

**Santa Cruz County Community Leadership Visit  
Monterey County  
November 16-17, 2022**

Thank you to our sponsors, City of Santa Cruz, Bay Federal Credit Union, Kaiser Permanente, Poly, The Dream Inn, Cabrillo College, Santa Cruz County Bank, 90.3 KAZU, Swenson, 1st Capital Bank, NDC and Santa Cruz/Monterey Bay Signs.

We wanted to express our appreciation for the variety of Monterey County site visits, hotel accommodations, and meal services at: Joby Aviation, Monterey One Water, Shea Homes (Marina), The Farm Restaurant & Deli, 831 Cheese Shop, CSUMB, Monterey Plaza Hotel and Spa, Tarpys Roadhouse, Monterey Regional Airport, Central Coast Community Energy, Rancho Cielo, Transportation Agency Monterey County (TAMC) and Downtown Salinas Center Mixed use development.

And finally, a special shout out to the staff at BTF Enterprises, Inc. for all their office support from registration to event planning and management.

**Trip Agenda (tentative visit times subject to change)**

**Wednesday, November 16, 2022**

- (10:15 am — 11:30 am) — Joby Aviation, 761 Neeson Road, Marina, CA 93933 <https://www.jobyaviation.com>
- (11:30 am — 12:15 pm) — Networking Break at a Coffee/ Refreshment stop (TBD)
- (12:30 pm — 1:30 pm) — Monterey One Water Treatment Facility 14811 Del Monte Blvd., Marina, CA 93993 <https://montereyonewater.org>

- (2:30 pm — 3:15 pm) — Shea Homes Housing Construction project site visits 260 9th Street, Marina, CA 93933
- (3:30 pm — 4:30 pm) — CSUMB site visit on campus 5108 Fourth Avenue, Marina CA 93933 <https://csumb.edu>
- (4:30 pm — 5:00 pm) — Travel to Monterey Plaza Hotel and Check-in, 400 Cannery Row, Monterey, CA 93940  
<https://montereyplazahotel.com>
- (5:00 pm — 6:15 pm) — Free time for refreshing-up and catch-up with work related item
- (6:30 pm — 8:00 pm) — Travel to Reception and Dinner at [Tarpy's Roadhouse](#)

#### **Thursday, November 17, 2022**

- (8:45 am) — Depart Monterey Plaza Hotel (hotel lobby) for Monterey Airport
- (9:00 am — 10 am) — Monterey Airport Breakfast & Networking, 200 Fred Kane Dr., Monterey, CA 93940 <https://www.montereyairport.com>
- (10:30 am — 11:15 am) — Central Coast Community Energy 70 Garden Court, Suite 300, Monterey CA 93940 <https://3cenergy.org> (visit TBD)
- (11:30 am) — Travel to Rancho Cielo, 710 Old Stage Road, Salinas, CA 93908 <https://www.ranchocieloyc.org/about-rancho-cielo>
- (12:00 pm — 1:15 pm) — Tour and Lunch at Rancho Cielo
- (1:30 pm — 2:00 pm) — Networking and Travel time
- (2:00 pm — 3:00 pm) — Transportation Agency for Monterey County (TAMC) 11 Station Pl, Salinas, CA 93901 <https://www.tamcmonterey.org>
- (3:15 pm — 4:00 pm) — Visit Mixed-Use project in Downtown Salinas City Center at 301 Main Street, Salinas, CA 93901
- (4:00 pm — 5:00 pm) — Return Trip to Cabrillo College Lot L

2022 CLV Travel Group

LAST	FIRST		Email Adress (optional)
Beyer	Casey	Santa Cruz Chamber	<a href="mailto:casey.beyer@santacruzchamber.org">casey.beyer@santacruzchamber.org</a>
Myers	Diane	1st Capital Bank	<a href="mailto:diane.myers@1stcapitalbank.com">diane.myers@1stcapitalbank.com</a>
McGovert	Catrenia	Dream Inn	<a href="mailto:cmcgovert@dreaminnsc.com">cmcgovert@dreaminnsc.com</a>
DeBernardo	Angelo	SCCB	<a href="mailto:adebernardo@sccountybank.com">adebernardo@sccountybank.com</a>
Whatley	Melissa	UCSC	<a href="mailto:mwhatley@ucsc.edu">mwhatley@ucsc.edu</a>
Caddes	Darrin	Poly	<a href="mailto:darrin.caddes@poly.com">darrin.caddes@poly.com</a>
Lipscomb	Bonnie	City of SC	<a href="mailto:blipscomb@cityofsantacruz.com">blipscomb@cityofsantacruz.com</a>
Brunner	Sonja	Downtown Association	<a href="mailto:operations@downtownsantacruz.com">operations@downtownsantacruz.com</a>
Erickson	Doug	SCW	<a href="mailto:derickson@santacruzworks.org">derickson@santacruzworks.org</a>
Rebecca	Unitt	City of SC	<a href="mailto:runitt@cityofsantacruz.com">runitt@cityofsantacruz.com</a>
Elliott	Tony	City of SC	<a href="mailto:telliott@cityofsantacruz.com">telliott@cityofsantacruz.com</a>
Lee	Butler	City of SC	<a href="mailto:lbutler@cityofsantacruz.com">lbutler@cityofsantacruz.com</a>
Huffaker	Matt	City of SC	<a href="mailto:mhuffaker@cityofsantacruz.com">mhuffaker@cityofsantacruz.com</a>
Willis	Suzanne	Second Harvest	<a href="mailto:suzanne@thefoodbank.org">suzanne@thefoodbank.org</a>
Brooks	Yvette	Your Future is Our Business	<a href="mailto:brooksforcitycouncil@gmail.com">brooksforcitycouncil@gmail.com</a>
Foster	Joe	KP	<a href="mailto:joseph.d.foster@kp.org">joseph.d.foster@kp.org</a>
Fischer	Duf	Santa Cruz Chamber	<a href="mailto:duf_fischer@yahoo.com">duf_fischer@yahoo.com</a>
Lukina	Morgan Lyng	David Lyng Real Estate	<a href="mailto:morganlyng@davidlyng.com">morganlyng@davidlyng.com</a>
MacNeil	Jocelyn	KAZU	<a href="mailto:jmacneil@kazu.org">jmacneil@kazu.org</a>
Panno	Kelisy	KAZU	<a href="mailto:kpanno@kazu.org">kpanno@kazu.org</a>
Detlefs	Peter	County of SC	<a href="mailto:peter.Detlefs@santacruzcounty.us">peter.Detlefs@santacruzcounty.us</a>
Rodriquez	Annabelle	Cabrillo College	<a href="mailto:abrodrig@cabrillo.edu">abrodrig@cabrillo.edu</a>
Fabos	Kristin	Cabrillo College	<a href="mailto:krfabos@cabrillo.edu">krfabos@cabrillo.edu</a>
Western	Emma	Soquel Cr. Water Dist.	<a href="mailto:emmaw@soquelcreekwater.org">emmaw@soquelcreekwater.org</a>
Mow Schumacher	Melanie	Soquel Cr. Water Dist.	<a href="mailto:MelanieS@soquelcreekwater.org">MelanieS@soquelcreekwater.org</a>
Oatley	Robert	City of SC Fire Dept	<a href="mailto:roatey@cityofsantacruz.com">roatey@cityofsantacruz.com</a>
Shields	Tim	City of SC Fire Dept	<a href="mailto:tshields@cityofsantacruz.com">tshields@cityofsantacruz.com</a>
Birkhofer	Carrie	Bay Fed	<a href="mailto:cbirkhofer@bayfed.com">cbirkhofer@bayfed.com</a>
Weiss	Rick	Bay Fed	<a href="mailto:rweiss@bayfed.com">rweiss@bayfed.com</a>
Bristow	Jessie	Swenson	<a href="mailto:jbristow@swenson.com">jbristow@swenson.com</a>
Browder	Keisha	United Way	<a href="mailto:kbrowder@unitedwaysc.org">kbrowder@unitedwaysc.org</a>
McKnight	Sheila	UCSC	<a href="mailto:smmcknig@ucsc.edu">smmcknig@ucsc.edu</a>
Chris	Frost	Cruzio	<a href="mailto:cfrost@cruzio.com">cfrost@cruzio.com</a>
Chris	Neely	Lookout Santa Cruz	<a href="mailto:chris@lookoutlocal.com">chris@lookoutlocal.com</a>
Smith	Alan	Grunsky Law	<a href="mailto:aismith@grunskylaw.com">aismith@grunskylaw.com</a>

