

# San Diego, California

## People and Place

### *Location*

The city of San Diego is the southern most urban area on California's coast. It is located at 32°42'55"N and 117°52'25"W. The city encompasses an area of 372.03 total square miles, including 324.34 square miles of land and 47.69 square miles of water.

### *Demographic Profile*

San Diego has undergone strong and steady growth throughout the 20<sup>th</sup> Century. In 1870 its population was 2300. By 1900 the community's population was 17,700, and by 1930 it grew by over 800% to 147,995. In 1960 the city's population surpassed the half million mark at 573,224. Over the next 40 years the city more than doubled to 1,223,400 in 2000, becoming the second largest city in California. According to the 2000 U.S. Census, males comprise some 50.4% of the city's population, while females comprise 49.6%.

In 2000 the median age for the population of San Diego was 32.5, slightly younger than the median age of the U.S. population overall, 35.3. According to the 2000 U.S. Census approximately 18.5% of the population 18 and over had attained a high school degree as their highest educational attainment, while 82.9% of the population had attained at least a high school degree or higher. A total of 31% of San Diego's population had attained at least a bachelor's degree in 2000 and 11.3% of the population had attained a graduate or professional degree.

According to the 2000 U.S. Census, San Diego's population was 60.2% White, 7.9% Black or African American, 0.6% American Indian and Alaskan Native, 13.6% Asian, and 0.5% Native Hawaiian and other Pacific Islander. A total of 12.4% identified with some other race and 4.8% identified with two or more races. Approximately 25.4% of the total population was Hispanic or Latino in 2000. Slightly over a quarter of San Diego's population (25.7%) was foreign-born. Approximately 75.8% of San Diego's population lived in family households in 2000.

### *History*

The San Diego area, dating back to 9000 B.C., belonged to the Southern California coastal region's first Americans, now called the San Dieguito. The San Dieguito were descendents of Asians who crossed the land bridge in the Bering Strait in search of game, and others who moved over the Sierra Nevadas and down the Pacific slope. The Digueño were named by the Spanish who were known for naming Indian groups after the mission whose jurisdiction they were under, in this case the San Diego de Alcalà. When the mission was established in 1769 there were roughly 25-30,000 Indians living in the area. Around 1000 B.C. the Digueño or Kumeyaay Indians arrived in the region and mixed with the existing Indians. The term Kumeyaay, coined by the native people in the 1970s, is all inclusive of the Digueño and Kamia, the Yuman-speaking Indians of Imperial County over the mountains east of San Diego County. The Kumeyaay were seasonal hunters and gatherers whose bands ranged from the waterways of the San Diego coastal region, eastward past the Salton Sea, and south beyond present-day Enseñada, Mexico. The Kumeyaay Indian group was known for its resistance to Christianity and revolted against the presidio soldiers on several occasions. At the time of Mexican independence in 1821 the Kumeyaay fled to the mountains to escape being forced to work for the Mexican settlers of the army. In 1875 the Kumeyaay were expelled from their

homes and their land was expropriated. In 1910 the population began to revive and currently there are about 20,000 Kumeyaay descendants living in San Diego County on its 18 reservations, more than in any other county in the United States.<sup>1</sup>

In the middle of the 16<sup>th</sup> century Juan Rodríguez Cabrillo, exploring for Spain, sailed into the San Diego Harbor and named his discovery San Miguel. Sixty years later, in 1602 on the feast day of San Diego de Alcalà, after San Miguel was ignored for decades by outsiders, Sebastián Vizcaíno arrived and renamed the area San Diego. At the time Spain was not interested in settling California as they were drawn to the riches in the Pacific and in the Orient. In the mid-1700s Spain colonized Mexico's Baja California and pushed upwards into California in attempts to discourage Russian fur traders who were moving down the northwest coast of America. Spain lent military support to mission priests and consequently raised the Spanish flag. In 1769 the Franciscan priest, Fray Junípero Serra, established the first mission, San Diego de Alcalà, in San Diego. In 1821 Mexico declared its independence from Spain and twelve years later the Mexican government began parceling out mission property to political leaders. By 1846 the Mexican-American had reached the West Coast and San Diego was taken by U.S. forces.<sup>2</sup>

