

STORIES

THE REGION'S FIRST INHABITANTS

Native American communities, survivors of centuries of colonization and persecution, are today in resurgence

People have been drawn to the region's natural beauty and beautiful climate for millennia. Evidence of human occupation here goes beyond 10,000 years. Today, the Kumeyaay, Cupeño, Cahuilla, and Luiseño comprise the four most prominent cultural and linguistic groups of Native Americans spanning the region.

Long before Europeans arrived, Native Americans thrived here harvesting food from the sea, maximizing resources in inland, mountain, and desert landscapes throughout the year, and establishing close bartering relationships among different geographic groups to sustain themselves. Some of our region's most prominent roadways found their origins in ancient trade routes connecting tribal groups. Native tribes developed their own astronomy and mastered the botanical characteristics of native plants. They developed novel ways to enhance wetlands, use fire to manage natural landscapes, and store water, food, and other resources. When European explorers arrived in the mid-1500s, they marveled at the extensive natural resources cultivated by Native Americans in the San Diego region.

Native Americans here suffered greatly under colonial intrusion by Spanish, Mexican, and American settlers, beginning with the arrival of the first Spanish explorers in the mid-1500s. These newcomers appropriated natural resources and attempted to destroy native language, culture, and beliefs. Entire communities were pushed east into rural parts of the region, away from population centers and economic opportunity. Over these centuries of persecution, Native Americans were often killed and jailed for little or no reason.

Subsequent generations of Native Americans overcame decades of destructive paternalistic government policies and reestablished some aspects of sovereignty over their lands. Today San Diego County is home to 17 federally recognized tribal governments with

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jurisdiction over 18 Indian reservations, more than any other county in the nation. With an increased assertion of sovereign authority, there has been a renaissance of economic and cultural vitality for many tribes. With this resurgence has come increasing involvement in regional government, environmental protection, and cultural advocacy.

Indian gaming in recent decades has resulted in new opportunities for economic self-determination among the region's Native Americans. Nine tribal gaming facilities operate in the region – more than any other county in the United States. Gaming has created more than 10,000 jobs, \$500 million in payroll, and a \$1 billion industry with about \$263 million in goods and services purchased annually.

Not all tribes have benefited equally, however, and many individuals still live below the national average for income. Inadequate access to and from reservations frequently results in a lack of economic opportunity and insufficient health, social, and cultural services for many people. As the San Diego region builds a transformed transportation system, Native American communities will be vital partners in developing new connections between tribal reservation lands and the regional transportation system.

Through closer ties and new forms of collaboration with regional agencies such as SANDAG, local jurisdictions, and other organizations, Native American tribal governments in the region have significant roles to play in helping to enhance regional transportation, promote environmental sustainability, and achieve greater economic opportunity for native peoples.

THE U.S. NAVY DROPS ANCHOR IN SAN DIEGO

The nation's warships, early aviation, and military personnel find a home in San Diego

The military's sustained presence in the San Diego region can trace its origins to President Theodore Roosevelt early in the 20th century. That is when, during the final years of his administration, he ordered 16 U.S. Navy battleships to circumnavigate the globe – a show of United States military might and of good will.

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On Dec. 16, 1907, the battleships, their hulls painted white as a sign of peace, began their voyage as “The Great White Fleet.”

While Roosevelt aimed to place American sea power on the world map, San Diego’s political leaders saw the tour of Navy ships as an opportunity to launch San Diego into the 20th century. The region’s nautical heritage had been rich, beginning thousands of years ago with Native Americans who had fished coastal waters and traveled to offshore islands in reed boats. Spanish explorers under Juan Rodríguez Cabrillo were the first Europeans to enjoy the protections of San Diego Bay in 1542, and early explorers used the bay as an important launching point for colonization. On July 1, 1769, Spanish Governor Don Gaspar de Portolá and Father Junípero Serra, having traveled 900 miles overland from Loreto in Baja California, met their seafaring partners to the expedition at San Diego Bay. The first American naval action in San Diego was the 1846 entry of the American warship, USS Cyane, and the landing of 165 troops under command of Lieutenant Colonel John C. Frémont during the Mexican-American War. For many decades most of the ships using the San Diego region were engaged in whaling, tuna fishing, or trade.

