CELEBRATING MONTEREY 250
JUNE 3, 1770 - 2020
MONTEREY250.ORG
“MONTEREY 250: BOLD PAST – GOLDEN FUTURE”

A commemoration of all things Monterey. Events such as a fandango, block party, art gala, historical re-enactments, lecture series and many more activities and events culminating in a birthday party on June 3, 2020.
WHAT

SIGNIFICANCE OF JUNE 3

In 1602, Spanish explorer Sebastian Vizcaino became the first person to set foot in Monterey Bay, which he named in honor of the Viceroy of New Spain who ordered his expedition.

Under a large oak tree (near the intersection of Pacific and Artillery Streets today), his crew celebrated mass in thanks for getting there safely.

168 years later, on June 3, 1770, Captain Gaspar de Portola and Father Junipero Serra landed in Monterey and had mass in the same location. They were on an expedition to find Vizcaino's landing place and establish the Presidio of Monterey.

It was on that date that the City of Monterey was also founded, leading to our 250 year sesquicentennial in 2020.
WHO

THE BUSINESS COMMUNITY

It is important to integrate all business districts into the celebrations throughout the year, and especially in June 2020. We are encouraging other organizations to theme their events after Monterey 250.

THE EDUCATION COMMUNITY

Encourage schools from elementary on to get involved in the history, culture, food, and art, both in the classroom and outside with special projects.

RESIDENTS AND MONTEREY FRIENDS

Residents, Sister City partners, civic groups, other local agencies.
WHAT'S PLANNED FOR 2020

Outline of main events planned - showcasing history, art, food, and culture - all dates and locations tentative

- **HISTORY & ART**
  - Lectures, reenactments, presentations, tours of historic locations including the Lower Presidio Historic Park, time capsule dedication, community service days

- **ART GALA**
  - Location announced soon - MAY 30
  - Public Art Unveiling - JUNE 2

- **BIRTHDAY CELEBRATION**
  - June 3, 2020! Includes Mosaic Community Celebration on San Carlos Beach in the morning, birthday party on Colton Hall lawn in the evening.

- **FANDANCO**
  - Location TBD - will incorporate Sister Cities - JUNE 5

- **BLOCK PARTY**
  - Dinner down Alvarado Street - Fall Date TBD
THE PASSPORT

Showcasing historical trivia from all our business districts - need sponsor

Three trivia questions about each of the business districts. Participants can collect stamps after they visit the locations and fill in the answers. Businesses can participate and consider offering a discount of some sort during the month of June 2020.
OTHER IDEAS

- Monterey 250 Historical Behind the Scenes Tour
- Win a tour and lunch with Mayor
- Monterey 250 lectures in 2020
- Town Hall to discuss ideas and get volunteers
- Military parade
- Costco selling tickets to Monterey 250 events
- Invitation to our sister cities and associated music
- Dog/Cat pet contest to be crowned the official mascot, with a calendar or passport made with dates of events; passport could include trivia
- Swag sales (hats, blankets, shirts, posters, coins, etc)
- Time capsule
- Tall ships visits
- Fireworks
- Monterey 250 flavored ice cream
- Special local Monterey 250 beer, wine
PUBLIC ART

GIANT ABALONE
Installation location TBD - Estimated cost: $100,000

MURAL AT CALLE PRINCIPAL GARAGE
Estimated cost: $70,000

BRANDED INTERSECTIONS
Alvarado Street was painted gold for California's 100th birthday back in 1949. We will instead brand the intersections. Estimated cost: $40,000

CALL FOR ART WINNERS
FUNDRAISING & SWAG
Posters, hats, t-shirts, and much more!

3 POSTERS - IN PROGRESS
Custom made of:
Monterey
Alvarado Street
Cannery Row

Monterey250 Baseball hat
LOTS OF COMMEMORATIVE SWAG!

Items will be available for purchase at monterey250.org
FUNDRAISING
Licensing, other opportunities

**Licensing** – The Monterey 250 logo is officially trademarked. We will be working with local businesses to give them the opportunity to produce M250 items and have them listed on our website. Portions of the sales will go toward M250 fundraising.

**Mini Golf Event** – We plan on having community organizations produce mini golf holes to be placed in the MCC during the Feb 2020 AT&T Pro Am. Ticket sales will be sold to raise money for our events and activities.
How we can make this happen - In-kind donations, ticket sales, fundraising, and sponsorships, should cover the majority of costs totaling about $320,000.
OUTREACH METHODS

- City publications
- Email
- Website
- Social media
- Traditional media
- Partner agency & organization outreach
- Custom-produced videos
- Farmer's Market and other special events
- Ads on MST
- Swag
- Posters
- Custom logo and graphics
- Window decals

Word of mouth

#Monterey250
Airport Signage - We are currently working with the Monterey Peninsula Airport on M250 branding for next year including signage and video.

Street Banner Signage - Working with Trucksis Enterprises on street signs throughout Monterey next year.

AAA’s Via Magazine - Discussing advertising opportunities including both digital and print which would reach over 1.1 million subscribers.

Monterey Fire's Old Grey Mare to participate in the Rose Parade as part of the Monterey 250 Celebration!

- VIP vehicles last year had approximately 300 pounds of flowers specifically decorated by FTD
- Approximately 1 million people attend the parade annually
- Approximately 70+ million watch the Rose Parade annually on TV globally!

4TH OF JULY - WATCH FOR US AT FARMER’S MARKETS!
Carmel Dance Center represented M250 in this years 4th of July parade. We also had our outreach team at the Lawn Party passing out M250 reusable bags and M200 coins.
DONORS TO DATE

"Thank you" to our donors!

AS OF AUGUST 2019
Now what we need is you

YOU KNOW MONTEREY.
YOU'RE A PART OF MONTEREY.

LET'S MAKE THIS THE BEST CELEBRATION FOR MONTEREY THAT WE CAN.
HOW YOU CAN GET INVOLVED

**Donate**
Donations can be in money, in-kind, or in staffing some of the planned events.

**Brand your special event**
When planning your 2020 events, we encourage you to tie in the Monterey 250 occasion and celebration.

**Become an official sponsor**
Sponsorship offers ways to incorporate Monterey 250 into your organization's events and marketing.

**Volunteer**
Help promote the events, and get donations for the events, by helping at booths at Farmer's Market, 4th of July, etc.
VIDEO

HTTPS://YOUTU.BE/3ZR0RF8Y8OC
ONWARD

"Anda!"

It won’t be a party if you’re not there. Thanks for your support, energy, creativity, and enthusiasm about Monterey! Let’s continue in the City’s tradition, as characterized in the long-time motto, “Anda!” - meaning “Onward” in Spanish - symbolic of the spirit of the City of Monterey and expresses the hope for continued forward growth.
KEEP IN TOUCH

The City of Monterey and the Monterey 250 Committee Thanks You!

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