

## TRANSMITTAL LETTER



**salinas valley**  
tourism and visitors bureau™

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craigsvtvb.org | soulofca.org

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Craig Kaufman



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SAN JUAN VALLEY SALINAS VALLEY SAN ANTONIO VALLEY

ValleysofAnza.org

To: City of Salinas Finance Committee  
c.c. Salinas City Manager

June 24, 2024

As requested by the City of Salinas City Council's Finance Committee, please find attached our financial statements for Fiscal Year 2023-24, our Proposed budget for Fiscal Year 2024-25, and calculations of the SVTVB impact on hotel overnight stays in Salinas. Additionally, we are also providing you with a copy of the Salinas Valley Tourism and Visitors Bureau Portfolio that recaps our efforts and lays out our future.

This information will provide you with a great picture of our jointly supported Visitors Center and will demonstrate the impact we are having on the local tourism efforts. Our entire team works daily to make a difference and provide our partners and stakeholders with results. The results are that of economic uplift via increased tourism. We continue to create momentum and interest and see increasing energy every day. We are looking forward to our joint efforts and continued partnership with the City of Salinas.

As an economic development consortium with solid alliances and endorsements with local, regional, State, and Federal entities, the Salinas Valley Tourism and Visitor Bureau (SVTVB) values an evolving partnership with the City of Salinas. The Board and its partners take seriously the expenditure of locally generated tourism dollars as an investment in the most meaningful avenues possible to build a robust tourism-focused economy now and in the future.

We are eager and committed to continue to strengthen our partnership with the City to enhance the initiatives that are gaining support from our network of partnerships. To move forward toward this goal, the Board provides the attached information to enhance the City's understanding of the SVTVB and its unique value to Salinas and the Salinas Valley region. We hope this will help to clarify any issues or concerns that the Finance Committee may have and we are available to answer any questions of the Finance Committee and Staff.

We look forward to your feedback and recommendation to the City Council.

Respectfully,

Don Chapin, President SVTVB

**SALINAS VALLEY TOURISM & VISITORS BUREAU**

# 2024 PORTFOLIO

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





**ARTICHOKES — THE OFFICIAL STATE VEGETABLE OF CALIFORNIA**

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## THE MISSION

The SVTVB's regional mission is "To lead community efforts in creating economic development through the promotion of tourism for the tri-county region of Monterey, Santa Cruz and San Benito, as well as surrounding areas".

Salinas is the County seat of a prosperous region, rich in natural resources and with a great history of ethnically diverse peoples, coming together to build an internationally recognized agriculture-based economy. We are the "Salad Bowl of the World". The Monterey Peninsula is currently the region of the county that relies on tourism as its strongest economic element. The opportunities for diversifying tourism programs/venues in other regions of the tri-county area to date have largely gone untapped.

The SVTVB and its growing network of partners recognize that the expansion of tourism throughout the region brings diversity and sustainability to the local economy, provides opportunities for tapping the existing agricultural and historic richness of our area, with minimal investment. This mission driven focus also increases tourism revenues to help meet the increasing demands for public services in the region. Much work is needed to erase the perception that the "lettuce curtain" is a barrier to development of inland tourism opportunities.

The Board and volunteers are strategically developing partnerships with public and private entities to further expand our work on meaningful goals to meet this challenge. We know that tourists will only visit if there are interesting sites, programs and events that engage their interest and appear safe. Salinas hotels do act as a convenient lodging option for visitors who find the Peninsula hotels too expensive or unavailable. During the peak tourism season, interior tourism opportunities can serve to reduce over tourism impacts, especially traffic, on the Peninsula. It is however, vital to expand our total regional tourism draw by providing tourists with reasons to visit inland sites as well.

## ORIGINS

There are twenty-two California Welcome Centers (CWC), throughout the State. Tourist services are provided a wide variety of free maps, brochures and visitor guides. Welcome Centers have available for purchase, souvenirs and local history literature. Knowledgeable and friendly staff welcome visitors while the Centers provide clean restrooms, a drinking water station and free internet access in a safe and engaging environment.

In 2010, through a highly competitive process, Salinas was chosen by the State as an appropriate site to offer quality tourist services. Each approved CWC pays an annual fee to the California Welcome Center Fund, California Office of Tourism for reimbursement costs to the State for the administration of the Welcome Center program.

The SVTVB's original Salinas California Welcome Center location was at the Westridge Shopping Center on Davis Road in a small storefront. When in 2017, the City of Salinas requested that the organization relocate to a more central location in the historic heart of Salinas, the SVTVB undertook the challenge and financial responsibility for the move and improvements required to transform the 1873 Southern Pacific Freight Building into a California Welcome Center. The Covid pandemic forced the closure of statewide CWCs but the interior improvement work continued as what Executive Director, Craig Kaufman describes as his "pandemic project".

With the sweat equity of members and the substantial private funding required to transform the Freight Depot, Salinas' Welcome Center is now recognized as the "crown jewel" of all the California Welcome Centers by the State's non-profit program, Visit California. Visit California's mission is to "develop and maintain marketing programs-in partnership with the state's travel industry-that inspire travel to, and within California".

The SVTVB looks to the future to replicate this success with a series of initiatives that will further contribute to the economic return to our region through heritage tourism.



First map of Salinas City, circa 1875



### **ORIGINS (cont)**

With the move of the California Welcome Center from its Davis Road location to the historic Southern Pacific Freight Building, this oldest remaining commercial building in Salinas has now become a more important cultural center and a first stop tourist destination in Salinas. The Welcome Center provides visitors with a wealth of written information and skilled guidance for trip planning in a historic setting. The California Welcome Center in this more central location with convenient parking, is acknowledged by residents and visitors as an important contribution to the vibrancy of downtown Salinas.

Standing left at end — Frank Castro and crew harvesting wheat near Castroville, circa 1890s



## PARTNERS

The following SVTVB partners marked with “\*” have filed letters of support that are included in the Appendix.

Listed in alphabetical order:

Alliance of Monterey Area Preservationists\*  
 Amtrak  
 California State Parks  
 California State University – Monterey Bay  
 City of Salinas  
 City of San Juan Bautista  
 First Mayor’s House  
 Monterey County Office of Education, Superintendent of Schools\*  
 Monterey County Farm Bureau  
 Monterey County Hospitality Association\*  
 Monterey and Salinas Valley Model Railroad Museum and Historical Society\*  
 Monterey History and Art Association\*  
 National Park Service – Juan Bautista De Anza Historic Trail\*  
 National Park Service – Pinnacles National Park  
 Salinas City Center Improvement Association (SCCIA)  
 Salinas Valley Chamber Of Commerce  
 San Benito County Chamber of Commerce  
 Steinbeck House\*  
 Transportation Agency of Monterey County (TAMC)  
 University of California, Berkeley  
 Visit Native California

## WHO WE ARE

### EXECUTIVE DIRECTOR

Craig Kaufman — Founder & Executive Director of the Salinas Valley Tourism & Visitors Bureau, Past President Full Steam Marketing & Design, Shoot The Moon Marketing, Food Bank for Monterey County Board, Past Salinas Valley Chamber of Commerce Board of Directors

### THE BOARD

President: Don Chapin, Jr. — President Don Chapin Company, President North County Fire District Board (elected), President Lagunita School District Board (elected), Rancho Cielo and SRSA Board member

Secretary: Colleen Bailey — Executive Director Monterey Jazz Festival, Art Educator/Administrator, Past Executive Director National Steinbeck Center

Treasurer: Warren Wayland — Retired Managing Partner of Hayashi & Wayland, CPAS, President of Public Recreation Unlimited, President of Salinas Girls Fastpitch, Inc, Past President Director of California Rodeo Association

Ricky Cabrera — Owner Cabrera Contracting, Governor's Appointee, Monterey County Fair Board, Monterey County Sheriff Advisory Council

Sam Farr — Retired U. S. Representative for California 17th and 20th Congressional District

Kurt Gollnick — Vintner, Past Chief Operating Officer Scheid Family Wines, President Central Coast Grape Growers, Monterey Grape Growers Association, Board Chair 1st Capital Bank, Outdoor Recreation Fund Raiser/Salinas Soccer Complex

### THE BOARD (Cont)

Will Lewallen — Retired President, Hartnell College, Educational Consultant, Vice President, Hartnell College Foundation Board of Directors, Chair, Big Sur Land Trust Board of Trustees, Citizen's Bond Oversight Committee for Hartnell CCD Bond Measure T, National Steinbeck Center Board of Directors

Butch Lindley — Retired Monterey County Supervisor, Vintner, Farmer, Rancher

Brigid McGrath Massie — Author, Owner Training for Success, Communications Consultant

John V. Narigi — President & General Manager Weather Tech Raceway, Board Member Monterey County Hospitality Association, Salinas Valley Chamber of Commerce

### REGIONAL ADVISORY COUNCIL MEMBERS

Jennifer Coile — AICP (Ret.), Consultant/Project Manager of Community and Economic Development, Governor-Appointed Board Member of 33rd District Agricultural Association/Bolado Park Event Center 2012-2022, Founding Board Member Pinnacles Partnership

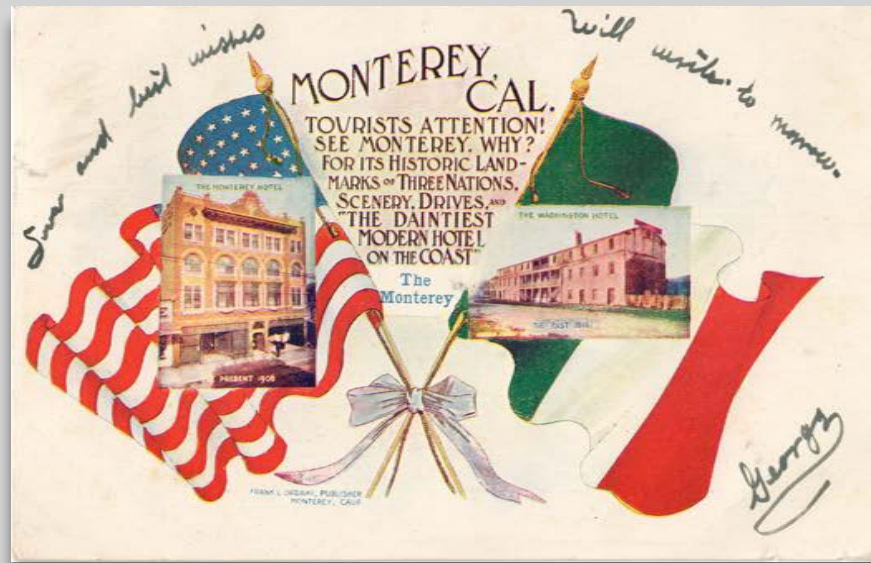
Denise Estrada — Retired City of Salinas Department Director Environmental/Maintenance Services, Secretary Alliance of Monterey Area Preservationists, Board Member First Mayor's House

Krishna Patel — Western Veg Accounting Manager, Duda Farm Fresh Foods, Inc., Girls Inc Central Coast Board Member

Blanca Stransky — National Parks Service Superintendent of Pinnacles National Park







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

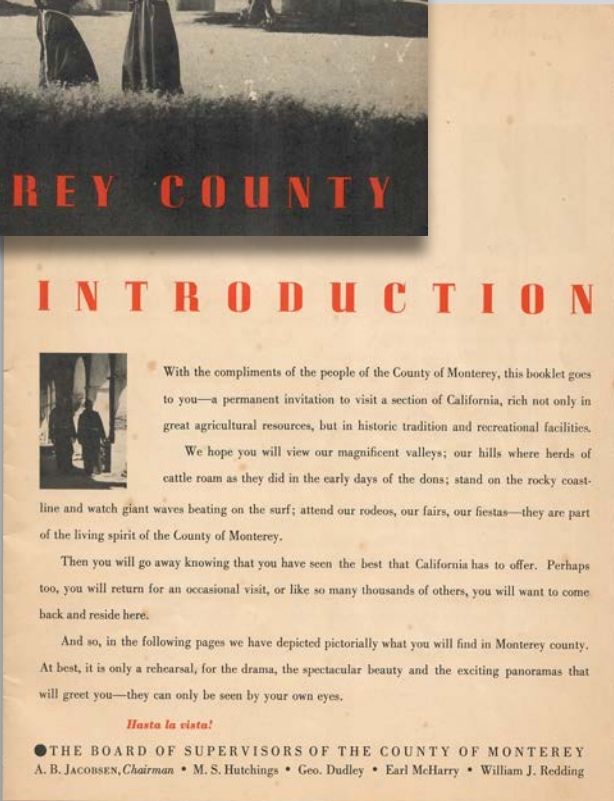


## ECONOMIC DEVELOPMENT FOR MONTEREY AND SAN BENITO COUNTIES THROUGH REGIONAL HERITAGE TOURISM

The State of California is the most populous in the Nation and is about to become the fourth largest economy in the world – accomplished in a mere 173 years of existence. This period is a snap of the fingers when measured against the history of other countries, crossing over thousands of years. In many ways, California’s relatively short historical footprint is a “living and breathing history” that can be traced back to our particular region. These stories can be capitalized on to spread economic health to the region by introducing visitors to areas not currently developed as tourist destinations. The Valleys of Anza initiatives leverage the potential regional heritage tourism experience combined with two National Park Service assets — Pinnacles National Park and the Juan Bautista De Anza National Historic Trail.

The greater Monterey Bay region is an economic driver for tourism, especially along the coastline. Before COVID-19, Monterey County realized three billion dollars in economic lift, and Santa Cruz County hit the one billion mark just a few years ago. Within the next few years, that total of four billion in tourism dollars will again be realized, impacting the local coastal economies with a saturation point currently being felt by locals and tourists alike.

Over-tourism, harmful impacts on our natural resources, and negative experiences by locals and tourists alike have created specific pressure points in coastal communities. While these coastal cities benefit from overnight hotel stays and tourist spending, other inland nearby towns have not been able to gain the attention of these visitors. Unfortunately, lacking a cohesive narrative and branding has impeded these inland cities’ ability to attract Monterey Bay coastal tourists.



The earliest westward movement campaigns to entice farmers, businesses, and visitors to Monterey County utilized publicity campaigns that expounded on the bounty of the natural resources, the beauty of the natural landscapes, and the heritage of the County. Monterey County launched one of the most successful promotions of the County through *Sunset Magazine's* artfully crafted publications. These widely distributed sources of information enticed the readers with romantic stories about Spanish influences and the opportunities and adventures of life in pioneer Monterey County. This successful marketing strategy continues to promote tourism today.

“With the compliments of the people of the County of Monterey, this booklet goes to you — a permanent invitation to visit a section of California, rich not in great agricultural resources, but in the historic tradition and recreational facilities.

We hope you will view our magnificent valleys; our hills where herds of cattle roam as they did in the early days of the dons; stand on the rocky coastline and giant waves beating on the surf; attend our rodeos, our fairs, our fiestas — they are part of the living spirit of the County of Monterey.”

— The Board of Supervisors of the County of Monterey, circa 1945

The screenshot shows the website's navigation menu with links for Contact Us, Subscribe, Facebook, LinkedIn, Twitter, and English (United States). Below the menu is a search bar with the text "Search for a service or a page" and a "Search" button. The main content area features a breadcrumb trail: Home / Your Government / About City Government / Boards Commissions and Committees / **Historic Resources Board**. The page title is "Historic Resources Board".

**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](tel:8317587976).

**Historic Resources Board Appointees**

A primary element of the mission is to focus on regional heritage tourism development.

Similarly, the City of Salinas Historic Resources Board's (HRB) intent and purpose are aligned with the SVTVB's emphasis on heritage tourism. The HRB's duties include "using economic incentives to encourage investment in local historic resources and promote heritage tourism." "A further purpose is to foster public knowledge, understanding, and appreciation of the city's historic heritage to promote heritage tourism and to enhance the city's civic pride, visual character, property values, touristic value, and further stimulate educational, cultural, economic and general welfare benefits to the public."

The Juan Bautista De Anza National Historic Trail is located within the City of Salinas and the region and is a significant historic resource and heritage tourism asset. Creating destinations, programs, and public awareness of the Trail can enhance local economies and meet the mutual missions and goals of both the SVTVB and the Historic Resource Board.

As a strategic element of this effort, the SVTVB and stakeholder groups have presented informational presentations to the City of Salinas and Monterey County Historic Resource Boards in recognition of our mutual missions. The Monterey Regional Museum Roundtable group of more than seventy-five members and the Alliance of Monterey Area Preservationists, have actively supported and contributed to our efforts to expand regional heritage tourism.

The logo for the Salinas Valley Tourism and Visitors Bureau features a stylized green and white graphic of a valley or hills above the text "salinas valley tourism and visitors bureau".

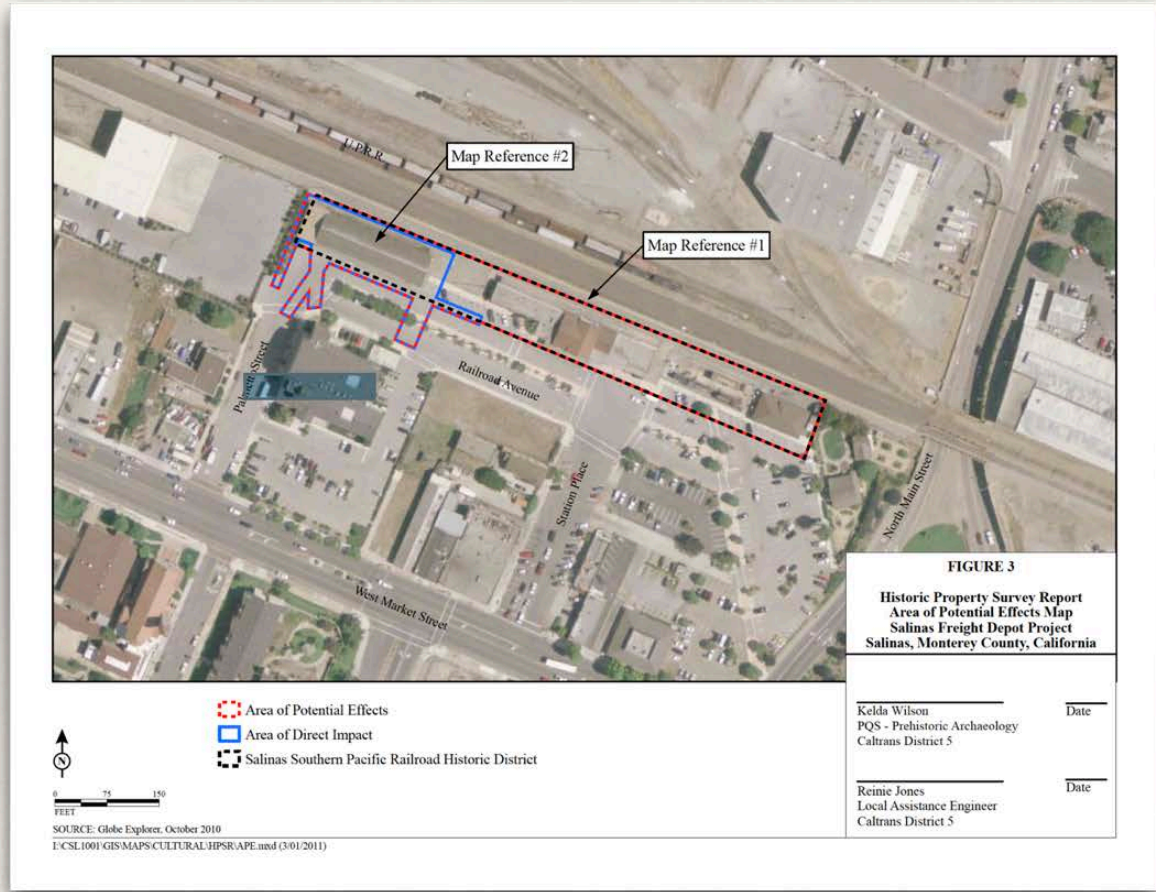
Through the Contributions and Engagement of Our Community & Partnerships —We create points of destinations that share our stories and honor the legacies of our diverse ancestors and inspire new opportunities for economic growth through Regional Heritage Tourism.



