

# **Pebble Beach, California**

## **People and Place**

### *Location*

Pebble Beach is located on California's Monterey Peninsula between the communities of Pacific Grove and Carmel, approximately 118 miles south of San Francisco and 190 miles south of the State Capitol, Sacramento. The community lies on the Pacific coast near Carmel Bay. The geographic coordinates of Pebble Beach, California, are 36°33'59"N and 121°56'44"W.

### *Demographic Profile*

According to the 2000 U.S. Census, the population of Pebble Beach was 4590. In 2000 the gender structure was relatively evenly divided with slightly more females (53.6%) than males (46.4%). The median age in 2000 was 57.2, which was considerably higher than the national median of 35.3 for the same year. According to the same data, only 12.7% of residents were under the age of 18, compared to a national value of 25.7%, and 33.3% were age 67 or older, compared to national value of 10.13%.

For the population 18 years and over, 96.9% had a high school education or higher, 59.0% had attained a bachelor's degree or higher, and 30.1% earned a graduate or professional degree. The highest level of educational attainment was a high school diploma or equivalency for 10.7% of the population. These values compare very favorably to the national values for the same year (79.7% with high school degree or higher, 22.3% with a bachelor's or higher, and only 7.8% with a graduate or professional degree). In 2000, 82.8% of the population lived in family households.

The 2000 U.S. Census shows that the racial composition was predominantly White, (91.4%), followed by Asian (5.2%). The categories of Black or African American, American Indian/Alaska Native, and Native Hawaiian/Pacific Islander each constituted less than one percent (0.4%, 0.3%, and 0.2% respectively). Overall, 0.9% identified as belonging to some other race, and 1.7% of the population identified with two or more races. A total of 2.4% of the population identified themselves as Hispanic or Latino. Approximately 14.7% of the population was foreign-born. Of the foreign born population, 14.0% were born in Korea, 11.2% were born in China, and 9.0% were born in Mexico.

### *History*

The portion of Monterey County surrounding Pebble Beach is the aboriginal homeland of the Ohlone/Costanoan and Esselen Tribes. Members of these native groups relied heavily on acorn meal and salmon to meet their subsistence needs and utilized a shell currency for trading throughout the area.<sup>1</sup> There are no data available on the pre-contact native population of this area, and many native residents were forcibly removed to missions and reservation lands after the arrival of European settlers. Today, the Ohlone/Costanoan Esselen Nation consists of approximately 500 enrolled members, 60% of which live in Monterey and San Benito Counties. The Nation is currently seeking federal recognition, which could reestablish some traditional land and resource rights for tribal members within this territory.<sup>2</sup>

The Spanish were the first Europeans 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 the completion of the transcontinental railroad in 1869, the area became home to a large population of Chinese laborers originally recruited to

work on the railroad project. These Chinese immigrants established fishing villages throughout the region, including a small settlement at Pescadero Point, just west of contemporary Pebble Beach on Carmel Bay. 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.<sup>3</sup> These fishermen built shanties on the rocky beachfront and fished from flat-bottomed boats. When the fishery became more competitive and European (especially Italian) fishermen 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 was dried and used as fertilizer.<sup>4</sup>

In the early 1900s, the Pacific Improvement (PI) Company, a real-estate development company with extensive landholdings on the Monterey Peninsula, acquired the area as a route for tourist excursions from the newly constructed Del Monte Lodge through the Del Monte Forest (an area with thick stands of Gowen cypress, Monterey pine, Bishop pine, and Monterey cypress) 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 PI Company, bought the land and founded the Del Monte Properties Company. Morse re-named the area Pebble Beach, after the water-rolled rocks along the shoreline, and developed it as an exclusive resort and residential area with the idea that: "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."<sup>5</sup> The centerpieces of Morse's vision were the Pebble Beach Golf Links and The Lodge at Pebble Beach, both of which are now 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).<sup>6</sup>

Today, Pebble Beach is a private, gated community, the only community in the United States where visitors must pay a fee (\$8) to enter. The majority of permanent residents are employees of the Pebble Beach Company, but the community also features palatial estates and beachfront condominiums that are permanent and seasonal abodes of the elite. The residents of the community pay a premium to keep unwanted development at bay, and easements established by Morse preserve the forest and coastline. The Pebble Beach golf course is world-renowned and hosts several major pro tournaments each year.

