

**County of Monterey
Development Set-Aside Agency
FY 2019-20 Project Performance Report**

DEVELOPMENT SET-ASIDE AGENCY INFORMATION													
DSA Agency Name: Monterey County Convention & Visitors Bureau		Project Description: Develop and execute initiatives that promote the Monterey County brand and influence extending stays and spending through content management, advertising, public relations, group business development, client services and visitor services.											
Contract Amount: \$1,400,000.00		Fiscal Year: <u>July 1, 2019 to June 30, 2020</u>											
Project Contact Completing Form:	Rob O'Keefe Jeniffer Kocher	Title:	President and CEO (interim) Director of Stakeholder Engagement										
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Progress Report Reporting Period: <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 15%; text-align: left; padding: 5px;"><i>Ck current report period</i></th> <th style="text-align: left; padding: 5px;">Reporting Period:</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; padding: 5px;"><input type="checkbox"/></td> <td style="padding: 5px;">3 Month Report 7/1-9/30/19 (Due: 10/25/19)</td> </tr> <tr> <td style="text-align: center; padding: 5px;"><input checked="" type="checkbox"/></td> <td style="padding: 5px;">6 Month Report 7/1-12/31/19 (Due 1/24/20)</td> </tr> <tr> <td style="text-align: center; padding: 5px;"><input type="checkbox"/></td> <td style="padding: 5px;">9 Month Report 7/1-3/31/20 (Due 4/24/20)</td> </tr> <tr> <td style="text-align: center; padding: 5px;"><input type="checkbox"/></td> <td style="padding: 5px;">12 Month Report 7/1-6/30/20 (Due 07/24/20)</td> </tr> </tbody> </table>				<i>Ck current report period</i>	Reporting Period:	<input type="checkbox"/>	3 Month Report 7/1-9/30/19 (Due: 10/25/19)	<input checked="" type="checkbox"/>	6 Month Report 7/1-12/31/19 (Due 1/24/20)	<input type="checkbox"/>	9 Month Report 7/1-3/31/20 (Due 4/24/20)	<input type="checkbox"/>	12 Month Report 7/1-6/30/20 (Due 07/24/20)
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Performance Report Submittal Date:		January 24, 2019											

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GOAL 1 – Group Business Development						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task A	Group Business Development and Strategic Client Services programs	Booked Room Nights in Monterey County	45,000 to 65,000	45,000 to 65,000	24,895	55% (of 45,000)

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Provide a narrative of year to date accomplishments of Project Goal #1

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No ☐

NARRATIVE:

Group Business Development:

Group travelers typically stay longer, pay a higher rate and spend more overall while traveling. Additionally, meetings and conferences play a crucial role in filling shoulder seasons and driving up the average daily rate (ADR) in times when the destination needs it most.

Strategies

- Prospect the ideal mix of group business for Monterey County: high-yield and off-peak is the desired pattern. Segment and target high-value tour and travel operators in luxury and select international markets.
- Create competitive differentiation through transformative client engagement and services. Enhance the experience by providing exemplary service that is specific to the Monterey County brand and encourages incremental visitation.
- Leverage the collective strengths of the destination through intensified collaboration with the group hotels, Sales and MCTID Committees, Monterey Conference Center and businesses that service meetings and conferences.

Generating leads that result in group business bookings for Monterey County hotels is the primary objective of the MCCVB Group Business Development team. Initiatives and programs implemented include our participation and or development of: Tradeshows and Client Events, Sponsorships, Familiarization Tours (FAMs), Tour and Travel Operator Outreach, and International Group Opportunities.

Partnerships

MCCVB leverages industry partnerships in order to provide greater exposure for Monterey County hotels and meeting spaces. All of these partnerships focus on lead generation including: Cvent, San Francisco Travel, Prestige Resorts & Destinations, California Society of Association Executives, HelmsBriscoe, HPN, Convention PlanIt, and Conference Direct.

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Tradeshows, Client Events, FAMS, and Sponsorships MCCVB has hosted, organized, and or participated in YTD to achieve goals:

Virtuoso Travel Week, Las Vegas
SF Travel Delta Vacation University, Detroit
Visit CA UK & Ireland Sales Mission (Dublin, Glasgow, London)
Quarterly North American Sales Mission (Las Vegas)
Visit CA Canada Luxury Retreat
Visit CA Canada Sales & Media Mission
Quarterly North American Sales Mission (Los Angeles)
ASAE Annual Meeting & Expo. Columbus, OH
Connect Association Louisville
IMEX, Las Vegas
Prestige Resorts & Destinations Event: Milwaukee + Wisconsin Sales Mission
Sacramento MPISSN Education Program
SITE Texas Roadshow: Houston, Austin, Dallas
Impact GPS + Ohio Sales Mission
LA/OC Sales Mission
SITE Texas Holiday Events
SITE Holiday Luncheon, OC
CalSAE Seasonal Spectacular, Sacramento, CA
Association Forum Holiday Showcase, Chicago IL
SF Travel Delta Vacation University, Detroit
VCA Fall Super FAM
Priority Market International FAM (China)
ILTM Europe, Cannes France