## Downtown Salinas Community Benefit District - Benefit Zone 2



## Salinas Southern Pacific Railroad Historic District -1998



In 1998, Historical Consultant Kent Seavey prepared a Historic Architecture Survey to examine the historical/ architectural significance of the Salinas train station. The Report identifies all buildings, except the Associated Seed Growers building, as “the Salinas Southern Pacific Railroad Historic District.” His Report concluded: “Three properties, the SP Train Depot, SP Freight building, and REA building, appear eligible for nomination to the National Register of Historic Places as a District under Criteria (A) and (C).”



## SALINAS INTERMODAL TRANSPORTATION CENTER

The \$8.6 million Salinas Intermodal Transportation Center is the first project successfully completed in the Monterey County Rail Extension “Kick Start Project,” which will ultimately create a passenger rail extension from Gilroy to Salinas.

The Intermodal Transportation Center (ITC) is in downtown Salinas on Market Street, a walkable distance to the Monterey Salinas Transit bus center and the main employment areas of downtown Salinas. The 2021 award-winning project coordinated by the Transportation Agency of Monterey County (TAMC) included improvements at the Salinas ITC (train station), a new direct signalized access point to downtown via the extension of Lincoln Avenue across Market Street, a five-bay bus transfer area, bike lanes and bike lockers, safe pedestrian crossings and sidewalks, and commuter parking.

The Monterey County Rail Extension and Salinas Intermodal Transportation Center project serve as a model for a cost-effective multimodal transportation hub which is revitalizing the downtown Salinas train station and providing commuter access and expanded transportation options for the community. The Monterey County Rail Extension includes new passenger rail service to the San Francisco Bay Area with at least two commute-oriented round trips every weekday at the start of service and is served by Amtrak Coast Starlight and Thruway buses, Monterey Salinas Transit (MST) local buses, and Greyhound intercity buses.

The Salinas Intermodal Transportation Center also serves as an excellent example of advancing a positive public image of engineering, especially for women, as the large 2021 transformational project was led and managed by a team of talented and successful women.

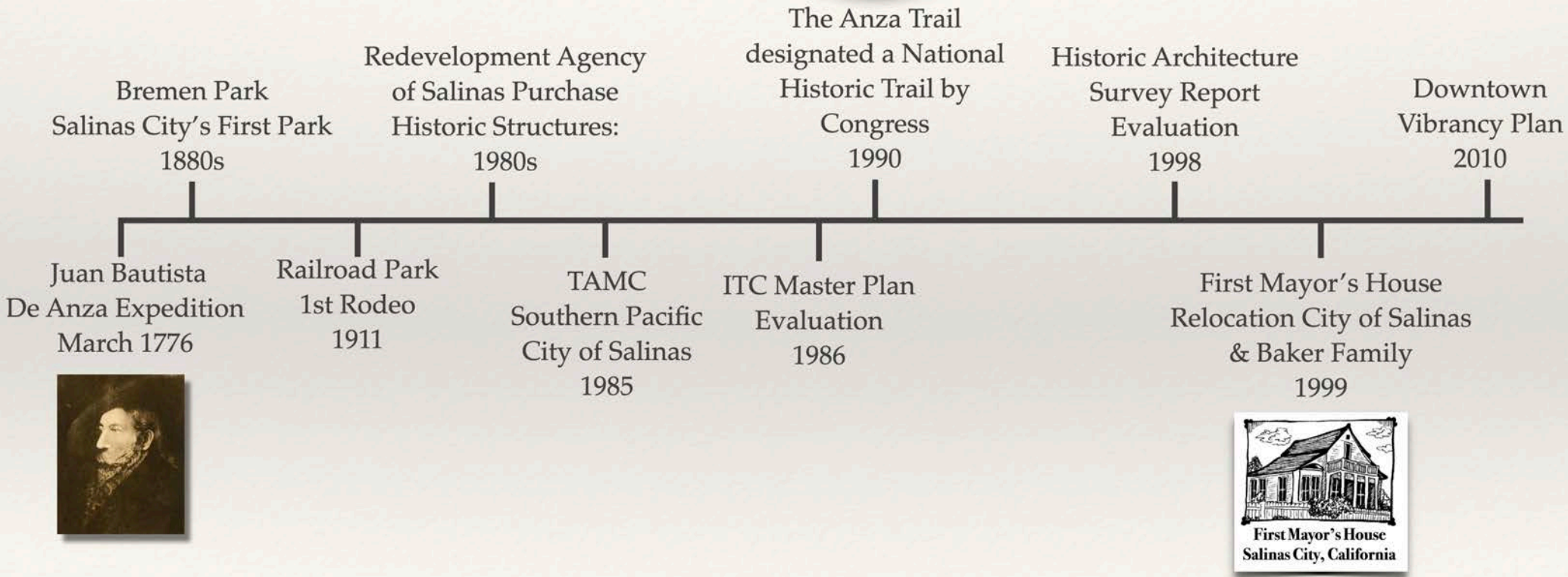
The SVTVB is headquartered at 1 Station Place in the Southern Pacific Depot building, which is part of the City of Salinas Intermodal Transportation Center

## ITC MASTER PLAN

An engineering Master Plan for the ITC was approved in 2016 which led to demolition/ removal of dilapidated buildings and parking lot improvements. The City of Salinas contracted with Harris and Associates in 2024 to prepare an ITC Master Plan. SVTVB is among the stakeholders engaged in the planning process.



# Timeline Evolution

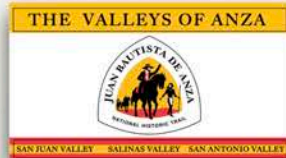


From its earliest beginnings as a salty marshland, Salinas held the promise of a prosperous future. The Anza expedition traversed the land that would eventually see the railroad carry Salinas Valley's agricultural products across the United States, leading to an economic and population boom in the region. With the 2026 completion of the rail corridor project, the importance of this site and rail transportation expands the promise of a future that includes opportunities associated with new ridership and more significant visitor volumes.

# Timeline Evolution



City of Salinas requests CWC to relocate to the ITC  
2017



Valleys of Anza  
2018



Stakeholders support the new overall branding for Heritage Park  
2021

SVTVB formal request to the City of Salinas to expand footprint at the freight depot  
June 2022



Salinas Station Arriving 2026 (est)



SVTVB wins CWC designation  
Open on Davis Rd  
June 2011



SCCIA Land Use Committee endorses relocation  
2017



CWC moves from the Davis location to the historic freight depot  
February 2020



Salinas City Regional Heritage Center & California Welcome Center  
March 2022



Trails & Rails Relaunch with the SVTVB  
2024



250th Anniversary of the Expedition  
2025-2026

The SVTVB's work began in earnest with the 2011 award of Salinas' designation as a CWC site. Irrespective of the Covid Pandemic, the 2020 move to the Freight Depot opened doors to new opportunities for programs and partnerships. The arrival of Cal Train in 2026 in Salinas will further expand opportunities for tourism in our region.

## THE INITIATIVES

Creating and promoting new tourist destinations in Salinas and the region is the primary initiative of the SVTVB and its partners. The SVTVB is the only agency thus far that is fully focused on meeting this need, from a regional perspective. The Monterey peninsula and coastal areas have been successful in attracting and serving tourists for years, often with the outcome of affecting residents' quality of life e.g. traffic, overcrowding, degradation of natural areas. To date, creative ways to share or refocus tourist attention to the inland areas have been elusive.

A key partnership in this effort is the University of California Berkeley's Master of Urban Design Program. The University has eagerly joined forces with the SVTVB and has assigned academic staff and master level coursework to a program of exploring opportunities to expand sustainable regional tourism opportunities. These students offer a skilled and international exploration into what possibilities exist for new programs that are poised to utilize regional resources in design proposals. Starting in 2022, the University invested in a year-long project effort followed by two semester projects and committed to continuing working with the SVTVB for at least five years.





## THE INITIATIVES (cont)

**Educational Programs/Facility Expansion** — Our collective educational programs at Heritage Park properties, host tours by visiting classes throughout the school year. This no fee program is increasing in popularity and now sees approximately 2,000 student/teacher and parent visitors each school year. Monthly open house tours of all the historic buildings have garnered increasing numbers of visitors. Tours are facilitated with the aid of volunteer docents, many of whom are CSUMB Service-Learning students and retired educators.

The increasing popularity of the use of the Center has emphasized the need for additional space. We have quickly outgrown our existing space. To facilitate the opportunities for destination creation around the De Anza National Historic Trail, the footprint of the exhibit and community spaces is a critical need. With the City of Salinas' approval of the expansion of the Center's footprint, the SVTVB looks forward to increasing opportunities for heritage tourism on site and in the tri-county region in the near future.

**Rail Service Expansion** — The Southern Pacific Freight Building has served Salinas and the region's transportation needs for over 150 years. Rail service has been the central reason for Salinas' economic growth. As TAMC moves forward with the development of the commuter rail project to be completed in 2026, this Salinas intermodal transportation center (ITC) will increasingly be of importance to serve the needs of all travelers. This project also involves considerable investment of Federal, State and local funding at the Salinas location. The Board's aim is to collaborate with the Transportation Agency mission to help ensure that this project is an economic success.

## California Welcome Center Value



### California Welcome Center - Integrated Marketing



#### 'California Visitor's Guide'

- Feature & 2/3 page placement as regional resource
- Call out on regional map
- 500,000 print circulation to U.S. & Canada
- 425,000 digital downloads
- **\$200,000** ad value



#### 'California Road Trips'

- Promotion throughout publication
- 1 million print circulation
- **\$26,000** ad value



#### VisitCalifornia.com Consumer Website

- Dedicated page on VisitCalifornia.com. Site receives **1.8 million** unique visits per month!
- Included on each regional page
- Included in trip itineraries



#### California Official State Map

- Premium placement on the back panel
- **\$49,000** ad value

### Benefits to Regional Tourism

Visitation: **1.1 million** visitors in 2022



#### Visitor Impacts (2019 Study)

- 60% of visitors learned something new about the area when visiting a center
- 43% of visitors learned something new about California
- 27% of visitors went on to visit an attraction featured at the center
- 13% of visitors changed their travel plans following a visit to a center
- 11% of visitors extended their stay in California
  - 1.4 extra nights in the area
  - 2.6 extra nights in California

As a member agency of Visit California, the benefits of membership leverage significant additional promotional power to our tourism outreach. The Visit California social media sites, television advertisements and printed materials promoting the Salinas Welcome Center is distributed statewide at all the twenty-two California Welcome Centers as part of the \$5,000 per year Maintenance fee. As a Welcome Center that operates on minimal outside financial government agency support, the benefits of this cost-effective investment of Visit California membership, significantly exceeds the \$130,000 dollars in Tourism Improvement District (TID) revenues that are allocated annually to the Salinas California Welcome Center

Since July of 2023, this has shown an increase of 784 extended visitor stays\*. Overnight stays are important not just to fill lodging, but because national studies have shown that overnight visitors spend more money during their visits compared to "day trippers". Increased visitor counts also translate into an obvious boost to all other elements of the local economy such as sales tax revenues gained at service providers, restaurants, transportation and shopping. The increased involvement of school classrooms for educational tours and the engagement of residents in activities at all the historic properties at Station Place, is aiding to the understanding of our heritage stories and is building community pride at a site that is once again an important gathering place for residents and visitors from afar.

\*Extended visitors stays calculations provided on page 54



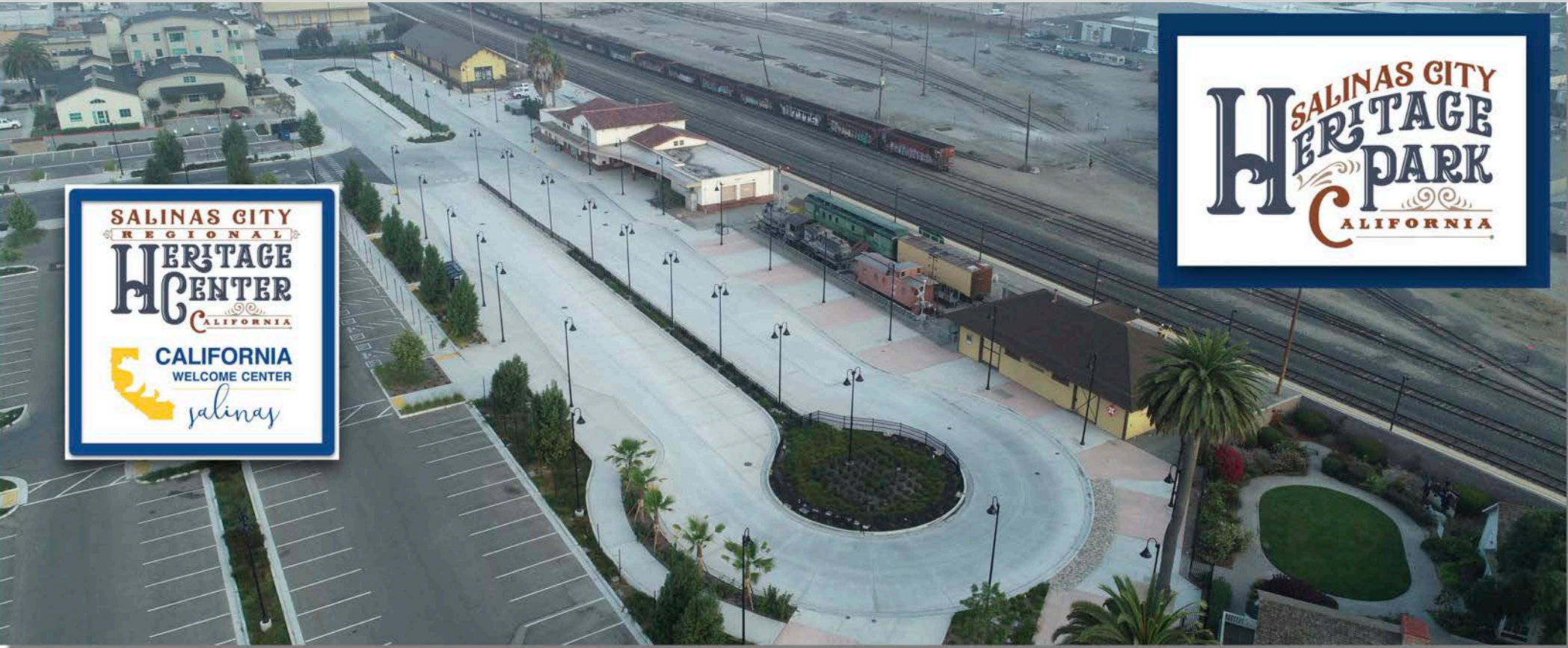
## SALINAS CITY HERITAGE PARK, CALIFORNIA

The Center is actively collaborating with a network of stakeholders who manage operations at the Station Place historic properties together with nearby partner properties at the National Steinbeck Center and the Steinbeck House. This collaboration is working to mutually promote and develop visitor attractions at what has come to commonly be referred to as Heritage Park. These activities align with and help to meet the goals of the City's General Plan elements associated with culture, historic preservation, and heritage tourism, as well as the Downtown Vibrancy Plan.

In addition to serving as a critical rail transportation hub, this area was Salinas' first park and the site of the first Rodeo, carnivals, weddings, and other community events in the pioneer days of this newly formed city. The early name of the park in the 19th century was Bremen Park. It was later renamed to the Southern Pacific Railroad Park. Recognizing this properties early beginnings as Salinas' first park site and incorporating it again as part of the city's park inventory would be returning it to its rightful heritage. This would also meet the City's General Plan goals of increasing park lands.

Consistent branding of the collective Station Place historic properties is essential for a successful promotional effort to bring visitors to the site. Should the City of Salinas approve the Heritage Park title and formally designate the collective group of historic properties as a city park, would increase the opportunities for eligibility for state and federal grant funds that are exclusively designated for parks, trails, and recreational projects. The site's location along the De Anza National Historic Trail further increases the eligibility of governmental and privately funded grants.

Considering City budget challenges, these grant revenues could be used to supplement or provide the only means to fund capital improvements projects at the site. Grant eligible projects could include disability access to the Steaming Ahead railcar exhibit. It could also serve to reduce potential liabilities for a failure to comply with the American Disability Act accessibility requirements for public areas. Other on-site capital projects expenditures that would otherwise require Salinas' General Funds could then be reduced or eliminated while still promoting development of this center city site.

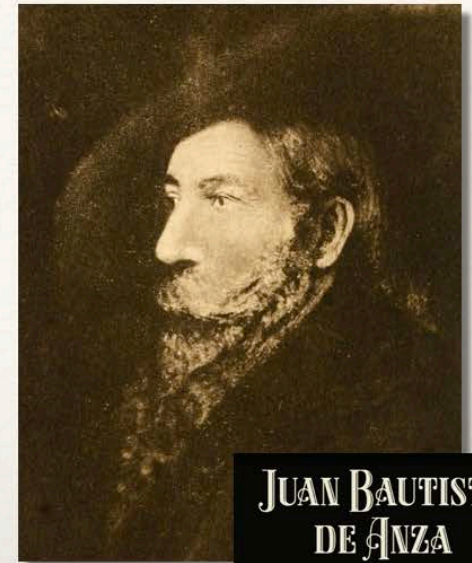


## School Tours & Open House First Saturday of the Month

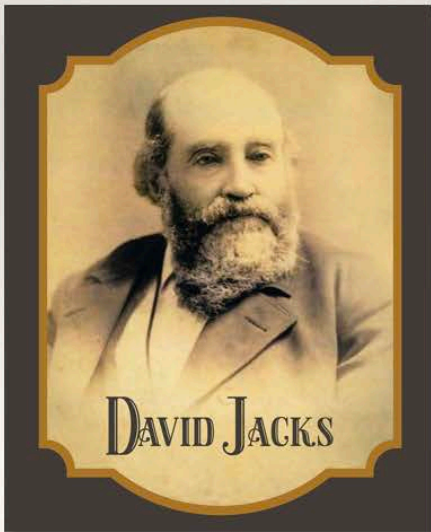
Located at 1 Station Place, the historic Southern Pacific Freight Building is now home to the Salinas City Regional Heritage Center and California Welcome Center (CWC). Salinas' Station Place location is the home of other museums and points of interest for visitors. This includes the 1868 First Mayor's House, the Monterey Salinas Valley Railroad Museum in the historic Railroad Express Agency Building, and the Steaming Ahead vintage railcar exhibit.



