



County of Monterey

Item No.

Board Report

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

Legistar File Number: 24-087

February 07, 2024

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Current Status: Agenda Ready

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Matter Type: General Agenda Item

Receive a presentation from Salinas Valley Tourism and Visitors Bureau (SVTVB) regarding community efforts in creating economic development through the promotion of tourism.

RECOMMENDATION:

It is recommended that the Economic Development Committee receive a presentation from Salinas Valley Tourism and Visitors Bureau (SVTVB) regarding community efforts in creating economic development through the promotion of tourism.

SUMMARY/DISCUSSION:

The Salinas Valley Tourism and Visitors Bureau (SVTVB) was founded in 2008 during the beginning of the economic downturn, also known as the Great Recession. In 2011, the SVTVB opened its first visitors center in Salinas, and then in 2015 opened the Soledad Visitors & Gateway Center in Soledad. The impetus for creating the SVTVB and both centers is to educate and help locals and visitors discover this region's vast natural beauty and rich history.

Through the contributions and engagement of the community and partnerships the SVTVB creates points of destinations that share stories, honor the legacies of diverse ancestors, and inspire new opportunities for economic growth through Regional Heritage Tourism.

The SVTVB aims to market the Central Coast from the perspective of regional heritage tourism and the natural landscapes in the Salinas, San Juan, and San Antonio Valleys. The San Juan Bautista De Anza National Historic Trail ties these three valleys together. It potentially taps into the economic tourism activity already found in the coastal areas of the Monterey Bay. This regional economic development plan is called the Valleys of Anza.

Currently the SVTVB is participating in an RFP process for the central coast region's strategic tourism plan, with the Valleys of Anza as the central theme.

The SVTVB has recently received funding from the National Park Foundation in partnership with University of California Berkeley College of Environmental Design to begin research on a portion of the Anza Train in the Salinas Valley. Beyond this initial funding, SVTVB is seeking additional funding to highlight this national historic trail and the 10 First Peoples tribes that aided the expedition towards reaching and founding San Francisco.

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The SVTVB is providing a presentation to update the Economic Development Committee to bring awareness to the efforts of the organization.

OTHER AGENCY INVOLVEMENT:

Staff consulted with County Counsel.

FINANCING:

Receiving this report has no financial impact.

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Attachments:

SVTB Presentation