The Gold Rush of 1849 and the first rail link bypassed San Diego. But in 1867 the San Francisco speculator and businessman Alonzo Horton, recognizing the city's potential as a port, acquired 960 acres of waterfront and promoted it as "New Town." A year later San Diego was incorporated with a population of 650, becoming California's first county. Shortly after its incorporation gold was discovered in the hills east of San Diego but the mining boom ended by 1874. Following the Gold Rush the population of San Diego fell by half to 2000.<sup>3</sup>

The aviation and maritime industries arrived in San Diego during the 1920s and 1930s and jumpstarted the city's economy. In 1941 following the bombing of Pearl Harbor, the headquarters of the U.S. Pacific Fleet was moved to San Diego. San Diego's role in wartime activity transformed the city and provided employment opportunities for up to a quarter of the city's population. The town's Mediterranean style, Mission architecture, and Spanish street names seen in the city today were constructed by developers for the Panama-California Expositions of 1915-1916, rather than remnants of the city's colonial past. Today the city is booming due to several factors, including the climate, the seafront location, the abundant recreation opportunities, and the revitalized downtown area.

### *San Diego's Fishing History*

Numerous ethnic groups have been involved in San Diego's fishing history, including the Chinese, Portuguese, Italians, and Japanese. While many Chinese pioneers who came to California during the mid-nineteenth century were forced into low-paying and unskilled jobs, some found a niche for themselves in the fishing industry developing in the waters surrounding San Diego Bay. In the 1860s San Diego tax collectors found that many Chinese owned boats and nets and "made lots of money selling fish." By 1869, a year before Alonzo Horton built his bank, two colonies of Chinese fishermen were established on San Diego Bay and by 1872 the trade in dried fish out of San Diego was well underway. By the year 1880, the abalone fishery was producing seven hundred tons annually, primarily for export to China. The Chinese retained the abalone shell to sell to California jewelers. Beginning in 1885 a series of events transpired to decrease the fishing activity and fleet size of the Chinese fishing industry and in 1890 the industry came to a close as the State Board of Fish Commissioners implemented restrictions on the taking and export of abalone and shrimp. Over the next ten years San Diego businessmen built canneries and by 1897 the "railroad was carrying fresh fish and shellfish to markets as far

away as Denver and Kansas City.”<sup>4</sup> In the early 1910s Portuguese fishermen had moved into the abandoned settlements of the Chinese fishermen and had begun to revive the tuna industry in San Diego and in 1936 the local paper reported that businesses were beginning to ship abalone to the Orient.<sup>5</sup>

The late 19<sup>th</sup> century saw a wave of immigration from southern and eastern Europe. And between 1900 and 1910 Italian immigration to California nearly tripled, rising from 22,707 in 1900 to 66,615 in 1910. Most of the immigrants descended from maritime backgrounds and settled in the Bay area around San Francisco. The San Francisco fire in 1906 brought a wave of Italian fishermen to San Diego, who joined the first Italians that arrived there via San Francisco in 1871. The Italians arrived with a variety of boats and fishing gear and by 1910 the capabilities of the fishery exceeded market demand. “Access to the national market was the only way that the full potential of the San Diego fishery could be realized, and this access awaited the successful development of the cannery.”<sup>6</sup>

In 1909 the first fish cannery was built, designed solely for sardine processing. The lampara net, developed in Italy, was introduced to the San Diego sardine fishery in 1907 “thereby extending the fishery to areas outside the bays to which the early fishermen were restricted.”<sup>7</sup> During a lull in the sardine fishery, a sardine canner in San Pedro experimented with canning albacore and in 1911 the Pacific Tuna Canning Company began canning albacore in San Diego.<sup>8</sup> For more information on the fishing community of San Pedro see the Los Angeles Community Profile.