Esselen native c. 1791, by José Cardero



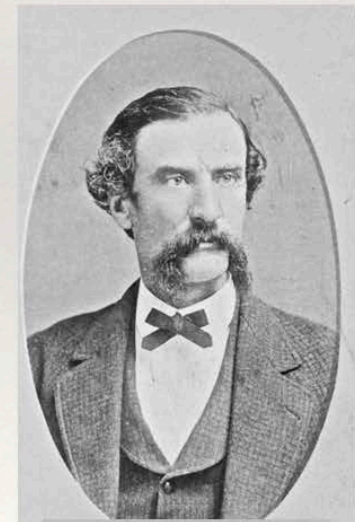
JUAN BAUTISTA DE ANZA



DAVID JACKS

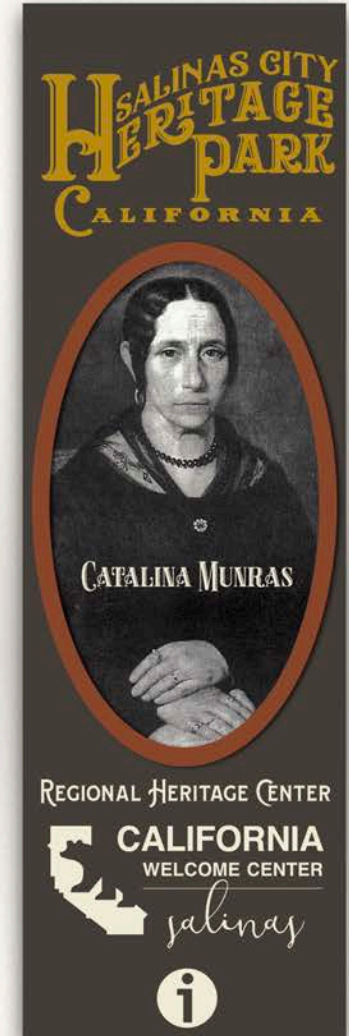
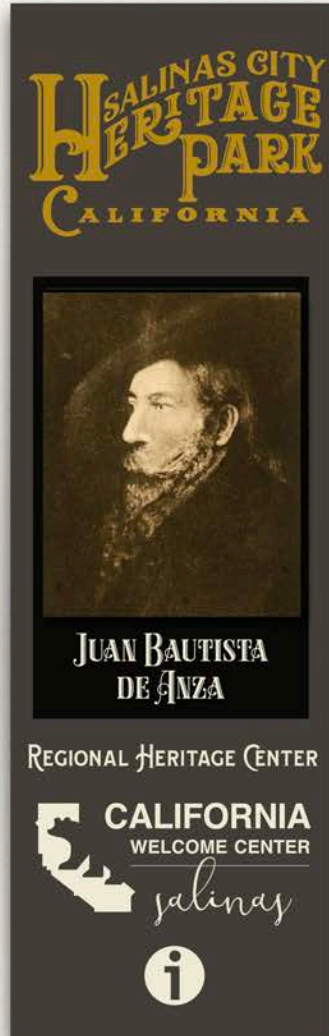
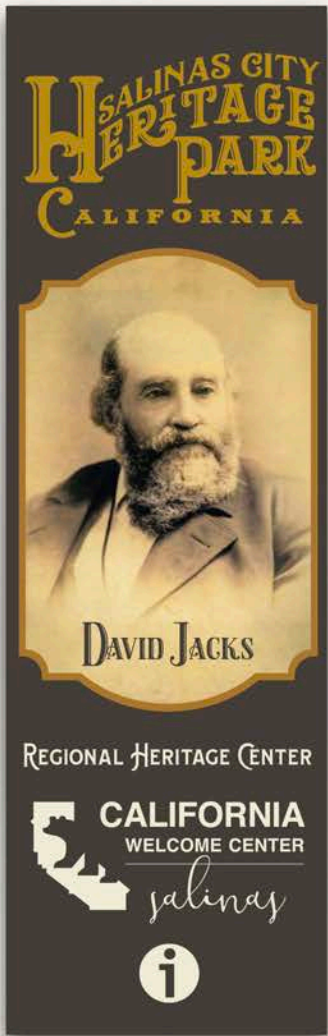


CATALINA MUNRAS

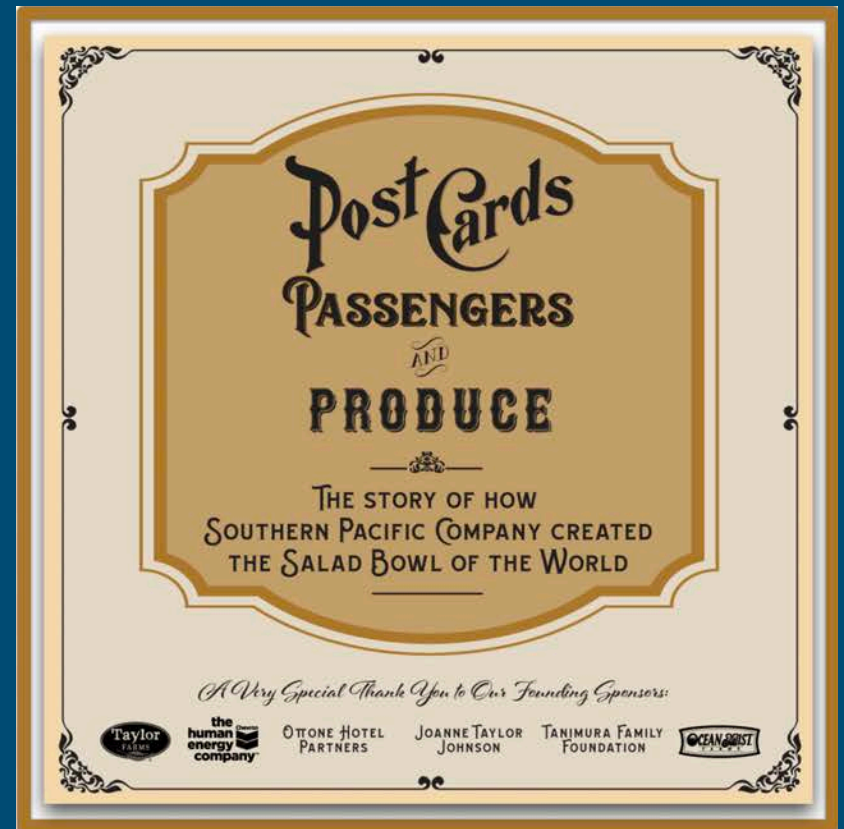


Eugene Sherwood

Cultural Enrichment & Collective Branding Points of Destinations to Salinas



Salinas' growth and successes was a result of the hard work of visionary, hardworking people, many of whom were immigrants. This regional richness comes from our diversity of ethnic backgrounds, genders, and unique experiences. It is what we are made of. To celebrate and promote this rich heritage the SVTVB and Heritage Park stakeholders, worked collaboratively to design promotional banners to display some examples of the many key historical figures that have contributed to our regional history.



Our exhibit, Postcards, Passengers, and Produce, demonstrates how the 5th largest economy in the world and the most populous state in the nation was developed in only 173 years. The Southern Pacific Company not only provided transportation but was also an integrated marketing company that created the economic development foundation of California's economy. Southern Pacific Company's first marketing strategy sought to attract farmers and other visitors from around the world to come discover California.

Regional Heritage Center Museum — After relocation, design and move in activities, one of the critical first initiatives was to produce phase one of the Welcome Center’s Regional Heritage Museum. With the initial phase of this initiative now complete, the SVTVB has developed a site where locals and visitors can learn about our regional history.

With the initial phase now completed, it is clear that the current museum footprint is insufficient to facilitate more extensive groups of visitors, school tours, meeting spaces, and exhibit areas for the Valleys of Anza, First Peoples, and stories of the Spanish and Mexican influences on the region.

Expansion of the space into the unimproved remaining building area is essential.







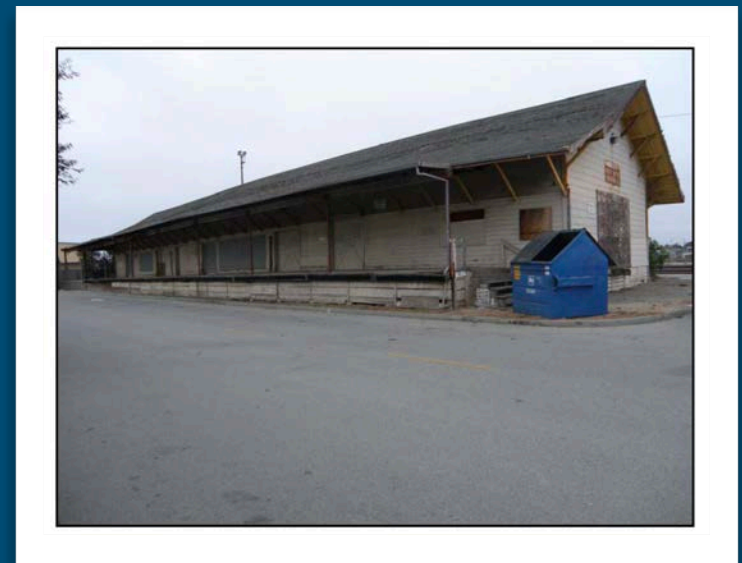
First known photograph of the depot taken in 1875



Photographic postcard taken around 1910

The organization believes that heritage tourism is a growing opportunity to increase tourist visits throughout Monterey & San Benito Counties and contribute to placemaking and building community among local residents. As visitors learn more about our diverse agricultural and ethnic history, this too can stimulate opportunities for agritourism and cultural tourism. Phase two of this initiative, when approved by the City of Salinas, is an expanded build out of the space into the remaining two-thirds footprint of the Southern Pacific Freight Depot building to accommodate gatherings of a larger size plus more interactive exhibits and experiences.

The CWC has been a meeting site hub. Educators, tour groups, students, historic preservationists, agricultural groups and other community organizations have all enjoyed the gathering space to meet in a historic setting.



Before restoration funding from State and Federal agencies



**PRIVATELY FUNDED**

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

**\$300K** for current exhibits

**\$1.5M** is anticipated for tenant improvements for the remainder of the freight depot

The SVTVB is ready to launch a fundraising campaign for the tenant improvements to expand the exhibits and support facilities in the rest of the freight depot building. Success requires a solid, collaborative, mutually respectful public/private partnership between the City of Salinas and the SVTVB. This would also serve as a base to attract additional funding and sponsorships for the other historic properties on Station Place.

**THE VALLEYS OF ANZA**

JUAN BAUTISTA DE ANZA  
NATIONAL HISTORIC TRAIL

SAN JUAN VALLEY SALINAS VALLEY SAN ANTONIO VALLEY

NATIONAL PARK SERVICE  
TRAILS  
RAILS

NATIONAL PARK SERVICE  
National Park Foundation

SALINAS CITY REGIONAL HERITAGE CENTER CALIFORNIA  
CALIFORNIA WELCOME CENTER salinas

VISIT NATIVE CALIFORNIA

Berkeley College of Environmental Design

**ValleysofAnza.org**

Juan Bautista De Anza National Historic Trail — A significant opportunity for the creation of destinations is offered by the location of our Regional Heritage Center which is also located on this historic trail. This nationally recognized and federally funded trail offers many opportunities for regional programs and links to tourism in other states. Partners include the National Park Service as the overall sponsor of overall regional, multi-state, and national coordination, together with the National Park Foundation, a nonprofit sponsor of supportive projects, and Amtrak’s Trails-Rails enrichment program. Within its tourism education and promotion activities, the state of California launched the Visit Native California website in the fall of 2023 to showcase Native American voices. The website offers videos and information about accessing cultural experiences, tribes, culinary and agricultural tourism, outdoors and parks.

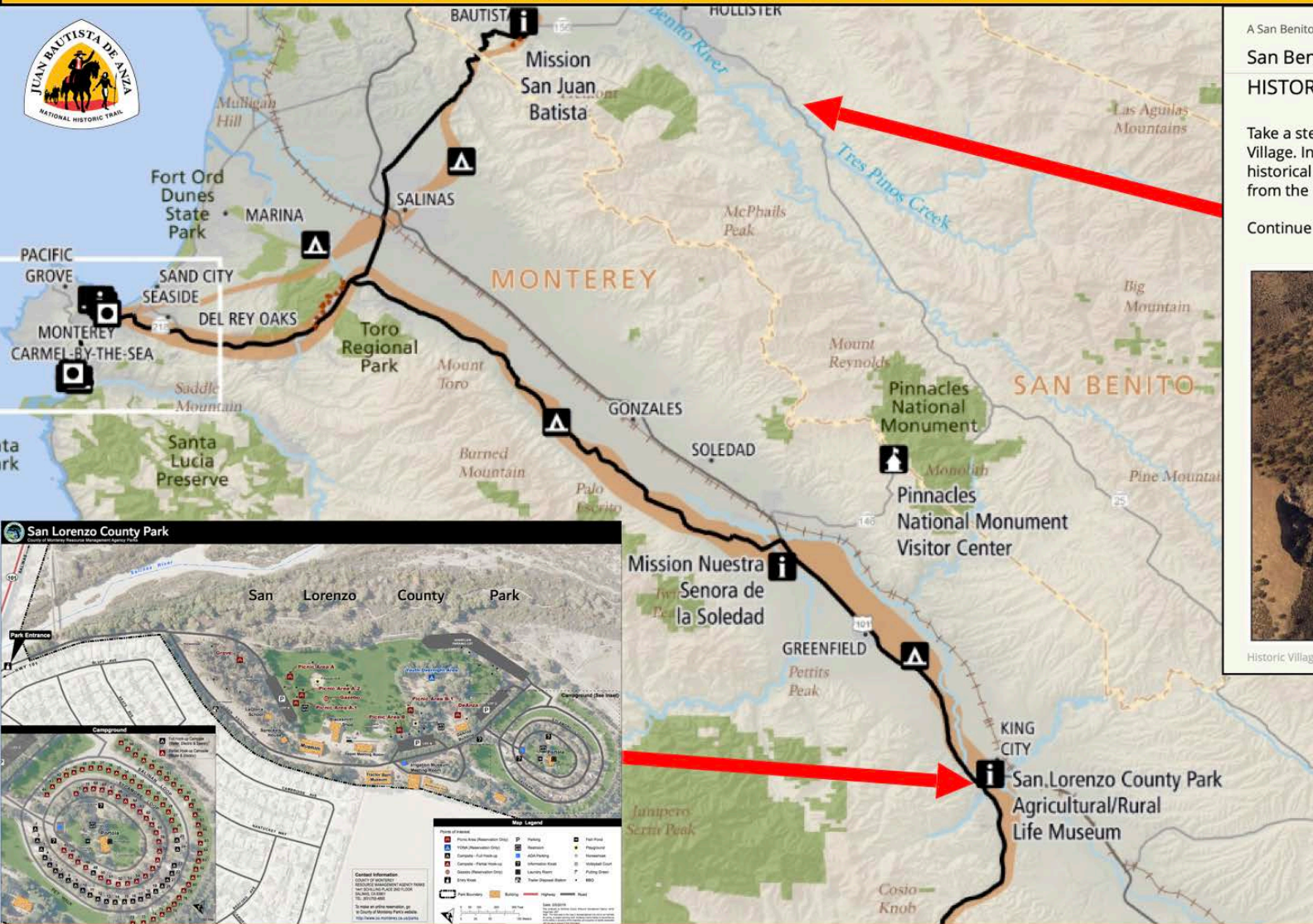
**The Anza Expedition: National Historic Trail Multicultural Expedition in the Founding of San Francisco**



- **International Story:** The expedition of the founding of San Francisco by Europeans (Spaniards) during the years of 1775-1776.
- **Our region is a "time capsule":** five of 21 California Missions in our region, rural and main street old towns have not been cannibalized by modern development.
- **Three of these 5 California Missions in our region are still surrounded by their natural/historic settings.**



Goal: Leveraging \$4B Coastal Tourism Activity Via Anza Trail Into Inland Valleys



A San Benito County Story Map

San Benito County Historical Park

**HISTORICAL VILLAGE**

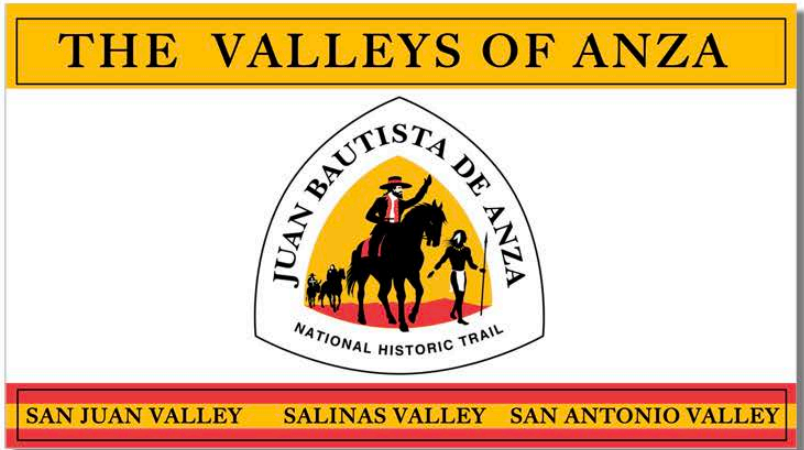
Take a step back in time and enjoy a stroll through the Historical Village. In the Village you will discover a diverse collection of historical homes, buildings, vehicles, farm implements and more from the early days of San Benito County.

Continue through the map tour to see what the village has to offer.

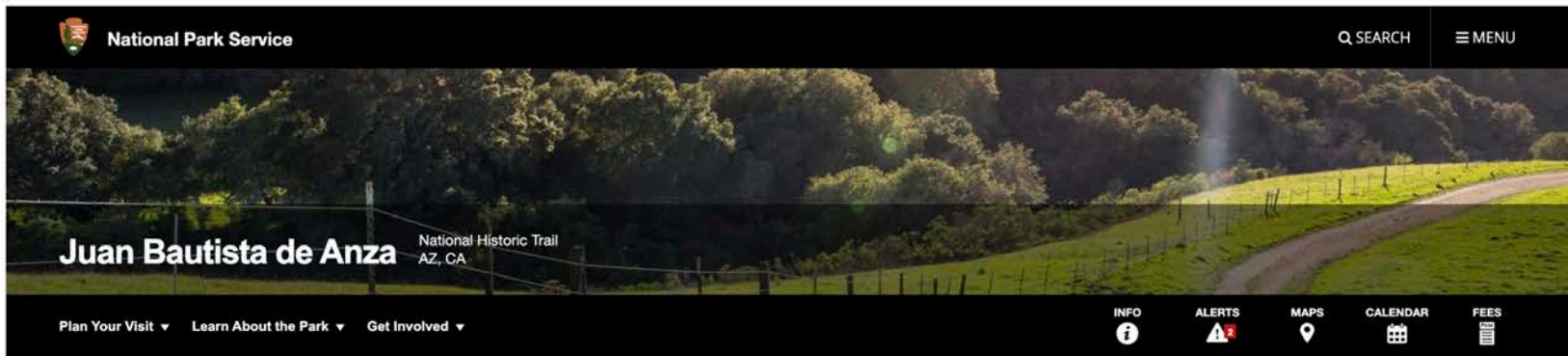
Historic Village (Highlighted in Yellow)

- Overnight stay itineraries to existing infrastructure within existing thematic historic backdrops
- Unique points of destinations / experiences that leverages an area with "Towns, Trails and Rails"

**NEW Overnight Hospitality Villages & Transient Occupancy Tax**



- The Valleys of Anza program incorporates under utilized assets within the region.
- Ability to manage economic growth of tourism with these additional points of destinations. Better circulation of tourist throughout the region.
- Our unspoiled scenery as a backdrop enables this historic story to come to life. The authentic old town main streets become stopping-off points for further exploration.
- Creation of NEW transient occupancy tax (TOT) for Monterey and San Benito counties.