## **Infrastructure**

### *Current Economy*

The California Employment Development Department lists The Pebble Beach Company as a major employer in Pebble Beach.<sup>7</sup> The company employs around 1600 residents.<sup>8</sup> According to the Monterey Peninsula Chamber of Commerce, 58% of Pebble Beach residents work in personal and professional services; 22% in wholesale and resale trades; 13% in manufacturing; 4% in transportation, communications, and utilities; 2% in public administration; and 1% in agriculture.<sup>9</sup>

According to the 2000 U.S. Census, 47.8% of the potential labor force was employed and there was a 2.0% unemployment rate (calculated by dividing the unemployed population by the labor force). A total of 53.3% of the population over the age of 16, were not in the labor force (not actively seeking work). Approximately 25.9% were employed in "Educational, health and social services" and 13.2% worked in "Professional, scientific, and technical services." The

local, state, or federal government employed a total of 13.0% of the employed civilian population; however none were reported as working for the government in the “Agriculture, forestry, fishing, and mining” industries. Only 0.4% of the employed civilian population over the age of 16 was involved in “Agriculture, forestry, fishing, and hunting.” The armed forces accounted for 0.8% of the labor force.

The per capita income in Pebble Beach was approximately \$68,504 in 1999, more than double the national per capita income of \$21,587. In the same year the median household income in Pebble Beach was about \$98,608, compared to a national median household income of \$41,994. Approximately 2.3% of residents were living below the poverty level in 1999, a value far below than the national poverty level of 12.4%.

In 2000 there were 2723 housing units in Pebble Beach, 78.1% of which were occupied, 21.9% were vacant. Of the occupied housing units, 87.8% were owner occupied and 12.2% were renter occupied. This rate of home ownership exceeds the national rate of 66.2% for the same year. Of the vacant housing units, 85.4% were “For seasonal, recreational, or occasional use.”

### *Governance*

Pebble Beach is a private community, meaning that is owned by The Pebble Beach Company. The area is unincorporated and is managed by the Monterey County Board of Supervisors. Pebble Beach falls within Monterey County District 5, which is headquartered in nearby 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.<sup>10</sup>

California state law assesses commercial vessels, charter boats, and oceanographic research vessels at 4% of their full cash value.<sup>11</sup> Vessels registered in California with either the Department of Motor Vehicles or the U.S. Coast Guard (USCG) are assessed property taxes by the county tax collector where it is moored.<sup>12</sup> Some commercial vessels are also subject to a Ballast Water Management Fee of about \$500 per voyage.<sup>13</sup> California levies a fuel tax of \$0.18 per gallon, a portion of which goes toward marine safety and education programs and boating facility administration and development.<sup>14</sup>

The State of California levies landing taxes that must be paid by fishermen and fish processors involved in the retail sale of fish products. These taxes vary by species and range between \$.0013 and \$.0125 per pound of fish.<sup>15</sup> The California Department of Agriculture also administers two commodity commissions, the California Salmon Council and the California Sea Urchin Commission, which charge fees for marketing and lobbying on behalf of fishermen involved in these specific fisheries.<sup>16</sup>

The California Department Fish and Game Headquarters for Marine Region 7 is located in Monterey.<sup>17</sup> The National Oceanic and Atmospheric Administration’s (NOAA) Southwest Regional office is located in Long Beach (372 miles), and the National Marine Fisheries Service (NMFS) Southwest Fisheries Science Center is located nearby in Santa Cruz (48 miles). There is a U.S. Coast Guard station in nearby Monterey. Sacramento, approximately 190 miles south, is the nearest city to host Pacific Fisheries Management Council meetings. The nearest U.S. Citizenship and Immigration Services office is located approximately 77 miles away in San Jose.

### *Facilities*

Pebble Beach lies a short distance from Highway 101, which runs the length of the California Coast. The nearest airport certified for carrier flights is the Monterey Peninsula

Airport in Monterey (6 miles), and the nearest major international airport is located in San Jose (77 miles). Pebble Beach is a popular tourist destination and the community offers three luxury resorts and four golf courses.

Pebble Beach is located within the Monterey Peninsula Unified School District, which offers 13 elementary schools, 4 middle schools, and 4 high schools in Monterey, Seaside (8 miles), and Marina (14 miles). The Stevenson School, a private boarding school, operates a high school facility in Pebble Beach and a Lower/Middle School in Carmel (2 miles). The original Hotel Del Monte is now the Naval Postgraduate Academy, which offers classes, training, and research opportunities for U.S. Navy personnel.

The Coastal/Peninsula Unit of the Monterey County Sheriff's Office administers law enforcement services to Pebble Beach residents. Fire protection, wastewater collection, and garbage disposal services are provided by the Pebble Beach Community Services District.<sup>18</sup> Electricity and natural gas are supplied to area residents by Pacific Gas and Electric. Drinking water services are maintained by the Monterey County Water Management District. The main health care facility near Pebble Beach is the Community Hospital of the Monterey Peninsula in Monterey.