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GOAL 2 – Marketing Communications						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task	Increase awareness of, and desire to visit Monterey County	Generate website visits	1.4MM to 1.6MM	1.4MM to 1.6MM	\$840,906	60% of 1.4MM
		Generate Earned Media coverage	\$30 to \$37 Million in Advertising Equivalency	\$30 to \$37 Million in Advertising Equivalency	\$32,008,320	107% of 30 MM
		Generate Engagements on owned social media channels	600K to 800K engagements	600K to 800K engagements	1,040,333	126% of 800K

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Provide a narrative of year to date accomplishments of Project Goal #2

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No

NARRATIVE:

Marketing Communications:

As the tourism marketing agency for Monterey County, managing the brand of the destination, creating awareness and excitement are core components of the MCCVB's mission. Advertising, content marketing, social media and public relations outreach all impact our audience. MCCVB leverages the brand identity of the destination in all that we do.

The MCCVB "Grab Life by the Moments" brand campaign leverages the brand identity of the destination in all that we do. The bi-annual brand effectiveness study (by SMARI) indicates that MCCVB programs have resulted in an estimated \$81,105,405 in economic impact to Monterey County year-to-date, July to December 2019.

Key Marketing Partners Include:

Arts Council for Monterey County, Brand USA, Central Coast Tourism Council (CCTC), Monterey Conference Center, Monterey County Film Commission, Monterey County Vintners and Growers Association (MCVGA), Monterey Regional Airport, San Francisco Travel, Visit California, Visit Carmel, WeatherTech Raceway Laguna Seca and Pinnacles Gateway Partnership.

Strategies:

- Intensify focus on quality travelers and high-value travel – quality over quantity, responsible visitation, off-peak and longer stays – through targeted, transformative business development marketing.
- Engage the greater community in Monterey County to become part of the tourism story. Educate residents and stakeholders to ensure they understand that responsible tourism matters.
- Increase participation with members, stakeholders, and tourism-related organizations from MCHA to Fly Monterey and others to synergize, focus and broaden our marketing impact.

Video Content

MCCVB's content strategy has continued to include compelling video content that showcases Monterey County's unique offerings and scenic beauty. MCCVB created a series of short videos that showcasing Monterey County's year-round whale watching, wine and culinary offerings as well as outdoor adventure.

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Fall Media Campaign

MCCVB's fall campaign has received:

- 22,671,529 overall campaign impressions
- 260,633 social engagements

“Tourism Matters” Community Campaign

MCCVB's Community campaign connects with the local community to share and discuss the positive impacts of tourism on the local economy in an engaging and compelling way. The campaign leverages existing assets and strategic local ad placements that emphasize the importance of protecting the destination with responsible travel tips and information made available through the Sustainable Moments initiative.

Group “Transformation” Campaign

The MCCVB launched the Group Campaign “Book a Transformation” that has received to date:

- 6,038,755 overall campaign impressions
- 185,578 social engagements
- 53,649 unique visitors to MeetInMonterey.com

Luxury Initiative

MCCVB's Luxury Initiative continues to target ultra-high net worth and super affluent individuals through partnerships, paid media and events. Tactics include participation in Visit California's Golden State of Luxury program and related co-op opportunities, participation in International Luxury Travel Market (ILTM) tradeshow as well as a key destination partnership with Virtuoso Network and paid media placements with AFAR and Departures.

Brand USA Programs

MCCVB continued to work with Brand USA on Multichannel programs focused on Canada West and UK markets. Campaigns will run during peak trip planning season or these key markets (winter) and include social and digital ads, inclusion on “Visit the USA” landing page and Expedia partnership activation. In addition, MCCVB is developing video content with Brand USA Destination-at-a-Glance Video Series which includes a series of vignettes highlighting Monterey County's year-round whale watching, Salinas Valley wineries and vineyards and Pebble Beach. The package includes three hosted :45 vignettes and a music-only :15 teaser video in both standard and 1x1 social-friendly format. The videos will be hosted on a dedicated Destination-at-a-Glance Experience Page and on language-appropriate YouTube channels, including 1 month Featured Playlist promotions. Results pending.

