

SALINAS VALLEY TOURISM & VISITORS BUREAU

HISTORIC RESOURCE BOARD PRESENTATION 11.3.2025

THROUGH REGIONAL HERITAGE TOURISM, WE ARE CREATING POINTS OF DESTINATION THAT SHARE OUR STORIES, HONOR THE LEGACIES OF OUR DIVERSE ANCESTORS, AND INSPIRE NEW OPPORTUNITIES FOR ECONOMIC GROWTH.



Research Background

- **Objective:**
 - conduct research among visitors/users of the 23 CWCs statewide
 - develop a current profile of visitor behaviors, attitudes, demographics
 - compare results to 2018 CWC study to assess changes
- **Purposes:**
 - profile current CWC visitors/users
 - identify travelers' destination information chain, role of CWCs (planning & on the trip), perceptions of CWCs
 - document CWC influence on visitor destination decisions, stays, & spending
 - provide research-based strategy to inform marketing, positioning, operations
- **Outcomes:**
 - understanding for CWCs - as a network and per center – of what motivates and is important to visitors for travel information to:
 - ***continue to build CWC awareness and visitation***
 - ***maintain CWC relevance and value***



Future Visitation & Potential Offerings

Future Visitation

- 71% (80%) are highly likely to revisit a CWC on a future trip, for the reasons that:
 - they got the information they came for
 - it made for a good place to stop
 - the CWC added more area information to that they already had
- Top ratings of potential CWC **offerings** to encourage a future CWC visit in both 2024 and 2018:
 - Exclusive offers/discounts
 - Interactive experiences on local interest/attractions
 - Interactive experiences on area history and culture

	Total 2024	Total 2018
Base: Likely to visit CWC	135	343
Got the information I wanted	68.1%	68.2%
Made for a good place to stop	64.4%	63.8%
Added more information to what I already had	56.3%	56.3%
Liked what it offered	42.2%	64.7%
It is a fun stop	35.6%	35.3%
It is a relaxing stop	33.3%	44.0%
Other	3.0%	7.0%

	Total 2024	Total 2018
Percent saying 'Encouraged (4+5)'		
Base: Respondents	395	2168
Exclusive offers/discounts/values	65.8%	80.7%
Interactive experiences of local interest/attractions	62.0%	74.3%
<u>Interactive experiences about area history/culture</u>	60.0%	71.4%
To see or get info on local arts & crafts/artists	47.6%	56.5%
Interactive experiences to learn about local foods/chefs	46.1%	59.7%
Expanded retail options featuring local arts & crafts	46.1%	55.3%
Interactive experiences of local wines/craft beers	44.8%	53.7%
Photo Opportunities (ie. Backdrops, cutouts)	30.4%	n/a
Cutting edge architecture/design	29.1%	39.1%



July 1, 2024 — June 30, 2025 Visitors at CWC Salinas: 6554

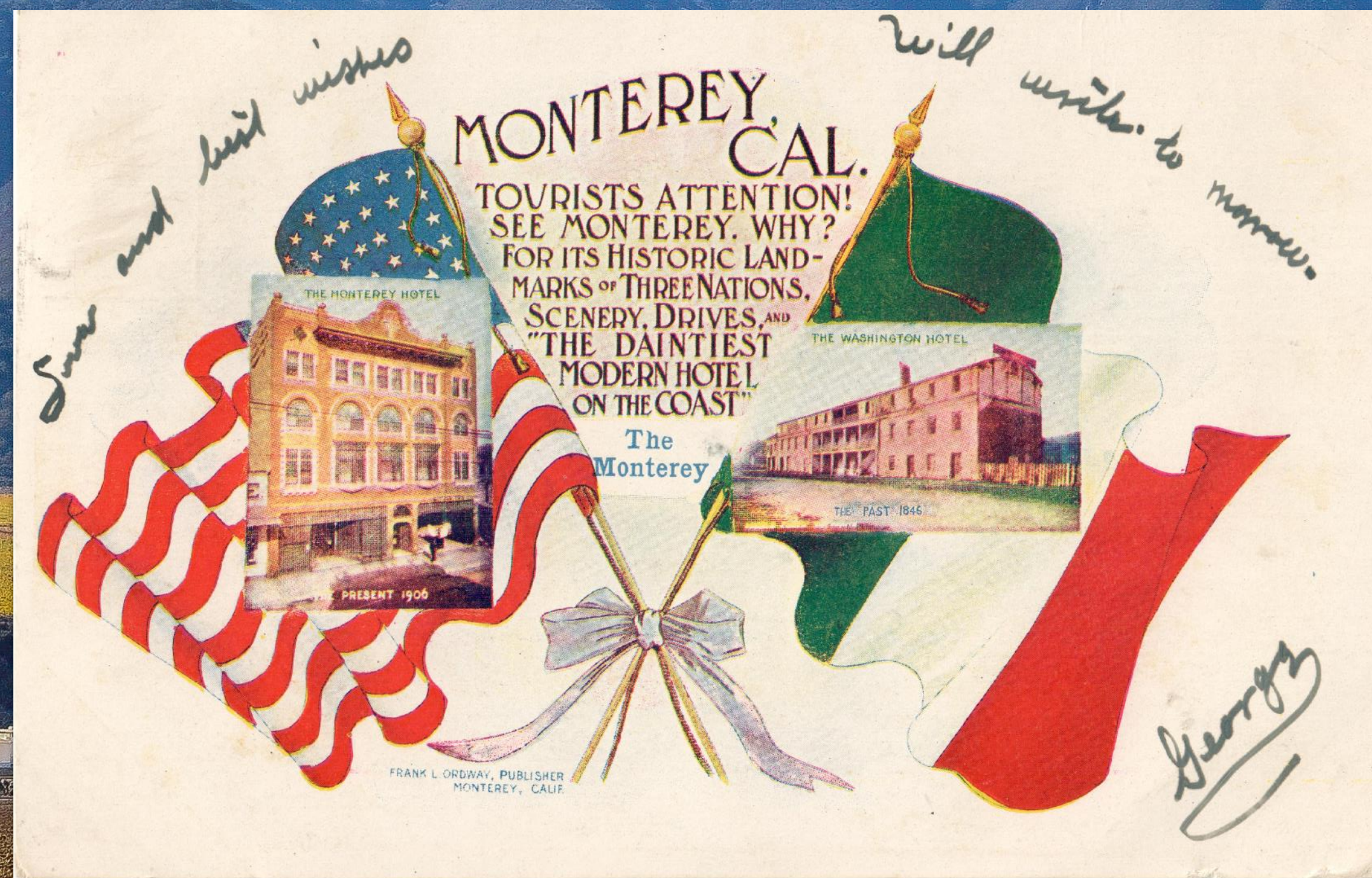
10% of visitors extended their stay in area*: 655

