Creating Lasting Connections to Marine Protected Areas

Howard Levitt
Director of Communications & Partnerships
Golden Gate National Parks
The Golden Gate National Parks

 Established 1972
80,000 acres
16 million visitors annually
35,000 volunteers
500,000 hours of volunteerism
Member of National System of MPAs
Cultural Resources
Natural Resources
Scenic Resources
Recreational Resources
An Economic Engine

NPS Impact: $31 billion / 258,000 jobs in 2010

Golden Gate Impact: $403 million / 1800 jobs

Mainstay of the local tourism economy

A good investment
Lessons Learned in 40 Years

The Golden Gate National Parks

40th Anniversary

1972 - 2012
Create Emotional Connection and Personal Ownership
Provide a Ladder of Engagement

Visitor to volunteer to steward to advocate
Use Your Secret Weapon: **Authenticity**

People seek genuine experiences

You are the real deal
Enlist Strong Allies

14,000 members
Dream Team Board
$245M raised
20M visitors served by Alcatraz audio tour
8M volunteer hours/ 275,000 volunteers
Constituency of members, donors, volunteers, and advocates
Create a Culture of Partnership

Hire the right people

Model partnership behavior

Resource the effort

You are in it for the long run
Share Delivery of Your Mission
Work with Your Tourism Agencies
Your MPA is a Keystone

Central to Quality of Life

Economic Powerhouse

Worth Supporting, Nurturing and Protecting
Thank you!