But in the early 20th century, San Diego Bay was shallow and ill-equipped to accommodate large military vessels. Nevertheless, civic leaders wanted to make their city a world-class seaport. For that to happen, San Diego Bay needed to be dredged and that required federal funding. As the Great White Fleet headed up the coast of Baja California on their way to the West Coast of the United States, San Diego’s leaders persuaded the fleet’s admiral to stop in San Diego, and for four days the Great White Fleet anchored off the coast of Coronado. The Navy saw great potential in San Diego, particularly as a new base of operations on the Pacific Rim. Over the next several years the city council voted to donate land at Point Loma and elsewhere for Navy facilities, while a door-to-door campaign raised funds to buy additional parcels the Navy could use to establish a presence in the region.

A century later, San Diego is the Navy’s most strategic port, and the location of numerous operational and administrative headquarters including the Naval Special Warfare Command (which oversees the training

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of SEALs), the Navy's Third Fleet, Naval Surface Forces, Naval Air Forces, and other commands. San Diego is the home port for about 20% of Navy vessels and 17% of Active Duty personnel. The San Diego region also hosts the largest concentration of Marine Corps operational and support commands in the United States. Camp Pendleton on the northern border of Oceanside is home to I Marine Expeditionary Force (I MEF).

In fiscal year 2020, more than \$33 billion in direct spending in the region was related to defense, according to the 2020 San Diego Military Economic Impact Report, a publication of the Rady School of Management at UC San Diego and the San Diego Military Advisory Council. The military supported 342,486 jobs in FY 2020, or nearly one in four (23%) of all jobs in San Diego County. An estimated 25% of San Diego County's gross regional product in FY 2020, or \$52.4 billion when multiplier effects are considered, was generated by the military and its work in the region.

And it all began with a small group of civic leaders who saw the potential of their coastal region and seized the opportunity to lure the U.S. Navy.

CREATING A VACATION WONDERLAND

***An international expo, a city park, and the
birth of a tourism economy***

When many people think of San Diego, they think of sunny beaches, a sprawling zoo, marine parks, and bustling waterfronts. They think of a great place to go on vacation. That didn't happen by accident.

Early 20th century Americans who planted roots here knew they had something special, and they were eager to put their town on the map. No single event is matched during this period than the Panama-Pacific International Exposition in 1915. The focal point of the exposition was Balboa Park, where 23 years earlier botanist Kate Sessions had begun planting hundreds of cypress, pine, oak, pepper trees, and eucalyptus for future generations. To prepare for 1915, the city of San Diego embarked on an ambitious building program at Balboa Park, which included the forced removal

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of Kumeyaay natives living at Florida Canyon. The city hired American architect Bertram Goodhue to design museums, exposition halls, fountains, and other structures. The Spanish-colonial buildings he designed were inspired by the architectural styles he saw during a trip to Mexico. The fair ran in San Diego for two years, and by the end of that period 3.7 million people had visited San Diego. At the time the city's total population was a mere 50,000, but with new worldwide exposure the city began to grow rapidly.

Today Balboa Park remains a major cultural center, but tourist attractions extend to Downtown San Diego's waterfront and Seaport Village's shops and restaurants, Coronado Island's beaches, Mission Bay's resort hotels and boating attractions, and miles of beaches that stretch north to Oceanside. Up the coast and inland, visitors enjoy North County's coastal communities, Legoland, San Diego Wild Animal Park, Indian gaming resorts, and other popular destinations. One of San Diego's most iconic and luxurious hotels, The US Grant, is owned by the Sycuan Band of the Kumeyaay Nation. The Sycuan Band purchased the historic hotel in Downtown San Diego in 2003 and reopened it in 2006 after an extensive renovation. Operated today by Marriott Hotels & Resorts, The US Grant is popular with visitors the world over.

Public and private investments in these and other attractions over the past century and a half have built the San Diego region into a world-class destination for people from around the world.

PHILANTHROPY AND CIVIC INVESTMENT

The gifts of Ellen Browning Scripps, and generations of generosity in San Diego

Ellen Browning Scripps, founder of Scripps Memorial Hospital and Scripps Metabolic Clinic (now The Scripps Research Institute) in La Jolla, was a giant in early 20th century philanthropy in the San Diego region. Featured on the cover of Time Magazine in 1926 as "the most beloved woman in Southern California," she was a leading benefactor of hospitals and educational and cultural institutions. A partner and heir of a famous newspaper empire, Scripps was already a well-known philanthropist when she backed the construction of Scripps Memorial Hospital in 1924 in La Jolla. Her generosity led to numerous other institutions, among them the Scripps Institution of Oceanography, The Athenaeum Music & Arts Library, and Scripps College. To preserve the rare Torrey pine tree for future generations, Scripps purchased land and gave it to the state with the provision that the land and its unique trees, now Torrey Pines State Natural Reserve, would be protected forever. Scripps' legacy can also be found at San Diego Zoo, where the aviary was a gift from her, and in Balboa Park, where the tower and carillon at the park's entrance were also gifts. The enduring legacy of the Scripps family can be found across our region, a century after Ellen Browning Scripps committed her time, wealth, and passions.