The CLV program and travel plan and sites visits

Their story



Joby Aviation — <https://www.jobyaviation.com/about/> Redefining Possible, Today the Joby team of more than 1000 passionate engineers, experts, and leaders are all focused on bringing their pioneering vision to life. They're developing a world-class manufacturing facility in Marina, CA and have offices and workshops in Santa Cruz, San Carlos, Washington DC and Munich, Germany.

2009 The Beginning: Day and Night a small team of seven engineers worked out of "the Barn" their workshop in the mountains above Santa Cruz. They explored the frontiers of technologies like electric motors, flight software and lithium-ion batteries — engineering almost every component the ground up.

2012 NASA Partnership: Beginning in 2012, Joby was selected to collaborate with NASA on several groundbreaking electric flight projects, including the X-57 and LEAPTech.

2015 Subscale Demonstrator: After many years of subscale testing and analysis, they arrived at their current configuration and flew subscale technology demonstrator for the first time.

2017 Full-Scale Demonstrator: Their first full-scale demonstrator took to the skies in 2017.

2019 Pre-Production Prototype: In 2019, their pre-production prototype began a rigorous flight testing program.

2019 Working Alongside Toyota: As well as becoming a strategic investor in Joby, Toyota has deployed dozens of engineers to work shoulder-to-shoulder with their team, lending their expertise on factory layout, manufacturing process development and high-volume production.

2020 Achieving U.S. Airforce Approval: Joby became the first eVTOL company to receive airworthiness approval from the U.S. Airforce in December 2020. Flying their aircraft on-base and having access to government testing facilities provides an opportunity to develop their operational capabilities in advance of commercial launch.

2020 An Expanded Partnership with Uber: Joby deepened their partnership with Uber, agreeing to integrate their aerial ridesharing service into the Uber app, and vice versa, across all U.S. launch markets. Uber increased their investment in Joby and acquired the Elevate division, bringing their software tools and commercial launch expertise in house.

2020 Progress Towards Certification: In 2020, Joby signed their Stage 4 "G-1" certification basis with the FAA, having received an initial Stage 2 G-1 from the agency in 2019. This document lays out a clear path to certifying their aircraft for commercial flights.

2021 Flying High: During the year that Joby listed on the New York Stock Exchange (NYSE:Joby), their pre-production prototype flew more than 5,300 miles, including a flight of a 154.6 miles on a single charge. They also built a second pre-production prototype, completed their first FAA

production conformity inspection and officially began their journey to become the first certified eVTOL airline.

2022 Part 135: Joby received Part 135 Carrier Certification which allows Joby to operate a commercial air taxi service.

2022+: In the years ahead, Joby will be focusing on three key goals, certifying their aircraft, scaling manufacturing and preparing for operations.



Monterey One Water: Pure Water Monterey <https://www.montereyonewater.org/261/Pure-Water-Monterey-Overview>

Monterey County is isolated from state or federal water projects. This requires the region to rely solely on its limited, local water resources. For Monterey Peninsula residents and businesses, water historically came from two sources: 1) a local river (Carmel River) and 2) the ground (Seaside Groundwater Basin). Overuse of these two sources threatened water quality and habitats, leading to state and court-ordered reductions in these resources. To help address this challenge, Monterey One Water and its partners came together to create a drought-resistant and independent water supply: **Pure Water Monterey** (PWM).

Using a proven, multi-stage treatment process, Pure Water Monterey turns wastewater into a safe, reliable, and sustainable water supply that complies with or exceeds strict State and Federal drinking water standards. After production the purified water is used for groundwater replenishment of the Seaside Groundwater Basin.

## **Source Water:**

### **4 Types of Wastewater**

are diverted to Monterey One Water for treatment prior to purification: 1) municipal wastewater, 2) industrial processing water, 3) crop drainage water, and 4) urban stormwater runoff

## **Production:**

of purified water produced to replenish the Seaside Groundwater Basin—a critical drinking water source for California American Water’s Monterey Bay service district

## **Treatment:**

### **4-Step Purification Process**

will use 1) Ozone, 2) Membrane Filtration, 3) Reverse Osmosis, and 4) Advanced Oxidation to turn Monterey One Water’s treated wastewater into purified water

## **Facility Size:**

### **5 Million Gallon Per Day**

Advanced Water Purification Facility will use a 4-step treatment process to produce water that meets or exceeds all strict State and Federal drinking water standards

## **One Water**

The finite amount of water on our planet moves through a cycle of use and reuse in watersheds around the world. The one water approach views all water—drinking water, wastewater, storm water, greywater, and more—as a resource that must be managed in a sustainable manner. Pure Water Monterey relies on multiple entities to move through the cycle of reuse.

[View the One Water Process \(PDF\)](#)



The Dunes in Marina <https://www.sheahomes.com/new-homes/california/bay-area/marina/the-dunes/>

Nine miles north of Monterey in the city of Marina are new homes for sale at The Dunes on Monterey Bay, a master-planned community with an incredible coastal location. Being located on the breathtaking Monterey Peninsula, Marina is close to the charming village of Carmel-By-The-Sea, the scenic 17-mile drive in Pebble Beach, Carmel Valley Wine Country, and much more. The Dunes community consists of a 365,000-square-foot shopping center, neighborhood restaurants, and a movie theater, all within walking distance. The amenities bring convenience, entertainment, and accessibility to residents in Marina.



California State University Monterey Bay (CSUMB) <https://csumb.edu/administration/>

Administration: As chief executive officer, community liaison, and the public face of California State University, Monterey Bay, the president

holds many responsibilities. The president also works closely with the CSU's systemwide office and represents the campus on the Senior Leadership Council. CSUMB has several units within the Office of the President to assist with these responsibilities. These units are: [Strategic Initiatives](#), [University Personnel](#), [Inclusive Excellence and Sustainability](#), [Bright Futures](#), and [Information Technology](#).

Office of the President Vanya Quinones <https://csumb.edu/president/>

The Division of Academic Affairs oversees and supports the teaching, learning, and assessment activities at CSU Monterey Bay. Its areas include: [Academic and Centralized Scheduling](#), [Academic Senate](#), [Admissions](#), [Center for Teaching, Learning and Assessment](#), [Institutional Assessment and Research](#), [Library](#), [Office of Graduate Studies and Research](#), [Registrar](#), [Sponsored Programs Office](#), and the [Undergraduate Research Opportunities Center](#)

The Division of Administration and Finance provides essential services that support excellence in our diverse learning, living, and working environment. University Advancement's subunits include: [Environmental Health, Safety and Risk Management](#), [Facilities Management](#), [Finance](#) and the [University Police Department](#)

University Advancement supports the university by bolstering awareness, advocacy, communication, and philanthropy. It succeeds in its efforts by connecting with all members of the campus community as well as external stakeholders. University Advancement's subunits include: [Development](#), Alumni Relations, [University Communications](#), and the [Foundation](#).

