



Car Week Facts Sheet

CAR WEEK 2018:

- The Monterey County Convention and Visitors Bureau (MCCVB) in partnership with community representatives has compiled “Your Guide to Navigating Car Week 2018.” The guide includes the various event locations, road closures, shuttle information and traffic tips to help inform residents as well as visitors and encourage them to plan ahead. The MCCVB has also created an interactive map on the SeeMonterey.com website which has little red cars mapped out displaying locations of Car Week events throughout the Monterey Peninsula. Also, when you click on a car, it displays the information included in the guide. You can navigate the map on a desktop or mobile device.
www.seemonterey.com/carweektravel
- The MCCVB worked with several partners to create this comprehensive Guide. Those partners include representatives from Cannery Row Company, Carmel Chamber of Commerce, Carmel-by-the-Sea HID, City of Carmel-by-the-Sea, City of Monterey, City of Seaside, County of Monterey, WeatherTech Raceway Laguna Seca, Monterey-Salinas Transit, Pacific Grove Chamber of Commerce, Pebble Beach Concours, Pebble Beach Resorts, Quail Lodge & Golf Club and the Transportation Agency for Monterey County.
- The MCCVB kindly requests that the media share this information with the public in advance in an effort to help ease traffic and assist visitors when traveling.
- Car Week attracts 85,000 visitors to Monterey County that spend \$53.5 million locally. Approximately \$4.8 million in taxes are generated, which is a positive economic benefit to Monterey County. This information is based on a survey conducted in 2014.
- We would also like to encourage visitors to join us in our efforts to protect our destination by traveling responsibly. There are a number of ways that visitors can help such as using a reusable water bottle, refusing plastic straws to reduce the amount of single-use plastics, turning off the lights and all electronics when leaving the hotel room and leaving no trace when exploring the region. For more tips on being a more sustainable traveler, please visit SeeMonterey.com/Sustainable.

- As part of its Sustainable Moments initiative, the MCCVB will be launching a targeted campaign in programs and publications surrounding Car Week in an effort to educate and encourage visitors on how to be more responsible and sustainable travelers. Sustainable Moments is a responsible tourism initiative with a focus on conservation, safety and convenience. The program aims to educate travelers on how to make the most of every moment in Monterey County, while at the same time traveling responsibly.

CAR WEEK CHARITY BENEFITS:

- The 2017 Pebble Beach Concours d'Elegance raised \$1.7 million, and the event's total charitable giving to date has surpassed the \$25 million mark. Concours proceeds have been directed to charity since the event began in 1950. Pebble Beach Company Foundation, the philanthropic arm of Pebble Beach Company, serves as the event's primary charitable partner, directing funds to more than 80 local nonprofit educational programs and overseeing the Phil Hill Scholarships. Charitable partners benefiting directly from the Concours include Boys & Girls Clubs of Monterey County, Kinship Center, Montage Health, Natividad Foundation, Salinas Valley Memorial Hospital Foundation, Animal Friends Rescue Project and United Way Monterey County. Additional charities volunteer time and effort in exchange for donations, while other nonprofits benefit from the use of Concours infrastructure, such as tents, to host fundraisers.
- In 2017, The Quail, A Motorsports Gathering donated nearly \$115,000 to support the following charities: Rancho Cielo, NPS Foundation, CHP 11-99 Foundation, Defense Language Institution, North Monterey County High School Marching Band and the Junior Reserve Officers' Training Corps.
- Last year, the Pacific Grove Rotary Concours Auto Rally donated \$25,000 to the Rotary Club of Pacific Grove to support local projects and youth programs.
- In 2017, Concorso Italiano donated \$20,000 back to youth organizations on the Monterey Peninsula including Monterey High School, Seaside High School, Marina High School, Colton Middle School, Los Arboles Middle School, Olson School, San Carlos School and other youth and athletic organizations. This year, organizers selected The Sox Box in Marina for the event's Concorso Wear, volunteer shirts and staff shirts. The Sox Box is committed to donating 20 percent of their profits to military organizations.
- Additional Car Week events and the charities they support include:
 - Carmel-by-the-Sea Concours on the Avenue – The Carmel Foundation
 - Automobilia Monterey – Monterey Rape Crisis Center
 - Carmel Mission Classic – Knights of Columbus
 - Ferrari Event at the Barnyard - Arts Council for Monterey County and the Rotary Club of Monterey Cannery Row
 - Legends of Auto Gala - Curing Kids Cancer

- McCall's Motorworks Revival – CHP 11-99 Foundation
- Mecum Auctions – Curing Kids Cancer
- Prancing Ponies Car Show - Prancing Ponies Foundation Leadership Academy for Girls
- RM Sotheby's Car Auction - The Rotary Club of Monterey
- The Little Car Show – Pacific Grove Youth Center, Pacific Grove Library, Veterans Transition Center
- The Quail, A Motorsports Gathering: Rancho Cielo, NPS Foundation, CHP 11-99 Foundation, Defense Language Institution, North Monterey County High School Marching Band and the Junior Reserve Officers' Training Corps
- WeatherTech Raceway Laguna Seca donates to approximately 35 service organizations, clubs and charities

FREE CAR WEEK EVENTS FOR THE COMMUNITY AND VISITORS:

- WeatherTech Raceway Laguna Seca on Alvarado (Friday, August 17)
- Classic Motorsports Kick-Off Car Show and Cruise-In (Tuesday, August 21)
- Concours on the Avenue (Tuesday, August 21)
- Worldwide Auctioneers Pacific Grove (Tuesday, August 21 – Thursday, August 23)
- Pebble Beach Motoring Classic Arrival (Wednesday, August 22)
- Prancing Ponies Car Show (Wednesday, August 22)
- The Little Car Show (Wednesday, August 22)
- Pebble Beach Classic Car Forum – most forums are free but require advance reservations (Thursday, August 23 – Saturday, August 25)
- Pebble Beach RetroAuto (Thursday, August 23 – Saturday, August 25)
- Pebble Beach Tour d'Elegance (Thursday, August 23)
- Pacific Grove Rotary Concours Auto Rally (Friday, August 24)
- Porsche Club of America Werks Reunion (Friday, August 24)
- Pebble Beach Concours Press Event/New Car Debuts (Friday, August 24)
- Movie Night at the Concours: Remastered "Tucker: The Man and His Dream" (Friday, August 24)
- Exotics on Cannery Row (Saturday, August 25)
- Concours d'LeMons (Saturday, August 25)
- There are additional events with small fees.

For an interactive map of Car Week events and more info, please visit

seemonterey.com/carweektravel.