In 1913 Japanese fishermen, arriving in Magdalena Bay and Turtle Bay, some 300 miles south of San Diego, began to establish abalone camps and hired local Mexicans. Abalone processing was completed in Turtle Bay but the dried abalone was shipped to a warehouse in San Diego to be stored until the meat could be sent to market in China or Japan. The Mexican operation transitioned to tuna fishing in the 1920s with the arrival of seventy Japanese tuna fishermen. While fishing for tuna the Japanese inadvertently introduced a technique that would transform the American tuna industry - long, flexible, and exceedingly strong bamboo poles. San Diego canneries favored the pole technique because “the Japanese fishermen were able to bring the fish aboard the boats without any damage to the meat.”<sup>9</sup> In 1923 the United States Department of Commerce stated that the “...Japanese in San Diego make up 50% of the crews [of fishing boats], 30% are Italian, 10% Portuguese, and 10% are Americans.”<sup>10</sup>

The fishing industry hit its peak in California between 1919 and 1921 however it was already becoming apparent that overfishing was threatening several species, including halibut. “Depletion of local white fish stocks had its effect on the San Diego fishing fleet.”<sup>11</sup> Over the next several years many fishermen left their boats to become involved in the processing and marketing of fishery resources; San Diego quickly transitioned from being a seafood exporter to an importer in order to supply local markets. The famous Anthony’s Grotto was opened in San Diego in 1946 by Catherine Bregante Ghio, the daughter of Anthony Bregante, who moved to San Diego from Italy and opened a small fish market in 1916. Today the enterprise consists of seven fish markets and restaurants with over 600 employees.

Beginning in the 1920s and 1930s fishermen were forced into deeper water to fish for the migratory yellowfin and skipjack tunas. During this time processing techniques improved making the canning of these other tunas a profitable enterprise. Unfortunately San Diego fishermen were then forced to compete with imported tuna from Japan, which the canneries could purchase at a lower cost. As a result, in 1930, Edward Ghio helped found the American Fishermen’s Tunaboat Association, the forerunner of the present-day American Tunaboat

Association, which united fishermen and improved their dealings with the canneries. By the end of the 1930s approximately 15% of the tuna boats operating out of San Diego were owned and operated by Italian fishermen.<sup>12</sup>

By the early 1940s new citizenship laws were passed which had negative consequences for Italian fishermen and of the 1511 Italian fishermen in the state, 787 were forced to abandon their offshore fishing careers. In the mid-1940s as the boats became larger and more expensive, boat investment began to change and ownership concentrated in the hands of individuals not actively engaged in fishing. As a result “in 1946 sixty-nine tuna boat owners authorized the American Tunaboat Association to represent them in negotiations with the Cannery Workers and Fishermen’s Union of San Diego, and with the International Association of Machinists, who were recognized as the bargaining agents for crews of the tuna boats.”<sup>13</sup>

In the 1950s the tuna industry changed dramatically due to two events. First, canneries began importing large quantities of cheap tuna from Japan. And secondly, many Latin American countries started closing their borders to foreign fishermen, which devastated the San Diego bait fishery which relied on their waters for 85-90% of the bait fish used in the tuna industry. As a result, by 1960 the size of the tuna clipper fleet in San Diego decreased by 30%, from 210 to 149 vessels. Technology soon saved the tuna fleet with the advent of nylon nets and the Puretec power block which solved both of the fleet’s problems. “Japan’s fishing fleet,” according to Richardson (1981) “was no longer able to outperform the efficient seiners and the need for bait with all its attendant problems of operating in foreign waters was eliminated.”<sup>14</sup>