Bonotel Destination of The Month

MCCVB continued to work with Bonotel on a co-op program that features 8 hotels with weekly destination content and hotel descriptions on a customized landing page and newflash offers. In addition, Bonotel included social elements, which featured a short film of Monterey County shared on their social networks. The campaign ran in December 2019 and brought in 864 room nights, generated \$218,853 in revenue and saw an 81% growth over last year.

CCTC Canadian Cooperative

MCCVB partnered with the Central Coast Tourism Council (CCTC) and continued to cultivate interest from the Canadian tourism market via Canadian Traveler. Our representation includes a custom landing page, banners, print advertisements and newsletters.

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Public Relations

Initiatives driving earned media include focused Public Relations outreach, aggressively pitching stories consistent with the destination brand, seeking high visibility broadcast and print exposure, conducting media missions and coordinating strategic media Familiarization trips (FAMs). The key to successful program implementation is the leveraging of partnerships with Visit California, San Francisco Travel, Brand USA and CCTC to gain valuable exposure in target markets.

Monterey Car Week Materials and Media Roundtable

In preparation for Monterey Car Week, MCCVB published its comprehensive Monterey Car Week Guide and an interactive online map. The materials were debuted at the Monterey Car Week Media Roundtable on July 30, 2019, as well as distributed to the local media unable to attend. Tourism leaders and representative from popular car week events were available for interviews at the media round table. The Monterey Car Week Materials and Media Roundtable resulted in over 86,000 impressions.

Harvest Media FAM

To target quality, high-value travelers and to shine a light on Monterey County's wine country and sustainable culinary offerings, MCCVB hosted five journalists from targeted national and regional publications on October 26-29. Outlets included AFAR, Coast Magazine, Sacramento Magazine, Phoenix Magazine and Forbes. The media experienced Harvest season with stops at vineyards and tasting rooms in partnership with the Monterey County Vintners and Growers Association. Additional partner highlights included Lucia Restaurant and Bar and Carmel Valley Ranch. So far, the FAM has resulted in 876,568 impressions and \$27,609 in total advertising equivalency. Additional results pending.

Meetings/Group Media FAM

To further position Monterey County as a leading, transformative meetings destination, MCCVB hosted three meeting publication journalists to experience what was new, renovated and uniquely Monterey County. Outlet attendees included Smart Meetings, California Meetings + Events and Corporate + Incentive Meetings. The group experienced and toured properties including the Quail Lodge, Carmel Valley Ranch, Folktale Winery, Earthbound Farms, So far, the FAM has resulted in 47,500 impressions and \$21,429 in advertising equivalency, with more results to follow.

Media Marketplaces

To keep Monterey County top-of-mind at industry media marketplaces, MCCVB participated in both Visit California's Canada Media Mission and the Society of American Travel Writer's Annual Conference. These events provided pitching and networking opportunities with key international and domestic media from Toronto to Vancouver and New York to California. Combined, the events brought together 300 journalists and provided opportunities to meet directly with 90 members of the media.

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Media Relations

MCCVB has worked with 711 journalists through proactive outreach to sharing information and images. MCCVB also hosted 40 international and domestic journalists on individual and group FAM experiences from July 1 to December 31, 2019.

Highlights of media results Include:

SFChronicle.com/SFGate.com - *How to do Big Sur the Right Way*

Results include 10,953,750 impressions and \$91,005 in advertising equivalency.

Modern Luxury - *Travel & Recreation: Coasting Along*

(Coverage in 15 editions across the United States.)

Results include 3,832,484 impressions and \$531,397 in advertising equivalency.

AFAR.com - *Monterey Is the Weekend Getaway for Anyone Serious About Farm-to-Table Food and Really Good Wine*

Results include 876,568 impressions and \$27,609 in advertising equivalency.

Forbes.com/ForbesTravelGuide.com - *How to Road Trip through California's Central Coast*

Results include 14,126,093 impressions and \$4,089,345 in advertising equivalency.

CBS's Price is Right - Prize Package featuring Big Sur Lodge

Results include 4,445,539 impressions and \$184,860 in advertising equivalency.

People.com – *11 Famous TV Show Locations You Can Visit in Real Life*

Results include 43,514,974 impressions and \$110,037 in advertising equivalency.

Small Market Meetings – *Monterey: California's Coastal Enclave*

Results include 17,060 impressions and \$11,360 in advertising equivalency.