[NPS.gov](https://www.nps.gov) / [Plan Your Visit](#) / [Things To Do](#) / [Trails & Rails](#)

## Trails and Rails: Anza Trail

### Travel the Anza Trail on board the Amtrak Coast Starlight

The Juan Bautista de Anza National Historic Trail is proud to sponsor one of the nation's 17 [Trails & Rails](#) programs, an innovative partnership between the National Park Service and Amtrak. From the observation car of Amtrak's [Coast Starlight](#), you can experience California's magical landscape and history with volunteer docents as your guides. The Anza Trail's program runs summer weekends between Santa Barbara and San Jose.

The Anza Trail's Trails & Rails program is administered by the [South Coast Railroad Museum](#) of Goleta, CA. For questions about the program, please contact the [Volunteer Coordinator](#) Becky Reid or call 805-500-6707.

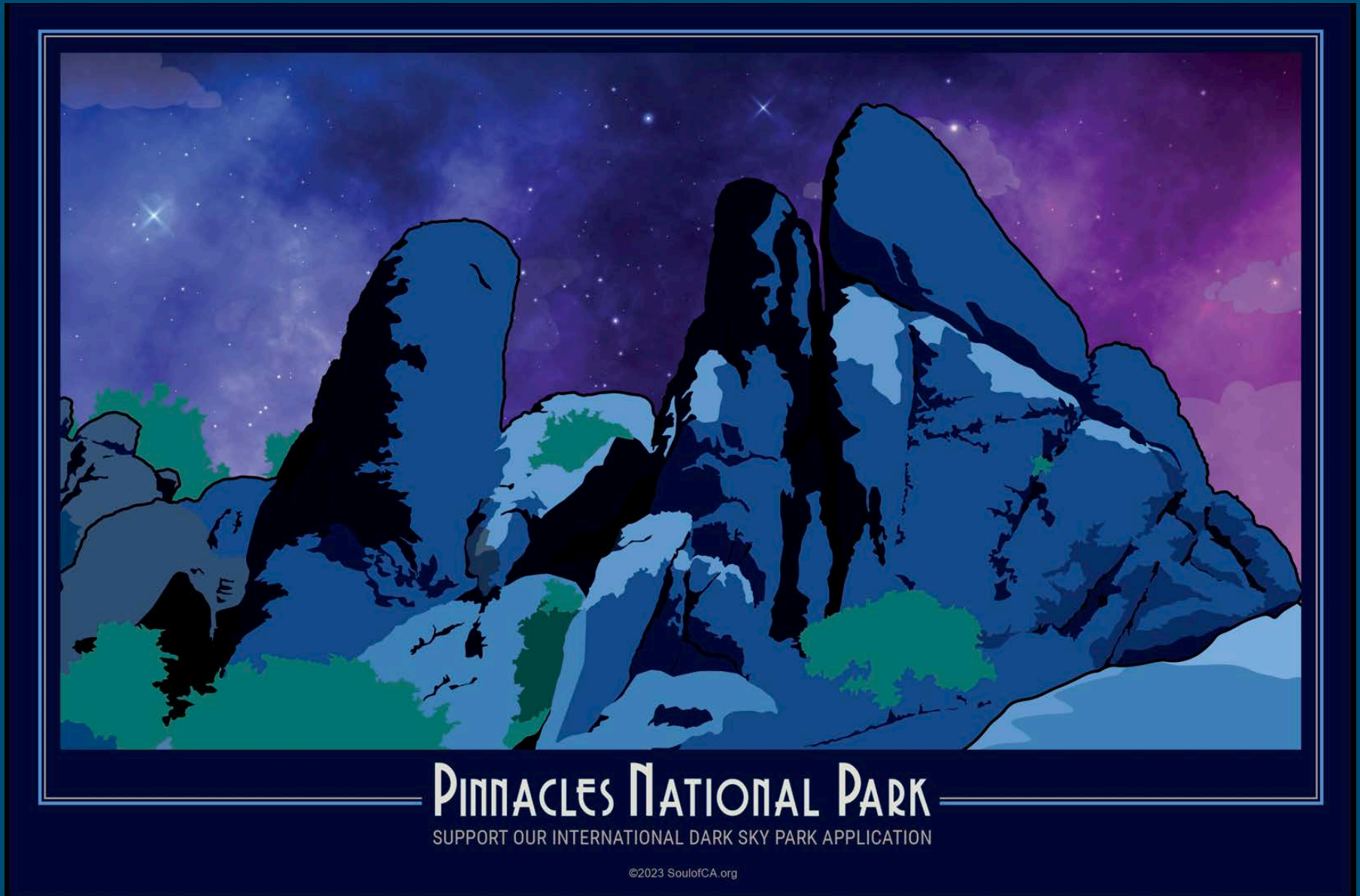
**Book your Coast Starlight ticket:**

<http://www.amtrak.com> or 800-872-7245

Anza Trail Trails & Rails docents/guides greet and talk to Amtrak riders in the observation car of the Amtrak Coast Starlight between Santa Barbara and San Jose on Fridays, Saturdays, & Sundays in the operating season. (Guides on the Pacific Surfliner provide a limited program.) For information about the Coast Starlight program in Washington State, [click here](#)



Trails & Rails volunteers give engaging programs to train passengers in the observation car. NPS Photo



Due to light pollution, 7.7 million people in the San Francisco Bay Area cannot view a dark sky. SVTVB efforts to develop regional destinations and programs includes collaboration with the National Park Service on Pinnacles Dark Skies initiatives. As worldwide interest in preventing light pollution grows, this is a significant regional opportunity for expanding tourism opportunities while preserving and publicizing our natural landscapes with minimal investment.





## SOUTH MONTEREY COUNTY OUTREACH

Although headquartered within the City of Salinas, the SVTVB has been actively involved in the Salinas Valley communities south of Salinas and in San Benito County — Hollister, San Juan Bautista, Paicines, Tres Pinos.

When Pinnacles National Monument became a National Park, the enabling legislation called for formation of “Gateway Communities” group to seek expansion of economic opportunities for communities near the park (both west/San Benito County and east/Monterey County). A 501©3 non-profit, the Pinnacles National Park Foundation (founded in 2006 as the Pinnacles partnership) coordinated meetings and the preparation of a map of tourist-oriented resources in the gateway communities.

The SVTVB participated in the partner activities, with senior staff (e.g. City manager of King City), elected officials (e.g. City Councilmember of San Juan Bautista) and representatives such as King City’s MCALRM, State Parks such as Hollister Hills Recreation Vehicle Area, National Park Service/Valle de Anza superintendent, Bolado Park Event Center/33rd District Agricultural Association, and the Monterey County Agriculture and Rural Life Museum.

In recent years, there has been turnover among City managers, mayors, City Council members, Economic Development commissioners and County Supervisors. SVTVB has sought to invite community leaders to visit the CWC/SVTVB and attend events, but it is an ongoing challenge due to changes.



## UNIVERSITY COLLABORATIONS

California State University – Monterey Bay (CSUMB)

SVTVB Board members and staff have engaged in outreach and collaboration with CSUMB faculty and leadership. Professor Ruben Mendoza, founding faculty member of CSUMB, and distinguished archeologist who has directed research and archeological investigations at many California missions, met with UC-Berkeley MUD students during their fieldwork.

Board member the Hon. Sam Farr (retired Congressman) met with faculty in hospitality studies about potential collaboration and with CSUMB President Vanya Quinones about developing a degree program in park, open space, and wild lands management.

In the spring and summer of 2024, the California Welcome Center enjoyed the contributions of two Service Learning interns.

University of California – Berkeley (UCB)  
Master of Urban Design Program (MUD)

In the fall of 2022, students formed seven teams to develop ideas for projects to create urban design interventions for tourism, housing, and recreational activities, in the valley from Salinas to King City. An overarching goal was to develop opportunities to increase tourism revenues and jobs to contribute to local prosperity.

In the fall of 2023, a team of students examined the Salinas River corridor to the south of Salinas. Community members were invited to review the concepts in October 2023.

In the fall 2024, another studio project will focus on Pinnacles National Park and enhancing gateway community access and benefits.

## VALLEYS OF ANZA FALL OF 2022 DESIGN STUDIO TEAM

**MARGARET CRAWFORD**

DIRECTOR, URBAN DESIGN, PROFESSOR OF ARCHITECTURE  
SPECIALIZATIONS  
History of Architecture, Urban Design and Planning, Urban History and Theory, US Built Environment Studies, Urbanism in China

**EDUCATION**

Ph.D. Urban Planning, UCLA  
Graduate Diploma, Architectural Association  
A.M. Harvard University  
B.A. UC Berkeley

CONTACT INFORMATION  
480 WURSTER HALL #1800  
mcrawfor@berkeley.edu

**A MULTI- DISCIPLINARY MASTER OF URBAN DESIGN PROGRAM  
WITH STUDENTS FROM ARCHITECTURE &  
LANDSCAPE ARCHITECTURE**

**Berkeley** College of  
**Environmental Design**

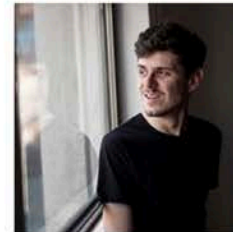
**EVAN (SCOTT) ELDER**

LECTURER- URBAN DESIGN AND LANDSCAPE ARCHITECTURE & ENVIRONMENTAL PLANNING  
RESEARCH INTERESTS/SPECIALIZATIONS

I am interested in how the impulse to commemorate can play out within the disciplines of Landscape Architecture and Urban Design. Particularly when addressing some movement on a vast scale, I am curious how collective memory is crystalized into institutional goals and structures, and also how this scenario might catalyze design decisions at a metropolitan scale.

**DEGREES**

Bachelors of Architecture, University of Oregon  
Masters of Science in Architecture and Urban Design, Columbia University  
Ph.D. Landscape Architecture and Environmental Planning, UC Berkeley

**ETTORE SANTI**

PH.D. STUDENT - ARCHITECTURE  
RESEARCH INTERESTS/SPECIALIZATIONS  
Global Agrarian Histories; Urban Design Theory and Criticism; Land and Space; China Rural-Urban Studies.

**DEGREES**

B.S. Architecture, Polytechnic University of Milan  
M.Arch., Polytechnic University of Milan  
M.Arch., Tongji University of Shanghai

CONTACT INFORMATION  
470 WURSTER HALL  
ettoresanti@berkeley.edu

The University of California-Berkeley offers the only Urban Design graduate degree program in California. This program ranks #4 in master level urban design in the world. A key component of the educational experience is engaging in studio projects to examine real world challenges. Internationally renowned professor Margaret Crawford began a multi-year collaboration with SVTVB, funded primarily by UCB.



UC Berkeley's Master of Urban Design, Fall of 2022, Isha Khan & Patricia Cespedes

In an important partnership with the University of California Berkeley's Master of Urban Design Classes, the Master level students analyzed existing conditions in the downtown Salinas core area to evaluate enhancing potential tourism sites and programs. Their work illustrates that at least six sites in proximity to the CWC potentially form a "Cultural Commons" network. As identified earlier in the 1998 Historic Evaluations of Properties in the area by Historian Kent Seavy, many opportunities exist for tying these sites together into a historic district where heritage tourism opportunities can be further expanded.

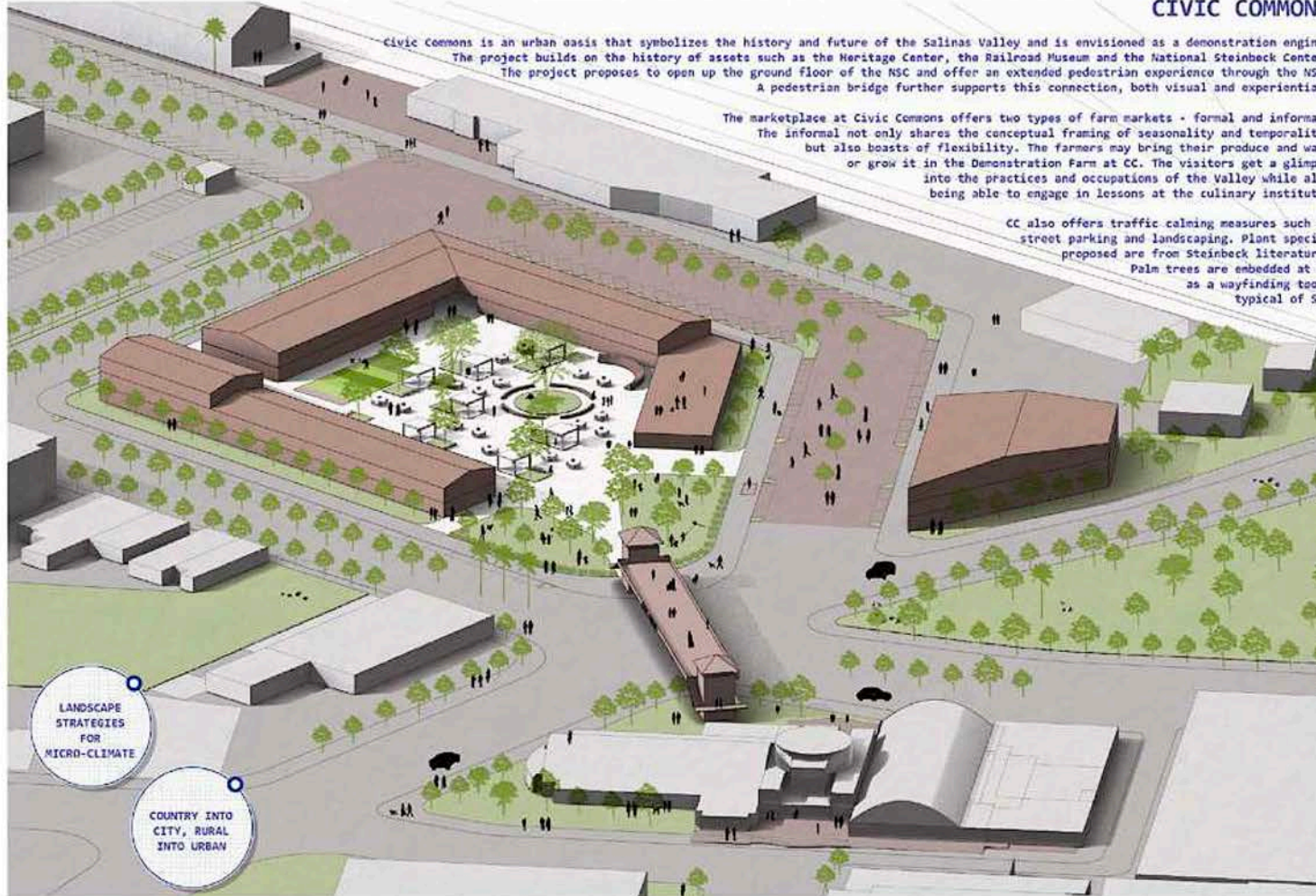


**CIVIC COMMONS**

Civic Commons is an urban oasis that symbolizes the history and future of the Salinas Valley and is envisioned as a demonstration engine. The project builds on the history of assets such as the Heritage Center, the Railroad Museum and the National Steinbeck Center. The project proposes to open up the ground floor of the NSC and offer an extended pedestrian experience through the NSC. A pedestrian bridge further supports this connection, both visual and experiential.

The marketplace at Civic Commons offers two types of farm markets - formal and informal. The informal not only shares the conceptual framing of seasonality and temporality, but also boasts of flexibility. The farmers may bring their produce and ware or grow it in the Demonstration Farm at CC. The visitors get a glimpse into the practices and occupations of the Valley while also being able to engage in lessons at the culinary institute.

CC also offers traffic calming measures such as street parking and landscaping. Plant species proposed are from Steinbeck literature. Palm trees are embedded at CC as a wayfinding tool, typical of SV.



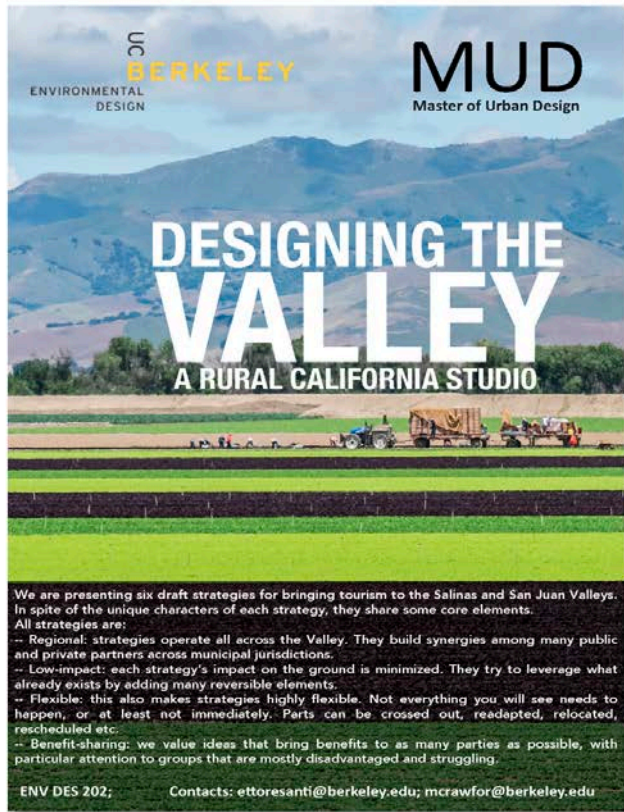
LANDSCAPE STRATEGIES FOR MICRO-CLIMATE

COUNTRY INTO CITY, RURAL INTO URBAN

Civic Commons occupies a portion of the Salinas Amtrak Station Parking lot and Heritage Park. The lot was designed in anticipation of the (now suppressed) high-speed railway station.  
 UC Berkeley's Master of Urban Design, Fall of 2022, Isha Khan & Patricia Cespedes



One design concept envisions a cluster of multi-use buildings that could house farmers markets and cultural activities near the historic properties. These then would be connected across Market Street (Hwy 183) and Main Street (Hwy 68) by a pedestrian bridge, to the Old Town Salinas Business District to Old Town where dining, shopping, and entertainment venues currently exist.



**save the date:**

**january 18, 2023**  
**12 noon - 5 pm**

**csUMB salinas city center**

**gallery I**  
**1 main street**  
**salinas, ca 93901**

**presentations:**

**1. the agroway / rita ling, byron li, yaoyao ding**

We propose a strip of agricultural experiences along the Highway 101. We design spaces where drivers can make stops, interact with local businesses, leave the highway, and even spend the night in the valley.

