

Pebble Beach

People and Place

Location

Pebble Beach is on the Pacific coast in Monterey County on California's Monterey Peninsula between Pacific Grove and Carmel. It is 118 miles south of San Francisco and 190 miles south of Sacramento. Pebble Beach's geographic coordinates are lat 36°33'59"N, long 121°56'44"W.

Demographic Profile

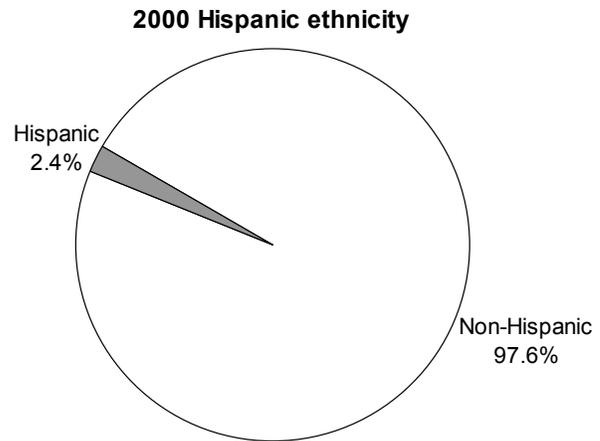
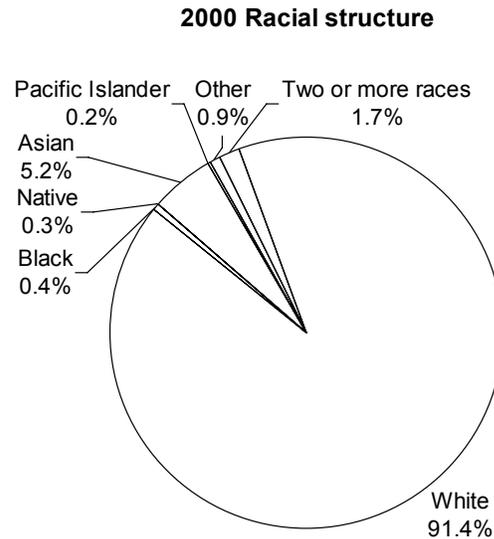
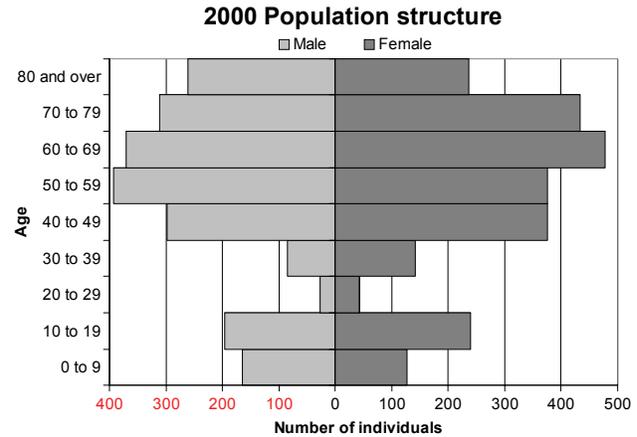
According to the 2000 U.S. Census, the population of Pebble Beach was 4,590. The gender composition was 53.6% female and 46.4% male. The median age in 2000 was 57.2, considerably higher than the national median of 35.3. Only 12.7% of residents were under the age of 18, compared to the national average of 25.7%, and 33.3% were age 67 or older, compared to national average of 10.13%. Of the population 18 years of age and older, 96.9% had a high school education or higher, 59.0% had a bachelor's degree or higher, and 30.1% had a graduate or professional degree; the national averages were 79.7%, 22.3%, and 7.8% respectively.

The majority of the racial composition of Pebble Beach was white (91.4%), followed by Asian (5.2%), individuals who identified with two or more races (1.7%), individuals who identified with some other race (0.9%), black (0.4%), American Indian and Alaska Native (0.3%), and Native Hawaiian and Other Pacific Islander (0.2%). Ethnicity data indicate 2.4% identified as Hispanic. Approximately 14.7% of the population was foreign-born, of which 14% were born in Korea, 11.2% in China, and 9% in Mexico.

In 2000 82.8% of the population lived in family households.

