



**SAN BENITO COUNTY
AGENDA ITEM
TRANSMITTAL FORM**

Dom Zanger Board of Supervisor
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City of Hollister

Leslie Jordan
City of San Juan
Bautista Council
Member

Jill G Pagan
San Juan Bautista
Tourism
Organization

**Christian
Pillsbury**
Wine Industry

Item Number: 5.a

MEETING DATE: 12/10/2025

DEPARTMENT: COUNTY ADMINISTRATION OFFICE

AGENDA ITEM PREPARER: Gracie Rodriguez

SUBJECT:

Discussion and consideration of strategies—both monetary and non-monetary—to promote San Benito County as the Home of Pinnacles National Park. Provide staff direction if desired.

AGENDA SECTION:

REGULAR AGENDA

BACKGROUND/SUMMARY:

Staff recommends that the Committee discuss and provide direction on potential strategies—both monetary and non-monetary—to promote San Benito County as the official “Home of Pinnacles National Park.

Pinnacles National Park is a nationally recognized natural landmark and a unique asset to San Benito County. Despite its significance, public perception and branding often associate the park with neighboring counties. This agenda item seeks to explore a range of strategies to strengthen the County’s identity and visibility as the home of Pinnacles National Park. These strategies may include low- or no-cost initiatives as well as options that require financial investment.

Pinnacles National Park, designated as a national park in 2013, is a major driver of tourism and outdoor recreation in the region. While the eastern entrance and visitor center are located within San Benito County, public awareness of this connection remains limited. Enhancing the County’s association with the park could support economic development, tourism, and community pride.

Staff has identified a preliminary list of potential strategies for consideration. These include:

Non-Monetary Strategies:

- Branding and Messaging: Incorporate “Home of Pinnacles National Park” into County communications, signage, and digital platforms.
- Partnerships: Collaborate with local chambers of commerce, tourism boards, and the National Park Service to co-promote the region.
- Community Engagement: Encourage local businesses and organizations to adopt the branding in their own materials.
- Media Outreach: Issue press releases and pitch stories to regional media outlets highlighting the County’s connection to the park.

Monetary Strategies:

- Signage and Wayfinding: Install branded signage at key entry points and along major highways.
- Merchandising and Branding Materials: Produce promotional materials such as brochures, banners, and branded merchandise.

Staff is seeking Committee's input on which strategies to prioritize and whether to pursue funding opportunities, including grants or budget allocations, to support implementation.

STAFF RECOMMENDATION:

Discussion and consideration of strategies—both monetary and non-monetary—to promote San Benito County as the Home of Pinnacles National Park. Provide staff direction if desired.

ATTACHMENTS:

- [Proclamation Home of Pinnacles National Park_BOS](#)
- [Proclamation Home of Pinnacles National Park_Agency](#)