

MONTEREY COUNTY

COUNTY ADMINISTRATIVE OFFICE



NICHOLAS E. CHIULOS
ASSISTANT COUNTY ADMINISTRATIVE OFFICER
INTERGOVERNMENTAL & LEGISLATIVE AFFAIRS

168 W. Alisal Street, 3rd Floor
Salinas CA 93901
(831) 755-5390
Fax: (831) 755-5398
www.co.monterey.ca.us

DATE: February 7, 2020

TO: Supervisor Chris Lopez, Chair
Supervisor Jane Parker, Vice-Chair
Supervisor Luis A. Alejo
Supervisor John M. Phillips
Supervisor Mary L. Adams
Charles McKee, CAO
Nicholas E. Chiulos, Assistant CAO
Carl P. Holm, RMA Director

FROM: Debby L. Bradshaw, Management Analyst III

A handwritten signature in blue ink, appearing to read "Debby L. Bradshaw".

SUBJECT: **BOARD REFERRAL #2019.09: Install Signage for the Salinas Valley Wine Trail to Enhance Agri-Tourism, Viticulture & Economic Prosperity in the Salinas Valley.**

BACKGROUND/DISCUSSION

Supervisor Alejo and Supervisor Lopez submitted Board Referral #2019.09: Install Signage for the Salinas Valley Wine Trail to Enhance Agri-Tourism, Viticulture & Economic Prosperity in the Salinas Valley to promote tourism in the Salinas Valley.

The Board Referral referenced the Board of Supervisors approved funding, in the amount of \$150,000, allocated in the FY 2019-20 Budget to the Monterey County Convention & Visitors Bureau (MCCVB). These funds were specifically allocated in the FY 2019-20 MCCVB Agreement to develop and execute a comprehensive marketing communications plan specifically focused on increasing awareness for designated areas of the County including Non-Peninsula Supervisorial Districts 1, 2 and 3. As such, these funds were identified as a potential source to be used to pay for signs and installation in the Salinas Valley Wine Corridor.

The CAO and RMA are coordinating on this referral. Staff held a meeting with Supervisor Lopez and staff, Supervisor Alejo's staff that included Kim Stemler, Executive Director, Monterey County Vintner's and Grower's Association (MCVGA), and Rob O'Keefe, Interim President, Monterey County Convention and Visitors Bureau (MCCVB), and Jeniffer Kocher, MCCVB Director of Stakeholder and Visitor Engagement. The purpose of this meeting was, to discuss a marketing strategy for the Salinas Valley Wine Trail and branding the region to build awareness and drive tourism to the Salinas Valley.

Rob O'Keefe presented three draft videos representing North County, South County and Big Sur. Kim Stemler presented a plan for Monterey County Wine Country branding, signage goals (public and private), and current signage/maps. This Monterey County Wine Country Signage and Branding Program promotes the intent of the Monterey County General Plan Element "Agricultural and Winery Corridor Plan", which was to create a planned approach on how the county and the wine industry developed and encouraged wine related economic growth in the Salinas Valley. Placement of wine signage in more prominent and strategic locations within the

Salinas Valley Wine corridor will direct visitors to their destinations and increase tourism awareness that will add to the vibrancy, prosperity and economic vitality throughout the region. Following the meeting, MCVGA provided the attached that outlines the priorities and timelines to achieve their comprehensive Monterey Wine Country Signage & Branding Program that is moving forward.

RMA noted meeting with Salinas Valley cities to review and prioritize improvements along the wine corridor as promised with the passage of Measure X. Improvements to roadway segments began this year (FY 19/20). RMA also noted holding meetings with wine industry representatives that identified challenges of amenities supporting the wine industry such as; types of lodging, restaurants, and regulations beyond Monterey County (e.g.; Air District).

The group discussed opportunities and constraints, including marketing and funding sources. MCCVB and MCVGA have made initial investments in developing plans for this fiscal year that will expand on a much more strategic and beneficial path for an opportunity that includes signage and extends eventually into additional means of wayfinding for the Salinas Valley. Currently MCCVB has committed to, 1) work with MCVGA to fund updated maps related to the Salinas Valley Wine Trail; and 2) conduct initial scouting for signage locations and collaborate with South County Stakeholders.

NEXT STEPS

On February 25th, MCCVB is scheduled to provide an update to the Board of Supervisors on their marketing activities in Monterey County, including their Non-Peninsula Marketing Campaign for Districts 1, 2, and 3 and partnership with MCVGA on increasing awareness to drive tourism to the Salinas Valley Wine Corridor.

MCCVB will work with county staff to develop a Phase II marketing plan focused on signage/wayfinding as part of their overall work plan for the upcoming fiscal year (FY 2020/21). This will be information for the Board to consider during the budget hearings, specifically related to allocation of the County's TOT.

MCVGA will:

- 1) Continue to collaborate with the MCCVB, county staff, South County Cities, industry leaders, and critical stakeholders to provide the pathway to achieving this essential project that outlines their following overarching steps with estimated timelines.
- 2) Determine the ideal locations for signage along the Salinas Valley Corridor (Jan.-March 2020). Coordinate with RMA for signs located in the public right of way;
- 3) Coordinate with RMA to develop appropriate wording, size for signage that meets industry objectives and conforms with County policy (March-April 2020);
- 4) Work with property owners to obtain permission to install signage (Feb.-April 2020);
- 5) Submit one application for the entire Monterey County Wine Country Signage and Branding Program to the Resource Management Agency(May-June 2020) . RMA will make this a priority project to process.
- 6) Create a budget, based on all the variables to install approved signage along the Salinas Valley Wine Trail and work with key stakeholders and industry leaders to identify funding sources for implementation of the Monterey Wine Country Signage and Branding Program (Jan.-July 2020).
- 7) Schedule a tour of the Salinas Valley with county staff, Salinas and South County City Managers, MCCVB representatives and other key stakeholders to strategize on the implementation of the Monterey Wine Country Branding and Signage Program.

Attachment: MCVGA-Monterey Wine Country Signage Priorities and Branding Program