

Creating Lasting Connections to Marine Protected Areas



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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

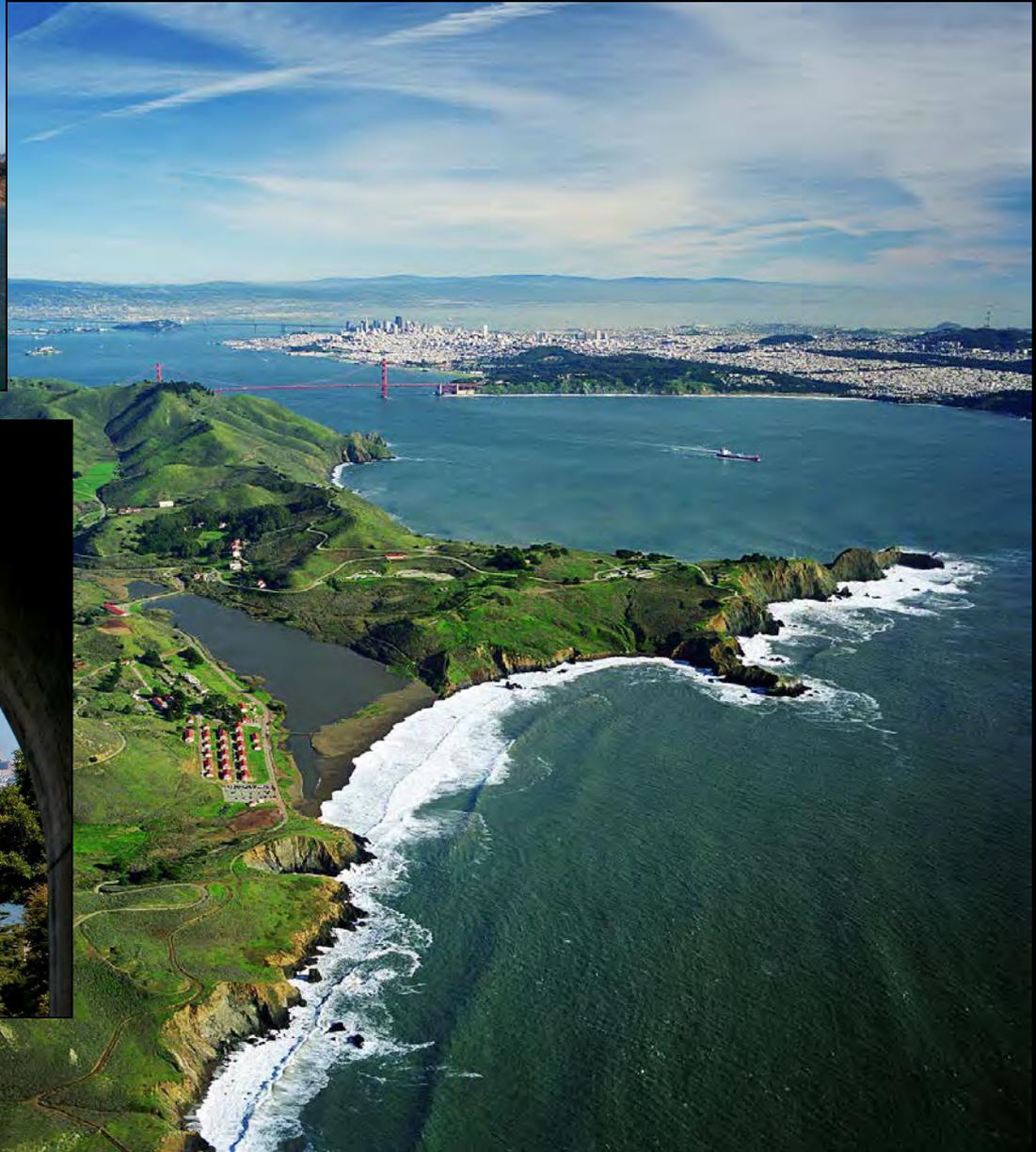




Natural Resources



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