By 1.6 extra nights in the area*:

1048

FY 2023/2024: 5091 Visitors (28.7% increase vs last fiscal year)

* Travel Analytics Group Visitors Impacts 2025 Study



“Historic Landmarks of Three Nations, Scenery, Drives” (Postcard circa 1906)

Regional Heritage Tourism in San Benito & Monterey Counties

Storytelling of our rich history & heritage

Place-making with our beautiful landscapes



250th Anniversary
of the Expedition
2025 - 2026



Salinas Station
Arriving 2028



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Historic Resources Board

The Historic Resources Board (HRB) was created on April 27, 2010, by the City Council's adoption of Ordinance # 2505. The HRB was tasked by Council to protect Salinas' architectural heritage assets for education, community revitalization and the promotion of heritage tourism. The Board works to protect Salinas' historic assets listed on the National Register of Historic Places, the State Historic Landmark Register, and the California Register of Historic Resources. The HRB also identifies historic and cultural heritage sites in Salinas which can be featured as visitor or local attractions.

Communities that protect their architectural heritage show higher property values and attract visitors who stay longer and spend more.

Historic Resources Board Contact Information

For more information on the Historic Resources Board, you may contact Jessica Shull at (831) 758-7976.

Historic Resources Board Appointees

Place-Making and Storytelling in the Valleys of Anza



National Park
Foundation

THE VALLEYS OF ANZA



SAN JUAN VALLEY SALINAS VALLEY SAN ANTONIO VALLEY

ValleysofAnza.org



Berkeley College of
Environmental Design



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Visit California releases final Regional Strategic Tourism Plans

Jonathan Changus
June 30, 2025

Share



The plans consist of several key components:

- The **Demand Driver Scorecard** is a resource for destination strategic planning and product development. It uses visitor traffic and flow data to assess demand and rates a region’s assets on eight criteria. Assets are scored to determine those that drive the highest visitation and return on investment, revealing what may be missing from the tourism landscape.
- The **Event Matrix** equips planners, civic leaders and regional stakeholders with insights to make events-related investment decisions. Individual events are analyzed on 11 standard criteria. The matrix scores regional events to determine those that drive the highest visitation.
- **Regional Opportunities** are informed by extensive research and market studies, with each plan identifying areas of opportunity to enhance the region's tourism industry and address critical challenges. The opportunities span various facets of the travel and tourism sector, shaped by stakeholder feedback from 12 Regional Advisory Committees. JLL also reviewed over 500 plans from DMOs, CVBs and municipalities to ensure existing efforts are leveraged. Each opportunity area reflects the region's diverse assets, addresses challenges and positions the region as a premier, sustainable destination for visitors.

The final versions of the **Regional Strategic Tourism Plans** are now available, after more than two years of development and nearly 2,000 industry touchpoints.

The published documents and resources incorporate feedback submitted by industry and community stakeholders during the public comment periods in March and May.

Visit California extends its gratitude to the diverse project teams, strategic partners and industry experts whose contributions were instrumental throughout the development process, especially those who offered feedback on the draft plans. Many insightful comments helped to ensure the plans reflect the values and priorities of each tourism region.

Funding from the U.S. Economic Development Administration’s Travel, Tourism and Outdoor Recreation program made this project possible. The grant was awarded in 2022 as the industry looked ahead to the opportunities and challenges it faced coming out of a global pandemic with so much uncertainty, and yet boundless opportunity to prove its resilience and potential for growth.

While that grant does not provide funding or staff for implementation work, the plans identify resources available at the state and regional levels that organizations can leverage.



visit
California

Regional strategic tourism plan

Central Coast

 JLL SEE A BRIGHTER WAY

June 2025

Regional strategic tourism plan | **Central Coast**

Cultural tourism

The Central Coast region presents a promising destination for cultural tourism. The Central Coast stakeholder survey revealed that approximately one-third of respondents recognized the potential for new, expanded or enhanced historical and cultural experiences. This acknowledgement underscores the wealth of arts and cultural resources available in the area. From historic missions to a thriving arts scene and indigenous traditions, the Central Coast offers a diverse range of cultural attractions for visitors to explore.