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The San Diego region has prospered from the generosity of many people who envisioned a greater future for their home. Ephraim Morse, Alonzo Horton, and Kate Sessions are but a few names that marked the region's early history.

In more recent times people such as Joan B. Kroc, Joan and Irwin Jacobs, Ernest Rady, Robert Price, Debbie Turner and Conrad Prebys, Darlene and Donald Shiley, T. Denny Sanford, Malin Burnham, Andrew Viterbi, and Ted Waitt have contributed to colleges and universities, the arts, public broadcasting, healthcare institutions, charity groups, animal welfare organizations, medical research, urban redevelopment, environmental sustainability efforts, and more. Successful tribal nations of the region also have emerged as important contributors to a wide range of civic and charitable programs.

Again and again, individual acts of philanthropy in our region have propelled it forward and made our home a better place for us and for future generations.

BUILDING A POST-WAR ECONOMY – EDUCATION AND TECH

World War II and a post-war vision

World War II changed San Diego more than any other event of the 20th century. The region's war economy fueled tremendous growth, drawing tens of thousands of new residents from all over the country. Consolidated Aircraft Corporation, founded in 1923 by Reuben H. Fleet in Rhode Island and relocated to San Diego in 1933, helped turn San Diego into a major center of innovation in 20th century aviation. The firm built the B-24 "Liberator" bomber in a massive factory north of downtown. More than 6,700 Liberators were built in San Diego, out of a total of 18,482 manufactured for the war effort. By the end of World War II, 42,000 people – a quarter of the region's population at the time – were employed building aircraft, and more than 4 in 10 of them were women.

But after 1945, the war economy evaporated and the region entered a deep recession that lasted until the onset of the Korean War in 1950. San Diego's political leaders knew then that the region's economy could

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not be sustained on defense spending alone, and that new opportunities existed to establish and support institutions engaged in research and development in physics, engineering, medicine, and other high-impact fields. In 1955, the city council voted to donate 1,000 acres of pueblo lands in La Jolla – lands that had been reserved for the region's Native Americans – to the University of California. Five years later, the UC system opened the University of California San Diego to its first graduate students, and in 1964 to its first undergraduates. The young university, perched on the bluffs above the La Jolla coast, became emblematic of a region focused on the future, while also, in subsequent decades, finding renewed value in its past. The area occupied by today's sprawling UC San Diego campus is a sacred place to the region's Native Americans, with many ancestors buried there.

Today, UC San Diego supports more than 74,000 jobs throughout San Diego County. The university's annual economic impact in California amounts to about \$16.5 billion, and in fiscal year 2021 it managed \$1.54 billion in sponsored research funding. The university, which contributes about \$11.5 billion annually to San Diego County's regional economy, is a global research leader in engineering and physics, supercomputing and data science, marine science, and biochemistry. UC San Diego's three medical centers anchor UC San Diego Health, a force in health care throughout the region.

The region's biotechnology industry, concentrated on the Torrey Pines Mesa adjacent UC San Diego, has grown into one of the region's most innovative economic sectors engaged in both basic research and drug development. The university has formed close collaborative relationships with biotech institutions populating the Torrey Pines Mesa area around the campus, including the Salk Institute for Biological Studies, The Scripps Research Institute, the Sanford Burnham Prebys Medical Discovery Institute, and the La Jolla Institute for Immunology. Through its numerous innovation programs, UC San Diego has helped launch new businesses, helping young people translate basic research into commercial ventures.

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was made possible with a \$75 million donation from Taner Halicioglu, a computer science alumnus of the university and Facebook's first employee. The institute is just one example of how our region is positioned to lead in the globe's next era of innovation.

Born from the foresight, vision, and generosity of a past generation of leaders, UC San Diego has become a center of intellectual achievement and an engine of economic growth and prosperity throughout our region. Its founding more than half a century ago set the stage for an innovation culture that has attracted talented people from around the world and brought billions of research dollars to the region.