**2. the anza trail / jiaxing cui, sen du, xuyuan fan**

We restore and revive the *Anza Trail* through landscape, wine, food, and outdoor activities. We imagine the Anza Trail as a tourist infrastructure that will create opportunities for many local partners.

**3. travels with steinbeck / patricia cespedes flores, isha khan**

Join *Travels with Steinbeck* to discover hidden gems, engage with nature, support local economies, strengthen community building efforts, and commemorate the astounding scale of the Valleys.

**4. images of the bowl / diego gonzalez ramirez**

*Images of the Bowl* compiles the visual vocabulary of the Salad Bowl of the World. A collected series of public images of its history, agriculture, and architecture completely transforms the perception of the valley.

**5. rewilding the valley / yash gogri, freya tan, mufeng yu**

We propose different educational experiences that aim to create awareness of the rich natural resources of the Salinas Valley. We envision knowledge productions that will empower the wilderness of the valley.

**6. housing the valley / sagarika nambiar, srusti shah, varun shah**

A tactical approach to reconfigure housing using different degrees of temporality. We propose multiple, coordinated, low-cost, temporary solutions that intervene holistically in the valley's housing crisis.

 [instagram.com/berkeley\\_mud/](https://www.instagram.com/berkeley_mud/)

**contact:**  
 craig kaufman 831-261-3430  
 craig@svtvb.org

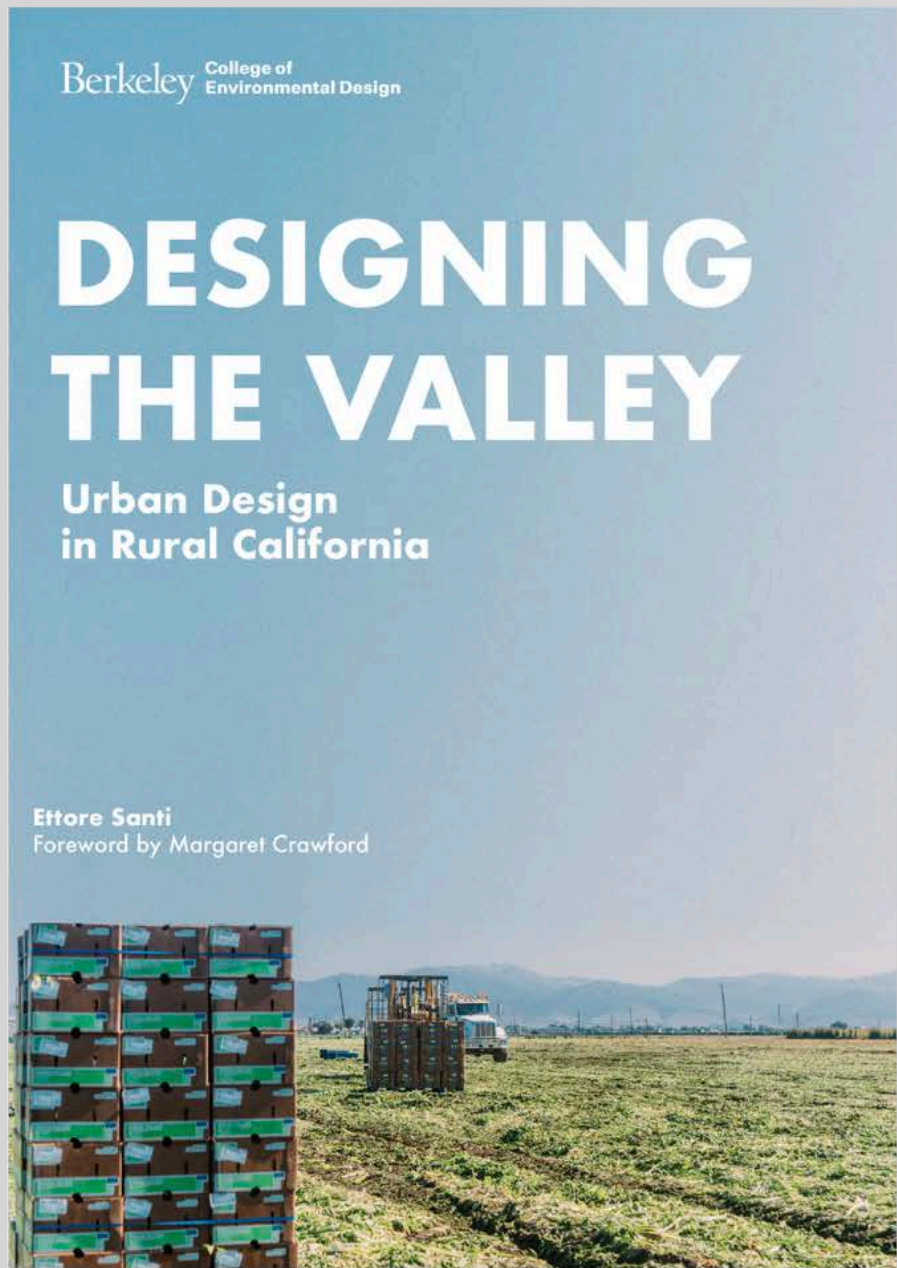
sponsored by:



**FALL 2022**

With the sponsorship of the SVTVB, University of Berkeley students in the School of Environmental Design began a community engagement course to research and design projects that could potentially increase regional tourism. Students who worked with local stakeholders and decision-makers, including the Monterey County Farm Bureau, the National Park Service, farmers, historians, and businesses, developed projects highlighting what makes our region special. The projects that resulted from the student's efforts were "developed through the lens of low impact tourism, and address issues such as equitable economic development, environmental restoration, public space activation, housing, community cohesion, and the use of education to engage people with the valley."

Their project work was presented to a broad scope of attendees at a charette at the CSUMB City Center in January 2023. U.C. Berkeley partnership brings new energy and ideas to the task of building programs and identifying potential heritage tourism destinations.



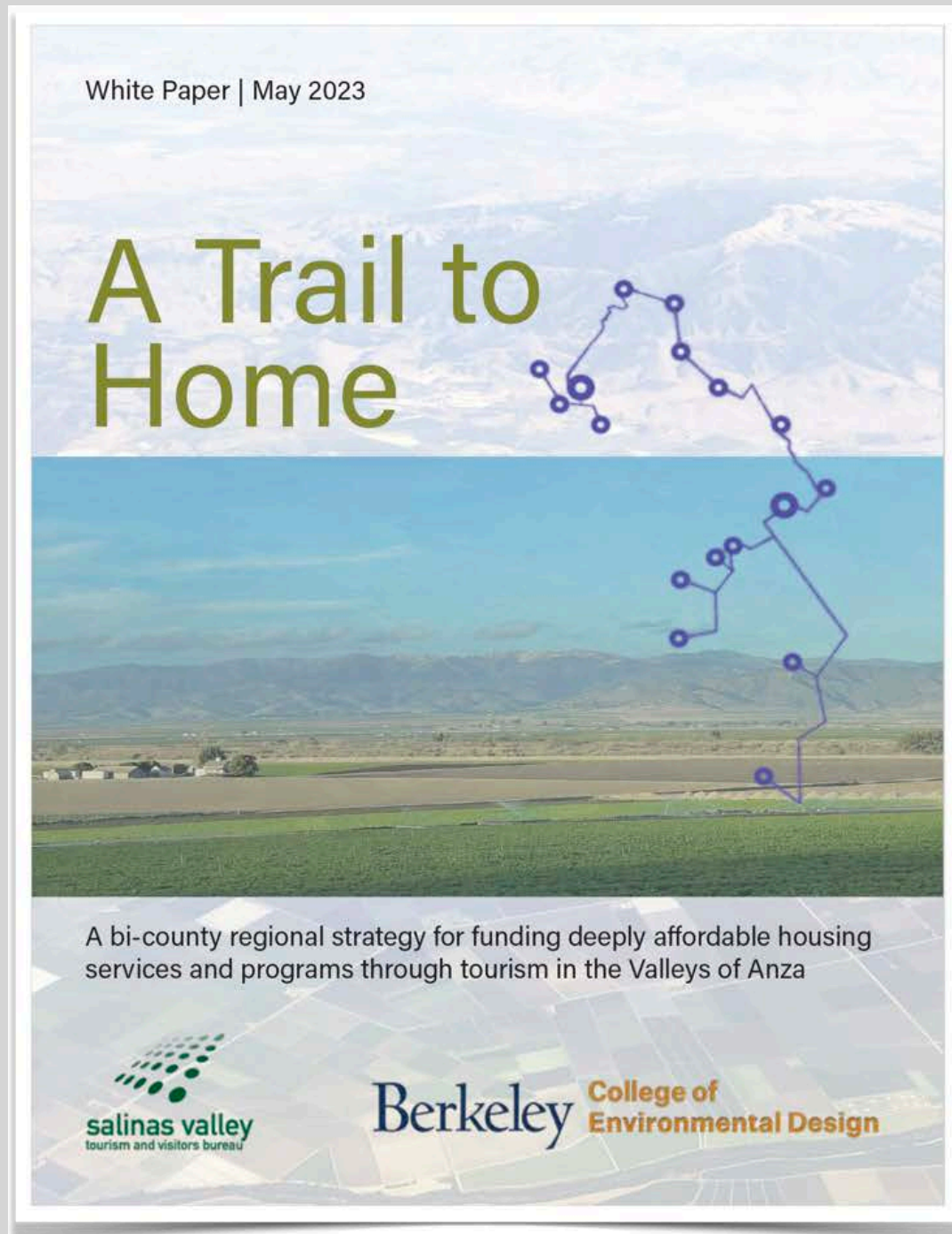
Berkeley College of Environmental Design

Available at

Lulu.com

DESIGNING THE VALLEY

Urban Design in Rural California



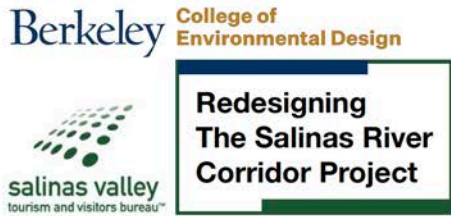
## The Housing-Tourism Nexus

The Housing-Tourism Nexus is an overarching strategy for tying tourism revenue to workforce and affordable housing services and programs. Briefly, a portion of tourism revenue (i.e., hotel tax and assessment fees) is redistributed to fund deeply affordable housing and to increase, improve and preserve rental housing and lower-income housing across the region.

In a companion effort, Allison Evans, PhD student in the Department of City and Regional Planning at UC Berkeley, prepared a White Paper: “A Trail to Home — A bi-county regional strategy for funding deeply affordable housing services and programs through tourism in the Valleys of Anza.” She analyzed the tourism revenue potential of the student projects, and for funding housing through tourism in general. She calculated the dollars of additional revenues raised through the existing Transient Occupancy Tax (TOT) and Tourism Improvement District (TID) could be allocated toward housing.

PDF available for download at [ValleysofAnza.org](https://ValleysofAnza.org)

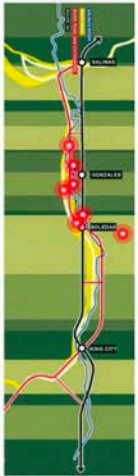




**Redesigning  
The Salinas River  
Corridor Project**

**Please Join Us on October 6, 2023 1 pm - 4 pm**

**Monterey County Farm Bureau  
1140 Abbott Street, Suite C  
Salinas, CA 93901**



Salinas Valley Tourism and Visitors Bureau and UC Berkeley's Urban Design Program have joined efforts to visualize a new tourism route in the Salinas Valley. The goal is to draw tourists off the highway to experience the rich history, environment, and agriculture that the valley offers. We propose an alternative route along River Road, incorporating the existing Juan Bautista de Anza National Historic Trail and River Road Wine Trail and adding new elements such as visitor centers, parks, historical interpretation, bicycle trails, local food outlets, and numerous opportunities for overnight stays. These destinations allow visitors to access and understand the valley's many attributes; a multilayered past, a complex environment, and its agricultural wealth.

Our design concepts are still in the preliminary stage, so we are seeking your input!

Please join us on October 6 at the Monterey County Farm Bureau in Salinas for a presentation, introduction and Q&A.

 [instagram.com/berkeley\\_mud/](https://www.instagram.com/berkeley_mud/)

 [valleysofanza.org](http://valleysofanza.org)

**Contact:  
Craig Kaufman 831-261-3430  
craig@svtvb.org**



**SUMMER 2023**

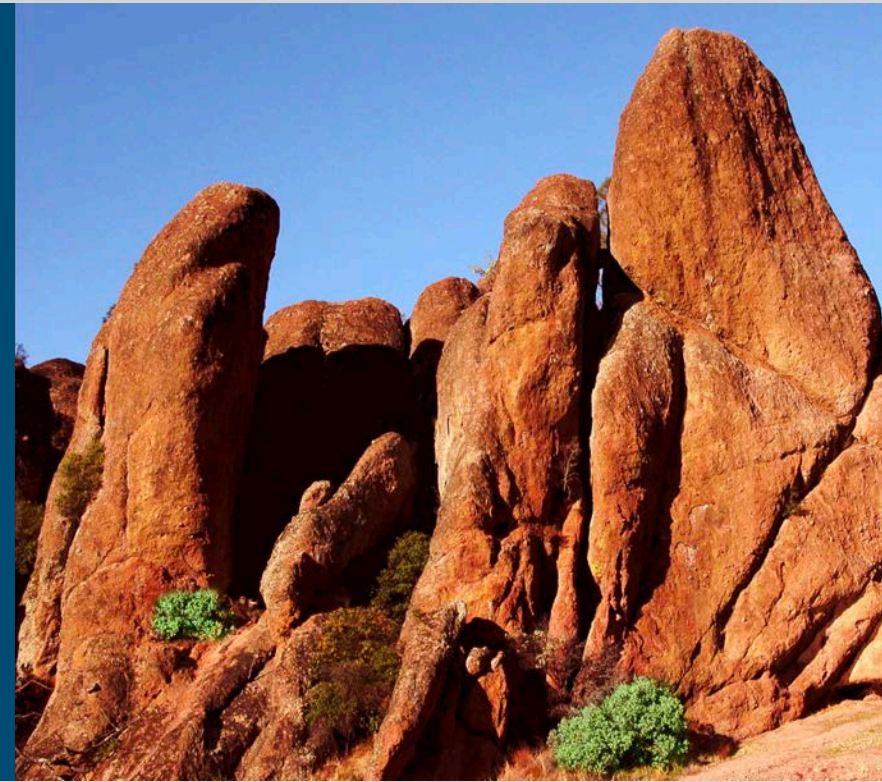
Professors — Margaret Crawford & Scott Elder  
Students — Luxi Chen, Xuyuan Fan, Olivia Jones, Isha Kahn, Freya Tan, Mufeng Yu

Salinas River Corridor project: The students proposed concepts for a tourism-oriented corridor along the length of River Road south of Salinas. They designed potential facilities, attractions, and way-finding that could pull tourists off of driving by on Highway 101. Preliminary designs emphasized education about and appreciation of local history, culture, and agriculture. The work was discussed at a regional meeting held at the Monterey County Farm Bureau with participants such as the city manager and a city council member from the City of Gonzales.

**MUD FALL 2024 STUDIO**

The theme of projects in the 2024 Fall Semester studio is the visitor experience and access at Pinnacles National Park. The number of park visitors quickly doubled when Pinnacles National Monument became a National Park. In line with trends in the Covid pandemic era, visitation is projected to continue increasing. Pinnacles NP is one of seven national parks recently selected for analysis of alternate transportation options.

The international graduate students in the MUD program have educational backgrounds and experience in architecture and landscape architecture. They will form teams to explore potential projects that address themes such as opportunities for the park gateway communities to expand local economic development associated with the increased tourism. Designs for possible facilities that could maintain or enhance a quality visitor experience while protecting the natural and cultural resources of the park may be developed. Innovative ideas to strengthen the connections between the residents and institutions in local communities with the park is also a priority.



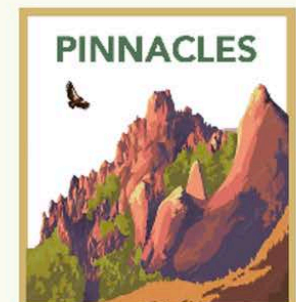
**Master of Urban Design  
Advanced Studio**

**Fall 2024**

**Berkeley** College of Environmental Design

**2024**

**Pinnacles Studio**  
Park and Gateway Cities



## THE OUTCOMES

The scope of work of the SVTVB has resulted in visible and quantifiable outcomes. The tenant improvements to the historic Southern Pacific Freight Building have contributed significantly to the city's redevelopment goals to eliminate blight and build a more vibrant city core. With this work, the SVTVB has facilitated an operational tourist center that is safe and attractive to visitors.

The in-person visitor counts have steadily increased post pandemic. The increase in views on the promotional media sites is significant which demonstrates the engaging content relevant to tourism opportunities in the region that will draw new and returning visitors.

An expansion of the SVTVB Board by highly skilled and engaged community volunteers is enlarging our capabilities and network of resources to address the needs of building a sustainable and diverse tourism economy with benefits to the experiences of local residents. The volume of visitors at the Welcome Center, using Visit California formulas, clearly demonstrates a pattern of increased overnight stays in Salinas. With the work of the SVTVB, dedicated volunteers, community groups and especially the SCCIA in Old Town, the vibrancy and economic outlook is clearly on the path to a brighter future for Salinas. The Board is proud to be a contributing partner to this effort.


PROMOTION / SOCIAL MEDIA OUTREACH

The Soul of California website and the organization’s Facebook page provide another important option for visitors to experience an in-depth look at the region’s history, sites and events that are of interest to visitors. Local residents can gain awareness of the historic sites through frequent articles in publications such as the Monterey Herald newspaper and the Monterey County Weekly. VIP visits such as Speaker of the California Assembly, Robert Rivas, attract widespread media coverage.

**Soul of CA is in Salinas, CA.**  
October 23, 2023 · 🌐

"Not everyone is lucky enough to be born in Salinas. But those of us lucky enough to pay a visit, chances are we'll never look at a head of lettuce the same way again." — John Steinbeck

John Ernst Steinbeck (February 27, 1902 – December 20, 1968) Before becoming a prolific author, Steinbeck started as a freelance writer immediately after attending Stanford. When that wasn't paying the bills, Steinbeck began working as a construction worker in New York while reporting for a newspaper on the side. He eventually moved back home to California, where he was a caretaker and bus driver. There, he wrote his first novel, Cup of Gold, and settled on writing as his life's career. #mondayinspiration




1.3K · 99 comments · 239 shares

Like · Comment · Share

**Soul of CA is at Mission San Carlos Borromeo de Carmelo.**  
July 11 at 1:01 PM · Carmel, CA · 🌐

#tbt The Rumsen were the first Costanoan people to be seen and documented by the Spanish explorers of Northern California, as reported by Sebastian Vizcaino when he arrived in Monterey in 1602. In this region, the Costanoan, the Ohlone, and Esselen First Peoples were instrumental in helping guide the Juan Bautista De Anza expedition on their 1,800-mile journey that started in Sonora, Mexico, in 1775. On March 11, 1776, the 240 men, women, children, and 1000 head of cattle arrived at the Mission San Carlos Borromeo de Carmelo. The Juan Bautista De Anza National Historic Trail honors the nearly 40 tribes that helped guide these explorers on a peaceful route to the founding of San Francisco. Pictured here is an early photograph of the mission before restoration.