The comprehensive assessment of more than 110 assets in the Central Coast revealed interesting findings regarding the

- Key partners**
- California Arts Council, U.S. Cultural Heritage Arts Council, Californians for the Arts, Santa Barbara County Office of Arts and Culture, Arts Council for Monterey County, Arts Council Santa Cruz County, San Benito County Arts Council, San Luis Obispo County Arts Council, Ventura County Arts Council, Gilroy Arts Commission, the Central Coast Arts Coalition, Salinas Valley Tourism & Visitors Bureau
- Strategies**
- Create “the Central Coast Cultural Trail” that connects and showcases the variety of the region’s attractions, further intertwining the regional destinations together and enticing longer stays.
 - This aligns with the Salinas Valley Tourism & Visitors Bureau’s 2024 Portfolio, which proposes developing assets around culturally significant sites like the Juan Bautista De Anza National Historic Trail to foster economic growth through regional heritage tourism.
 - Collaborate with California Welcome Centers to highlight the cultural tourism offerings and experiences in the Central Coast region.
 - The Chumash Heritage National Marine Sanctuary is the first tribal-nominated national marine sanctuary designation in the U.S. and sets a precedent for elevating Indigenous perspectives and cultural values in ocean conservation.
 - Provide training and resources to California Welcome Center staff to ensure they are knowledgeable about the cultural attractions, events and festivals in the Central Coast.
 - This aligns with the **Oceano Dunes Stewardship Study**, which includes a recommendation on providing historical tours with information on the Chumash and the Dunites. The plan further suggests collaborating with local indigenous leadership to develop new visitor experiences and educational resources centered on the Chumash people’s history and cultural connection to the Dunes.

Salinas Valley Tourism & Visitors Bureau gets Visit California recognition

Regional Strategic Tourism Plan for the Central Coast calls for the investment in agritourism, lists SVTVB as a key partner



Visit California and its global consulting firm JLL, has recognized the Salinas Valley Tourism and Visitors Bureau and its marketing plans as a significant path towards economic growth through regional heritage tourism. The historic Southern Pacific freight depot next to the Salinas train station is home to the California Welcome Center in Salinas and also houses the Salinas City Heritage Center museum. (James Herrera/Monterey Herald)



By **JAMES HERRERA** | jherrera@montereyherald.com |

Monterey Herald

UPDATED: July 17, 2025 at 2:45 PM PDT

SALINAS – The Salinas Valley Tourism and Visitors Bureau and the work it created with its supporters has been recognized by the state tourism marketing organization and its consulting firm, giving credence to the Tourism and Visitors Bureau’s ideas and plans for new regional tourism activities.

The Salinas Valley Tourism and Visitors Bureau and its supporters have been focused on promoting and expanding regional tourism for many years, forging partnerships with entities such as University of California Berkeley’s Master of Urban Design Program, National Park Service, National Park Foundation, Cal State Monterey Bay and Visit California.

In Jan. 2023, Visit California – the state tourism marketing organization – selected global consulting firm JLL to prepare a dozen regional strategic plans to help guide California’s tourism industry for the next decade.

“I am incredibly proud that they have recognized our organization and, more importantly, our marketing plans, as a significant path toward economic growth through regional heritage tourism,” said Salinas Valley Tourism and Visitors Bureau Executive Director Craig Kaufman in an announcement to the bureau’s board and advisory council members.

Creating and promoting new tourist destinations in Salinas and the region is the primary initiative of the Salinas Valley Tourism and Visitors Bureau and its partners, according to the bureau.