History

The portion of Monterey County surrounding Pebble Beach is the aboriginal homeland of the Ohlone/Costanoan and Esselen Tribes. Members of these Indian tribes relied heavily on acorn meal and salmon to meet subsistence needs and utilized a shell currency for trading throughout the area.¹ There are no data available on the precontact native population, and many were forcibly removed to missions and reservation lands after the arrival of Euro-American settlers. Today the Ohlone/Costanoan Esselen Nation has approximately 500 enrolled members, of whom 60% live in Monterey and San Benito Counties. The tribes are pursuing federal



recognition, which could reestablish some traditional land and resource rights for tribal members in the area.²

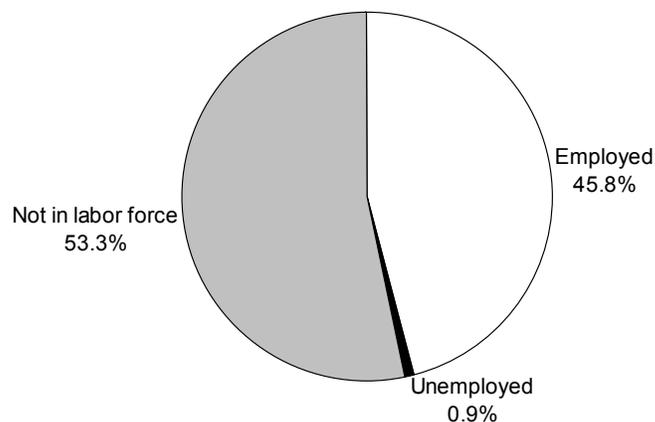
The Spanish were the first Euro-Americans to settle in the area, creating the Rancho El Pescadero Land Grant, which included the land surrounding Pebble Beach. Other settlers poured in during and after the Gold Rush. Following completion of the first transcontinental railroad in 1869, the area became home to a large population of Chinese laborers originally recruited to work on the railroad. These immigrants established fishing villages throughout the region, including a small settlement at Pescadero Point just west of contemporary Pebble Beach. In this village and in a larger settlement in nearby Monterey, Chinese fishermen launched the area's first commercial fishing industry. They harvested abalone, cod, flounder, yellowtail, sardines, and shark from the open ocean and oysters and mussels from within the bay.³ They built shanties on the rocky beachfront and fished from flat-bottomed boats. When the fishery became more competitive and other immigrant fishermen (especially Italian) gained more control over the regional fishing industry amidst waves of racist conflict and anti-Chinese laws, Chinese fishermen shifted some of their efforts to harvesting squid, which were dried and used as fertilizer.⁴

In the early 1900s the Pacific Improvement Company, a real estate development company with extensive landholdings on the Monterey Peninsula, acquired the area as a route for tourist excursions from the new Del Monte Lodge through the Del Monte Forest (an area with thick stands of Gowen and Monterey cypress and Monterey and Bishop pine) to the beachfront. The contemporary 17 Mile Drive follows this original route.

In 1919 Samuel F.B. Morse, grandnephew of the inventor of Morse code and a manager for the Pacific Improvement Company, bought the land and founded Del Monte Properties Company. Morse renamed the area Pebble Beach, after the water-rolled rocks along the shoreline, and developed it as an exclusive resort and residential area based on the concept: "Profits are incidental to the orderly projection of subdivisions that will not mar the rare beauty of this place; Pebble Beach is one spot on 1,100 miles of gorgeous coastline which will remain completely unspoiled."⁵ The centerpieces of Morse's vision were the Pebble Beach Golf Course and The Lodge at Pebble Beach, both famous West Coast landmarks. The land is now controlled by the Pebble Beach Company and includes three resorts, four golf courses, and the Del Monte Forest (which is protected from certain types of development).⁶

Pebble Beach is a private, gated community, the only community in the United States where visitors must

2000 Employment structure



pay a fee (\$8) to enter. Most permanent residents are employees of the Pebble Beach Company, but the community also features palatial estates and expensive beachfront condominiums. Residents pay a premium to prevent unwanted development, and easements originally established by Morse preserve the forest and coastline. The Pebble Beach Golf Course is world renowned and hosts several major tournaments each year.

Infrastructure

Current Economy

According to the 2000 U.S. Census, 45.8% of Pebble Beach's potential labor force 16 years of age and older were employed, 0.9% was unemployed, and the unemployment rate was 2% (calculated by dividing the unemployed population by the labor force). In addition, 53.3% were not in the labor force (not actively seeking work). The primary employment sectors were education, health, and social services (25.9%), professional, scientific, and technical services (13.2%), and local, state, or federal government (13%). Natural resource jobs including agriculture, forestry, fishing, and hunting employed 0.4%, but this percentage may be artificially low because many fishermen are self-employed and are underrepresented in the data. In 2000 the armed forces employed 0.8% of the labor force.