Over the next twenty years the San Diego tuna industry faced tremendous pressure from the environmental movement pushing for an end to the killing of porpoises in the tuna fishery, and by 1975 porpoise kill quotas were established for the tuna fleet. By 1980 San Diego’s fleet of large purse seiners operating in the Eastern Tropical Pacific numbered 10,<sup>15</sup> of which about 30 were bait boats.<sup>16</sup> Approximately 25% of the family-owned boats are owned by Italian-Americans.<sup>17</sup> Several events over the next few years exacerbated the problems of the tuna fishermen, including: the El Nino current of 1982-83 which caused the tuna to migrate into cooler waters in the Western Tropical Pacific, the movement of canneries overseas, and the seizure of U.S. tuna boats fishing illegally in the water’s of Central America. By 1990 the number of purse seiners in San Diego had dropped to 30. Furthermore, in the same year, when the three major American tuna canners agreed to purchase only “dolphin-safe” tuna, the number of boats in San Diego’s tuna fleet dropped from 30 to eight. Today, many San Diego tuna captains and fishermen fly to the international ports of Guam or American Samoa, where their boats are based, to continue fishing for tuna.

## **Infrastructure**

### *Current Economy*

The major industries in San Diego are manufacturing, defense, tourism and agriculture.<sup>18</sup> San Diego had a 5.8% unemployment rate in the year 2000 (calculated by dividing the unemployed population by the labor force), while 61.9% of the working population was employed, and 34.3% of the population was not in the labor force. About 0.3% of the employed civilian population 16 years and over worked in agriculture, forestry, fishing and hunting in 2000. A total of 16.5% of the employed civilian population 16 years of age and over were employed by the government, while only 3.8% of those 16 years of age and over were in the military.

The per capita income in 1999 was \$23,609.00 while the median household income was \$45,733.00. In comparison, the national per capita income in 1999 was \$21,587.00, while the national median household income was \$41,994.00. In 1999 approximately 14.6% of the city's population was below the poverty level. According to the 2000 U.S. Census there were 469,689 housing units in San Diego, 96% of these were occupied and 4% these were vacant. Approximately 49.5% of the occupied housing units were owner occupied, while 50.5% were renter occupied in 2000.

### *Governance*

The City of San Diego operates under a Council-Manager form of government. Local government is headed by the Mayor and eight City Council members. The logistical operations of city government are handled by the City Manager. The City of San Diego is a charter city and was incorporated on 27 March, 1850. Charter cities differ from general law cities in that they allow the citizenry to mold the city's operations (e.g., laws, governing bodies) to meet its particular characteristics. A charter can only be adopted or changed by majority vote. San Diego levies a 7.75% sales tax on regular purchases and a 9% transient lodging tax.

California state law assesses commercial vessels, charter boats, and oceanographic research vessels at 4% of their full cash value.<sup>19</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>20</sup> Some commercial vessels are also subject to a Ballast Water Management Fee of about \$500 per voyage.<sup>21</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>22</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>23</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>24</sup>

There is a National Marine Fisheries regional office located approximately 106 miles away in Long Beach, California. The headquarters for the California Department of Fish and Game's Region 5 are located in San Diego. The city is also home to a United States Coast Guard Station and an U.S. Citizenship and Immigration Services district office. The Pacific Fisheries Management Council meets on a rotating basis in San Diego every two to three years.

### *Facilities*

San Diego is accessible by ground, sea, and air. The community is located along the Interstate 5 corridor that runs between San Diego and Los Angeles. Several transportation options are available to tourists and commuters traveling between the two cities. San Diego is home to the San Diego International Airport.

The San Diego School District serves approximately 138,600 students and is the second largest district in California. There are 123 elementary schools, 23 middle schools, 18 high schools, 13 atypical schools, and 10 alternative schools.

As a major metropolitan area San Diego has a plethora of health care facilities, including full-scale hospitals, pediatric centers, and a variety of specialty outlets. Public safety is provided by the San Diego Police Department. The City of San Diego Water Department serves more than

1.2 million people. Local sources of water contribute about 10% of the total water used by the city, while approximately 90% of the city's water comes from northern California and the Colorado River. The Metropolitan Wastewater Department manages the city's sewage system. On average 180 million gallons of wastewater are treated daily, while the system has a capacity to treat 240 billion gallons of wastewater a year. The tourism industry in southern California is well developed and San Diego supports over 400 hotels.