[Student Affairs](#) aims to create a student-centered and learning-focused environment. Its focus is on academic success, health and wellness, student leadership, civic engagement, convenient and quality student support, and personal growth and development.

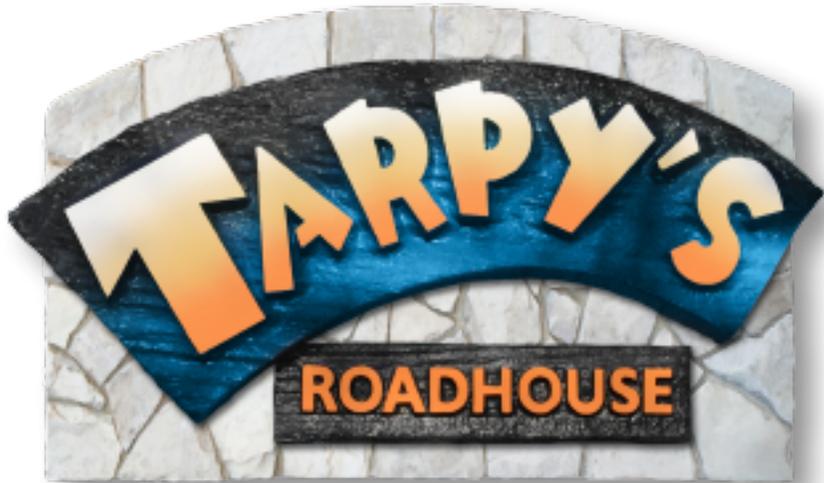
[Enrollment Services](#) provides quality service to students through resources and programs such as the Campus Service Center, Early Outreach and Support Programs, and Financial Aid



MONTEREY PLAZA  
HOTEL & SPA

Monterey Plaza Hotel & Spa <https://montereyplazahotel.com>

Perched dramatically on historic beachfront property above the crashing surf of the Pacific, Monterey Plaza Hotel & Spa delights its guests with classic, California coastal experiences animated by an irresistible spirit of conviviality and play. Here you'll be welcomed with warm hospitality and elegantly-appointed guest rooms with thoughtful extras and luxury touches. From our chef-driven oceanfront restaurant, award-winning rooftop luxury spa and prime location steps from charming Cannery Row, our elegant oceanfront hotel is the centerpiece of Monterey Bay.



<https://www.tarpys.com/about-us/>

The name Tarpy comes from Matt Tarpy, an Irish settler who in his day, was a well-liked vigilante living in present-day Watsonville. Tarpy sold a portion of his land to Sarah and Murdock Nicholson and not long after, a dispute ensued over property boundaries. Tarpy's sense of summary justice got the better of him and he shot Sarah "accidentally" nine times! After being found guilty of killing Sarah, an angry mob decided it was Tarpy's turn to pay. He was publicly hanged in an area now known as Tarpy Flats.

The beautiful stone building that is home to our 3.5-acre restaurant was originally part of the Ryan Ranch family homestead. The structure dates back to 1917 when Mr. and Mrs. Charles Ryan bought 454 acres of rolling hills and meadows, then known as Saucito Ranch, and built their dream home. Through the years the building changed hands — [Tarpy's Roadhouse](#) opened in 1992.



# MONTEREY

## REGIONAL AIRPORT

Monterey Bay Regional Airport

<https://www.montereyairport.com/about-mry>

Monterey Regional Airport is a non-hub commercial service airport. The Monterey Region is accessed by four major airlines (Alaska, Allegiant, American, and United) serving over 400,000 passengers per year. Direct flights are available to several destinations and MRY offers one-stop connections to numerous cities worldwide, making us an excellent travel choice.

The Airport provides commercial and general aviation access to the national air transportation system in support of business and leisure travel.

MRY has two parallel runways, a Federal Air Traffic Control Tower and precision instrument approach procedures. The primary runway 28L and 10R is 7,175' in length. The smaller general aviation runway 28R and 10L is 3,504' in length.

Whatever type of aviation travel you might need, let MRY provide you a convenient worldwide connection.

**Terminal Hours**

Opens 4:00 AM until arrival of last flight, 7 days a week, 365 days a year.



Woody's At the Airport [www.woodysmontereyairport.com](http://www.woodysmontereyairport.com)

Woody's at the Airport Restaurant and Bar is a local favorite. Historically known for their Sanddabs, Calamari and Prime Rib, with new Chef Tim Wood who is driven by locally sourced produce, fish, and many other products. Locals and travelers alike enjoy dining while overlooking the runway and scenic Monterey Bay. The restaurant is located on the second floor of the terminal building, outside of the security checkpoint.



# Central Coast Community Energy

Central Coast Community Energy (3CE) <https://3cenergy.org/about-us/>

Local communities established Central Coast Community Energy (CCCE) to source clean and renewable electricity at competitive prices for customers throughout Monterey, San Benito, Santa Cruz, San Luis Obispo, and Santa Barbara counties. CCCE is locally controlled and governed by board members who represent each community served by the agency.

With no investors or shareholders, revenue generated by CCCE stays local. It helps keep electricity rates affordable and fair for all customers while also funding innovative energy programs designed to lower greenhouse gas emissions and stimulate community reinvestment.

<https://3cenergy.org/about-us/leadership/>



Rancho Cielo <https://www.ranchocieloyc.org>

Rancho Cielo is a comprehensive learning and social services center for underserved and disconnected youth in Monterey County who share our vision of their future success. Our goal is self-sufficiency, and the self-esteem it generates, for all young people.

Established in 2000, we are a California 501(c)(3) nonprofit organization. Residing on 100 acres and encompassing two ponds, mountain biking trails and a cultivated garden, Rancho Cielo is also a restored piece of Salinas Valley natural history. Removed from the urban neighborhoods that have fostered self-destructive lifestyles, the Ranch provides a safe place to run, hang out and breathe fresh air. It also enables outdoor science education in a way not available on most campuses. We believe that every

young person deserves to have the choice whether to go to college or go to work--or both. Our students have barriers to success that are not of their own making. While some of them have made bad choices, they are often made from bad options.

We have created a series of programs and opportunities to wrap around the whole youth: diploma education to age 24; true vocational training with industry professionals; mental health counseling; probation case management and support; job readiness; life skills; physical activity; enrichment activities; and connections to health, social and family services. Rancho Cielo is in the transformation business. We serve 150 youth across 5 programs. We respond to the needs of the economy through workforce development and college preparation.

Rancho Cielo is itself a collaboration among many partners (see individual program pages for more information). The deep partnerships that Rancho Cielo enjoys with its many collaborators reflects the broader community's support of our youth and our programs.

Rancho Cielo is a testament that this community cares about our youth, all of our youth. From friends and family lining up with Judge Phillips to clear the land in its early beginnings, to the many volunteers who donate their time and skills for our students, to those who believe in our mission and offer financial support: We thank you! We are committed to fulfill our vision to transform the lives of disenfranchised youth and empower them to become accountable, competent, productive and responsible citizens. Their heart-warming personal achievement is also important to Monterey County's economy. While RC is not inexpensive to run, the economics of prevention and intervention are remarkable compared to the costs of incarceration. Typically, only 40% of youths coming out of incarceration manage to steer clear of the law for one year; 80% of Rancho Cielo youths DO NOT re-offend in one year. Additionally, while it costs more than \$100,000/year to incarcerate a juvenile in Monterey County, it costs about \$10,000/year to educate him/her at RC.

Those statistics represent a 200% increase in positive outcomes for Monterey County youth, making better choices, earning their way off probation, achieving a high school diploma, and readying themselves for the legal workforce for one-tenth of the cost. The social savings in this model are enormous, as these young people become members of the

workforce, spend their wages back in the community, and act as role models for their children, the next generation of Monterey County citizens.

