



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: 20-833, Version: 1

~~a. Receive a presentation from the Monterey County Convention and Visitors Bureau (MCCVB) on the Big Sur Destination Stewardship Plan (Plan) completed in July 2020 in collaboration with the Community Association of Big Sur (CABS). REMOVED VIA SUPPLEMENTAL~~

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a presentation from the Monterey County Convention and Visitors Bureau (MCCVB) on the Big Sur Destination Stewardship Plan (Plan) completed in July 2020 in collaboration with the Community Association of Big Sur (CABS).

SUMMARY/DISCUSSION:

The MCCVB is one of the Development Set-Aside (DSA) Agencies partners that develops and executes initiatives that promote the Monterey County brand through content management, advertising, public relations, group business development, and client and visitor services.

Through the DSA Program, the Board of Supervisors approved funding in FY 2019-20 in the amount of \$1,400,000 to the MCCVB. As part of the FY 2019-20 MCCVB Agreement (Attachment A), the Board specifically allocated \$150,000 towards the Big Sur Destination Stewardship Plan (Attachment B).

The MCCVB provided oversight and participated in the development of the analysis and recommendations for a Sustainable Tourism Destination Stewardship Plan (DSP) for Big Sur. This DSP was developed and conducted by CABS, in collaboration with Big Sur residents, businesses and oversight agency members of Big Sur Multi-Agency Advisory Council. The MCCVB Agreement with CABS is included as Attachment C.

The DSP addresses the vision for Big Sur and recommends that the DSP Steering Committee, which is exclusive of the County, continue as a committee representing Big Sur's stakeholders to support further community discussion and understanding of the DSP, including implementation. The DSP presents recommendations and options for the Big Sur community and includes funding solution, visitor management data, visitor traffic management, public restroom availability, rethinking popular visitation areas, addressing trash and litter problems, visitation management, visitor education and communication and a timeline for implementation.

The DSP was prepared by Beyond Green Travel and completed in July 2020. The MCCVB presentation (Attachment D) is in collaboration with the CABS.

OTHER AGENCY INVOLVEMENT:

(DSA) Agencies and partners. Implementation of various recommendations in the DSP will involve approval by State agencies (e.g., California Department of Transportation for roadways, California Coastal Commission for coastal access issues). The County's role would be limited to the DSP's nexus with land use regulations in the Coastal Zone.

FINANCING:

Receiving this report does not have any financial impact on the County's general fund. The DSP recommends establishing a "Go Green" day pass to generate revenues and establishing a Big Sure Sustainability Fund to finance solutions, exclusive of the County.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The Development Set-Aside economic development programs and services, and the DSP in particular, support these Board approved Strategic Initiatives for Economic Development, Health and Human Services, Infrastructure and Public Safety by making recommendations for the:

Economic Development

Administration

Health & Human Services

Infrastructure

Public Safety

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Approved by Carl P. Holm, AICP, Director Monterey County Resource Management Agency

Attachments:

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Attachment A: MCCVB Executed Agreement

Attachment B: Big Sur Destination Stewardship Plan

Attachment C: MCCVB and CABS Agreement

Attachment D: MCCVB Presentation

(Attachments on file with the Clerk of the Board)