, local Chambers of Commerce, small businesses, the local ranching community, and local tribes.

The partnership's mission aims to strengthen visitor experiences both at the park and in its gateway communities, increase recreation and healthy living opportunities for residents and

visitors, and to facilitate transit options to reduce park congestion. Efforts are underway to brand the region and expand tourism opportunities that celebrate the communities' shared heritage and unique resources, while helping to protect Pinnacles National Park and assure a quality experience for visitors.

Additionally, the group communicates and works together to protect resources, inspire visitors, and foster economic prosperity and community enrichment for the long-term stewardship of Pinnacles National Park and its gateway communities. One of the group's goals is to capitalize on the strategic location of gateway communities as entry points to Pinnacles for the economic benefit of these communities.

The National Park Service recently reported that there were 215,555 visitors to Pinnacles National Park in 2016 who spent \$12.6 million in nearby communities, supporting 172 jobs in the area with a cumulative benefit to the local economy of \$15.5 million. National Park tourism is a significant driver in the national economy, returning more than \$10 for every \$1 invested in the National Park Service.

OTHER AGENCY INVOLVEMENT:

The County Administrative Office - Intergovernmental and Legislative Affairs Division prepared this report in coordination with the Office of Supervisor Simón Salinas and the Economic Development Office.

FINANCING:

The resolution being considered calls for Monterey County's commitment to support the work of the Pinnacles Gateway Partners through cost-share funding and in-kind support as needed and as resources allow. Staff is not aware of other costs at this time other than an annual membership fee of \$2,500 for participation from July 1, 2017- June 30, 2018 which is to be used to jointly pay for part-time staff or consultant to develop branding and marketing. Funding for this membership is included in the FY 2017-18 Adopted budget for Economic Development Department unit 8221. Any additional cost would have to be brought back to the Board for consideration and funding.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Participation in Pinnacles Gateway Partners supports the economic development efforts of Monterey County and the cities and communities bordering Pinnacles National Park. Additionally, efforts aimed at increasing recreation and healthy living opportunities for visitors and residents support the Board's Health and Human Services priorities.

Mark a check to the related Board of Supervisors Strategic Initiatives

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by:

Annette D'Adamo, Management Analyst III

Approved by:

Nicholas E. Chiulos, Assistant CAO

Date: July 12, 2017

Resolution Resolution of Support for the Pinnacles Gateway Partners