See insights and ads · Boost post

475 · 31 comments · 85 shares

**Soul of CA is in King City, CA.**  
March 28 · 🌐

#tbt In 1884, Charles Henry King purchased 13,000 acres of Rancho San Lorenzo for \$50,000 and began cultivating wheat. King's successful wheat crop caught the attention of his good friend, railroad magnate Collis P. Huntington. King smartly granted the Southern Pacific Railroad a right-of-way that arrived in Kings Station in 1886. The 6,000 acres of the King Ranch were just three miles north of present-day King City. By 1908, the population of King City reached 500, and on April 10, 1909, electricity was switched on in the town for the first time. Pictured here is an early grain harvesting scene.



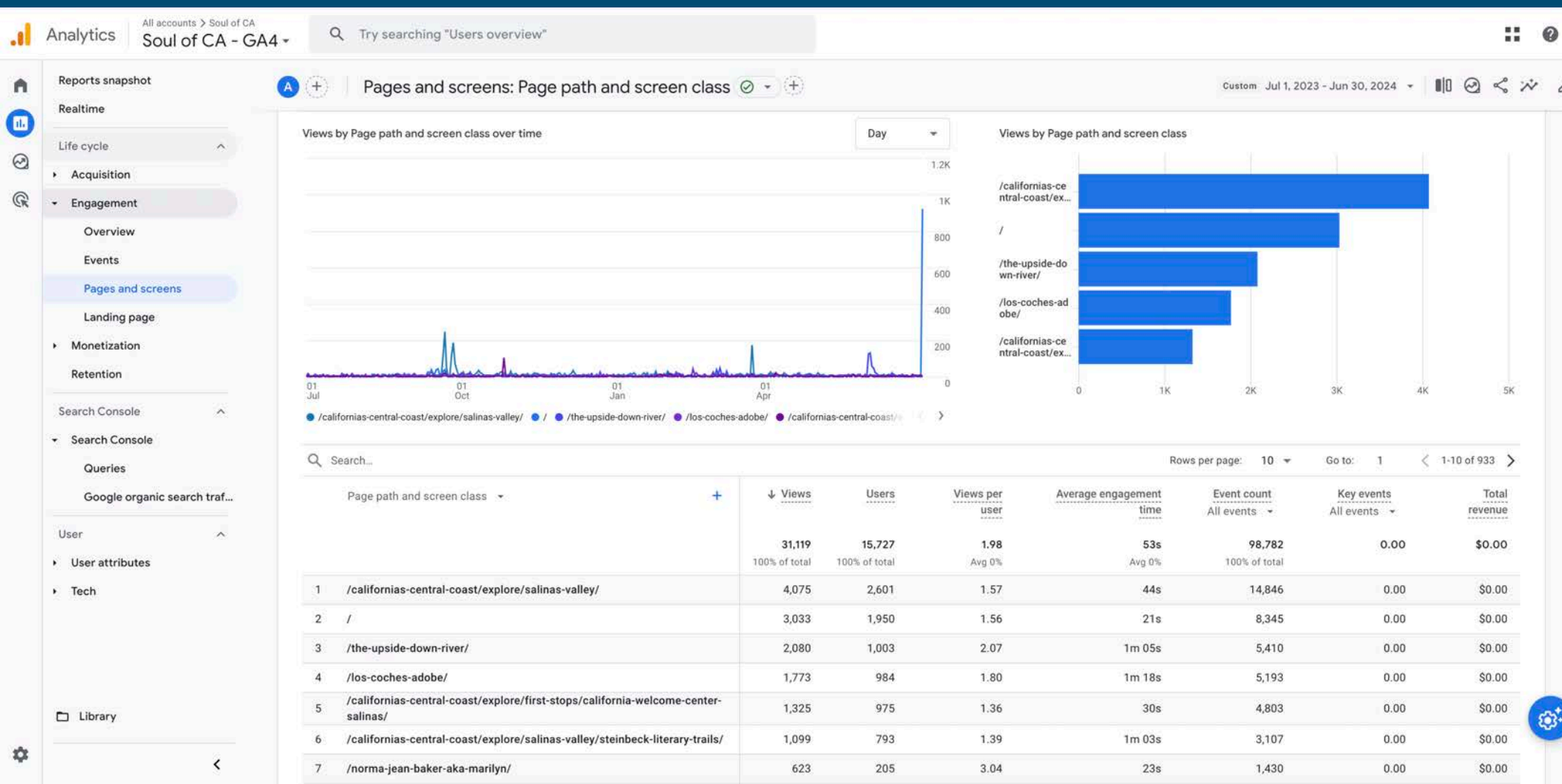
HARVESTING NEAR KING CITY, CAL.

1.3K · 30 comments · 149 shares

## WEBSITE STATISTICS

Total Number of page views to the CWC website page 1,325

Total Number of page views to the Soul of CA website page 31,119



**PROMOTION**

Promoting the Regional Heritage Center and the California Welcome Center is vital to increasing tourist visits to Salinas and stimulating additional overnight stays in our local lodgings. A colorful, informative rack card has been designed. However, current budget limitations have put on hold the production and distribution of paper copies of it to visitors and the other twenty-one California Welcome Centers. As with many of the promotional initiatives envisioned, budgetary constraints continue to limit the scope of what can be accomplished until additional funds can be secured.



**COME VISIT US!**

**DISCOVER THE HISTORY OF SALINAS CITY AND THE CENTRAL COAST!**

**Location:**  
1 Station Place, Salinas  
(Next to Amtrak Station)

**Hours:**  
Monday-Saturday:  
9am-4pm

**For more information:**  
Call (831)757-8687  
**Website:** cwcsalinas.org

*Clean Restrooms - Free Wifi and RV Parking*



**THE SALINAS CITY REGIONAL HERITAGE CENTER IS DEDICATED TO PRESERVING AND CELEBRATING THE RICH CULTURAL AND HISTORICAL HERITAGE OF THE REGION.**


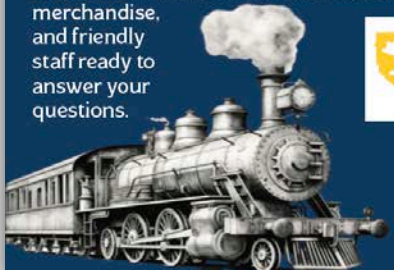
The center offers a range of displays, artifacts, and collector's items highlighting how the region drew in settlers and became an economic engine for California, namely through the agricultural industry. The center provides an engaging and enlightening experience for all ages that captures the essence of the Juan Bautista De Anza National Historic Trail, Salinas Valley, and Central Coast.



*The Exhibit, "Postcards, Passengers, and Produce," tells the story of how the region became the Salad Bowl of the world.*

**START YOUR VISIT HERE!**

The center is located in the oldest commercial building in Salinas, the Historical Southern Pacific Freight Depot, built in 1873. The building is also home to one of the 22 California Welcome Centers! This means it is the perfect place to start your visit: with detailed information on where to eat, stay, and all the activities this beautiful area has to offer! Here you will find promotional materials, maps, brochures, souvenirs, a unique assortment of local merchandise, and friendly staff ready to answer your questions.

## THE CHALLENGES

**I**ncreasing Site Visibility: As a stakeholder member of the historic properties at Station Place, the SVTVB input led to the stakeholder approved design of promotional banners proposed to be erected in front of each property. Grant funds were awarded in 2022 by the Harden Foundation to pay for the cost of the design and production of the banners that display historic figures with the name of the site. Unfortunately, the printing and installation of the banners has been delayed, pending approval from the City of Salinas. To date, there is no schedule for when the City might reach a decision to approve the banners.

As a result, the visibility of the Welcome Center and other historic properties at Station Place is significantly limited, prompting visitors to routinely express their frustration at their inability to find the California Welcome Center and Heritage Park member attractions. The SVTVB and Heritage Park stakeholder group are eager to collaborate with the City of Salinas on improving the site visibility and increasing visitor counts. It is frustrating that approval of the installation of entry signage and banners that call out the location of this important center city site has been withheld for so long.

Fund raising activities are critical to the sustainability of the Center and the implementation of initiatives of the SVTVB. The Board continues to focus on building a reliable operational and capital project budget. Examples include the Board's work to retain and increase the current revenues.

When approval from the City of Salinas to expand the footprint of the Center into the building now used for storage is secured, the Board has pledged to fund raise private funds with of a target amount of \$1.5 million dollars to pay for the redesign and complete build out of the tenant improvements that will form the museum and meeting spaces that are needed to increase the visitor attractiveness of the Welcome Center and its Regional Heritage Center.

The SVTVB has successfully created a 501(c)3 sister organization called the Central Coast Regional Heritage Foundation. This will further facilitate fund raising for grant funds that are limited only to non-profit agency applicants. This also has the benefit of encouraging private donations as it can potentially give private donors an opportunity for charitable donation tax exemptions. These expanded revenues are anticipated to help to fund the creation of the Center's expanded museum space and exhibits.



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.

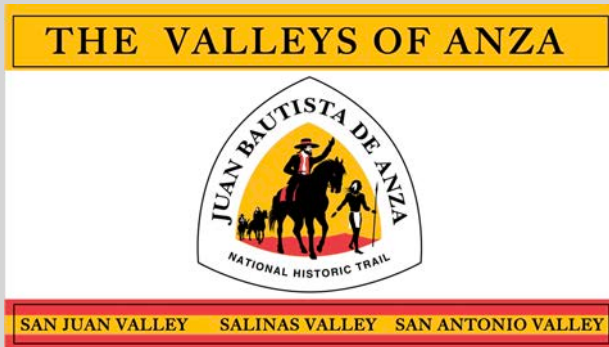


Citadel Outlets



Salinas' CWC is strategically located. With private funding, the SVTVB paid \$30,000 to install a network of way-finding signs to direct visitors from highways and interior roads to the Market and Lincoln Street entry to the Station Place location. It is here that an entry monument or entry signage should be erected to direct visitors to the CWC, Amtrak Station and historic properties along Station Place. Without this critical visibility in identification, way-finding and placement, Salinas is missing a key opportunity to maximize tourist traffic and revenues.





## CHALLENGES (cont)

**T**rails and Rails — With the proximity of the CWC to the rail corridor, an exciting new opportunity has been offered by Amtrak to collaborate with them as a stop for their existing Trails and Rails program that bring visitors to designated stops along National Trail sites with docent led programs. The Board has requested from the City of Salinas an amendment to the Lease on the Southern Pacific Freight Building site to expand exhibit spaces that will provide further information and placemaking experiences to visitors about the De Anza National Historic Trail and the expedition history. City approval of the expanded footprint of the CWC within the Southern Pacific Depot is required to accommodate new exhibits on the De Anza National Historic Trail, as well as additional space for exhibits that tell the stories of the indigenous peoples and other ethnic relevant peoples and places of our region. The SVTVB is committed to a fund-raising process for the expansion project with the goal of \$1.6 million in private funding, relieving the City of Salinas of further financial investment in tenant improvements.

Statistics show that the international draw of the National Trail network is significant. The Board's initiatives on destination building includes work to collaborate with and promote the region's existing trails such as the River Road Wine Trail, the Steinbeck Trail, Asian History and Culture, and Literary Trail. With work being planned for trails in the new Ensen Park at Carr Lake, additional opportunities are waiting for promotion to our residents and visitors.

FINANCIALS

# Management Report

Salinas Valley Tourism & Visitors Bureau  
For Fiscal Year July 1, 2023 - June 30, 2024



Prepared on  
July 22, 2024

For management use only

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**Note:**

These financials are reported on the City of Salinas's Fiscal Year - July-June. However, since the Salinas Valley Tourism & Visitors Bureau is a Calendar Year entity with a Year-End of December, the Net Income on the Balance Sheet, which should tie to the Net Income on the Year-To-Date Profit & Loss, will not tie in the following reports provided.

**Balance Sheet**

As of June 30, 2024

	As of Jun 30, 2024	As of Jun 30, 2023 (PY)	Total
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Bank Accounts</b>			
<b>Banking</b>			
CWC NEW Checking	10,401.12	5,528.11	
GOSOMOCO 1st Cap Checking	14,565.91	24,788.86	
Soul of California Checking	100.01	100.01	
<b>Total Banking</b>	<b>25,067.04</b>	<b>30,416.98</b>	
CWC Cash Drawer	100.00	100.00	
CWC Petty Cash	100.00	100.00	
Soledad Cash Drawer	100.00	100.00	
Soledad Petty Cash	50.00	50.00	
<b>Total Bank Accounts</b>	<b>25,417.04</b>	<b>30,766.98</b>	
<b>Accounts Receivable</b>			
Accounts Receivable (A/R)	54,310.83	50,700.84	
<b>Total Accounts Receivable</b>	<b>54,310.83</b>	<b>50,700.84</b>	
<b>Other Current Assets</b>			
Due from Craig	734.32	2,292.44	
Inventory Asset	13,452.87	13,431.93	
Suspense	25.00	0.00	
Undeposited Funds	30,250.00	355.04	
<b>Total Other Current Assets</b>	<b>44,462.19</b>	<b>16,079.41</b>	
<b>Total Current Assets</b>	<b>124,190.06</b>	<b>97,547.23</b>	
<b>Fixed Assets</b>			
<b>1A Station Place-Build Out</b>			
Depreciation	-35,720.00	-22,848.00	
Original Cost	129,101.19	129,101.19	
<b>Total 1A Station Place-Build Out</b>	<b>93,381.19</b>	<b>106,253.19</b>	
<b>Computer/Office Equip</b>			
Depreciation	-5,194.54	-5,194.54	
Original Cost	5,194.54	5,194.54	
<b>Total Computer/Office Equip</b>	<b>0.00</b>	<b>0.00</b>	
<b>CWC Furniture &amp; Fixtures</b>			
Depreciation	-950.00	-950.00	
Original Cost	950.00	950.00	
<b>Signage</b>	<b>0.00</b>	<b>0.00</b>	
Depreciation	-350.00	-350.00	
Original Cost	350.00	350.00	
<b>Total Signage</b>	<b>0.00</b>	<b>0.00</b>	

	As of Jun 30, 2024	As of Jun 30, 2023 (PY)	Total
<b>Total CWC Furniture &amp; Fixtures</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Security System</b>			
Depreciation	-2,958.00	-1,775.00	
Original Cost	5,916.80	5,916.80	
<b>Total Security System</b>	<b>2,958.80</b>	<b>4,141.80</b>	
<b>Total Fixed Assets</b>	<b>96,339.99</b>	<b>110,394.99</b>	
<b>TOTAL ASSETS</b>	<b>\$220,530.05</b>	<b>\$207,942.22</b>	
<b>LIABILITIES AND EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
<b>Accounts Payable</b>			
Accounts Payable	2,154.85	-17.42	
<b>Total Accounts Payable</b>	<b>2,154.85</b>	<b>-17.42</b>	
<b>Other Current Liabilities</b>			
California BOE Payable	32.49	32.49	
Due to Denise Estrada	2,500.00		
None Payable	-24.11	0.00	
<b>Total Other Current Liabilities</b>	<b>2,508.38</b>	<b>32.49</b>	
<b>Total Current Liabilities</b>	<b>4,663.23</b>	<b>15.07</b>	
<b>Total Liabilities</b>	<b>4,663.23</b>	<b>15.07</b>	
<b>Equity</b>			
Opening Balance Equity	12,903.02	12,903.02	
Retained Earnings	224,199.37	206,381.16	
Net Income	-21,235.57	-11,357.03	
<b>Total Equity</b>	<b>215,866.82</b>	<b>207,927.15</b>	
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$220,530.05</b>	<b>\$207,942.22</b>	

## Profit and Loss by Class-Year

July 2023 - June 2024

	California Welcome Center	1A Station Place	Total California Welcome Center	GoSoMoCo	JT Event	National Park Fdn	Not Specified	TOTAL
<b>INCOME</b>								
Certified Folder		2,624.92	2,624.92					2,624.92
Donations		174.81	174.81					174.81
Grant Income - Restricted Funds						50,000.00		50,000.00
Sales of Product Income		90.66	90.66				21.00	111.66
Tourism Improvement District		120,000.00	120,000.00					120,000.00
<b>Total Income</b>	<b>0.00</b>	<b>122,890.39</b>	<b>122,890.39</b>	<b>0.00</b>	<b>0.00</b>	<b>50,000.00</b>	<b>21.00</b>	<b>172,911.39</b>
<b>COST OF GOODS SOLD</b>								
Cost of Goods Sold		58.56	58.56				10.50	69.06
<b>Total Cost of Goods Sold</b>	<b>0.00</b>	<b>58.56</b>	<b>58.56</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>10.50</b>	<b>69.06</b>
<b>GROSS PROFIT</b>	<b>0.00</b>	<b>122,831.83</b>	<b>122,831.83</b>	<b>0.00</b>	<b>0.00</b>	<b>50,000.00</b>	<b>10.50</b>	<b>172,842.33</b>
<b>EXPENSES</b>								
Accounting Services		4,421.68	4,421.68					4,421.68
Advertising		3,187.92	3,187.92					3,187.92
Bank Charges		12.00	12.00	240.00				252.00
Cleaning Supplies		107.05	107.05					107.05
Computer Supplies		159.90	159.90					159.90
CPA - Tax Accountant		5,480.00	5,480.00					5,480.00
Designation Fees		5,000.00	5,000.00					5,000.00
Display and Decor		5,240.77	5,240.77					5,240.77
Dues & Subscriptions		2,582.42	2,582.42					2,582.42
Event Expense		1,186.45	1,186.45		850.00			2,036.45
Insurance		5,950.25	5,950.25					5,950.25
D&O Insurance		1,136.00	1,136.00					1,136.00
<b>Total Insurance</b>		<b>7,086.25</b>	<b>7,086.25</b>					<b>7,086.25</b>

	California Welcome Center	1A Station Place	Total California Welcome Center	GoSoMoCo	JT Event	National Park Fdn	Not Specified	TOTAL
Legal & Professional Fees		600.00	600.00			8,000.00		8,600.00
Graphic Design		224.25	224.25					224.25
<b>Total Legal &amp; Professional Fees</b>		<b>824.25</b>	<b>824.25</b>			<b>8,000.00</b>		<b>8,824.25</b>
Meals and Entertainment		856.56	856.56					856.56
Office Equipment		426.06	426.06					426.06
Office Expenses		265.95	265.95				0.51	266.46
Permits & Fees		189.00	189.00					189.00
Personal Property Tax		1,205.82	1,205.82					1,205.82
Postage Expense		166.83	166.83					166.83
Promotional		1,786.83	1,786.83					1,786.83
Rent or Lease		24,025.32	24,025.32					24,025.32
Repair & Maintenance		826.92	826.92					826.92
Salaries/Wages								0.00
Payroll Fees		682.00	682.00					682.00
Payroll Tax Expense		4,592.96	4,592.96			170.96	0.00	4,763.92
Salaries/Wages Restricted Purpose		0.00	0.00			4,000.00		4,000.00
Salary/Wages-Executive Director		49,999.92	49,999.92					49,999.92
Salary/Wages-Part Time Concierge		5,490.00	5,490.00					5,490.00
Workers' Comp Insurance		494.00	494.00					494.00
<b>Total Salaries/Wages</b>		<b>61,258.88</b>	<b>61,258.88</b>			<b>4,170.96</b>	<b>0.00</b>	<b>65,429.84</b>
Supplies								0.00
Office Supplies		1,334.93	1,334.93					1,334.93
<b>Total Supplies</b>		<b>1,334.93</b>	<b>1,334.93</b>					<b>1,334.93</b>
Taxes & Licenses		224.00	224.00					224.00
Training/Seminars/Education		20.00	20.00					20.00
Travel - Hotel, Parking, Flights		3,636.97	3,636.97					3,636.97