### **Transitional Housing**

In 2015 we finished a three year construction project of a Transitional Housing Village. Unfortunately, although the youth at Rancho Cielo make much progress during the day while they are on campus, too many of them have to go home to an unsafe environment. We have created a safe housing area with a capacity of 22 youth.

AS OF JUNE 2022, THE TRANSITIONAL HOUSING PROGRAM IS ON HOLD.

### **Our Vision**

Rancho Cielo invests in all young people facing challenges for success through diploma education, vocational training, counseling, and life skills development in a safe and affirming environment.

Combining the rich resources of the natural landscape with the creative partnerships forged between local community, educational and law enforcement agencies, we aim to enrich the lives of young people who walk through our gates.



Transportation Agency for Monterey County

<https://www.tamcmonterey.org>

The Transportation Agency for Monterey County (TAMC) serves as Monterey County's regional transportation planning agency, and is a state designated agency responsible for planning and financial programming of transportation projects.

Develop and maintain a multimodal transportation system that enhances mobility, safety, access, environmental quality, and economic activities in Monterey County.

The TAMC Board of Directors adopted a racial equity program on August 25, 2021. The program integrates specific racial equity-based activities into three agency areas: funding, public outreach and hiring with a developed a set of issues, potential solutions, action items and a racial equity goal for each area.

They are:

- **Funding:** Provide an equitable share of transportation investments to underserved, racially diverse communities to improve their health, safety, and quality of life.
- **Hiring:** Hire to reflect the diversity of the Monterey County community in order to increase TAMC's success as an agency.
- **Public Outreach:** Design and implement public outreach and engagement that is broadly accessible and provides means for all to participate.

TAMC Annual Report: <https://www.tamcmonterey.org/tamc-annual-report>



36 North Properties 301 Main Street, Salinas, CA 93901

This one-of-a-kind apartment community is located in the heart of the Salinas City Center with Alvarado Brewery on the ground floor and just minutes from shopping, popular attractions and all that Downtown living has to offer.

The renovations of the former Rabobank building have transformed it into 50 carefully crafted luxury apartments that feature studio lofts and 1 (1) bedroom with unique floor plans, stunning City and Mountain views, high ceilings, smart appliances, LED illuminated vanity mirrors, modern and spacious showers with Moen shower system and much more!

Units offer gorgeous hardwood flooring throughout main living and tile in the bathrooms, quartz countertops, stainless steel appliances, and double



pain windows equipped with cellular blinds. There is a laundry room on every floor, and access to a roof top patio. All utilities are included!

#### Key features

Six Laundry Rooms, Elevator Access, Stainless Steel Appliances  
Quartz Counter tops, Spacious Showers, LED illuminated vanity mirrors  
City/Mountain views

#### Services & Facilities Amenities

Onsite management, Private entrance, 24 Hour locked entrances with Security Entrance for tenants and guests, Bottom Floor Access to Alvarado Brewery on main floor, Parking by Permit on back of building Available  
Storage Unit available for additional cost

Monterey Herald Story: SALINAS — An impressive-looking art deco building in downtown Salinas once housed bank operations, but now the 90-year-old structure's renovation is complete, bringing large-scale residential apartment housing to the city's center and more life to the 100 to 300 blocks of Old Town.

Brad Slama bought the historic six-story building at 301 Main St. six years ago for \$4.5 million and has since poured his energy into the idea of providing living space on the upper floors while creating room for a gathering place in the form of a restaurant/bar on the first floor.

"I believe more people living in downtown will help the vibrancy project move forward," said Slama, referring to the plan approved by the Salinas City Council and Monterey County Board of Supervisors in 2015, which has a stated goal to preserve Salinas' connection to history, while creating

a mix of residences, businesses, civic institutions, recreation and culture in a safe and vibrant environment.

“Leasing has been going great, ... people will start moving in Nov. 1,” said Audrey Wardwell, broker and owner of 36 North Properties. “We have six leased so far and 20 applications in ... and great feedback from the showings.”

<https://www.montereyherald.com/2022/10/27/301-main-street-in-downtown-salinas-has-first-renters-moving-in-next-week/>

Alvarado Brewery on Main— Salinas, CA KSBW story: Alvarado Street Brewery held a job fair Monday evening ahead of opening its newest location in downtown Salinas. "We've always been eying downtown Salinas," the owner J.C. Hill said. "Oldtown has been really revitalized. There's a lot of good businesses, really good beer culture, and a really good food scene. So we just want to complement that, and give our Salinas fans a place to call home."

Alvarado has yet to fill any front-of-house or back-of-house position and is looking for servers, bartenders, hosts, bussers and kitchen staff.

According to management, applicants can be as young as 17 years old. The job fair will continue Tuesday morning from 9 a.m. to 1 p.m. at XL Public House, located at 217 Main St. All applicants will be given a job interview at the event. The new brewpub will be located at the historic Salinas National Bank, which has been vacant since the previous tenant, Rabobank, shut its doors in November 2018. A soft opening is anticipated for October, but a date for a grand opening has not been set.

## **2022 CLV City and County Profiles**

### **City of Watsonville**

Watsonville is known for the production of crops and goods in the agricultural business along the Northern Pacific Coast. The city's economy is dependent on its agro-business market and in the distribution of crops to different parts of the world. The crops that are fundamental to the economy include: strawberries, cauliflower, broccoli, lettuce, natural plants, and raspberries. The city ranks amongst the top most important farming cities in the United States for its agro-business market.

#### **Form of Government**

Watsonville uses the [council–manager government](#) model. The city is divided into seven districts, each of which elects a representative to the city council. The Mayor is elected by the City Council each November. The city council appoints a City Manager who oversees administrative operations, implements policies, and advises. The current Mayor is Ari Parker who is up for re-election.

#### **Healthcare**

Watsonville is served by the Watsonville Community Hospital which was recently purchased by the Pajaro Valley Health Care District making it publicly owned after more than 20 years of ownership by for-profit corporations. In addition, the area is served by Kaiser Permanente Medical Offices and Sutter Health/PAMF.

#### **Housing**

Watsonville offers many programs to assist homebuyers such as first time homebuyers, down payment assistance programs, and owner-occupied & rental housing rehabilitation. Watsonville's [Affordable Housing Ordinance](#) requires most new housing developments to include units that are affordable to very low to above moderate income households. These units may also be referred to as inclusionary or deed restricted units. The units are restricted to specific income categories based on the requirements of the Ordinance. Prospective buyers may purchase units at or above their projected annual household income based on household size.

## **City of Monterey Profile**

The City of Monterey is a waterfront community where citizens, community organizations, businesses, military partners, nonprofit organizations, and city government work together to ensure that the community retains its hometown identity, high quality of life, and natural beauty. Home to 30,218 residents (U.S. Census Bureau, 2020), Monterey is the third-largest city in Monterey County.

Monterey is at the heart of the Monterey Peninsula, serving as the region's business, financial, government, and services core with urban amenities common to a city of much larger size. Monterey is home to the region's community college (Monterey Peninsula College), hospital (Community Hospital of the Monterey Peninsula), largest shopping center (Del Monte Center), largest business park (Ryan Ranch), Monterey County Fairgrounds, the U.S. Army Garrison Presidio of Monterey (home of the Defense Language Institute), Naval Support Activity Monterey (home of the Naval Postgraduate School), Middlebury Institute of International Studies at Monterey, Cannery Row, and Monterey Bay Aquarium. Monterey's waterfront is second-to-none, featuring Municipal Wharf No. 2 (serving as the region's commercial fishing hub), Old Fisherman's Wharf (attracting 3.9 million visitors per year), the Coast Guard Pier, Breakwater Cove, and U.S. Coast Guard Station Monterey.