ENVIRONMENTAL PROTECTION

Rapid development, and a turn toward conservation

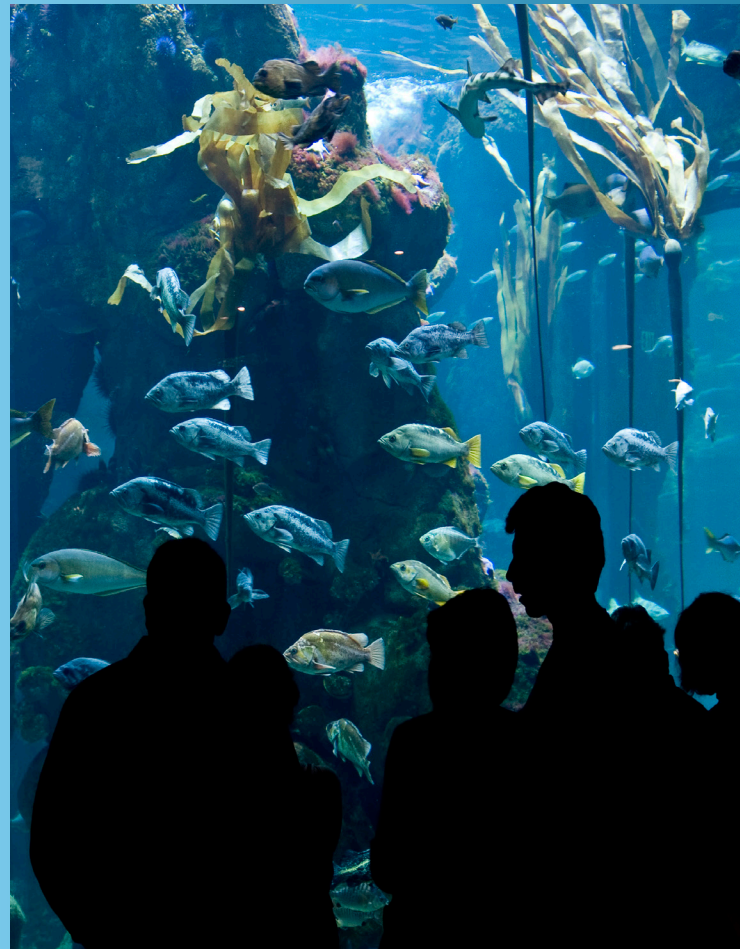
Long a sleepy and quiet corner of the United States, San Diego grew rapidly during World War II, and with this economic growth the demand for housing, commercial centers, roads, and highways grew. During World War II, new housing sprouted north of Mission Valley in Linda Vista, and a new Cabrillo Highway – which would become State Route 163, connected the new suburb to aircraft factories and other places of employment to the south. In the decades after the war, the region grew by leaps and bounds – despite the post-war recession – and the demand for housing and highways continued as the regional population increased from 209,000 in 1930 to 1.3 million in 1970. Bedroom communities spread north, south, and east of the city's core. Through the 1960s and into the '70s and '80s, the built environment in our region situated people far from work and far from limited public transportation options. As a result, the automobile became the only choice for mobility for nearly everyone. Traffic congestion quickly increased, impacting the quality of life for commuters and others.

By the 1990s, it became clear that many of the attributes we love most about our region – its pristine beaches, its lagoons and marshlands, its network of coastal hills and canyons – were under threat from sprawling development, traffic congestion, and other environmental stresses. Government agencies and a variety of stakeholders began mapping out

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natural habitats worth saving, so future development could be guided more intelligently. The products of this multi-year effort were the region's Multiple Habitat Conservation Plan (MHCP) and Multiple Species Conservation Program (MSCP). The MHCP is a comprehensive conservation planning process that addresses the needs of multiple plant and animal species in northwestern San Diego County, while the MSCP is a similar program covering southwestern San Diego County. These plans, which drew inspiration partly from Native American stewardship of natural habitats throughout the region's human history, have guided development since their inception, and they promise to preserve the region's most valuable natural lands and wildlife into the future.

Numerous other planning efforts in our region, along with the MHCP and MSCP initiatives, have been designed to protect our region's invaluable natural landscapes and rich biodiversity. Particular attention has been directed at protecting our magnificent shoreline through replenishing sand, strengthening seawalls, and shoring up bluffs. But the region's comprehensive approach to environmental protection has also included preserving and protecting coastal lagoons and marshes, and the inland watersheds that flow toward them for the many birds, mammals, fish, and other wildlife that live there. Ensuring the health of our biodiversity for future generations will make our region healthier and more environmentally sustainable – something people have recognized here for thousands of years.



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