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GOAL 3 – Visitor Services						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task A	Influence walk in visitors to the Visitor Center to add new or additional overnight stays to their trip	Percent of visitors influenced as calculated by walk in surveys	60% adding incremental overnight stays in Monterey County	60%	77% of visitors influenced	Ongoing

Provide a narrative of year to date accomplishments of Project Goal #3

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No ☐

NARRATIVE:

Visitor Services:

Strategies and Programs:

- Convert destination interest into incremental room nights through Visitor Information Center walk-ins, telephone calls, online requests and emails. Utilize satellite visitor stations at key events that draw attendees from outside of Monterey County to encourage longer stays and return visitation.
- Encourage responsible travel and longer stays. Promote exploration throughout Monterey County.
- Expand the Sustainable Moments distribution network.
- Visitor Services currently participates in collaborative meetings with the Resource Management Agency's Special Event Task Force and Pinnacles Gateway Partners.
- Create innovative opportunities to engage visitors through the Experiential Display at the Visitor Information Center. The display adds an additional level of promotion for local member businesses and partners, while creating a platform for engagement to support the effort of influencing walk-in visitors to book a stay or extend their stay in Monterey County. In partnership with Monterey County Vintners and Growers Association, vineyards and tasting room along Monterey County's Wine Corridor was highlighted during the fall harvest season.

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GOAL 4 – Non-Peninsula Designated County Marketing Plan						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task	Develop and execute a comprehensive marketing communications plan specifically focused on increasing awareness for designated areas of the county including Districts 1, 2 and 3. The plan will include advertising, public relations and social media promotions	Generate 400 Million to 500 Million consumer impressions.	400 Million to 500 Million consumer impressions.	400 Million to 500 Million consumer impressions.	765,793,096	153% of 500MM

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Provide a narrative of year to date accomplishments of Project Goal #4

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No ☐

NARRATIVE:

MCCVB created compelling content specific to increasing awareness for designated areas of the County including Districts 1, 2 and 3. The plan development included consultative discussions with District 1, 2 and 3 Board Supervisors and their respective staff. The tactics included digital and social media advertising, public relations activities, blogs content, social media posts and a Satellite Media Tour (SMT) video interviews with community stakeholders from Moss Landing to Salinas and Salinas Valley. Tactics include video interviews with community stakeholders, digital and social media advertising along with public relations.

“Discover the Undiscovered” SMT

MCCVB coordinated a Satellite Media Tour (SMT) to encouraged travelers to explore Districts 1, 2 and 3 on October 3 through TV, radio and website broadcasts. The video was featured in top media markets including New York, Los Angeles, Chicago, Dallas, Philadelphia and Washington, D.C. It also was featured on sites including Amazon, MSN and Yahoo, as well as streamed on Roku, Spotify and others. The SMT aired on 1,266 channels, resulting in over 762.9 million impressions and nearly \$9.5 million in total advertising equivalency.

To date, the campaign has received the following results:

- 765,793,096 overall consumer impressions
- 18,039 social engagements

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GOAL 5 – Big Sur Visitor Study						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task	Develop a report containing analysis and recommendations for a Sustainable Tourism Destination Stewardship Plan for Big Sur. This project and plan will be developed and conducted by the Community Association of Big Sur (“ CABS ”) in collaboration with Big Sur residents, businesses and oversight agency members of the Big Sur Multi-Agency Advisory Council (“ BSMAAC ”).	Contractor shall provide reports in compliance with the DSA reporting requirements	Q1 – Delivery of overall budget and scope of project, as well as details of the outsourcing agency; initiate outreach and consultation meetings		100%	25%
	Continued with ongoing Community Consultations and Stakeholder Engagement. Formed Steering Committee. Finalized process plan.		Q2 – Community consultation meetings, formation of steering committee, and process plan finalized		100%	50%
			Q3 – Draft Report submission			
			Q4 – Final Report submission with endorsement from consulted parties.			

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Provide a narrative of year to date accomplishments of Project Goal #5

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No ☐

Q1 NARRATIVE:

1) Stakeholder Engagement

Initial consultations were held with numerous stakeholders, including both public and private meetings, with groups and individuals, to determine stakeholder interest and support for the initiation and development of a Big Sur Sustainable Tourism Destination Stewardship Plan (DSP). These multiple stakeholder meetings were organized during July and were carried out in August, led by Costas Christ of Beyond Green Travel, and included a presentation on sustainable tourism guidelines and destination stewardship, including question and answer discussions. Follow up meetings were then held in September 2019, led by the Beyond Green Travel consultant team, to engage additional stakeholders and solicit further input to identify core issues as part of the on-going DSP planning process.

Initial stakeholder meetings in August 2019 included the following stakeholders: Community Association of Big – 12 people, Chamber of Commerce – 28 people, Big Sur Community – 58 people, Conservation and Government Entities – 25 people, Email server list announcement – 537 people. At the end of each group meeting in August 2019, a request for a show-of-hands in support of engaging and continuing with the DSP process was requested, with overwhelming majority support among all stakeholders present for moving forward with the DSP process, with completion of the project scheduled for June 30, 2020.