At the same time, the city provides a small-town atmosphere and distinct neighborhoods that range from historic adobes to mid-century modern abodes. Monterey is proud of its 16 neighborhoods, stretching across the City's 8.62 square miles, each with their own distinct character and neighborhood association. Monterey's neighborhoods feature a variety of offerings: multi-family housing and mixed-use projects, walkable to markets and business districts, beachfront neighborhood tracts, large suburban homes, and living among the Monterey pine forests.

The Monterey Regional Airport is located less than 10 minutes from historic Downtown Monterey, offering over 40 daily flights to Los Angeles, Dallas, Denver, Las Vegas, Phoenix, Portland, San Diego, Seattle, and points beyond.

The City of Monterey maintains and offers a variety of community amenities and services, including the Monterey Bay Coastal Recreational trail, over two miles of beaches, a harbor and marina, two wharves, the

Monterey Sports Center with two indoor pools, the world-class Monterey Conference Center, California's first public library, four community centers, 36 dedicated parks and open spaces, three fire stations, one police station, multiple parking facilities and garages, over 100 miles of public streets, the Veterans Park Campground, and El Encinal Cemetery. First incorporated in 1850 and with its present charter adopted in 1925, Monterey is a charter city and operates under the Council-Manager form of government.

The Monterey City government also takes pride in its level of community engagement and participation. The City boasts several boards and commissions including the Architectural Review Committee, Historic Preservation Commission, Board of Library Trustees, Measures P & S Oversight Committee, Museums and Cultural Arts Commission, Neighborhood and Capital Improvement Program (NCIP) Committee, Parks and Recreation Commission, Planning Commission, and Appeals Boards. In addition to committee participation, the City of Monterey hosts a variety of Town Hall meetings and its representatives regularly participate in neighborhood and business association meetings.

## **History**

The Native Rumsien people lived in Monterey for thousands of years before Euro-Americans landed on its shores. The Indigenous People who settled in what is now Monterey were drawn by the abundance of fish and wildlife and other natural resources. The mild weather of the Central Coast, along with the bounty of the bay made this area an important part of the Rumsien life. Several of their village sites have been identified within the confines of Monterey.

Spanish explorer Juan Rodríguez Cabrillo is credited as the first Euro-American to see the bay on November 17, 1542, which he named La Bahía de los Pinos (Bay of Pines). Sixty years later, in December 1602, Sebastián Vizcaíno became the first European to set foot on the shores of the bay which he officially renamed "Monte Rey Bay", in honor of the Viceroy of New Spain who had ordered his expedition. Under a large oak tree overlooking the bay, near what is now Artillery and Pacific Streets, he and his crew of 200 celebrated mass in honor of their safe journey. One hundred and sixty-eight years later, Franciscan Father Junípero Serra held mass on June 3, 1770 at the same location. Serra joined an

expedition led by Captain Gaspar de Portolá to establish a Presidio at Monterey. The Royal Presidio and Mission San Carlos de Borromeo de Monterey, were established as Monterey's first buildings. A year later Father Serra moved the mission to Carmel, which offered a better agricultural and political environment. The Presidio remained in Monterey as the seat of government.

In 1776, Spain named Monterey as the capital of Baja (lower) and Alta (upper) California. That same year, Captain Juan Bautista de Anza arrived from Sonora with the first colonists for Spanish California; most of them bound for San Francisco. Monterey's soldiers and their wives lived at the Royal Presidio (located where the San Carlos Cathedral now stands) and struggled to create a pueblo and raise families.

In 1818, in an effort to destroy Spain's presence in California, Argentinean revolutionary privateer, Hipólito Bouchard attacked Monterey. After the only known land and sea battle fought on the West Coast. Bouchard sacked the town before departing. The damage from Bouchard's raid was quickly repaired and during the next decade, residents began to expand outside the Royal Presidio, building homes, creating streets, and inaugurating businesses that would establish the foot-print of modern Monterey.

In April 1822, the people of Monterey learned that Mexico had won its war for independence from Spain; California pledged allegiance to the Mexican Government. While Spain had discouraged foreigners to trade with California, Mexico opened the area to international trade. Monterey became California's port of entry.

The Custom House was enlarged after 1827 to accommodate the expanding commercial activities in Monterey. Originally started in 1814, the Custom House is considered the oldest public building in California. In 1842, in response to the growing American presence in California, the United States established a consulate in Monterey. Thomas Larkin was appointed the first and only American Consul to California. His home, located at Pacific and Jefferson Street, is the origin for the architectural style renowned as "Monterey Colonial."

In July 1846, during the Mexican-American War, Commodore John Drake Sloat's Pacific squadron arrived in Monterey Bay. On July 7, his troops

landed and raised the American flag, claiming California for the United States. This began a period of American occupation that lasted until 1848 when the Treaty of Guadalupe Hidalgo was signed, making all of Alta California part of the United States. This acquisition included the land now known as California, Utah, Nevada, parts of Arizona, Colorado, New Mexico, and Wyoming.

In Monterey, U.S. Navy Chaplain Walter Colton was appointed to serve as Monterey's first American Alcalde, a position defined as Mayor and Judge, but which included many more duties. One of his many accomplishments was the design and supervision of the construction of Colton Hall, the first public building constructed under the American flag. Opened March 8, 1849, Colton Hall was originally built to serve as a public school and town meeting hall, but has proven to be much more.

On September 9, 1850, the U.S. Congress voted to admit California as the thirty-first state of the Union.

While awaiting word on Statehood, the state legislature formed counties and set up local governments as agreed on in the Constitution. Monterey served as the county seat until 1873, when Salinas took over that role. Since Colton Hall was opened in 1849 it has served as the County headquarters, court house, a public school from 1873 to 1896, city offices, police courts, library, hospital, rationing office and today, as a museum. The building has been in public use since it opened, and is operated by the City of Monterey.

The City of Monterey was first incorporated in 1850. Monterey's first residents were Native Americans. Later, they were joined by Spanish explorers, followed by Mexican settlers and American pioneers, followed by Chinese, Japanese, Portuguese, and Italian fishermen. In 1850, Chinese fishing families crossed the Pacific in junks and settled at Point Alones ("China Point"). They established Monterey's first fishing industry, with over 600 Chinese fisherman working in the area by 1853. By the 1870s, the area became the largest, most diverse Chinese settlement in the country. On May 16, 1906, a disastrous fire of suspicious origin swept through the Chinese settlement, destroying virtually every major structure. Monterey became a thriving fishing community in the early to mid 1900s, exporting millions of pounds of abalone, shrimp, squid, and sardines annually. By the 1940s, Monterey was known as the "Sardine Capital of

the World.” Before World War II, Sicilian and Japanese-American fisherman dominated the fishing industry, with the majority of fishing companies on Fisherman’s Wharf owned by Japanese-Americans. Cannery Row, memorialized in John Steinbeck’s book of the same name, was a gathering place of diverse cultures. Sicilian women, ranging in age from teens to middle-aged, made up a third of cannery workers in the 1930s and 1940s. Mexican, Spanish, Portuguese, Japanese, Chinese, and Dust Bowl migrants also made up the workforce. Today, a smaller commercial fishing fleet continues to operate from Municipal Wharf No. 2, which is managed by the City.

Due to its strategic location, historically, Monterey has been a key military outpost. In 1902, the 1st Squadron of the 9th Cavalry arrived, 425 men who were among the first black soldiers to be stationed in California. Known as the Buffalo Soldiers, they were instrumental in building the Presidio of Monterey. While military needs have changed since the Presidio of Monterey was first established, the presence of the Defense Language Institute at the U.S. Army Garrison Presidio of Monterey, the Naval Postgraduate School and Fleet Numerical Meteorology and Oceanography Center (FNMOC) at Naval Support Activity Monterey, and U.S. Coast Guard Station Monterey, all located within the city limits, continues Monterey’s legacy of military tradition.