The Port of San Diego was created in 1962 by the California Legislature to "...manage San Diego Harbor, and administer the public lands along San Diego Bay."<sup>25</sup> The port is governed by a 7-member Board of Port Commissioners appointed by the City Councils of San Diego, Chula Vista, Coronado, Imperial Beach, and National City. The port has two marine cargo terminals, the National City Marine Terminal and the Tenth Avenue Marine Terminal. The port also owns a cruise ship terminal, the B Street. The Tenth Avenue Marine Terminal offers a variety of storage and warehousing options – e.g., cold, dry, bulk. The facility encompasses 1,000,000 square feet of warehouses and transit sheds, 25 acres of open space for cargo, and 8 berths. The National City Marine Terminal is an 125-acre complex with seven berths. It is the main point of entry for a variety of foreign automobiles and can accommodate over 300,000 vehicles per year. The B Street Marine Terminal is located on the B Street Pier which has five berths, two of which are adjacent to the B Street Marine Terminal.

## **Involvement in West Coast Fisheries**

### *Commercial Fishing*

San Diego is principally involved in West Coast fisheries, including groundfish, coastal pelagics, and highly migratory species. In southern California, in the five years prior to 2000, 90 percent of the total landing value was contributed by squid, albacore/other tuna, sea urchin, coastal pelagics, shark/swordfish, lobster, and groundfish.

Of the 151 unique vessels that delivered landings to San Diego in 2000, all were commercially registered vessels. Landings in the community were in the following West Coast fisheries (data shown represents landings in metric tons/value of said landings/number of vessels landing): coastal pelagic (1.8 t/\$3012/18), crab (65 t/\$168,741/31), groundfish (8 t/\$29,939/47), shrimp (5 t/\$104,169/5), and other species (143 t/\$1,020,479/116).

San Diego residents owned 106 vessels in 2000, including 51 that participated in the Federally Managed Groundfish fishery. According to recorded data the number of vessels owned by San Diego residents that participated in each said fishery by state (WA/OR/CA) was: coastal pelagic (3/0/8), groundfish (0/0/NA), highly migratory species (NA/0/NA), salmon (0/0/5), shellfish (NA/0/NA), shrimp (NA/0/4), and other species (6/0/4).<sup>26</sup>

One San Diego resident held a single Federally Managed Groundfish fishery permit in 2000. In the same year recorded data indicates that the number of San Diego residents holding permits in each said fishery by state (WA/OR/CA) was: coastal pelagic (1/0/12), crab (0/1/0), groundfish (0/0/46), highly migratory species (NA/0/19), salmon (0/0/6), shellfish (0/0/NA), shrimp (0/1/12), and other species (/0/105).<sup>27</sup>

According to available data, 463 state and federal permits were registered to San Diego residents in 2000. Recorded data indicates that the number of permits held by these community members in each said fishery by state (WA/OR/CA) was: coastal pelagic (2/0/43), groundfish (0/0/45), highly migratory species (NA/0/0), salmon (0/0/18), shellfish (0/0/NA), shrimp (0/0/19), and other species (6/0/329).<sup>28</sup>

In 2000 at least six seafood processors were operating in San Diego. In the same year approximately 296 individuals were employed by these processors. The estimated total weight of their processed products in 2000 was 5,858,962 pounds, valuing \$41,096,402. In 2000 the top three processed products in the community, in terms of pounds and revenue earned were kelp (confidential/confidential), salmon (confidential/confidential), and swordfish (311,694 lbs./\$2,298,692). San Diego is also home to an International Specialty Products company that manufactures alginates from California Giant Kelp; alginates are used in food, beverage, personal, and pharmaceutical applications.<sup>29</sup> Additionally, numerous sportfishing companies offer processing and canning services such as Fishermen's Landing, Sportsmen's Seafood, and Anthony's Seafood Group in affiliation with Point Loma Sportfishing.