Additional DSP meetings in September included the following: Mike Watson, Coastal Planner, California Coastal Commission; Rob O'Keefe, Interim President & CEO, Monterey County Convention and Visitors Bureau; Mary Adams, Supervisor – Fifth District, County of Monterey Board of Supervisors; John Avella, Executive Director, Sustainable Hospitality Programs, California State University Monterey Bay; Kate Daniels Kurz, Independent Consultant; and Terry Gilbey, General Manager and CEO, Esalen Institute. In addition, a group meeting was held with residents and stakeholders from southern Big Sur to ensure their engagement. The goal of these on-going consultations was to continue to reach out to important community stakeholders to ensure that a broad range of views and perspectives is solicited and informs the DSP planning process.

To gain additional perspective, following stakeholder feedback, the Beyond Green Travel consultant team also did reconnaissance along Highway 1, driving from Monterey to Cambria round trip, including visits to Point Lobos State Park, Garrapata State Park, Pfeiffer Big Sur State Park, the Naval Facility, Andrew Molera State Park, and the Salmon Creek trailhead facility, with multiple observational stops at Bixby Bridge and McWay Falls to see visitor use in action.

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Core Partners and Stakeholders to participate in the DSP planning process have been identified in Q1, and creation of a DSP Steering Committee from these core partners and stakeholders to help guide the DSP process is also underway. The Steering Committee group is anticipated to include one representative from each of the following: local conservation NGO, Community Association of Big Sur, Chamber of Commerce, US Forest Service, California State Parks, and a representative from the County Supervisor's office. Efforts are also underway to interview a potential local consultant from Monterey County to work together with Beyond Green Travel to assist with the DSP process.

A schedule of dates for Beyond Green Travel ongoing DSP work in Big Sur has also been established, including monthly team visits in Big Sur. These visits will also coincide with CABS board meetings and the CABS Annual Community Meeting, where Beyond Green Travel will provide updates on the DSP process to date. On-going identification of stakeholders and community members' views, assistance and support will continue throughout the DSP process.

2) Review of existing information and data; analysis of existing reports and potential gaps in data; determination of potential data to be collected during the DSP process (and on-going)

In Q1, review was initiated of important planning and management documents that impact on the conservation, management, and visitation to Big Sur. Documents under review include: Big Sur Coast Land Use Plan, Big Sur Highway 1 Management Plan, California Coastal Act, Big Sur Coastal Implementation Plan Part I, Big Sur Coastal Implementation Plan Part 3, Big Sur River Management Plan, 2009-2014 Housing Element, Highway One Erosion and Revegetation Management, Big Sur River Protected Waterway Management Plan, Coast Highway Management Plan - Guidelines for Vegetation Management, Coast Highway Management Plan - Guidelines for Landslide Management & Storm Damage Response, Report Requirements for Discretionary Permit Application Submittal, California Travel Impacts 2010-2018p, A Regional Analysis of the California Travel Industry & other Industry Sectors, 2007-2012, Point Sur State Historic Park General Plan/Final Eir, and Visit California Year in Review 2018-2019

In addition, Beyond Green Travel is monitoring Big Sur community forums related to the DSP, as well as news stories about Big Sur, and online social media reviews and comments (Trip Advisor, Instagram, Twitter, etc.) to gather information about the tourism experience and community issues in regard to visitation. Analysis and synthesis of the information contained in these agency reports, forums, and social media channels, and other information brought to the attention of the Beyond Green Travel team will be on-going. Following the review of the above information and based on stakeholder perspectives and feedback, a visitor survey is being formulated for Q2 to be carried out as part of the DSP process.

Community Association of Big Sur – Butch Kronlund, Executive Director: Traffic Data Collection Update

Outreach to community members via our member and interested parties email list (total 537 unique addresses) resulted in our receiving feedback from over 20 community stakeholders who live along Highway 1 from north to south. This feedback informed the strategy and helped identify the locations where we will collect and disseminate traffic data. In order to fully understand the current state of vehicle usage of State Route 1, CABS is working with a multi-stakeholder group (listed at the end of this report) to install permanent traffic counters in three locations. In priority order, one will be adjacent to the Mal Paso Creek Bridge, at the northern end of the Big Sur planning area. The second one will be at the intersection of the Nacimiento Road and Highway 1. And the third one will be at Highway 1 and the SLO-Monterey County line at the south end of the planning area.

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Rich Deal at TAMC recommends 2 Type E inductive loops to capture traffic moving in each direction, feeding input to a count station, which in turn could upload to the internet via the ATT fiber network located at the intersection of Highway 1 and Yankee Point Dr..