Today, Monterey continues to boast a diverse cultural population which has earned it the designation of “Language Capital of the World”™ with the presence of both the Defense Language Institute and Middlebury Institute for International Studies at Monterey.

## **City of Salinas Profile**

Salinas is the capital of the Salinas Valley, which has long been known as "The Salad Bowl of the World" for its fresh produce, and which is also renowned for its flowers and vineyards. More recently, the region is emerging as a world hub of agricultural technology, or agtech. Although agriculture is the foundation of the local economy, more than 100 manufacturing firms call Salinas home. Some of the largest employers in the area include: Dole Fresh Vegetable, the County of Monterey, Household Credit Services, and Salinas Valley Memorial Hospital.

### **Form of Government**

The City Manager, who is appointed by City Council, is responsible for all City departments except the appointed City Attorney. The City Council legislates policies, enacts ordinances, approves the budget, and appoints advisory boards and commissions. The seven-member City Council includes six members, elected by district, for four-year staggered terms on a nonpartisan basis, plus the Mayor who is elected at-large and serves a term of two years. Our current City Hall was built in 1964 and an addition was constructed in 1975. Our old City Hall no longer exists, but we have some records of the building dating back to 1907. It was demolished shortly after our current City Hall was opened in 1964.

### **Health Care**

Salinas has extensive health and medical services with two of the County's four hospitals located within the City – Salinas Valley Memorial Hospital and Natividad Medical Center. Salinas also offers skilled nursing and convalescent homes, as well as residential retirement facilities for seniors, and over 200 practicing physicians.

### **Housing**

Salinas is a community of neighborhoods with a wide variety of housing options. With Victorians and the historic Spanish influence, Salinas provides renters and homebuyers a housing assortment, from modest cottages and modern townhouses to spacious "rancheros" nestled in the oak-dotted countryside.

Newer developments provide attractive and imaginative tract homes and condominiums along side the many modern homes in well-established neighborhoods. Newcomers and longtime residents will find a neighborhood to their liking, regardless of whether they are looking for

something larger to accommodate a growing family, or simply want to find smaller quarters for their retirement years.

Salinas offers approximately 39,175 housing units of which 20,881 are detached single family residences, 2,863 are attached single family residences, 3,341 two to four unit multifamily complexes, 10,833 apartment units, and 1,257 mobile homes. The residential vacancy rate is approximately 3½% at any time during the year.

## **Tax Rates**

### **Sales Tax**

The State of California retail sales tax in Monterey County is levied at the rate of 8.875%, of which 6.25% belongs to the State of California, 2.5% is returned to the City of Salinas for general governmental purposes (1% Local Sales Tax, 0.5% Measure V Transaction and Use Tax, and 1% Measure G Transaction and Use Tax with a sunset date), and an additional 0.125% special tax for the Monterey County Transportation Agency.

### **Transaction and Use Tax (Measure V)**

On November 8, 2005, the voters of Salinas approved (61.74%) the ordinance establishing a Temporary Transactions and Use Tax at the rate of one-half of one percent (0.50%) to be in effect for a period of ten (10) years. Initial collection of the tax began April 1, 2006 with the first receipt of revenues from the tax to occur in July 2006. The temporary tax was therefore scheduled to sunset April 1, 2016. During November 2012 Salinas' residents approved the renewal of the transaction and use tax (Measure V) with no expiration date by removing the language addressing a tax collection sunset in April 2016.

### **Transaction and Use Tax (Measure G)**

On November 4, 2014, the voters of Salinas approved Measure G, an ordinance imposing a one-cent general transactions and use tax. Measure G has a fifteen-year term and requires the City Council to establish an Oversight Committee. Measure G was premised upon and was presented to the voters as an opportunity to restore services to the community; to provide for a "safer, better Salinas."

### **Property Tax**

The minimum property tax rate is 1% of assessed valuation. The bonded indebtedness of schools and other taxing agencies may be added to the base tax rate depending on the location of specific parcels of property.

## **Weather**

Salinas' weather is influenced by our near proximity to Monterey Bay. The morning fog is generally cleared by afternoon breezes. The average temperature is 68.2 degrees, with summer temperatures in the 70's which dips at night into the 50's. Winter temperatures are generally in the low 60's, dropping at night into the middle 30's. Average rainfall is 14.4", usually occurring in winter and early spring.

## **City of Seaside Profile**

The City of Seaside is an ocean-side community that overlooks the beautiful Monterey Bay on the Central Coast of California, approximately 115 miles south of San Francisco.

Founded in 1887 and incorporated in 1954, this 10 square-mile city continues to grow while holding on to the rich values upon which it was established. Young families and retirees are drawn to the community, providing a healthy residential mix of people and solid sense of community.

## **Community**

Seaside's convenient location gives residents and visitors an opportunity to experience all of the amenities that the Monterey Peninsula has to offer...from wine tasting to whale watching...and everything in between.

Explore the breathtaking beauty and abundant sea life of the Monterey Bay by:

- Hiking
- Biking
- Kayaking
- Parasailing
- Scuba diving

## **Land Lovers**

For land lovers, there's world-class golf at the immaculate Bayonet and Blackhorse Courses, eclectic restaurants and abundant shopping....or if you prefer, just take a stroll down to the pristine Seaside Beach and wiggle your toes in the sand.

## **Businesses**

While the foundation of the Seaside business community is made up of small family-owned establishments, national retailers and restaurant groups also call Seaside home, as well as the Seaside Auto Center, one of the first auto malls in the country which boasts a wide variety of sales and service options for vehicles of all makes and models.

## **Schools**

California State University at Monterey Bay and the Monterey College of Law are located in the City of Seaside, providing students of all ages a scenic environment to pursue their educational goals. These institutions are part of a world-class educational community on the Monterey Peninsula that includes the Naval Postgraduate School, the Defense Language Institute, and the Monterey Institute of International Studies. The multitude of opportunities for higher learning create a strong economic base for the community, much-needed services for retired military, and attract a contingent of people from throughout the world.

## **City Features**

With plenty to do outdoors, educational opportunities, convenient shopping, eclectic dining, welcoming accommodations and outstanding views of the Monterey Bay, it's easy to see why almost 33,000 residents choose to call Seaside home.

## **Santa Cruz County Profile**

Santa Cruz County is a diverse community of 267,551 residents situated at the northern tip of Monterey Bay, approximately 65 miles south of San Francisco, 35 miles north of Monterey, and 35 miles southwest of Silicon Valley. Its natural beauty is present in the pristine beaches, lush redwood forests, and rich farmland. It has an ideal Mediterranean climate with low humidity and sunshine 300 days a year.

There are four incorporated cities in the County. The largest is the City of Santa Cruz, with a population of 61,950. Watsonville has a population of 52,067, Scotts Valley has 12,232, and Capitola has 9,846.

### **Characteristics**

Santa Cruz County is the Gateway to the Monterey Bay National Marine Sanctuary, has 29 miles of coastline and includes numerous state parks and beaches. Its quaint shops and restaurants, coupled with a multitude of cultural and recreational activities, including sailing, fishing, golfing, surfing, kayaking, hiking and biking, provide a wealth of leisure activities. The State of California owns and maintains 42,334 acres of parks in the coastal and mountainous areas of the County. The County maintains an additional 1,593 acres of parks, not including the numerous parks also found within the cities. Cultural amenities include the Santa Cruz County Symphony, the Cabrillo Music Festival, Shakespeare Santa Cruz, the McPherson Museum of Art and History, the University of California Performing Arts Center, and the Henry J. Mello Performing Arts Center.