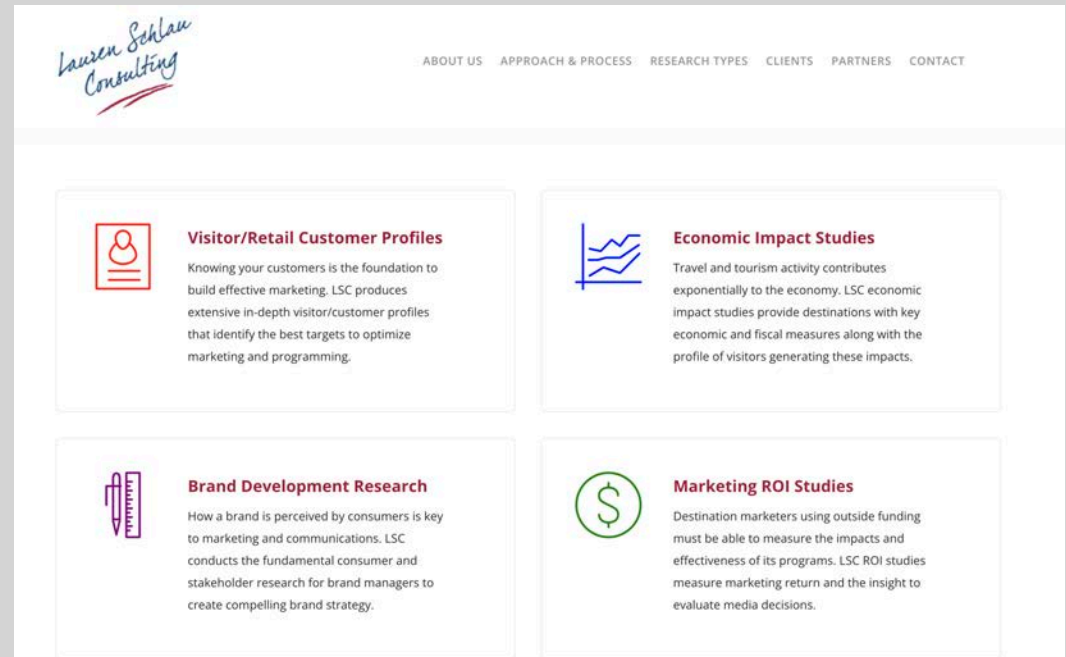
	California Welcome Center	1A Station Place	Total California Welcome Center	GoSoMoCo	JT Event	National Park Fdn	Not Specified	TOTAL
Travel Meals		218.00	218.00					218.00
Travel-Mileage		2,038.98	2,038.98					2,038.98
Utilities								0.00
Telephone & Internet		3,538.50	3,538.50					3,538.50
<b>Total Utilities</b>		<b>3,538.50</b>	<b>3,538.50</b>					<b>3,538.50</b>
Website Hosting & Management		295.00	295.00					295.00
<b>Total Expenses</b>	0.00	137,603.24	137,603.24	240.00	850.00	12,170.96	0.51	150,864.71
<b>NET OPERATING INCOME</b>	0.00	-14,771.41	-14,771.41	-240.00	-850.00	37,829.04	9.99	21,977.62
<b>OTHER INCOME</b>								
Interest Earned				17.05				17.05
<b>Total Other Income</b>	0.00	0.00	0.00	17.05	0.00	0.00	0.00	17.05
<b>OTHER EXPENSES</b>								
Depreciation		14,055.00	14,055.00					14,055.00
<b>Total Other Expenses</b>	0.00	14,055.00	14,055.00	0.00	0.00	0.00	0.00	14,055.00
<b>NET OTHER INCOME</b>	0.00	-14,055.00	-14,055.00	17.05	0.00	0.00	0.00	-14,037.95
<b>NET INCOME</b>	<b>\$0.00</b>	<b>\$ -28,826.41</b>	<b>\$ -28,826.41</b>	<b>\$ -222.95</b>	<b>850.00</b>	<b>\$37,829.04</b>	<b>\$9.99</b>	<b>\$7,939.67</b>

**INCREASE ROOM NIGHTS CALCULATIONS**

Visitor Impacts (2019 Statewide CWC Study)

**Visitor Impacts (2019 Study)**

- 60% of visitors learned something new about the area when visiting a center
- 43% of visitors learned something new about California
- 27% of visitors went on to visit an attraction featured at the center
- 13% of visitors changed their travel plans following a visit to a center
- 11% of visitors extended their stay in California
  - 1.4 extra nights in the area
  - 2.6 extra nights in California



July 1, 2023 — June 30, 2024 Visitors at CWC Salinas: 5091

11% of visitors extended stay in area: 560

by 1.4 extra nights in the area: 784

In 2019, Los Angeles based, Lauren Schlau Consulting was retained by Visit California to provide research data including how many additional room nights are created by a California Welcome Center.

[lsconsult.com](http://lsconsult.com)

## FISCAL YEAR 2024/2025 BUDGET

Tourism Improvement District (TID) within the City of Salinas funding is currently the sole source of the SVTVB operating budget. Tourism Improvement Districts (TIDs) are special assessment districts that allow lodging business owners to support efforts to fund and coordinate tourism marketing. Lodging business owners within the TID fund the TID and funds are used to provide services that benefit the lodging businesses within the TID.

The fiscal budget year is July 1, 2024, to June 2025. As we look forward to Fiscal Year 2024/25, we are presently unable to submit a newly drafted budget for the SVTVB's review and approval. At the time of the publication of this document, the SVTVB had not received the projected TID revenue/collection data from the City on which to base a new budget.

To provide a basic service level, the Welcome Center needs an annual allocation of \$130,000. To construct our budget effectively, the budget needs to be based on a stable revenue source. The Fiscal Year 2023/24 revenues to fund the Welcome Center's operating expenses were approximately \$30K to \$40K less than budgeted due to the City of Salinas's decision to decrease funding allocations. This loss of anticipated funding resulted in a reduction in our ability to meet operational expenses.

With confirmation of an approved allocation to the SVTVB for FY 2024/25, we can provide a board-approved budget to the City. Should the TID-approved distribution for 2024/25 remain unchanged and annual operating expenses continue to experience only incremental increases, the SVTVB anticipates being able to approve a budget that will offer a basic level of services similar to the prior fiscal year. The proposed expansion of the activities and new program initiatives to stimulate the tourism economy depends on the available funding levels, whether TID or other sources such as grants.







June 11, 2024

Don Chapin  
Board of Directors  
California Welcome Center  
1 Station Place  
Salinas, CA 93901

Dear Mr. Chapin,

On behalf of the Monterey County Hospitality Association, I want to thank you and your Board of Directors for your incredible hospitality in hosting our Executive Committee meeting last week.

Our group was very impressed with how well the Welcome Center presented the rich cultural history of Salinas and the Salinas Valley. Each of us learned so much about the important role this area has played, and continues to play, in Monterey County's history - not to mention the history of the entire State of California. This facility does a wonderful job of shining a light on the positive influence agriculture has had on the region's economy and rural way of life. We certainly are "The Salad Bowl of the World."

The Association recognizes the valuable contributions the Salinas Welcome Center is making to enhance the visitor experience in Monterey County. Keep up the good work!

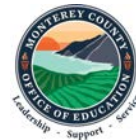
Sincerely,

A handwritten signature in black ink, appearing to read "Stefan Lorch".

Stefan Lorch  
Monterey County Hospitality Association  
2024 Board Chair



P.O. Box 223542 Carmel, CA 93922 | (831) 626-8636 | info@mcha.net | mcha.net



**MONTEREY COUNTY**  
OFFICE of EDUCATION

**Dr. Deneen Guss**  
County Superintendent of Schools

April 16, 2024

To: Whom It May Concern:

Re: Support for the Salinas Valley Tourism and Visitor Bureau (SVTVB)

Regional heritage tourism has great promise for expanding the economic diversity of our counties. One of the champions of new programs addressing this potential for expanding economic opportunities, especially in Salinas and the Salinas Valley, is the organization, Salinas Valley Tourism and Visitor Bureau SVTVB. The Monterey County Office of Education (MCOE) supports the mission and work of this organization. It is our hope that you will support the SVTVB's work as they build a brighter economic future for our region.

MCOE supports the work of the Salinas Valley Tourism and Visitor Bureau. SVTVB, has built a unique regional heritage center in the heart of Salinas. The SVTVB is leading the effort to develop a regional appreciation of the richness of its heritage stories. Working with important partners such as the National Parks Service and the University of California Berkeley, the future for economic development around programs that will promote history, agritourism, education and community engagement, is exciting. Please consider supporting the important work ahead.

MCOE understands the value of providing our region with opportunities for programs that promote heritage tourism and tourism opportunities based on our rich natural resources. SVTVB needs your support to move forward with innovative programs that will develop the programs that are needed to maximize the benefits of our regional history and resources.

SVTVB's Regional Heritage Center, in the historic heart of Salinas, has provided opportunities for ongoing school tours, special community events and a gathering place for people to learn about the rich heritage stories of our region. This work, in partnership with the stakeholders of the surrounding historic properties, University of California Berkeley, the National Parks Service and like-minded preservationist organizations, are building an asset of regional importance. With this work, they are working to expand educational opportunities, recreational programs, and building a regional diverse economy that is built on heritage tourism. MCOE supports the work of this group and asks that you recognize the value of the SVTVB and support it as well. Thank you so much for your consideration.

Sincerely,

*Deneen Guss*

Deneen Guss, Ed.D., Monterey County  
Superintendent of Schools

901 Blanco Circle Post Office Box 80851 Salinas, California 93912-0851 [www.montereycoe.org](http://www.montereycoe.org)  
Salinas: 831.755.0300 Monterey: 831.373.2955 Fax: 831.755.6473



## United States Department of the Interior

Juan Bautista de Anza National Historic Trail  
440 Civic Center Plaza, Suite 300 | Richmond, CA 94804  
(415) 920-3901 | [www.nps.gov/juba](http://www.nps.gov/juba)  
Christopher\_Bentley@nps.gov



IN REPLY REFER TO:

Craig Kaufman  
Executive Director  
Salinas Valley Tourism & Visitors Bureau  
8305 Prunedale North Road, #7  
Salinas, CA 93907

Dear Mr. Kaufman,

This letter states support for the Trails & Rails program, a collaborative partnership between Amtrak and the National Park Service (NPS). Juan Bautista de Anza National Historic Trail (Anza Trail) is identified in the agreement between Amtrak and NPS as the program manager for the Coast Starlight route between Santa Barbara and San Jose.

The Coast Starlight route follows sections of the 1775-1776 Anza Expedition route and provides an opportunity for trained volunteer docents to connect with passengers through interpretive programming onboard the train. Docents tell the history of Spanish colonization and also provide information about local attractions and travel itineraries.

The Anza Trail Trails & Rails program began in 2003. It has been going strong with the support of volunteers for over 20 years. In the pre-pandemic era, an average of 30 docents were taking over 200 trips on the Coast Starlight between May and September each year, engaging with nearly 40,000 passengers. Activity waned between 2020 and 2023, however the program has seen increased participation in volunteer numbers and hours, and more trips are scheduled for the 2024 season.

Thank you for your support in 2023, and for your vision and the interest you share in the future of the Anza Trail through the Salinas Valley. We see potential for the Trails & Rails program in Salinas. There are opportunities to connect with the community and provide opportunities for local volunteerism and increased awareness of the Anza Trail and NPS.

Sincerely,

Christopher Bentley  
Interpretation, Education, and Volunteer Program Manager  
Juan Bautista de Anza National Historic Trail  
National Park Service



May 17, 2024

To Whom it May Concern:

I am writing on behalf of Taylor Fresh Foods, headquartered in downtown Salinas, CA, to express our support for the Salinas Valley Welcome Center and Visitor Bureau. We fully endorse the goals and initiatives of the center, and believe they are pivotal to the development and prosperity of our region.

The mission of the Salinas Valley Welcome Center and Visitor Bureau is multi-faceted:

- They lead community efforts in creating economic development through the promotion of tourism in the tri-county region of Monterey, Santa Cruz and San Benito.
- Their work supports a wide range of local businesses, from hotels and restaurants to retail shops and service providers, thereby creating jobs and fostering economic growth, which benefits all residents.
- Also, the Bureau serves as a heritage center, preserving, displaying and educating the communities and public about the rich heritage of the Salinas Valley and its surrounding areas. The role of the Salinas Valley Welcome Center is crucial in maintaining and celebrating our cultural and historical identity and enhances community pride.

I encourage the support and financial backing of the Salinas Valley Welcome Center and Visitor Bureau. Their continued success depends on this support, which enables them to carry out their mission effectively and sustain their contributions to our community.

Thank you for your consideration.

Sincerely,

Bruce Taylor  
Chairman & CEO

**Taylor Fresh Foods, Inc.** 150 Main Street, Suite 400 • Salinas, CA 93901  
Main Office (831) 754-0471 • Main Fax (831) 754-0473

## Alliance of Monterey Area Preservationists



*To Educate the community about the value of recognizing, preserving, securing, and displaying the Monterey area's historic assets for public benefit.*

*To Support activities which interpret and share the Monterey area's rich cultural heritage with residents and visitors.*

*To Encourage residents to be advocates for ideas, programs and plans which contribute to the understanding of the Monterey area's cultural, ethnic, artistic, and architectural legacy.*

May 2, 2024

SUBJECT: Support for the Salinas Valley Tourism and Visitor Bureau (SVTVB)

To: Whom It May Concern:

The Alliance of Monterey Area Preservationists, AMAP, is writing to express our organization's support for the work of the Salinas Valley Tourism and Visitor Bureau. Our organizational mission and the work of the SVTVB are complimentary and as both organizations work collaboratively, much can be accomplished to achieve our missions.

**To Educate:** Throughout the school year, the SVTVB is an educational partner along with the other historic properties at Station Place, Salinas, in providing school tours of their regional heritage displays in the California Welcome Center. The exhibits at the Center tell the story of how the railroad helped the region, become an agricultural economic hub and grow to become the County seat. The Center's exhibits are an engaging means to educate residents and visitors to a portion of Monterey County history that is often underrepresented.

**To Support:** The Center has become a meeting place for many groups who are working to support preservation efforts, expand the economic opportunities through heritage tourism, and work together on common goals. Collaborations with groups include the stakeholders at Station Place museums, National Park Service, U.C. Berkeley, the Museum Roundtable Group, AMTRAK, Ag Knowledge, the Farm Bureau, the Salinas City Center Group, the Asian Cultural Experience, and many more groups and individuals.

**To Encourage:** SVTVB is acting as a catalyst for the design of new programs that will promote knowledge of, and appreciation of, the rich cultural heritage of Monterey County. A key partnership with U.C. Berkeley School of Urban Design will help guide the development of these programs.

On behalf of the AMAP Board of Directors, we are glad to share our support for the work of the SVTVB. As organizations and individuals come together to value and preserve the historic resources of Monterey County we will make a difference.

Respectfully,

*Mimi Sheridan*

Mimi Sheridan, President

Alliance of Monterey Area Preservationists

4/9/2024

To Whom It May Concern,

The Salinas Valley Tourism and Visitor Bureau's SVTVB Regional Heritage Center in the historic heart of Salinas, has provided opportunities for ongoing school tours, special community events and a gathering place for people to learn about the rich heritage stories of our region. Their collaboration with the stakeholders of the surrounding historic properties, University of California Berkeley, the National Parks Service and like-minded preservationist organizations, are building an asset of regional importance. They are expanding educational opportunities, recreational programs, and building a regionally diverse economy that is built on heritage tourism. I applaud the efforts of this group and I ask that you recognize the value of the SVTVB and support it as much as possible.

Regards,

Michael Mazgai

Monterey History & Art Association Board Member



## The Steinbeck House

*Operated by the Valley Guild, a Non-profit Corporation*

*Listed on the National Register  
of Historic Places*

132 CENTRAL AVENUE • SALINAS, CA 93901 • 831-424-2735 • FAX 831-757-5806

April 15, 2024

Monterey County Board of Supervisors  
168 W. Alisal St.  
Salinas, CA 93901

Re: Support for the Salinas Valley Tourism and Visitor Bureau (SVTVB)

To: Whom It May Concern

The mission of the Salinas Valley Tourism and Visitor Bureau is to lead community efforts in creating economic development through the promotion of tourism for the tri-county region of Monterey, Santa Cruz, and San Benito, as well as surrounding areas.

To continue the mission of the Salinas Valley Tourism Bureau, there is a critical need for funding. The Steinbeck House has collaborated on many high-profile community events at the Bureau and has seen first-hand the very positive impression that the Bureau and its programs make on all visitors and attendees. The Valley Guild, operators of the Steinbeck House Restaurant and the Best Cellar Gift Shop and Book Store, steadfastly supports the work of the Bureau and its mission to inform and inspire visitors to the tri-county area. We serve lunch and high tea to visitors from around the world and we confidently urge them to visit the Visitors Bureau to learn more about our area. The feedback is consistently positive.

The work of the Bureau to encourage tourism in the Salinas Valley and surrounding areas is key to the vital economic development that will benefit all residents. We urge you to approve a fair share of the available funds for this important community asset.