A site meeting is scheduled with Brent Paulson, Bear Electrical Solutions, Keith Higgins Traffic Engineering, Mark Groner ATT Engineering and Butch Kronlund CABS to develop feasibility and scope of the traffic counting project including cost estimates. Additionally, John Olejnik at Cal Trans is looped in and available to facilitate encroachment permit requirements, as needed.

While the initial installation costs are estimated to be between \$50k and \$70k per location, once installed, the cost to retrieve data on an on-going basis is easy and affordable. When we have visibility regarding scope and cost for installation, we will be leading additional fundraising efforts to support these important data gathering tools for the benefit of Monterey County and MCCVB. This may likely come back as a request in the 2020-2021 fiscal year.

Q2 NARRATIVE:

- ***Ongoing Community Consultation Meetings and Stakeholder Engagement***

Following on Q1, ongoing stakeholder meetings have taken place throughout Q2. This included a Destination Stewardship Plan Community Stakeholder Presentation that was presented to the Big Sur Area CABS Annual Meeting held at the Big Sur Grange and attended by 63 Residents, community members and Big Sur area stakeholders. This DSP Project Meeting included Beyond Green Travel Team members presenting different aspects of the project progress to date, led by Costas Christ, President of BGT, Sally Christ, VP of BGT and Kate Daniels, BGT Local Project Coordinator. The update included a summary on Big Sur Visitation, noting no reliably accurate statistics exist for number of visitors to Big Sur, but the overall perception among community members is that visitation is growing rapidly. It noted global tourism growth trends will likely increase visitation to Big Sur in the future; how tourism impacts are both positive and negative, with proper planning and management key to making the pros of visitation outweigh any cons of visitation. This summary was coupled with news stories about Big Sur showing both positive and negative coverage. In addition, the DSP Stakeholder Update also included clarity on what a destination stewardship plan is; the need for it to be backed by reliable data and research; and a DSP project timeline, with key milestones identified leading up to a final Sustainable Tourism Destination Stewardship Plan being completed by June 30, 2020. Stakeholder Concerns that were the result of Q1 Stakeholder outreach and research were also shared in addition to Next Steps in the process. A robust question and answer discussion about the DSP then followed, providing an opportunity for further community input to the DSP process. *(Please see attached copy as Annex 1 to this quarterly Report of the PPT Presentation by BGT at the CABS Annual Meeting).*

In addition to the above, multiple individual stakeholder meetings and interviews also took place during Q2. These included meetings with Yuri Anderson, Chief of Staff for County Supervisor Mary Adams; Rachel Saunders, Director of Conservation at Big Sur Land Trust; Kirk Gafill, Head of the Big Sur Chamber of Commerce; Lygia Chappellet, Landowner, Ranch Rico and Big Sur Fiddle Camp; Alan Perlmutter, Owner of Big Sur River Inn; Mike Watson, Coastal Commission; John Dugan, Monterey Deputy Director of Land Use and Community Development; Karin Strasser Kauffman, former Monterey County District Supervisor who oversaw passage of the Big Sur Local Coastal Program by the Coastal Commission and County of Monterey; among many others *(Please see the attached list in Annex 2 to this report including names of all individuals met as part of stakeholder engagement, individually and/or in group-wide stakeholder meetings to as part of data and research gathering by the BGT Team for the DSP and to gain their input, ideas and feedback.)*

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Another important component of stakeholder and partner engagement was the hiring of Kate Daniels, to join the Beyond Green Travel DSP Team as a local counterpart with a strong knowledge and network in Monterey County and Big Sur Area. Kate is the former Chief of Staff to Supervisor Mary Adams, and has a strong record of community engagement, including her recent appointment to the Monterey Planning Commission, involvement with the ParkIt! Initiative and important knowledge of the updated California Coastal Act, Big Sur Multi Agency Advisory Council, Sustainable Transportation Demand Management Plan and California Coastal Commission Strategic Plan.

- **Formation of Steering Committee**

Another important Milestone accomplished during Q2 is the establishment of a DSP Steering Committee. The primary role of the DSP Steering Committee is to assist and support Beyond Green Travel project management team in creating the DSP, including providing guidance, feedback and input for the success of the DSP process. The steering committee helps guide the DSP project to successful conclusion through deliberation, support and action as an important advisory group made up of individuals and stakeholders in the Big Sur Land Use Area including residents, businesses, emergency services, educators, community members and county representatives. (See attached Annex 3 on roles and responsibilities of the DSP Steering Committee). The Steering Committee will be announced in January 2020 and includes the following members:

DSP Steering Committee

Yuri Anderson (representing Mary Adams) - *confirmed*

Kirk Gafill (Exec Director, Big Sur Chamber of Commerce) - *confirmed*

Matt Harris (Big Sur Fire Chief/Emergency Services) - *confirmed*

Mike Freed (Owner Post Ranch Inn/Member Visit California Task Force on Destination Stewardship) - *confirmed*

