

250 YEARS of MARVELOUS MORPHING MONTEREY from the MURAL

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This year, 2020, marks 250 years since the official founding of Monterey, the capital of Alta California. In 1770 Captain (later Royal Governor) Gaspar de Portolá and Father (later Saint) Junípero Serra established a permanent fort (the Royal Presidio) to block Russia's southward progression from Alaska. Spain's new colony of Alta California did block Russia but doomed the hunter-gather society of the indigenous peoples. The continuous chain of missions from San Francisco to San Diego transformed the ecology of California by the introduction of cattle and horses and supporting grasses. Hides and tallow wrung from cattle by the labor of natives made up California's trade for almost a century. Then the gold rush changed everything.

Monterey lost the capital and then even the county seat and hasn't stopped changing yet. During the last 100 years many new communities have arrived in Monterey to draw upon the riches of the land & sea and to enjoy the climate & location. The Chinese for abalone & salmon, the Sicilians for sardines and the military for the year-round climate are a few examples. Now tourists and retirees are the new "gold".

During 2020 Monterey will celebrate its "Bold Past & Golden Future" with parties and re-enactments and perhaps even attempts to learn the lessons of history and to look forward. This talk will sketch the momentous changes of the first 100 years and also the continuing changes of the 20th century and suggest ways for members to participate, learn and enjoy the 250th anniversary.



The Four Eras of Alta California

Era	PRE-HISTORY	MISSION	RANCHO	TRANSITIONAL
	<i>Pre-1770</i>	<i>1770-1820s</i>	<i>1820-1850</i>	<i>1850+</i>
Nation	Indigenous Tribes	New Spain	Mexico	USA
Language	Many dialects	Spanish & dialects	Spanish	English & Spanish
Starting Event	Asian migration	Russian threat	Independence	Gold rush
Ending Event	Disease & absorption	Secularization	Gold Rush	Railroad & steamship
Economy	Hunter-gatherer	Subsistence Farming	Hides & tallow export	Natural resources
Technology	Bow, basket	Horse & cattle	Metals & ship	Rails & telegraph
Basic unit & size	Clan ~50 people	Mission ~1,000	Rancho ~100	Cities & regions
Authority	Tribal chief	Royal governor, commander, priests	Governor	Legislature
Populations (est.)				
Indigenous	400,000	100,000	50,000	Californios 50,000
Other	0	2,000	10,000	400,000

Five Economies of 20th Century Monterey Peninsula

	Aesthetic	Tourism	Fisheries	Military	Retirement
Examples	PG camps, Artists	17-Mile Drive	Cannery Row	Ft. Ord, DLI, NPS	Carmel
Why here?	Beauty, \$	Golf, History	Squid, Sardines	Weather, land	Beauty, size
When?	1875, post 1906	1900s	WW I & II	WWs & Vietnam	Continuous
Iconic Persons	RLS, Steinbeck	Crosby golf	Hovden, Ferrante	Clint Eastwood	Doris Day
Iconic Structures	Tent, First Theatre	Del Monte Hotel	Chinese village	Barracks	CHOMP
People from	Bay area, valley	US & worldwide	Asia, Sicily	Western US	Middle America
Population	Hundreds	Thousands	10,000s	50,000	100,000
Key occupations	Methodist, Painter	Hospitality	Fisher, Canner	Recruit	Medical
Family income \$	Hundreds	Thousands	10,000s	75,000	100,000s
House cost \$	Hundreds+	Thousands	10,000s+	50,000	Half million+
Result	CULTURE	GROWTH	CHARACTER	DIVERSITY	WEALTH

SUMMARY OF MONTEREY'S ECONOMIC HISTORY

1820s **REVOLUTION**: *BUST* for Alta California = LOSS of ROYAL SUPPORT
BOOM = RANCHOS, NATIVE LABOR & FOREIGN TRADERS & SHIPPING

1850s **AMERICANIZATION**: *BUST* for Monterey = LOSS of CAPITAL & MILITARY
BOOM = AESTHETICS (CHAUTAUQUA & ARTISTS), then TOURISM

1940s **WORLD WAR II**: *BUST* for Monterey = LOSS of TOURISM & DEL MONTE
BOOM = HIGH DEMAND for LOCAL CANNED FISH

1950 **COLLAPSE of FISHERY**: *BUST* = BANKRUPTCY shut CANNERY ROW
BOOM = MILITARY- DLI & NPS and TOURISM (no longer “M. by the stink”)

1990s **CLOSURE of FORT ORD**: *BUST* = LOSS of YOUNG PEOPLE & FED. \$\$\$
BOOM = CSUMB CAMPUS, Aquarium, CHOMP, Marine Sanctuary



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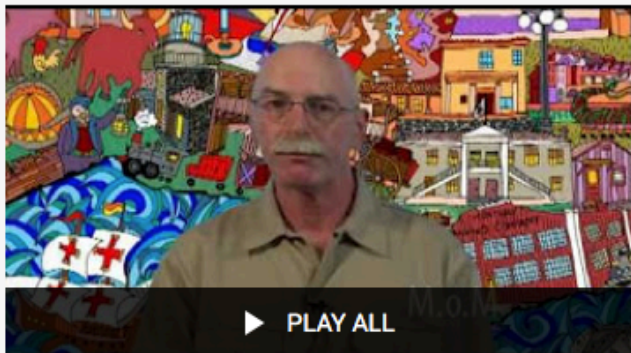
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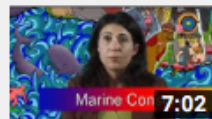
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