The California Employment Development Department lists Pebble Beach Company as a major employer in Pebble Beach,⁷ employing about 1,600.⁸ According to the Monterey Peninsula Chamber of Commerce, many Pebble Beach residents work in personal and professional services (58%), followed by wholesale and resale trades (22%), manufacturing (13%), transportation, communications, and utilities (4%), public administration (2%), and agriculture (1%).⁹

The per capita income in Pebble Beach was approximately \$68,504 in 1999, more than three times the national average per capita income of \$21,587. The median household income in Pebble Beach was about \$98,608, also more than twice the national median household income of \$41,994. In 1999 approximately 2.3% lived below the poverty level, far less than the national average of 12.4%. In 2000 Pebble Beach had 2,723 housing units, of which 78.1% were occupied and 21.9% were vacant. Of the occupied units, 87.8% were by owner and 12.2% were by renter. In 2000 the national home ownership rate was 66.2%. Of the vacant units, 85.4% were due to seasonal, recreational, or occasional use.

Governance

Pebble Beach is unincorporated and managed by the Monterey County Board of Supervisors. Pebble Beach falls within Monterey County District 5, headquartered in Monterey (6 miles). Residents, many of whom belong to the Pebble Beach Homeowners Association, are politically active and have legislated, lobbied, and otherwise fought to maintain the exclusive, private status of their community.¹⁰ See the Governance subsection (page 43) in the Overview section for a more detailed discussion of taxes affecting fisherman and processors in California.

The California Department of Fish and Game Headquarters for Marine Region 7 is in Monterey.¹¹ The National Oceanic and Atmospheric Administration's Southwest Regional office is 372 miles south in Long Beach, and the National Marine Fisheries Service (NMFS) Southwest Fisheries Science Center is 48 miles away in Santa Cruz. Additionally, the NMFS Pacific Fisheries Environmental Laboratory is 6 miles away in Pacific Grove and the Monterey Bay National Marine Sanctuary headquarters is in Monterey, which also has a U.S. Coast Guard station. Sacramento, approximately 190 miles north, is the nearest city to host Pacific Fisheries Management Council meetings. The nearest U.S. Citizenship and Immigration Services office is 77 miles away in San Jose.

Facilities

Pebble Beach is a short distance from California Highway 1, which runs the length of the California Coast. The nearest airport certified for carrier flights is Monterey Peninsula Airport in Monterey, and the nearest major international airport is at San Jose.

Pebble Beach is in the Monterey Peninsula Unified School District, which has 13 elementary schools, 4 middle schools, and 4 high schools in Monterey, Seaside (8 miles), and Marina (14 miles). Stevenson School, a

private boarding school, operates a high school facility in Pebble Beach and a lower and middle school in Carmel (2 miles). The original Del Monte Hotel is now the U.S. Naval Postgraduate School, which offers classes, training, and research to Navy personnel.

The Coastal/Peninsula Unit of the Monterey County Sheriff's Office administers public safety. The Pebble Beach Community Services District provides fire protection, wastewater collection, and garbage disposal.¹² Pacific Gas and Electric supplies electricity and natural gas, and the Monterey County Water Management District supplies potable water. The primary health care facility near Pebble Beach is Community Hospital of the Monterey Peninsula in Monterey.

Pebble Beach has only a few beach landing sites and no port infrastructure. Residents utilize marine facilities in the nearby communities of Moss Landing and Monterey; see their community profiles for additional information. Moss Landing Harbor has about 743 berths.¹³ Many of the commercial slips have gone unused as the fishing fleet has decreased in size, while there is a waiting list for recreational boat slips.¹⁴ See the Monterey community profile for additional information on harbor facilities.

Involvement in West Coast Fisheries

Commercial Fishing

In 2000 no seafood processors operated in Pebble Beach and no vessels made landings. Data for Pebble Beach were recorded as part of the Other Santa Cruz and Monterey County Ports group, which includes the nearby communities of Aptos, Big Sur, Capitola, Carmel, Davenport, Felton, Fort Ord, Freedom, Gilroy, Hollister, Lucia, Marina, Mill Creek, Monterey, Morgan Hill, Pacific Grove, Point Lobos, Salinas, San Juan Bautista, Seaside, Soquel, Watsonville, and Willow Creek. Many of these communities are inland cities and towns.

Reported landings for this port group in 2000 were in the following West Coast fisheries (data shown represent landings in metric tons/value of landings/number of vessels landing): coastal pelagic confidential/confidential/1; groundfish 10 t/\$87,427/23; and other species <1 t/\$187/7. See the Seaside and Marina community profiles for additional information about these communities.