Laverne McLeod (Long-time resident, active community member and co-founder of Sustainable Big Sur/BSage) *Confirmed*

Ryne Leuzinger (CSUMB, CABS board member) - *Confirmed*

Lee Otter (BSLUP Strategic Advisor) - *Expressed interest and strong support for DSP, awaiting Confirmation*

Carissa Chappellet (Lawyer and President of Big Sur Health Center) – *Responded with Interest. Awaiting Confirmation*

In addition to the steering committee and ongoing stakeholder engagement, Beyond Green Travel will reach out informally to key influential individuals for their important input: Kate Novoa (Big Sur Kate); Tim Short (USFS); Martha Diehl (Former Big Sur Planning Commission, long-time Big Sur resident); Brett Marshall (Monterey District Superintendent, State Parks); Chris Lorenc (Esselen Tribe representative); Mike Watson (Coastal Commission); among others.

- **Process Plan Finalized**

The DSP Process Plan has been put into place including the project timeline, goals and objectives including stakeholder input throughout the process. The process plan includes on-going review, research and data collection from other plans and reports relevant to a Big Sur DSP, with the intention not to recreate the wheel, but to compliment the work of previous studies and plans. During Q2, the following additional plans and documents have been reviewed by the BGT Team:

- California Coastal Commission Strategic Plan, 2020 – 2025
- California Travel Impacts, 2010-2018
- A Regional Analysis of the California Travel Industry & Other Industry Sectors, 2007-2012
- Land Use in Big Sur: In search of Sustainable Balance between Community Needs and Resource Protection, Martha Diehl, 2006

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- Big Sur Land Use Plan 2019 draft revisions
- Visit California Stewardship Survey
- Big Sur Highway 1 Sustainable Tourism Demand Management Plan draft, October 2019
- The Big Sur Local Coastal Program Defense Committee
- Big Sur Coast Highway Management Plan, Guidelines for Corridor Aesthetics, 2004
- Big Sur Land Use Plan Trails Plan

In addition and as referenced above, a DSP project timeline has been established as part of the process plan, including day-to-day DSP on-the-ground work being led by BGT team member Kate Daniels supported by regular visits of 7-10 days every month during the DSP project period by BGT Senior Team Members working on the project. The process plan will include the creation of a report outline during Q3, the beginning of report writing, the presentation of a draft DSP plan in May for community and stakeholder feedback, leading to the Final DSP plan in June 2020.

To further maximize community and stakeholder Feedback, a DSP website was also created during Q2 where all stakeholders can provide their comments, suggestions, concerns and recommendations for the DSP directly to the BGT Team. More details on the DSP project website can be found at www.bigsurdsp.com. All comments are being collected and collated on a monthly basis and also used for follow up stakeholder meetings. These comments will be available as part of the final DSP Report. A draft Big Sur Resident Survey was also created in Q2 and will be sent out in early Q3 to gather additional information about resident perspectives, concerns and potential input into solutions for visitor management strategies as part of the DSP.

Community Association of Big Sur- Butch Kronlund, ED DSP activities for Q2:

Ongoing Community Engagement:

- Attended meetings with MCCVB, Big Sur Land Trust, and the Community Foundation for Monterey County at their request; provided updates and answered questions on the DSP process.
- Sponsored community meeting with BGT on December 10th in Big Sur.
- Fielded over 200 phone calls and personal conversations regarding questions related to the DSP process with members of the Big Sur community and other Monterey County stakeholders

DSP related project led by CABS:

- Traffic data collection scoping: Researched a less expensive traffic counting alternative (\$15k per unit). Engaged a Traffic Engineering firm (Pinnacle Traffic Engineering) to prepare the permit submittal documents to Cal-Trans and Monterey County Planning. Fund raising has been successful to cover the costs of submittal and installation.

Coordination with DSP Contractor:

- Weekly facilitation between Beyond Green Travel (BGT), CABS and community members and other stakeholders, e.g. making introductions, setting up meetings, addressing questions from the community regarding the process
- Continue to provide BGT with deep background on Big Sur community history, and its social, and cultural biases.
- Weekly coordination calls with BGT regarding their progress
- Assisted with the preparation of the DSP update at CABS December 10th annual meeting.

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- Provided guidance and potential candidate contact info and backgrounds for potential steering committee candidates.

Fundraising for DSP:

- Ongoing efforts with community members to solicit further donations to cover the full costs of the DSP process. Have raised one-third of total capital needed. Reached out to over 100 community members to provide one on one opportunities for conversation regarding the DSP.