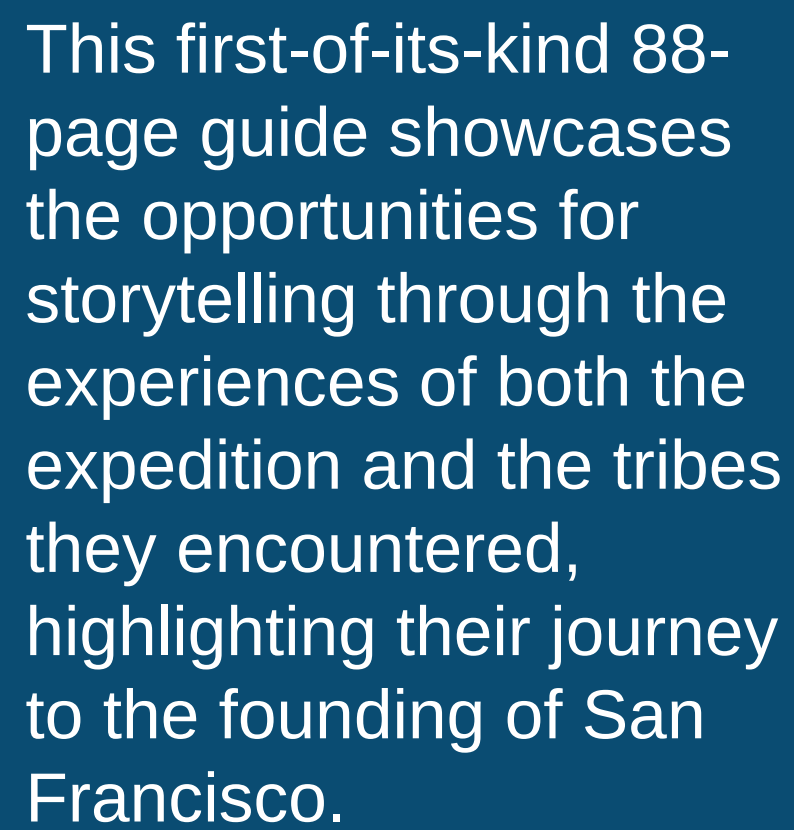
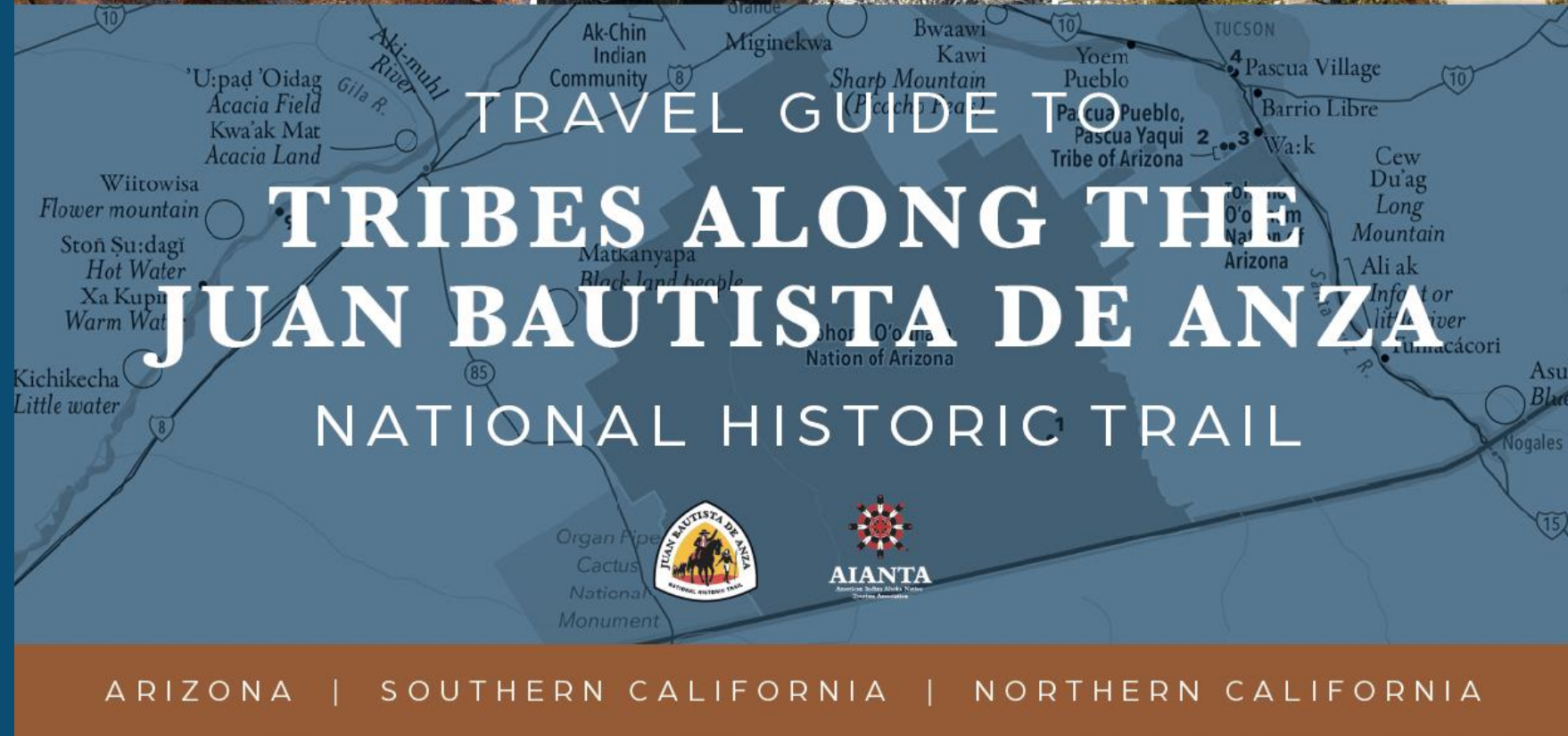
“This recognition should solidify that our initiatives and programming are the way forward for our region and can bring about substantive, positive change through Heritage Tourism,” said Kaufman. “This recognition will likely encourage our local governments to acknowledge the unique contributions our organization can provide.”

One of those initiatives is utilizing the remainder of the building the California Welcome Center and the Salinas City Heritage Center museum are housed in – the historic Southern Pacific Freight Depot at 1 Station Place in Salinas.

What was once dubbed the Salinas Railway Station is now known as The Intermodal Transportation Center in Salinas, which includes the train station, as well as Heritage Park, the Heritage Center and the welcome center.

“Visit California and its global consulting firm JLL have recognized the Salinas Valley Tourism and Visitors Bureau and its marketing plans as a significant path towards economic growth through regional heritage tourism.”

— Monterey Herald, July 17, 2025



(Monterey Bay to San Francisco Bay Region)



Stretching from the Monterey Bay region to the San Francisco Bay Area, the ancestors of today's Costanoan/Ohlone and Esselen people consisted of more than 50 tribes. They spoke eight languages. Tribes were distinct and autonomous, yet they shared related lifeways.

Beginning in 1769, the establishment of Franciscan missions, military presidios, and settlements that came with Spanish colonization, including Franciscan missions, military presidios and settlers, life for the Costanoan/Ohlone people changed drastically. Tribes, often called Ohlone in the 20th century, were forcibly removed from their ancestral lands and enslaved at the missions. Spanish farming and ranching techniques considerably altered the natural landscape and the diet of local Native peoples, making the Costanoan/Ohlone people dependent upon the missions for cultivated crops as food. More than 75 percent of all baptized Costanoan/Ohlone people died at the missions.

Mission records provide much of what is known about the Costanoan/Ohlone people before and during the early years of Spanish contact. Native peoples also use them to revitalize their culture and languages. Birth, marriage, and death records at the California missions provide information about their ancestors, including tribal identity and

location. Other historical documents also contain information on cultural elements, such as language, dance, and dress.

