



A Presentation to the Monterey Bay National Marine Sanctuary Advisory Council



NATIONAL MARINE
SANCTUARIES

Recreation and Tourism Working Group

Connecting MBNMS with our Guest Services Business
Partners



Recreation and Tourism Working Group

The Monterey Bay National Marine Sanctuary is often utilized for recreational purposes, fishing, paddling, boating, sailing, diving, sightseeing, surfing, kayaking, beachcombers, artists, the entertainment industry, and marine observation tourism. Central California is fortunate to have one of North America's most diverse and unique coastal regions attracting tourists to the natural habitat. Nature-based tourism and recreation promotes habitat conservation, sustainable economic development, and builds public support for preserving wildlife and natural regions. Having a robust travel industry based around nature and water is important for economic, social, and cultural reasons.

Missing Links

- Providing educational outreach from staff and SAC members to educate employees and organizational volunteers
- Communication of MBNMS efforts and stewardship
- Tourism and Recreation opportunities
- Active discussion with the tourism community on SAC programs
- Promoting Conservation Efforts

Our Collaboration Project

Connect with businesses and organizations that serve tourism and citizen recreation. Provide educational opportunities and business opportunities to these organizations by capitalizing on the advantages of eco-tourism economies. Share information and provide a forum dedicated to serving this business and organizational segment. Provide the Sanctuary Advisory Council an accurate account of feedback and needs of these constituents .



Who

- Hotels- B&B, large, small
- Restaurants
- Conference facilities, meeting organizers
- Outdoor equipment retailers, general retailers
- Waterfront businesses
- Tourism support businesses
- Chambers of Commerce
- Rentals- bikes, boats, kayaks, surf, diving, SUP, fishing, camping
- Guides and tours- whale watching, kayaking, fishing, sailing, surfing, photography, birds, wine, diving
- Parks, historical sites, festivals
- Yacht clubs
- MB Aquarium

Mission Elements

- **Bi-Monthly Recreation and Tourism Newsletter**
- **“Friends of the Sanctuary” Voluntary Recognition Program**



Mission Status

- ✓ Build email contact list (ongoing)
- ✓ Initial connect/pitch(ongoing)
- ✓ Invite stakeholders to working group
- ✓ Ask and review- partner interaction with MBNMS
- ✓ Use newsletter & events to link and shrink MBNMS
- ❑ Collaborate, build “Value/Benefit” relationships
- ❑ Proposed FOTS
- ❑ Measure results
- ❑ Partner-bring Sanctuary to stakeholder events
- ❖ Report to SAC on effectiveness (recurring)
- ❖ Adjust outreach as required



Build Sanctuary Brand Value for Recreational and Tourism Businesses

Timelines

- ✓ Draft-- derived from similar programs -NGOs, non-profits, business, government
- ✓ Working group edited
- ✓ Businesses review –land or marine only, shore based marine
- ✓ Working group review
- ✓ CSUMB biz school--Green Business Program- developed Capstone
- ✓ SAC initial presentation and recommendations
- STAR Working Group Edits
- Business Beta test
- SAC approval
- Implementation with local college business schools

Partnerships to support FOTS

We are proposing our first collaboration with the CSUMB Business School to recognize tourism-based businesses that meet FOTS standards.



Implementation FOTS

- Initial Publication of Opportunity will be through our established newsletter readers
- Working with our initial set of businesses we will send out the program materials and ask the business owners to review the program
- Interested business can complete the survey and return the application for the program to the STAR WG for review
- Initial on site reviews will be with STAR members and the business owners or designated staff.
- Educational materials will be provided to the businesses along with educational opportunities to learn more during review.

Risks... Rewards

Managing bad actors

Voluntary Recognition program but with minimal structure

Scarce resources

Follow-through and Management is hard work

Provides Niche' Marketing for Businesses

MBNMS Education Outreach

Partners with the Business community

Promotes MBNMS Brand Value

Encourages positive Conservation behaviors



Questions and Thoughts