### **Demographics**

The people of Santa Cruz County are diverse, with 56 percent Caucasian, 34 percent Hispanic, 5 percent Asian, 4 percent multi-racial, 2 percent Native American and 2 percent African American.

## **Local Economy**

The County's strong local economy is anchored by technology, agriculture, and tourism. The school system includes Cabrillo Community College and the University of California, Santa Cruz, one of the nation's best universities. Santa Cruz also hosts the Long Marine Laboratory, the Lick Observatory, the National Marine Fisheries service, and the Monterey Bay National Marine Sanctuary Exploration Center.

As of 2021, the County had per capita personal income of \$44,278, median income of \$89,986, and a median price for single-family housing of \$1.2 million. [Cruz County Profile](#)

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## **City of Capitola Profile**

The City of Capitola sits on the shores of the Pacific Ocean along Monterey Bay. Located just 35 miles southwest of San Jose and less than two hours' drive from San Francisco, "Camp Capitola" began as a popular beachfront tourist destination. Today the City maintains those roots and has added a vibrant commercial district and several distinct residential neighborhoods. Nearly 10,000 people call Capitola home, and countless more visit to enjoy both its natural beauty and other attractions.

### **City Features**

The City of Capitola is California's oldest seaside resort, which features a charming village area between two bluffs. The City's wharf and riverside areas provide a setting that reminds one of a village in the south of France or the Mediterranean coast of Italy. The village area was originally founded as a resort, "Camp Capitola," in 1869 and was incorporated as a city in 1949.

Named one of Sunset magazine's best beach towns([link is external](#)), Capitola has fishing and boating services and a popular surf break. Capitola has an array of restaurants, shops, and entertainment.

On the opposite side of the creek from the Village, the City has a public library, several well-used parks and established neighborhoods. Further west, the commercial district along 41st Avenue is home to the only indoor mall in Santa Cruz County and more shopping, hotels, and dining.

### **Village Features**

Capitola Village faces a wide beach, with a breathtaking view of Monterey Bay adjacent to the mouth of Soquel Creek. The Village has welcomed

visitors for nearly 150 years and is home to numerous boutiques, galleries, and restaurants. Concerts fill Esplanade Park and the beach with music throughout the summer. For more than half a century, each Labor Day weekend welcomed the Begonia Festival with flower-draped floats to the creek and a sand castle contest to the beach, along with other family-friendly activities. More recently the Capitola Beach Festival continues the community tradition in September. Each fall the Village also hosts the Capitola Art & Wine Festival, which features more than 200 artists and nearly two dozen area wineries. The wharf and Capitola Historical Museum offer year-round diversions.

## **City Council**

The City Council is composed of five council members, all of whom are directly elected by the voters in the City of Capitola to serve four-year terms. The Council elects a mayor and mayor pro tempore (vice mayor) annually.

The City Council has the power in the name of the City to do and perform all acts and actions appropriate to a municipal corporation that are not specifically forbidden by the Constitution and laws of the State of California or the United States. In certain circumstances, it may delegate this power to a person, officer, board, or commission.

## **City of Pacific Grove Profile**

Pacific Grove is a coastal city in Monterey County, California in the United States. The 2010 United States Census population is 15,041. Pacific Grove is located between Point Pinos and Monterey.

Pacific Grove has numerous Victorian-era houses, some of which have been turned into bed-and-breakfast inns. The city is also the location of the Point Pinos Lighthouse, the Pacific Grove Museum of Natural History

and the Pacific Grove Art Center. Novelist Robert Louis Stevenson frequented Pacific Grove and wrote of visiting lighthouse-keeper Allen Luce in 1879. Author John Steinbeck resided in Pacific Grove for a number of years. Later, the area was a filming location for *A Summer Place* starring Sandra Dee, for Roger Spottiswoode's 1989 film *Turner & Hooch*, and for the TV series *Big Little Lies*.

## **Climate**

This region experiences warm and dry summers, with no average monthly temperatures above 71.6 °F. According to the Köppen climate classification, Pacific Grove has a warm-summer Mediterranean climate, *Csb* on climate maps.

## **Government**

Pacific Grove is governed by a city council consisting of a mayor and six council members, all elected at-large. As of the November 2020 election, the mayor is Bill Peake, and the six council members are: Joe Amelio, Luke Coletti, Jenny McAdams, Chaps Poduri, Nick Smith, and Amy Tomlinson.

At the county level, Pacific Grove is represented on the Monterey County Board of Supervisors by Mary Adams.

In the California State Assembly, Pacific Grove is represented by Mark Stone as part of the 29th Assembly district. In the California State Senate, it is represented by John Laird as part of the 17th Senate district.

In the United States House of Representatives, Pacific Grove is in California's 20th congressional district, represented by Democrat Jimmy Panetta.

## **Taxes**

The minimum combined 2022 sales tax rate for Pacific Grove, California is 9.25%. This is the total of state, county and city sales tax rates. The California sales tax rate is currently 6%. The County sales tax rate is 0.25%. The Pacific Grove sales tax rate is 1.5%

## **City of Scotts Valley Profile**

**Scotts Valley** is a small city in Santa Cruz County, California, United States, about thirty miles (48 km) south of downtown San Jose and six miles (10 km) north of the city of Santa Cruz, in the upland slope of the Santa Cruz Mountains. As of the 2020 census, the city population was 12,224. Principal access to the city is supplied by State Route 17 that connects San Jose and Santa Cruz. The city was incorporated in 1966.

### **Tourism**

From its early years as a stop on the stage route across the mountains, the Scotts Valley area has provided services to travelers. With the growing popularity of the automobile in the early 20th century, the area became commercialized and tourism developed as a local industry.

In the early 1920s, Edward Evers established Camp Evers at the junction of the State Highway and Mt. Hermon Road. Camp Evers consisted of a small store, gas pumps, dance hall and tents, becoming a resort and rest stop for travelers.

The Beverly Gardens were established in the 1930s and featured a collection of exotic birds and animals, a restaurant, and cabins.

Axel Erlandson opened The Tree Circus in 1947, featuring trees grafted and trained in strange and unusual shapes. Bright "life size" painted dinosaurs overlooking Highway 17 were added to the Tree Circus in 1964 when it changed its name to The Lost World. Surviving trees have since been moved to Gilroy Gardens.

Santa's Village, one of three locations in America's first theme park chain, was established in 1956. It was the most popular of the many attractions, attracting millions of visitors to Scotts Valley for over twenty years, and it was the last of Scotts Valley's theme parks to close its doors, in 1979. H. Glenn Holland, who had already developed a Santa's Village elsewhere the previous year, leased 25 acres (100,000 m<sup>2</sup>) at the former Lawridge Farm, which was a portion of the former Rancho San Augustin for the Scotts

Valley location of Santa's Village. The park maintained a historically correct team of Mexican burros that lived on the back 20-acre (81,000 m<sup>2</sup>) field. Four reindeer from Unalakleet, Alaska, pulled Santa's sleigh. All the buildings were designed to look like log chalet-type structures, replete with snowy roofs and gingerbread trim. One chalet housed a legendary fresh gingerbread bakery. Theme-appropriate music flowed from speakers hidden in towering redwood trees. In 1977 the Santa's Village Corporation had filed for bankruptcy, and in 1979 the park's gates were finally closed. The site is currently a playing field at the former headquarters of Borland. Scotts Valley is also near Big Basin Redwoods State Park, Henry Cowell Redwoods State Park, and Roaring Camp Railroads. The town is surrounded by coastal redwood forests. The city of Santa Cruz lies to the south. Three hotels operate in Scotts Valley: a Best Western hotel located near the Granite Creek entrance to Highway 17, a Four Points by Sheraton located on Scotts Valley Drive, and a Hilton hotel located near the Mount Hermon junction with Highway 17.