Like other California Indians, the Costanoan/Ohlone peoples became impoverished after the missions closed in the mid-1830s and continued to be marginalized when California became a state in 1850. While some Costanoan/Ohlone could retain their community and culture, others were less fortunate. In the 1960s, American Indians regained political momentum, and many of the Costanoan/Ohlone Tribes have since reasserted their sovereign rights as First Peoples. Today, there are several Tribes, Tribal organizations, families, and individuals within the Costanoan/Ohlone territory. Some are listed below.

Amah Mutsun Tribal Band,
www.Amahmutsun.org

Confederated Villages of Lisjan,
www.Villagesoflisjan.org

Esselen Tribe of Monterey County,
www.esselentribe.org

Muwekma Ohlone Tribe,
www.muwekma.org

Ohlone/Costanoan Esselen Nation,
www.ohlonecostanoanesselenation.org

Ramaytush Ohlone, www.ramaytush.org

Costanoan Rumsen Carmel Tribe,
www.Costanoanrumsen.org

Tamien Nation, www.tamien.org

"*Costanoan*" is used to identify a family of related languages. Costanoan originates from the word "*Costanoan*," which is used to identify a family of related languages. Costanoan originates from the Spanish word *costaños*, which means "people of the coast." Ohlone is often used as a substitute for Costanoan, although not all Native peoples living in this language-family area use either term. The eight Costanoan languages include Awaswas, Chalon, Karkin, Mutsun, Rumsen, Chochenyo, Ramaytush and Tamien.

Anza Attractions

Mission San Antonio de Padua Camp
#85

As the Anza Expedition approached the Monterey Bay region in March 1776, winter gave way to pleasant spring weather. Journal entries detail excitement and relief as colonists entered their journey's final weeks. The Anza Expedition crossed the San Antonio River (just west of what is now the San Antonio River) and made camp at **Mission San Antonio de Padua** on March 6, 1776. Construction of the mission began in 1771, and today, it is an active parish of the Diocese of Monterey. Its museum interprets the Salinan culture and the members forced to build and work at the mission. The mission has exhibits on the life of the local Salinan people, interprets the Salinan culture, and commemorates the members forced to build and work at the mission.



WAVES OF CHANGE

Reconnecting Communities

APA CALIFORNIA 2025 CONFERENCE
Monterey, California
September 28 – October 1

More to the Story: Comprehensive Strategies for Cultural Heritage Planning



September 30, 2025 4:00 PM-5:15 PM PT

MCC - Steinbeck II
CM | 1.25

Cultural heritage planning is a comprehensive approach to preserving and telling communities' stories that uses a broad range of strategies. Speakers will describe their work, discuss how planners can adopt heritage strategies, and give attendees an opportunity to explore their communities' stories.



Mr. Blake Roberts
Program Manager
Delta Protection Commission



Estrella Sainburg
Outdoor Recreation Planner
National Park Service



Craig Kaufman
Executive Director
Salinas Valley Tourism and Vis...



Emmanuel Garcia
District Director
Office of Congressman Jimmy ...

DEI Focus

Local

LATEST HEADLINES

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Monterey Bay National Heritage Area designation pursued

Bill introduced to initiate comprehensive study that must be done before introduction of authorizing legislation



U.S. Representative Jimmy Panetta (CA-19) introduced the Monterey Bay National Heritage Area Study Act that would initiate a comprehensive study to assess whether the coastal communities adjacent to the Monterey Bay National Marine Sanctuary qualify for designation as a National Heritage Area. (James Herrera/Monterey Herald)



By JAMES HERRERA | jherrera@montereyherald.com | Monterey Herald
UPDATED: December 23, 2024 at 2:51 PM PST



Listen to this article



MONTEREY – A bill that would initiate a comprehensive study to assess whether the coastal communities adjacent to the Monterey Bay National Marine Sanctuary qualify for designation as a National Heritage Area, has been introduced by Rep. Jimmy Panetta, D-Carmel Valley.



VOTE NOW
Readers' choice
Voting ends January 5, 2025



National Heritage Areas: By the Numbers

According to [cumulative data](#) for 2024, National Heritage Areas:

- Leveraged \$60 million in cash and in-kind support to carry out heritage projects and programs, creating over a 2:1 impact of the \$28.1 million in federal Heritage Partnership Program funding received.
- Engaged 2,021 formal partners and 3,245 informal partners in heritage area activities.
- Benefited from 18,525 volunteers contributing over 178,740 hours for heritage area projects with an estimated value of over \$5.7 million.



Del Amo Fashion Center

Throughout the state, CWCs are strategically located in areas where visitors can readily find them. These sites require central locations with convenient parking and typically are adjacent to commercial businesses where tourist spending is valued as a regular component of their business revenues.

Other CWC commercial sites frequently furnish the signage for the CWC recognizing the value of that investment and that visibility is critical to the success of their collective operations.

CWC on- site signage as illustrated in the two examples at the Del Amo Fashion Center and the Citadel Outlets.