Sincerely,

Valley Guild Board of Directors  
Kathleen Kulper, President



뉴스

프로그램

온라인콘텐츠

이용자 참여

은 에어\* 모바일서비스

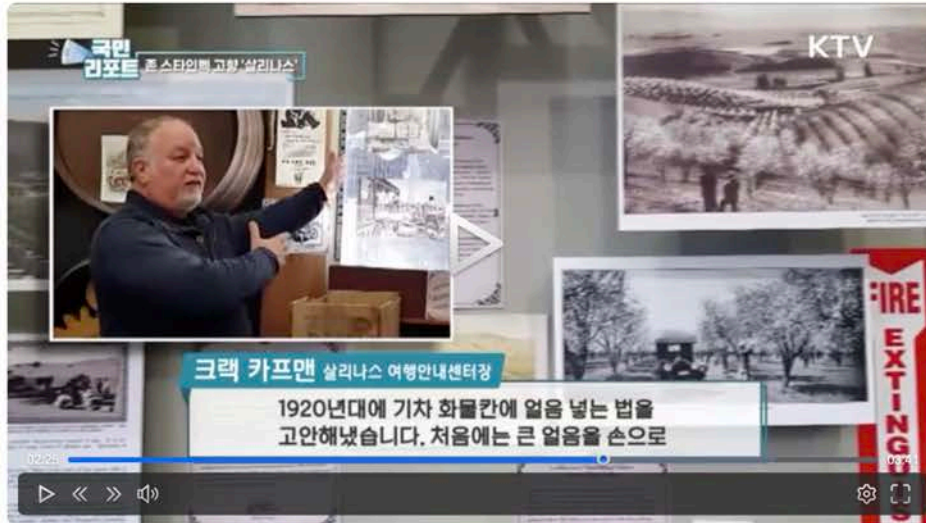
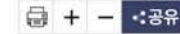
정책 문화/교양 보도 특집 종영



국민리포트 월~금요일 11시 50분

### 미국 살리나스, 농업·관광 도시로 성장

등록일 : 2023.01.11



조회수: 592 회



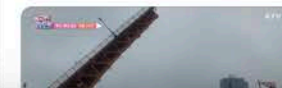
23

넓은화면 팝업보기 전체 영상보기

#### 프로그램내 인기영상

- 부산 영도대교 개  
통 90년, 관광명...
- 대구 치맥 페스티  
벌 성황, 100만 ...
- 하루에 12시간 돌  
봄, 영유아 교육...
- 물 단식 다이어트  
유행, 건강 부작...
- 성인 학습자 건강  
돕는 대학 '건강 ...

#### 정책분류 인기영상



### PROMOTION

Korea TV set up an interview with our Executive Director to discuss how agriculture took hold in our region. The translated headline reads, "Salinas, USA grows as an agricultural and tourism city."

## Speaker Robert Rivas pays a visit to the California Welcome Center to learn about a new vision of tourism in the Salinas Valley.

Pam Marino Oct 26, 2023 0 3 min to read



Speaker of the Assembly Robert Rivas (center) was part of a tour led by Craig Kaufman (right), founder and executive director of the Salinas Valley Visitors and Tourism Bureau, at the California Welcome Center in Salinas. Former congressman Sam Farr (left) is a member of the bureau's board of directors. Photo by Pam Marino.



At one point, Rivas asked how the center and the bureau's efforts were being funded. Two ways, Kaufman said. Operations are funded by money collected through the Monterey County Tourism Improvement District from hotel stays. The exhibits inside the center were paid for through the board's fundraising efforts.

"So no state support?" Rivas asked. "Not yet," a woman chimed in, to much laughter. It was not lost on anyone in the room that Rivas has the influence in Sacramento to direct money their way.

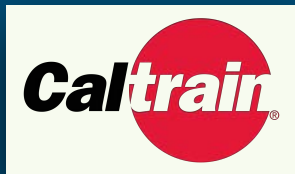
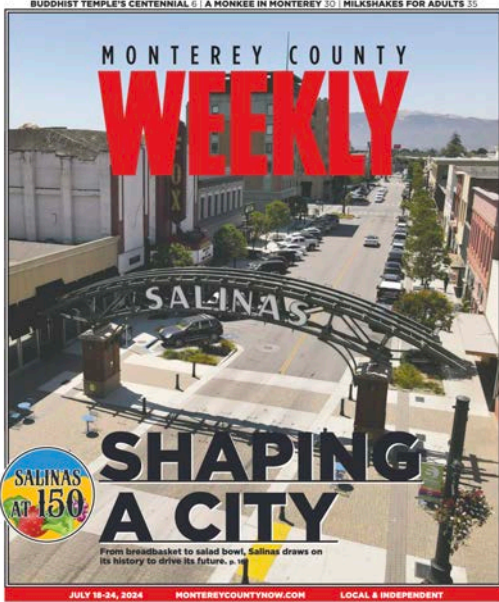
As for the Valleys of Anza plan, Rivas immediately grasped the concept, connecting it to how others in the state have successfully developed agritourism attractions and thinking ahead to how to spread the word.

"You know who we should show this to—Adam Schiff," Rivas said, referring to the Democratic congressman from Burbank who also happens to be running for U.S. Senate. Schiff is going to be in the area in the next couple of weeks, Rivas said, along with members of the state Legislature.

Part of the exhibit at the Welcome Center is a display all about the San Juan Valley, which includes the town of Tres Pinos, where Rivas grew up in farmworker housing with his family. Rivas lingered at the display, looking fondly at the photos, including a historical photo of the Paicines General Store. "I grew up a half-mile from that store," Rivas said.

It's Rivas' rural background that allows him to understand the needs of the state's agricultural regions, and it showed this morning in Salinas. It could mean everything to the region's economic future, including the future of tourism in the Salinas Valley.

By the way, if you've never been to the California Welcome Center, I recommend a visit. The current "Postcards, Passengers and Produce" exhibit detailing how the Southern Pacific Railroad contributed to creating the Salad Bowl of the World is interesting and informative, and you'll come away with a better understanding of not just the Salinas Valley but the entire county and surrounding region—the place that we call home.



Craig Kaufman of the California Welcome Center - Salinas points out some of the marketing used by Southern Pacific Railroad to draw people from across the country to Salinas after the company opened a depot there in 1873. The depot was key in creating a successful foundation to the growing city.

## On Track

THE RAILROAD MADE SALINAS WHAT IT IS TODAY. ITS FUTURE WILL BE SHAPED BY IT AS WELL.

By Pam Marino

*"The march of Salinas City is still onward, and it will be until the town grows into a large city. There is not an inland town in the State of California with prospects better than this. The railroad will soon be in its borders and is destined to be the county seat of one of the largest and soon richest counties on the coast. Salinas in five years, will be unlike the city of today. It will be to this valley what San Jose is to Santa Clara Valley."*

Salinas City Index, July 12, 1872

If things had gone Juan Bautista Castro's way, the area of Castroville he founded in 1863 might have become a center of commerce and government for Monterey County, similar to what the *Salinas City Index* later foretold for Salinas. But for all Castro's maneuverings and planning, it was not to be. Castro offered the Southern Pacific Railroad a reduced price on land for a depot. Eugene Sherwood in Salinas City offered the land for free. The die was cast for Salinas' future.

"Anybody who was given a depot by Southern Pacific was guaranteed that their city would flourish," says Craig Kaufman, founder and director of the Salinas Valley Tourism & Visitors Bureau.

He runs the California Welcome Center - Salinas, located inside what was the original train station, a board and batten redwood structure completed on Jan. 4, 1873. The Welcome Center, located near downtown within what is now called the Salinas Intermodal Transit Center, is home to a detailed display called "Postcards, Passengers and Produce; The Story

of How Southern Pacific Company Created the Salad Bowl of the World."

With a railroad contract secured, Salinas was able to finagle the county seat away from Monterey in 1872—Kaufman says some "horse trading" took place—the same year Southern Pacific tracks arrived. In 1874, Salinas officially incorporated as a city, the first area in the county to incorporate, 15 years before Pacific Grove (1889) and 16 years before Monterey (1890).

At the time, the Salinas Valley was engaged in dry farming, mostly wheat. The valley was known as the "Breadbasket of California," Kaufman says. The train was the most efficient way to transport sacks of the grain out of the county.

Once the train and irrigation were established, the valley transitioned to row crops and dairy. By 1925, Monterey County was a leading exporter of dairy, with 400 dairies and over 25,000 cows being milked. The milk was mainly evaporated and shipped out by train.

"It was really the relationship between the types of agricultural products we were growing and the fact we



Race and Resilience in an Agricultural City by local author Carol Lynn McKibben, lettuce exports allowed Salinas to prosper, even through the Great Depression. Salinas' lettuce income rose from \$9.6 million in 1919 to \$11 million in 1930. Today lettuce continues to be the top crop in Monterey County: The 2023 crop report showed that head lettuce and leaf lettuce combined equaled \$1.3 billion, out of a total of \$4.4 billion in gross value for all crops.

had this infrastructure called Southern Pacific that allowed our products to reach other parts of the nation," Kaufman says. "And by 1921, with the introduction of putting ice on the boxcars, that was the game-changer for Salinas."

With refrigeration inside what were called reefer cars, row crops became more profitable and the valley pivoted away from dairies and crops that needed no refrigeration, like the sugar beets that Claus Spreckels grew. (Spreckels built his own narrow gauge railroad from his farm in Spreckels to his sugar plant in Watsonville.)

The original train station in Salinas was replaced with a new station next door in 1905. The old station was turned into a freight building. "At the height of its usage about 50 percent of everything grown in the Salinas Valley was coming through this building," Kaufman says. At one point, 49,000 boxcars of perishable produce were being shipped annually from Salinas, making the valley one of Southern Pacific's largest clients. By 1963, 1 million boxcars of iceberg lettuce had left from the Salinas depot.

"It just goes to show you that symbiotic relationship we had with the railroad company," Kaufman says.

According to *Salinas: A History of*

"It absolutely shaped the city," Kaufman says of the railroad, which is now owned by Union Pacific.

The Monterey County Rail extension is now planned for Caltrain commuter passenger service between Gilroy and Salinas, connecting passengers all the way to San Francisco. The project could be completed in 2026.

The extension will usher in a new era for Salinas and the region, with the potential to remove vehicles off of a congested Highway 101 during commute times. Travel by rail is considered one of the greenest forms of transportation—trains emit the least amount of greenhouse gasses compared to other forms of travel.

The number of passengers using the Salinas station have been steadily declining, according to data from the Rail Passengers Association. It dipped precipitously during the pandemic, with only 7,433 passengers in 2021, down from approximately 20,000 annually in the preceding years. In 2022 it was at just over 16,600.

Kaufman foresees a change, with passenger numbers climbing once again, more than 150 years since the first train pulled up alongside the Salinas depot. "It's definitely going to make a comeback," he says. ✦

Top right: The first map of Salinas was a charcoal drawing created in 1875 when the population was approximately 800 people. It shows the original train depot in the lower right corner, currently home to the Welcome Center. Below: Salinas' first train depot in 1910. The first connected phone call in the city took place inside the depot in 1878. The call was between the depot and the Abbott House, today the site of the Taylor Farms Building on Main Street.



JULY 18-24, 2024 MONTEREY COUNTY WEEKLY 17

COURTESY OF THE SALINAS VALLEY TOURISM AND VISITORS BUREAU

www.montereycountynow.com





**Class XVI - 2024**  
**Session Two – Heritage of Ag**  
**Friday, April 26, 2024**

**Location:** Monterey County Historical Society – 333 Boronda Road, Salinas

- 7:30 a.m.      **Class members arrive for Coffee and breakfast**
- 7:45 a.m.      **Welcome – James Perry, Executive Director, Monterey County Historical Society**
- 8:00 a.m.      **History, Culture and Heritage - A Look at our Past - “Growing Eden”**
  - **Meg Clovis, Former Cultural Affairs Manager, Monterey County Parks**
- 9:00 a.m.      **Break – good time to check messages**
- 9:15 a.m.      **“Faces of Ag” – Interview with Chris Bunn Sr with Dr. Marylou Shockley**
- 10:00 a.m.     **Tour Boronda Adobe, Weeks House, Bunkhouse, Archival Vault and bookstore**
- 12:00 p.m.     **Lunch at MC Historical Society**
- 12:45 p.m.     **Board Bus to Salinas Valley Travel & Tourism Welcoming Center – 1 Station Place, Salinas**
- 1:00 p.m.      **Tour Salinas Valley Travel & Tourism Welcoming Center – *Craig Kaufman, Executive Director and Sam Farr, Former US Congressman***
- 2:00 p.m.      **Board Bus to Chinatown (park at Buddhist temple)**
- 2:15 p.m.      **Chinatown: Knowing the History of Salinas Chinatown through the view of the Present - Understanding Culture.**
- Buddhist Temple: Overview of Chinatown Renewal Plan; History of Labor and Immigration, and the organization: Asian Cultural Experience (ACE)**
  - **Larry Hirahara, Past President of the Buddhist Temple of Salinas**



### CITY OF SALINAS 150th CELEBRATION

April 6, 2024 — “A Journey Through Time”, 150th Celebration Kick-Off Event at the Regional Heritage Center / California Welcome Center. An event partnership of the City of Salinas, the Regional Heritage Center, and the Heritage Park Stakeholders.

Attendees (L-R) — Monterey County Supervisor Luis Alejo, Salinas Councilmember Steve McShane, Congressman Sam Farr, Salinas Councilmember Orlando Osornio, Senator Anna Caballero, Speaker Robert Rivas, Salinas Mayor Kimbley Craig.



This artwork by John Cerney was created for the Monterey Regional Airport Ag Display, commissioned by the Monterey County Farm Bureau. The artwork is titled Lilia and is based on Lilia Serrato, pictured here with Supervisor Alejo, who worked at Secondo Farms off River Road. Lilia Serrato, and their family have lived and worked at Secondo Farms since the early 1990s.



Wrapped in history, serendipity, artwork...

NEWS > HISTORY

SUBSCRIBER ONLY

# Wrapped in history, serendipity, artwork acquired by Salinas Valley Tourism and Visitors Bureau

Two Granizo tile murals depicting ties to Juan Bautista de Anza now in regional heritage museum in Salinas



The two Granizo tile murals now displayed in the California Welcome Center and Salinas Valley regional heritage museum in Salinas. The left mural depicts the artist as a boy showing his drawing of Juan Bautista de Anza during an assignment at the Catholic school he attended. The right mural depicts the artist as a man who was part of the delegation that reinterred Anza's remains in a marble sarcophagus Granzino designed. (James Herrera/Monterey Herald)



By JAMES HERRERA | [jherrera@montereyherald.com](mailto:jherrera@montereyherald.com) | Monterey Herald  
PUBLISHED: March 9, 2024 at 6:53 a.m. | UPDATED: March 9, 2024 at 7:03 a.m.

In 2023, the SVTVB acquired two ceramic tile murals produced by internationally famous artist Guillermo Wagner Granizo. His massive mural on Pacific Street in Monterey tells the historical story of Monterey. The two murals installed in the Heritage Center are pictorial renderings of Granizo's association with Juan Bautista De Anza, which includes his work to reinter the remains of De Anza from the floor of a church in Sonora, Mexico. For visitors to the CWC, this acquisition will be a unique exhibit within the De Anza Trail exhibit area that is contemplated for an expansion into the remaining footprint of the Southern Pacific Freight Building.



COMMUNITY

# Salinas City Regional Heritage Center Honors Joanne Taylor

An evening to honor Joanne Taylor for her lifelong dedication to our community and her role in creating the new Heritage Center at the California Welcome Center was held on February 23, 2023.

A small ensemble featuring YOSAL's (Youth Orchestra Salinas) premier students and faculty members performed for the Taylor family with close friends in attendance. YOSAL is a non-profit organization committed to social change in our youth and communities through the inspiration, discipline, and performance of classical and ensemble music.

The new Heritage Center is in the oldest surviving commercial building in Salinas. The historic Southern Pacific Depot was built in 1872 and opened to the public on January 4, 1873. The Heritage Center features an exhibit titled "Post Cards, Passengers and Produce — The Story of How Southern Pacific Company Created the Salad Bowl of the World". The Center is in the Intermodal Transit Center of downtown Salinas, near the Amtrak Station. The Salinas Valley Tourism and Visitors Bureau (SVTVB) are the proud stewards of this piece of California history.

The SVTVB mission is to lead community efforts in creating economic development through the promotion of tourism for the tri-county region of Monterey, Santa Cruz and San Benito, as well as surrounding areas.

A special thank you to 1st Capital Bank, Don and Barbara Chapin Foundation, Church Brothers Farms and CLA (CliftonLarsonAllen) for the event festivities. ☺



1). Warren Wayland and Susan Merrill. 2). (l to r) Linda Taylor, Bruce Taylor, Joanne Taylor, Carrie Taylor. 3). Ted Englehorn and Joanne Taylor. 4). Butch Lindley and David Gill. 5). Karen Fano and Steve Church. 6). Members of YOSAL.



## ADOPTED CITY OF SALINAS POLICIES THAT SUPPORT HERITAGE TOURISM

Vision Salinas - Guiding Principles

021e72\_203fa5d6124842308b82d1626ba705ea.pdf (filesusr.com)

Adopted in 2019, to inform General Plan 2040 Update

Guiding Principles include: "A Community to Celebrate:

A City that celebrates, promotes, preserves and honors the diversity, history, art, and culture of its community...

- Celebrate the City's history, the architecture of its buildings, the diverse cultures of its people, and its rich immigrant history.
- Foster a sense of place by encouraging community driven transformation, initiating themed districts, and by building upon existing neighborhood identity."

Economic Development Element of the General Plan

Online - ede\_volume1.pdf (cityofsalinas.org), and COVER\_Vol II.ai (cityofsalinas.org)

Adopted by City Council with certification of EIR for CEQA compliance

Goals, Policies, and Actions for Land Use -

Page 2.26 - Policy ED-LU-1.14 – Promote the creation of destination-based and identifiable place-themed districts within the community for agriculture, business and technology, marketplace/shopping activities, tourism, entertainment, recreation, food and wine, cultural, and historic resources.

Action LU-1.14.1 – Identify place-themed districts and neighborhoods within the City. Promote and market those place-themed districts as hubs for specific themed activities to serve the community, attract complementary development and investment to enhance the City's economic base, and create community identity and sense of belonging

Goals, Policies and Actions for Retail, Entertainment, and Tourism:

Page 2.38: Policy ED-RET-1.1 – The City will continue to invest in promoting the City's history, cultural diversity, and positive attributes of the community, focusing on safety, jobs, and health.

Action RET-1.1.2 – Market Salinas' existing attractions (e.g. National Steinbeck Center, Steinbeck House, First Mayor's House, Railroad Museum), historic resources and events (e.g. Rodeo, Sports Complex, Airshow, etc.) and visitor serving areas (e.g. Kern Street, Laurel/101 and John/101) with regional tourist attractions and events to integrate Salinas into the tourism menu or market place, including agriculture and wine tourism.

Page 2.40 - Policy ED-RET-3.1 – Target sites for attracting diverse retail, entertainment, and tourism destinations.

Action RET-3.1.3 – Consistent with Policy LU-1.14, create place themed districts within the City to help unite the City around various themes that create an identity and attract residents and visitors to place-themed areas. Representative district themes could include:

- Wine/food districts
- Entertainment districts
- Recreation/sports districts
- Cultural district

Marketplace districts (e.g., intermodal transportation center, Chinatown, Alisal Marketplace)

- Shopping districts
- Historic district(s)

ITC area identified as Economic Opportunity Area (Q) – TOD Rail Infill

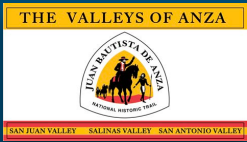
Downtown Vibrancy Plan

- dsvp\_01\_theroadtovibrancy\_03102015\_0.pdf (cityofsalinas.org)
- Approved by City Council March 17, 2015
- MOU with MST and TAMC for Intermodal Transportation Center (ITC) master plan
- Shows connection of ITC to rest of downtown





[cwcsalinas.org](http://cwcsalinas.org)



[ValleysofAnza.org](http://ValleysofAnza.org)



[soulofca.org](http://soulofca.org)



**SALINAS VALLEY TOURISM & VISITORS BUREAU**

**1 Station Place, Salinas, CA 93901**

**831-261-3430**

**[craig@svtvb.org](mailto:craig@svtvb.org)**