The nearest marine facilities are located in Monterey. The Monterey Municipal Marina is a full service marina with 413 slips that accommodate 20- to 50-foot vessels, six end ties for vessels ranging from 40 to 75 feet, and a public launch ramp. Fisherman's Wharf (Municipal Wharf I) was, at one time, used for the sardine industry. Today it is a tourist destination with restaurants, fish markets, gift shops, and charter operations for sportfishing, whale watching, and sightseeing. Municipal Wharf II is more commercially oriented, featuring five wholesale fish companies and a commercial abalone farm. Additionally, the Monterey Peninsula Yacht Club is located on the end of Wharf II. Commercial Dive Charters depart from here, and there is a 700-foot public fishing promenade extending from Wharf II. There are 150 privately owned mooring buoys located in the outer harbor, and boats of 50 feet and less can use the seasonal East Mooring Program; permits are required. There is open anchorage at Del Monte beach, east of Wharf II and the East Moorings. Breakwater Cove Marina is a 70-slip private marine and fuel dock. A Chandlery is located next to the office.

## **Involvement in West Coast Fisheries**

### *Commercial Fishing*

Landings data for Pebble Beach were recorded as part of the Other Santa Cruz and Monterey County Ports port group which includes the nearby communities of Soquel, Felton, Mill Creek, Gilroy, Aptos, Davenport, Watsonville, Capitola, Salinas, Carmel, Seaside, Pacific Grove, Point Lobos, Marina, Lucia, Hollister, Morgan Hill, Freedom, Monterey, Fort Ord, Willow Creek, Big Sur, San Juan Bautista. Reported landings for this port group in 2000 were in the following West Coast fisheries (data shown represent landings in metric tons/value of said 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. According to available data, there were no seafood processors operating in Pebble Beach in 2000.

No vessels made landings to Pebble Beach in 2000. However, there were three commercial vessels owned by Pebble Beach residents in 2000, all of which participated in the Federally Managed Groundfish fishery. According to recorded data the number of vessels owned by Pebble Beach residents that participated in said 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).<sup>19</sup>

In 2000, no federal groundfish permits held by community members. In the same year, recorded data indicates that the number of Pebble Beach residents holding permits in each said 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).<sup>20</sup>

According to available data, there were at least 40 commercial fishing permits, all state registered, held by Pebble Beach residents in 2000. Recorded data indicates that the number of state permits held by Pebble Beach residents in each said 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).<sup>21</sup>

### *Sportfishing*

A number of charter vessels operate out of the area targeting albacore tuna, rock cod, salmon, and other species. Many of these charter vessels also offer seasonal whale watching tours. In 2002, at least eight charter businesses serviced sport fishermen and tourists in Pebble Beach. There are no license agents selling sportfishing licenses in Pebble Beach. In 2000 Monterey County residents purchased: 11,071 resident sportfishing licenses nine non-resident sportfishing licenses, 175 sport salmon punch cards, and 184 abalone report cards. In the port group consisting of Monterey, Moss Landing, and Santa Cruz, a total of 20 commercial passenger fishing vessels served 37,884 anglers in 2000. These 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 might be engaged in subsistence fishing in the Pebble Beach area. However, specific information on subsistence fishing in Pebble Beach is not discussed in detail in this Community Profile due to the lack of available data. The California Department of Fish and Game uses the term “recreational” to refer to fishermen that do not earn revenue from their catch but rather fish for pleasure and/or to provide food for personal consumption. Therefore information on subsistence fishing in California is captured, to some degree, within the above sportfishing data.

## **Involvement in North Pacific Fisheries**

### *Commercial Fishing*

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

One Pebble Beach resident served as a crewmember aboard a vessel involved in North Pacific fisheries in 2000. In the same year, five community residents held state permits for Alaska fisheries. There was a total of five commercial fishing permits for North Pacific fisheries held by residents of Pebble Beach in 2000. They were all Commercial Fisheries Entry Commission (CFEC) salmon permits.

### *Sportfishing*

While the majority of the charter boats in Pebble Beach target West Coast fisheries, 12 Pebble Beach community members purchased Alaska sportfishing licenses in 2000.