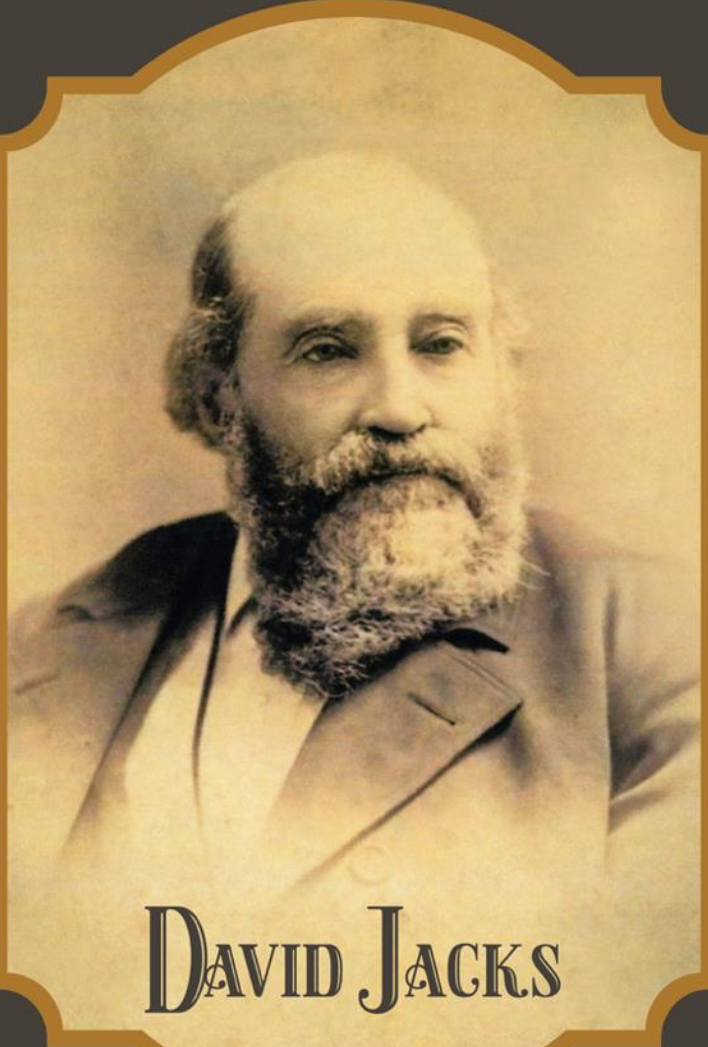


Citadel Outlets



Cultural Enrichment & Collective
Branding Points of Destinations to Salinas

**Salinas City
Heritage
Park
California**



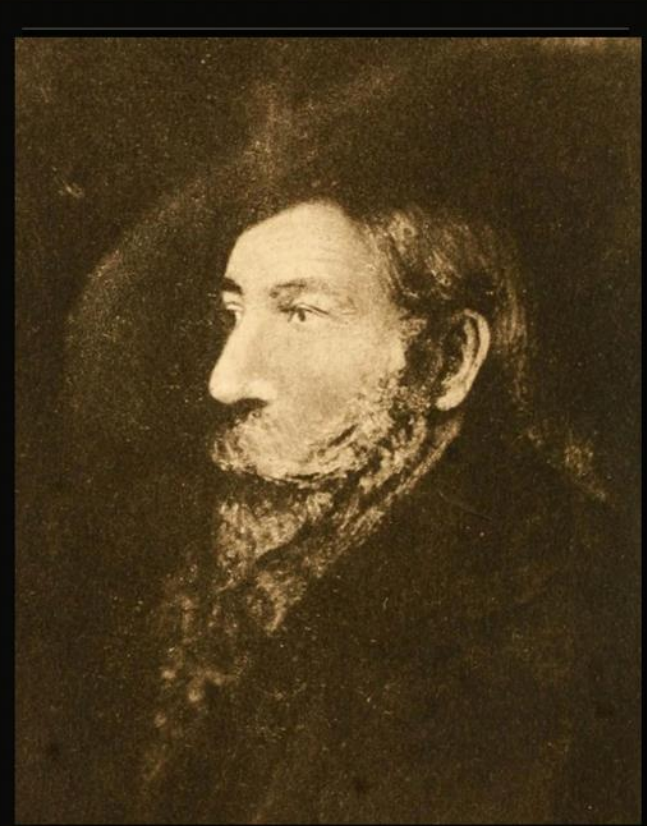
DAVID JACKS

REGIONAL HERITAGE CENTER

 **CALIFORNIA**
WELCOME CENTER
salinas



**Salinas City
Heritage
Park
California**



**JUAN BAUTISTA
DE ANZA**

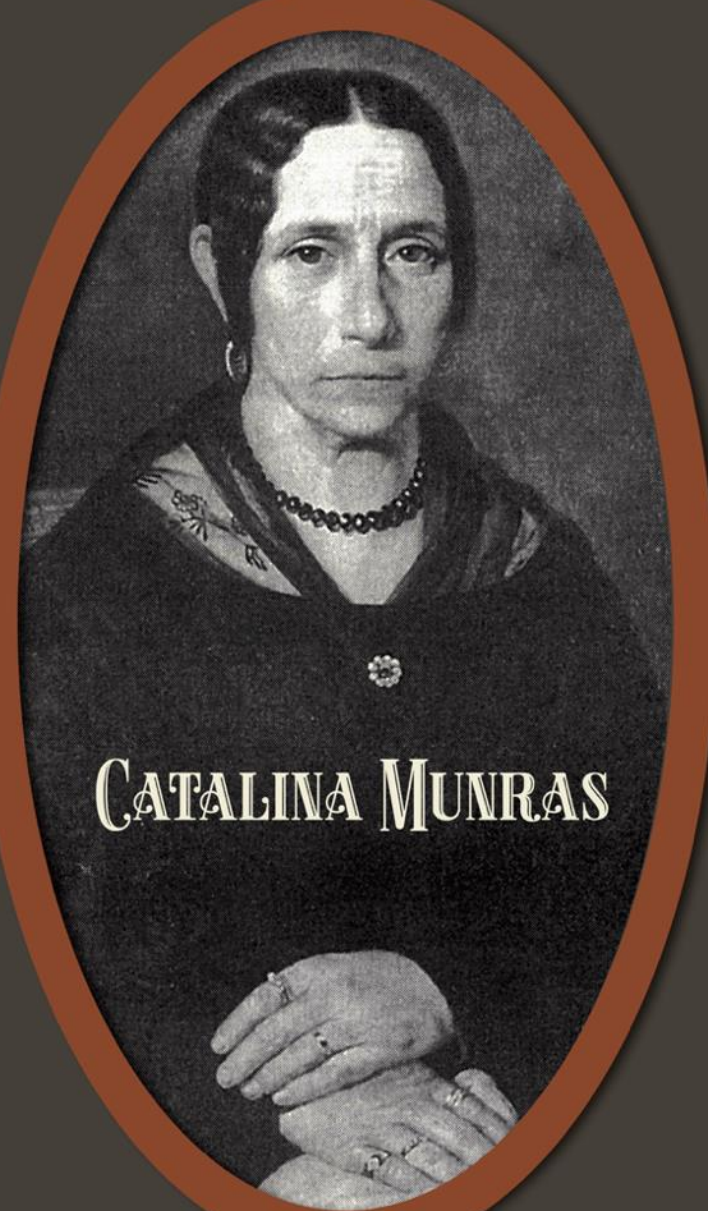
REGIONAL HERITAGE CENTER

 **CALIFORNIA**
WELCOME CENTER
salinas



Sample proposed banner designs

**Salinas City
Heritage
Park
California**



CATALINA MUNRAS

REGIONAL HERITAGE CENTER

 **CALIFORNIA**
WELCOME CENTER
salinas



Transportation Enhancement Activities

Legislation

Guidance & Information

Funding

State Contacts

Each State has a [TAP Coordinator](#), and each [FHWA Division office](#) has a point of contact.

FHWA Contact

[Christopher Douwes](#)
Community Planner

FHWA → Environment

Transportation Enhancement Activities

The [Moving Ahead for Progress in the 21st Century Act](#) (MAP-21) replaced the Transportation Enhancement (TE) Activities with the [Transportation Alternatives Program](#) (TAP).

The Transportation Enhancement (TE) activities offered funding opportunities to help expand transportation choices and enhance the transportation experience through [12 eligible TE activities](#) related to surface transportation, including pedestrian and bicycle infrastructure and safety programs, scenic and historic highway programs, landscaping and scenic beautification, historic preservation, and environmental mitigation. TE projects must [relate to surface transportation](#) and must qualify under one or more of the 12 eligible categories. See [Program Brief](#) and [Presentation](#).

Authorization

[Resources and Comments](#) for Trails and Transportation Enhancements