### **Government**

In the state legislature, Scotts Valley is in the 17th Senate District, represented by Democrat John Laird, and in the 29th Assembly District, represented by Democrat Mark Stone, now Assembly member elect, Gail Pellerin. Federally, Scotts Valley is in California's 19th congressional district, represented by Democrat Jimmy Panetta.

### **Geography & Climate**

Scotts Valley is in the west hills of the Santa Cruz Mountains. State Route 17 connects Scotts Valley to Santa Cruz to the south and to Los Gatos, San Jose, and the South Bay area to the north. Scotts Valley is located at the southern end of the WWF-designated Northern California coastal forests ecoregion.

According to the United States Census Bureau, it has a total area of 4.6 square miles (12 km<sup>2</sup>), all land. It is in central Santa Cruz County, in the northern portion of the North Central Coast Air Basin.

### **Climate**

Air in Scotts Valley is typically maritime in origin, as it moves over the land from the Pacific Ocean. Summers are warm and dry, while winters are mild and generally rainy. Most rain falls as a result of winter Pacific storms between the months of November and April. Sound levels in Scotts Valley are typically in the range of 57 to 65 dBA, except for somewhat higher levels within 150 feet (46 m) from Highway 17.

Scotts Valley has mild weather throughout the year, enjoying a Mediterranean climate (Köppen Csb) characterized by cool, wet winters and warm, mostly dry summers. Due to its proximity to Monterey Bay, fog and low overcast are common during the night and morning hours, especially in the summer.

### **City of Marina Profile**

Dating back to (circa) 1868, about 9,000 acres of land stretching north along the Pacific Ocean, and east along the Salinas River, was owned by the late David Jacks and James Bardin.

The land block breakup began in 1885, when the Bardin heirs sold 1,372 ½ acres to John Armstrong for farmland and grazing. About a year later, 1,450 acres were sold, then named the Sand Hill Ranch. Four hundred acres near the ocean were sold to the San Francisco Sand Company, which subsequently constructed a sand plant in 1906. Thus, a third of the large block of land had been parceled out.

In 1913, a land map designated the general area “Bardin,” but this designation was short-lived. Within two years, the area was known as “Locke-Paddon Colonies,” then “Paddonville.”

To find out how Marina developed and grew, read the full [City of Marina History](#).

Marina was incorporated in 1975 and is the newest city in the Monterey area. It includes part of the California State University, Monterey Bay campus, the UC Santa Cruz UC MBEST center, and the Veterans Transition Center (VTC). In 2012, Marina was named one of the 100 Best Communities for Young People by America's Promise Alliance.<sup>[10]</sup> The Fort Ord Station Veterinary Hospital, built in 1941 to provide healthcare for U.S.

Army horses and mules, was listed on the National Register of Historic Places in 2014.

Fort Ord was selected in 1991 for decommissioning, and the post formally closed after troop reassignment in 1994. In July 1994, the California State University, Monterey Bay, began its first academic year, and barracks were soon transformed into dorms.

As a result of base closure, some of the last undeveloped natural wildlands on the Monterey Peninsula are now overseen by the Bureau of Land Management, including 86 miles (138 km) of trails for the public to explore on foot, bike or horseback. In 2012, President Barack Obama designated 14,000 acres (57 km<sup>2</sup>) of the closed base as a national monument managed by the BLM.

Cemex had a sand mining operation in the city along the Monterey Bay coastline that concerned environmentalists and scientists. The California Coastal Commission in March 2016 issued a Cease and Desist order asking for "administration civil penalties", stating that "the operation is narrowing beaches and impacting environmentally sensitive habitat." Cemex denied the allegations and continued to operate. A settlement was reached in 2017, and CEMEX ended mining in December 2020.

## **Geography**

Unlike most other coastal cities in California, Marina's coastline remains undeveloped and protects rare species of butterflies, buckwheat, and sea lettuce. The city plans to adapt to climate change and sea level rise, based on managed retreat, and has been described as an example for other coastal cities.

Marina State Beach is a windswept beach area between State Route 1 and Monterey Bay where water recreation, hang gliding and paragliding are popular. There is a boardwalk through the Marina Dunes Natural Preserves.

## **Fort Ord Dunes State Park**

*Main article: [Fort Ord Dunes State Park](#)*

Fort Ord Dunes State Park opened in March, 2009 and was formerly an Army practice firing range. Much of the park is located in the neighboring town of Seaside, California. Access for the park is located in Marina. Fort

Ord Dunes State Park is a popular place for horseback riding, hiking, fishing and cycling. Fort Ord Dunes State Park abuts Marina State Beach.

### Infrastructure

Marina Municipal Airport is a general aviation airport that is owned by the City of Marina. In 2021, a manufacturing facility for Joby Aviation was approved at the airport. Joby Aviation is a California-based venture-backed aerospace company, developing an electric vertical takeoff and landing (eVTOL) aircraft that it intends to operate as an air taxi service.

	Santa Cruz County	Santa Cruz	Capitola	Scotts Valley	Watsonville	
Total Population	270,861	61,938	9,938	12,224	52,590	
Employment Rate	58.4%	63.0%	66.9%	59.0%	60.1%	
Median Household Income	\$93,933	\$86,618	\$81,617	\$103,783	\$61,496	
Housing Units (Total)	106,541	24,450	5,292	5,252	14,881	
Vacant	9,188	1,806	634	473	564	
Owner-Occupied	58,798	10,486	2,222	3,488	6,437	
Renter-Occupied	38,555	12,158	2,436	1,291	7,880	
Housing						
Median Gross Rent	\$1,960	\$1,925	\$1,932	\$1,945	\$1,502	
Median Value	\$922,300	\$1,096,400	\$712,000	\$811,900	\$500,300	
Education (population age 25+)						
High School or Equivalent	15.6%	11.7%	14.9%	12.2%	25.3%	
Some College, No Degree	22.4%	21.2%	27.8%	20.7%	19.4%	
Associate's Degree	8.5%	8.1%	10.8%	12.4%	6.2%	
Bachelor's Degree	24.4%	27.8%	26.1%	32.4%	8.6%	
Graduate or Professional Degree	17.4%	26.6%	13.5%	19.9%	4.7%	
	Monterey County	Monterey	Seaside	Marina	Salinas	Pacific Grove
Total Population	439,035	30,218	32,366	22,359	163,542	15,090
Employment Rate	54.1%	69.3%	65.0%	68.6%	64.1%	61.1%
Median Household Income	\$82,163	\$80,908	\$68,399	\$73,115	\$67,914	\$89,088
Housing Units (Total)	144,365	13,615	11,594	8,135	43,045	8,559
Vacant	11,141	1,242	885	358	1,174	1,582
Owner-Occupied	67,750	4,239	4,206	3,202	17,086	3,275
Renter-Occupied	65,474	8,134	6,503	4,575	24,785	3,702
Housing						
Median Gross Rent	\$1,767	\$1,855	\$1,877	\$1,569	\$1,492	\$1,952
Median Value	\$683,200	\$813,600	\$539,200	\$567,100	\$451,000	\$897,000
Education (population age 25+)						
High School or Equivalent	20.8%	9.8%	23.8%	21.5%	22.6%	11.3%
Some College, No Degree	18.2%	20.2%	22.5%	22.2%	16.6%	20.3%
Associate's Degree	7.80%	8.5%	10.6%	12.1%	7.6%	9.6%
Bachelor's Degree	15.3%	31.4%	15.2%	17.9%	11.5%	27.0%
Graduate or Professional Degree	11.9%	24.4%	8.9%	12.0%	4.5%	28.0%