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- <sup>1</sup> Monterey County California Regional Guide and Search Engine. No date. A Brief History of Monterey County, [Online]. Available: URL: [Hhttp://www.mtycounty.com/pgs-history/indians.html](http://www.mtycounty.com/pgs-history/indians.html) (access date - March 2005).
  - <sup>2</sup> Ohlone/Costanoan Esselen Nation. 2004. Ohlone/Costanoan Esselen Nation, [Online]. Available: URL: <http://www.esselelnation.com/index.html> (access date - July 2004).
  - <sup>3</sup> Kemp. 2005. Chinese Start Monterey Fishing Industry, [Online]. Available: URL: [Hhttp://www.mchsmuseum.com/chinesefishing.html](http://www.mchsmuseum.com/chinesefishing.html) (access data - March 2005).
  - <sup>4</sup> Monterey County California Regional Guide and Search Engine. No date. A Brief History of Monterey County, [Online]. Available: URL: [Hhttp://www.mtycounty.com/pgs-history/indians.html](http://www.mtycounty.com/pgs-history/indians.html) (access date - March 2005).
  - <sup>5</sup> Pelican Network. No date. Pebble Beach, [Online]. Available: URL: [Hhttp://www.pelicannetwork.net/pebble.beach.htm](http://www.pelicannetwork.net/pebble.beach.htm) (access data - March 2005).
  - <sup>6</sup> The Pebble Beach Company. 2005. Pebble Beach Company History, [Online]. Available: URL: [Hhttp://www.pebblebeach.com/page.asp?pageName=Pebble\\_Beach\\_Company\\_History](http://www.pebblebeach.com/page.asp?pageName=Pebble_Beach_Company_History) (access date - March 2005).
  - <sup>7</sup> State of California. No date. Labor Market Information: Major Employers in Monterey County, [Online]. Available: URL: <http://www.calmis.ca.gov/file/majorer/monteer.htm> (access date - July 2004).
  - <sup>8</sup> Monterey Peninsula Chamber of Commerce. 2004. Our Community: Pebble Beach, [Online]. Available: URL: [Hhttp://www.mpcc.com/community/PebbleBeach.asp](http://www.mpcc.com/community/PebbleBeach.asp) (access date - March 2005).
  - <sup>9</sup> Monterey Peninsula Chamber of Commerce. 2005. Our Community: Pebble Beach, [Online]. Available: URL: [Hhttp://www.mpcc.com/community/PebbleBeach.asp](http://www.mpcc.com/community/PebbleBeach.asp) (access date - March 2005).
  - <sup>10</sup> Pelican Network. Pebble Beach, [Online]. Available: URL: [Hhttp://www.pelicannetwork.net/pebble.beach.htm](http://www.pelicannetwork.net/pebble.beach.htm) (access data - March 2005).
  - <sup>11</sup> State of California Board of Equalization. No date. Property Tax Rules, Rule 151. Vessels Subject to the Four Percent Assessment, [Online]. Available: URL: <http://www.boe.ca.gov/proptaxes/pdf/r151.pdf> (access date - July 2004).
  - <sup>12</sup> California Department of Motor Vehicles. 2003. How to register a vessel, [Online]. Available: URL: <http://www.dmv.ca.gov/boatsinfo/boatreg.htm#how> (access date - July 2004).
  - <sup>13</sup> State of California Board of Equalization. 2004. Ballast Water Management Fee, [Online]. Available: URL: <http://www.boe.ca.gov/sptaxprog/bllstweb12.htm> (access date - July 2004).
  - <sup>14</sup> U.S. Department of Transportation. 2001. Provisions Governing the Distribution of State Motor Fuel Tax Receipts: California, [Online]. Available: URL: <http://www.fhwa.dot.gov/ohim/hwytaxes/2001/california.htm> (access date - July 2004).
  - <sup>15</sup> State of California. No date. Fish and Game Code Section 8040-8070, [Online]. Available: URL: <http://www.leginfo.ca.gov/cgi-bin/displaycod?section=fgc&group=08001-8070> (access date - July 2004).
  - <sup>16</sup> State of California Department of Agriculture. 2004. List of Marketing Programs, [Online]. Available: URL: <http://www.cdfa.ca.gov/mkt/mkt/mktbrds.html> (access date - July 2004).
  - <sup>17</sup> State of California. 2003. Department of Fish and Game: Marine Region 7, [Online]. Available: URL: <http://www.dfg.ca.gov/regions/region7.html> (access date - July 2004).
  - <sup>18</sup> Pebble Beach Community Services District. 2004. Home Page, [Online]. Available: URL: [Hhttp://www.pbcsd.org/H](http://www.pbcsd.org/H) (access date - March 2005).
  - <sup>19</sup> 'NA' refers to data which was not available, for example, due to few or no recorded permit numbers, or the partially permitted nature of a fishery in 2000.
  - <sup>20</sup> 'NA' refers to data which was not available, for example, due to few or no recorded permit numbers, or the partially permitted nature of a fishery in 2000.

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