Related Resources

The Rails-to-Trails Conservancy operates the [Transportation Alternatives Data Exchange](#) (TrADE). Many resources were



2008-2009

Eligible Activities

Transportation enhancement activity.--The term "transportation enhancement activity" means, with respect to any project or the area to be served by the project, any of the following activities as the activities relate to surface transportation:

1. Provision of facilities for pedestrians and bicycles.
2. Provision of safety and educational activities for pedestrians and bicyclists.
3. Acquisition of scenic easements and scenic or historic sites (including historic battlefields).
4. Scenic or historic highway programs (including the provision of tourist and welcome center facilities).
5. Landscaping and other scenic beautification.
6. Historic preservation.
7. Rehabilitation and operation of historic transportation buildings, structures, or facilities (including historic railroad facilities and canals).
8. Preservation of abandoned railway corridors (including the conversion and use of the corridors for pedestrian or bicycle trails).
9. Inventory, control, and removal of outdoor advertising.
10. Archaeological planning and research.
11. Environmental mitigation--
 - i. to address water pollution due to highway runoff; or,
 - ii. reduce vehicle-caused wildlife mortality while maintaining habitat connectivity.
12. Establishment of transportation museums.

Grant monies from
Federal funding to
the City of Salinas
for the historic
freight depot
\$500K

Source: https://www.fhwa.dot.gov/environment/transportation_enhancements



PRIVATELY FUNDED

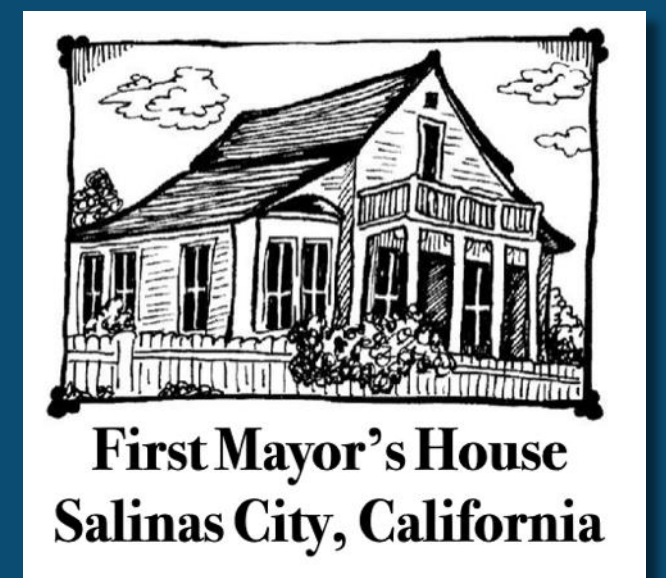
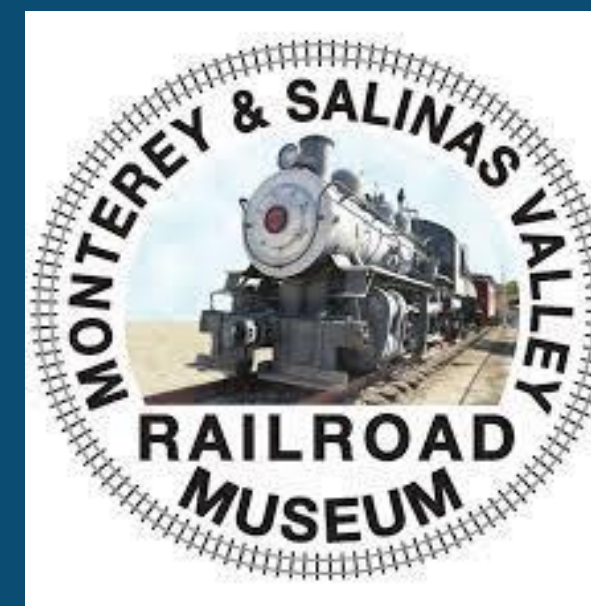
\$30K for way-finding
California Welcome Center
signage within the city and
on highways (2020)