Pebble Beach residents owned three commercial vessels in 2000, and all participated in the federally managed groundfish fishery. The number of vessels owned by Pebble Beach residents that participated in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/2, groundfish 0/0/NA, highly migratory species NA/

0/NA, salmon 0/0/5, shellfish NA/0/NA, and shrimp NA/0/0.¹⁵

In 2000 the number of Pebble Beach residents holding permits in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/8, highly migratory species NA/1/2, salmon 0/0/9, shellfish 0/0/NA, and shrimp 0/0/1.¹⁶

Residents held at least 40 commercial fishing permits, all state registered, in 2000. The number of state permits held by Pebble Beach residents in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/17, highly migratory species NA/1/5, salmon 0/0/16, shellfish 0/0/NA, and shrimp 0/0/1.¹⁷

Sportfishing

A number of charter vessels operate out of the area, targeting albacore tuna, rock cod, salmon, and other species. Many also offer seasonal whale watching tours. In 2002 at least eight charter businesses served sport fishermen and tourists in Pebble Beach. No license agents sold sportfishing licenses in Pebble Beach. In 2000 vendors in Monterey County sold 11,071 resident sportfishing licenses, 9 nonresident sportfishing licenses, 175 sport salmon punch cards, and 184 abalone report cards. In the port group consisting of Monterey, Moss Landing, and Santa Cruz, 20 commercial passenger fishing vessels served 37,884 anglers in 2000. The vessels reported 139,058 landings composed of more than 15 species. Rockfish (unspecified) and Chinook salmon accounted for 70.8% and 20.6% of the landings respectively.

Subsistence

Local tribal and nontribal community members may engage in subsistence fishing in the Pebble Beach area, however, specific information on subsistence fishing in Pebble Beach is not discussed in detail due to the lack of available data. The California Department of Fish and Game uses the term “recreational” for fishermen who do not earn revenue from their catch, but fish for pleasure or to provide food for personal consumption. Information on subsistence fishing in California is captured to some degree in the sportfishing data.

Involvement in North Pacific Fisheries

Commercial Fishing

In 2000 Pebble Beach residents owned five vessels that participated in North Pacific fisheries. These vessels landed 144.8 metric tons in the Alaska salmon fishery at a value of more than \$209,980.

Five residents held state permits for Alaska fisheries in 2000. Residents also held five commercial fishing

permits for North Pacific fisheries, all Commercial Fisheries Entry Commission salmon permits. One Pebble Beach resident held a crew member license for North Pacific fisheries.

Sportfishing

Pebble Beach residents purchased 12 Alaska sportfishing licenses in 2000.

Notes

1. Monterey County California Regional Guide and Search Engine. No date. A brief history of Monterey County. Online at <http://www.mtycounty.com/pgs-history/indians.html> [accessed 5 March 2007].
2. Ohlone/Costanoan Esselen Nation. 2004. Ohlone/Costanoan Esselen Nation. Online at <http://www.esselelnation.com/index.html> [accessed 5 March 2007].
3. J. Kemp. 2005. Chinese start Monterey fishing industry. Online at <http://www.mchsmuseum.com/chinesefishing.html> [accessed 5 March 2007].
4. See note 1.
5. Pelican Network. No date. Pebble Beach. Online at <http://www.pelicannetwork.net/pebble.beach.htm> [accessed 5 March 2007].
6. The Pebble Beach Company. 2005. Pebble Beach Company history. Online at http://www.pebblebeach.com/page.asp?pageName=Pebble_Beach_Company_History [accessed 5 March 2007].
7. State of California. No date. Labor market information: Major employers in Monterey County. Online at <http://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/localAreaProfileQSRResults.asp?selectedarea=Monterey+County&selectedindex=28&menuChoice=localAreaPro&state=true&geogArea=0604000053&countyName=> [accessed 5 March 2007].
8. Monterey Peninsula Chamber of Commerce. 2004. Our community: Pebble Beach. Online at <http://www.mpcc.com/community/PebbleBeach.asp> [accessed 5 March 2007].
9. See note 8.
10. See note 5.
11. State of California. 2003. Department of Fish and Game: Marine region 7. Online at <http://www.dfg.ca.gov/mrd/> [accessed 5 March 2007].
12. Pebble Beach Community Services District. 2004. Home page. Online at <http://www.pbcsd.org/> [accessed 5 March 2007].
13. C. Pomeroy and M. Dalton. 2003. Socio-economics of the Moss Landing commercial fishing industry: Report to the Monterey County Office of Economic Development. Online at http://www.psmfc.org/efin/docs/otherpublications/ML_Cmcl_Fishing_Ind_Report.pdf [accessed 5 March 2007].
14. A. Weinstein. 2002. Site characterization: Human influences: Socioeconomic uses: Harbors. Online at <http://bonita.mbnms.nos.noaa.gov/sitechar/soci6.html#6b> [accessed 5 March 2007].
15. NA refers to data that were not available, for example, due to few or no recorded permit numbers, or the partially permitted nature of a fishery in 2000.
16. See note 15.
17. See note 15.