Communication and Education for the DSP:

- Prepared, presented and disseminated CABS developed communication for meeting announcements, fundraising requests, and update documents via email, public meetings (BSSMAC 2 meetings in 2019), CABS community meetings (December CABS annual community meeting) using Powerpoint, Word documents and other means to educate stakeholders regarding the DSP project developments.
- Posted DSP updates to the CABS website.
- Provided platforms for BGT to engage the Big Sur community; via CABS server lists as well as CABS social media channels Facebook, Instagram and Twitter, Kate's Blog, the Big Sur Chamber server list, Palo Colorado Next Door Neighbor server list, and the Big Sur Round Up. Posted over 10 DSP-related communications on behalf of BGT during Q2.

Agency outreach:

- Ongoing traffic management discussions with local Cal Trans, CHP and MCSO.

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PROJECT SUMMARY INFORMATION

Required Submittals:

	<i>Check or write N/A</i>	
	Previously Provided	Attached
A) Audit & Budget: Copy of the most recent annual audit and organizational budget. (ref: B7 PSA Exhibit A)	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
B) Financial statements: Copy of the financial statements covering the period? If no, please explain:	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
1. June 30, 2019	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
2. September 30, 2019	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
3. December 31, 2019	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
4. March 31, 2020	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
5. June 30, 2020	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
C) Funding Acknowledgement: List and provide a copy of recent materials showing funding support from the Monterey County Board of Supervisors.	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
D) Written Publications: Provide a copy of all work products, funded in whole or in part.	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
E) Website Certification: The website displays Monterey County Board of Supervisors as a major funding contributor.	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
F) Board List: Provide a current listing of Board members (see attached roster of board member form).	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
G) Current Articles of Incorporation	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
H) Other:	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached

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ROSTER OF BOARD MEMBERS

Discuss efforts made to serve the needs of the unincorporated portions of the County of Monterey.

While all MCCVB priorities, primary activities, programs and goals are regionally based, many of the destination's most alluring assets are in unincorporated areas of the County including Big Sur, Moss Landing, Carmel Valley and Salinas Valley. The unincorporated areas of Monterey County are a focus for MCCVB. We spend time collaborating with members in these areas and maximizing the visibility of the destination's assets. It is of the utmost importance to the MCCVB to sell the entire destination to the customers we serve including leisure travelers, tour operators, and meeting planners.

The fostering of collaboration and partnership development has created strong dialogue and participation with the Monterey County Farm Bureau, Monterey County Vintners and Growers Association, Monterey County Business Council, Monterey County Hospitality Association, Monterey County Film Commission, Arts Council for Monterey County, WeatherTech Raceway Laguna Seca and Pinnacles Gateway Partnership, all which contribute to the destination's overall tourism success.

List of Board Members: (As you type the "Name" of each Board Member below, select <enter> to automatically start a new line and number.)

Name	Business Location (City or County Area)	Home Location (City or County Area)
1. See Attached List		

¹Unincorporated areas include: North County (Pajaro, Las Lomas, Aromas, Elkhorn, Moss Landing, Castroville, Prunedale, Boronda); **South County** (Chualar, San Lucas, Pine Canyon, Jolon, San Ardo, Lockwood, Bradley, Parkfield) **Monterey Pen/Big Sur** (Carmel Valley, Pebble Beach, Carmel Highlands, Carmel Valley Village, Del Monte Forest)

What efforts are being made to insure board representation from the unincorporated areas?

MCCVB's Board of Directors has adopted policies (Bylaws) and implemented application and Board Member Selection processes that ensure geographic and categorical representation from the diverse regions of the destination. The MCCVB leadership team includes voting members, advisors and actively engaged committee members that all contribute to the development of the Strategic Sales and Marketing Plan. There are currently six voting members and seven advisors that serve on our 29-person board representing unincorporated areas of Monterey County. The Directors include Supervisor Mary Adams of the Monterey County Board of Supervisors 5th District, Julie Weaver of The Lodge at Pebble Beach, Rick Aldinger of Big Sur River Inn, Kirk Gafill of Nepenthe, Tony Tollner of Downtown Dining and Sean Damery of Bernardus Lodge & Spa. The Advisors include Jacquie Atchison of the Arts Council for Monterey County, Carol Chorbajian of the Monterey County Hospitality Association, Norm Groot of the Monterey County Farm Bureau, Paula Joy MacNab of the Monterey County Film Commission, Kim Stemler of the Monterey County Vintners and Growers Association, and Jennifer Fahselt of the Monterey Regional Airport.

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Submit Progress Reports to the Assistant County Administrative Officer or designee at the following address:

**County Administrative Office
IGLA - Housing and Economic Development
168 West Alisal Street, Third Floor
Salinas, CA 93901**

APPROVAL/CERIFICATION

Signature of Authorized DSA Agency Representative

Date