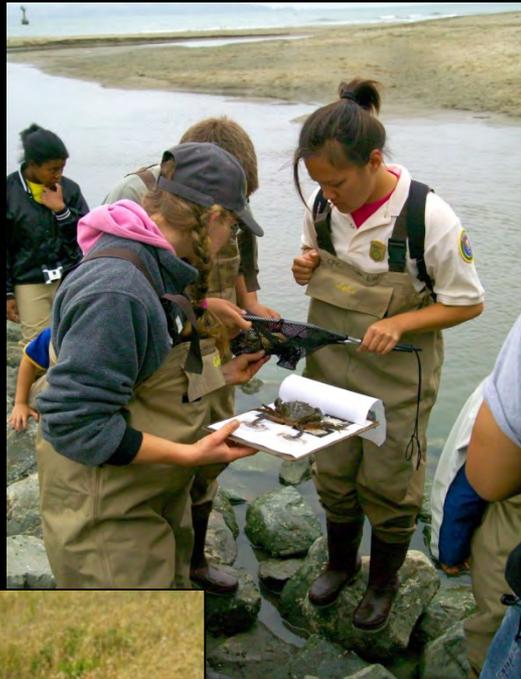
A good investment



Lessons Learned in 40 Years

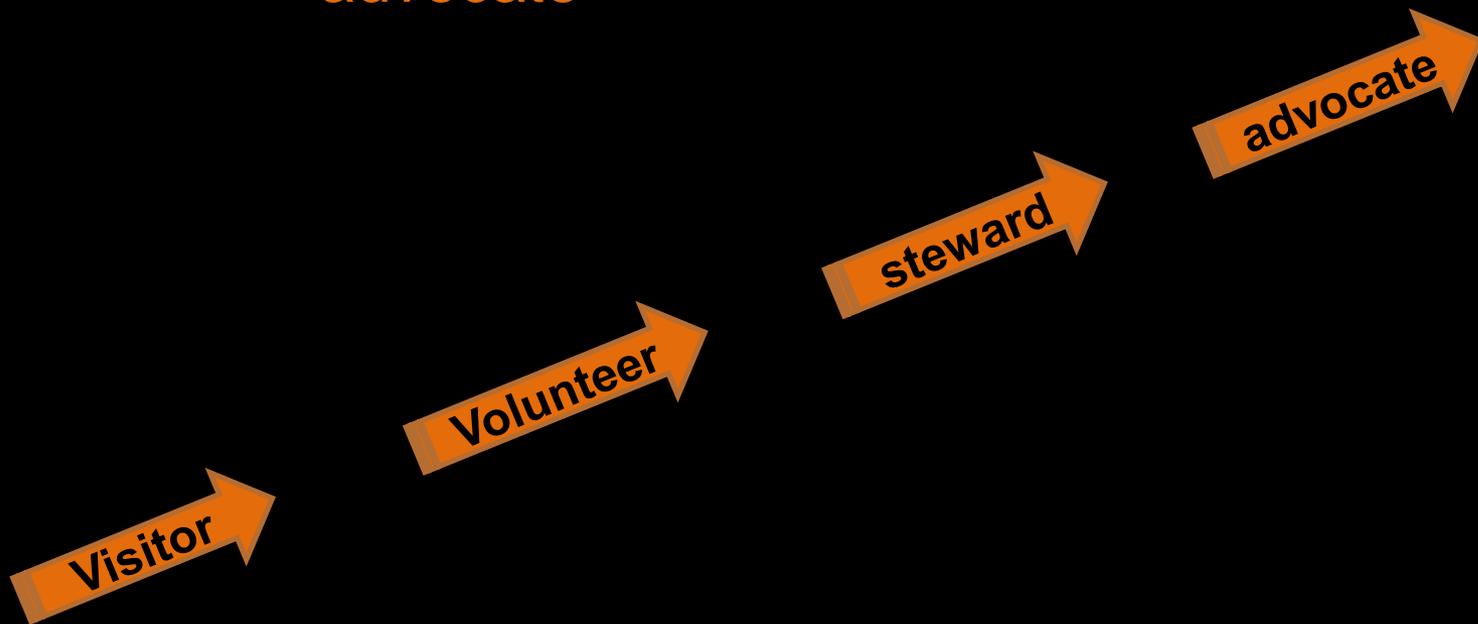


Create Emotional Connection and Personal Ownership



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!