\$300K for current exhibits

\$2M is anticipated for
tenant improvements for
the remainder of the freight
depot

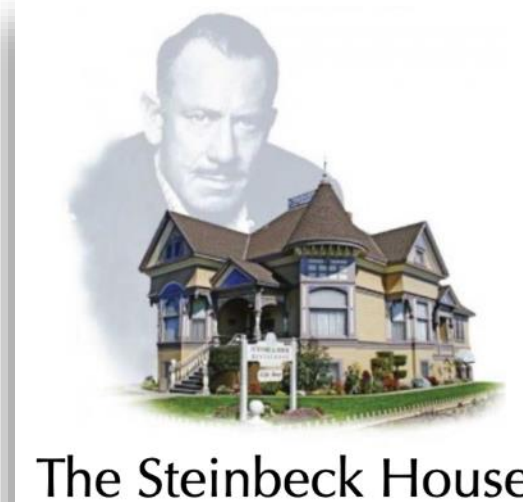
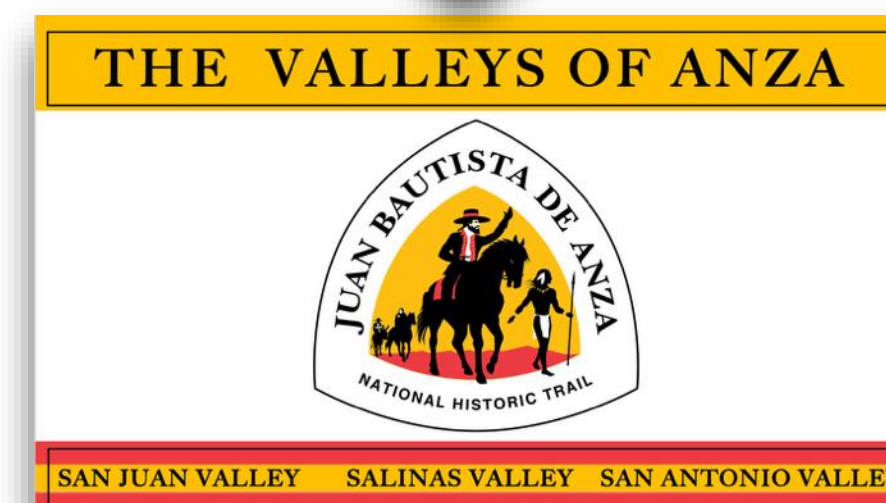
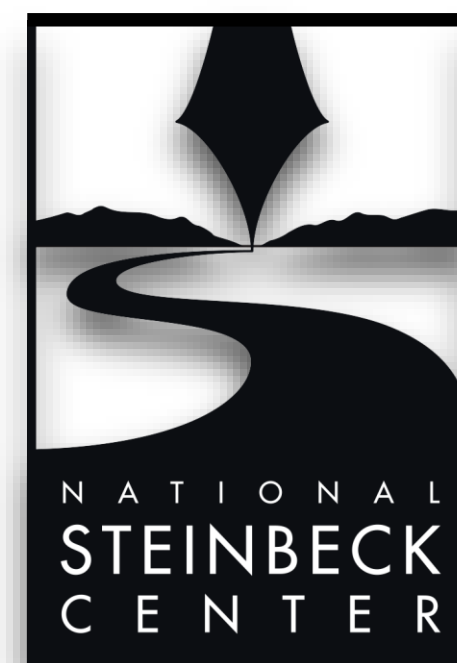
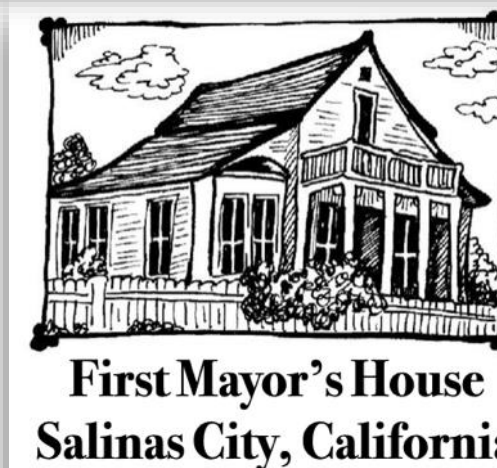


SALINAS CITY
HERITAGE
PARK
CALIFORNIA



School Tours & Open House First Saturday of the Month

Salinas City Heritage Park California



Salinas City Heritage Park stakeholders appreciate the
Historic Resource Board's continued support of our collective programs.