### *Sportfishing*

The sportfishing industry in southern California is well developed. San Diego sportfishermen are involved in both West Coast and Alaskan fisheries. Year round the San Diego sportfishing fleet, operating out of San Diego Bay, offers a wide range of open party and private charter trips varying from a half day to three weeks. Half day fishing trips utilize the California coastline from Point Loma southward to Imperial Beach. Longer trips take anglers to the Outer Banks where they target migrating schools of albacore, yellowfin, bluefin, big eye tuna, and dorado. Sportfishing companies also provide dinner cruises, ecology excursions, and whale watching trips between December and March as the California Gray Whale migrates to Baja, California.

There are thirty-seven licensed agents selling hunting and fishing licenses and one licensed dealer for Deeper Nearshore Species Permits in San Diego. In the port group consisting of San Diego and Mission Bay a total of 75 commercial passenger fishing vessels (CPFV) or "party boats" reported 555,479 fish landings belonging to over 26 species in 2000. The number of anglers reported on those vessels totaled 176,690. In 2002 there were 37 CPFVs and in 2003 a total of 48 CPFVs were licensed in San Diego. In 2002 and 2003 a total of 38 and 49 ocean enhancement stamps were purchased respectively, allowing anglers to fish in ocean waters south of Point Arguello in Santa Barbara County.

### *Subsistence*

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 California's sportfishing data discussed in the following paragraph. However, individuals of Native American descent living in San Diego may be engaged in tribal subsistence fishing but that information is not discussed here due to significant data gaps surrounding tribal subsistence fishing in southern California.

In the two years prior to 2000 a total of 2.9 million marine recreational trips were made in southern California (Santa Barbara County and southward), compared to 4.7 million trips statewide. This figure includes recreational anglers fishing from man-made structures (e.g., piers), beaches, commercial passenger fishing vessels, and private boats. Based on the average number of marine anglers in southern California during this time, aggregate annual trip-related expenditures were estimated to be approximately \$202,000,000. License, fishing gear, and boat-related expenses of contribute an additional \$128,400,000 for southern California during 1998-1999.<sup>30</sup>

## **Involvement in North Pacific Fisheries**

### *Commercial Fishing*

In 2000, San Diego residents owned seven vessels that were involved in North Pacific fisheries. In the same year community members landed fish in the following North Pacific fisheries (data shown represents landings in metric tons/value of said landings/number of vessels landing): salmon (199 t/\$178,330/4).

In 2000 a total of 69 San Diego residents served as crewmembers aboard vessels involved in North Pacific fisheries. In the same year eight community residents held registered state permits and three held registered federal permits.

A total of 9 state and federal permits were registered to individuals in San Diego in 2000. In the same year residents of San Diego held one groundfish License Limitation Program permit. In 2000, San Diego residents held two Bering Sea and Aleutian Islands groundfish and six salmon Commercial Fisheries Entry Commission permits. San Diego residents held 11,647 halibut individual fishing quota shares in 2000.

### *Sportfishing*

While the majority of the charter boats in San Diego target West Coast fisheries, a total of 1028 Alaska sportfishing licenses were sold to San Diego community members in 2000.

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<sup>2</sup> San Diego Online. No date. San Diego History, [Online]. Available: URL: <http://www.sandiegomag.com/metro/history/history.shtml> (access date - August 2004).

<sup>3</sup> Lonely Planet. No date. San Diego: History, [Online]. Available: URL: [http://www.lonelyplanet.com/destinations/north\\_america/san\\_diego/history.htm](http://www.lonelyplanet.com/destinations/north_america/san_diego/history.htm) (access date - August 2004).

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<sup>10</sup> The Journal of San Diego History. 1977. Kondo Masaharu and the best of all fishermen, [Online]. Available: URL: <http://www.sandiegohistory.org/journal/77summer/kondo.htm> (access date - August 2004).

<sup>11</sup> Richardson, William. 1977. The Journal of San Diego History: Fishermen of San Diego: The Italians, [Online]. Available: URL: <http://www.sandiegohistory.org/journal/81fall/fishermen.htm> (access date - August 2004).

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