

FOOTE, CONE & BELDING

A PROPOSAL
TO OCEANIC PROPERTIES
ON THE PROMOTION OF
DEL MAR RANCH

SAN FRANCISCO
June, 1963

FOOTE, CONE & BELDING

235 Montgomery Street · San Francisco 4

WILLIAM C. MATTHEWS
VICE PRESIDENT & GENERAL MANAGER

July 8
1963

Dear Mr. Halprin:

Enclosed with this letter are two proposals (one on advertising, the other publicity and public relations), which we prepared for Oceanic Properties' Del Mar Ranch project.

Fred Simpich asked that we send copies of these to you, in order that you may have a chance to look at them before Wednesday's luncheon.

Cordially,



Mr. Lawrence Halprin
1620 Montgomery Street
San Francisco, California

JUL 9 1963

PRELIMINARY CREATIVE THINKING

In developing preliminary creative thinking for the Del Mar Ranch project, we can learn much from similar areas that have been successfully developed. For example, we have looked into the El Dorado Hills development promotion, because we know of your interest in it.

As you are aware, El Dorado Hills is not completely comparable to your project. First, it is a commuting suburb of Sacramento (and the large industries that are between the city and El Dorado) -- and not, in the strictest sense, a leisure area. Second, because of El Dorado's multiple units, and the broader economic range of its single family dwellings, it is not as exclusive as your project.

There have been, however, many projects in the western hemisphere that are closer to yours in concept.

Probably one of the earliest was Tuxedo Park in New York, dating back to the 1870's. Florida has at least three of considerable fame: Boca Raton, Hobe Sound and Key Biscayne. Jamaica has its Round Hill, Mexico has its Puerta Vallarta.

Each of these examples began with an inn or hotel, carefully created to establish a definite and distinctive personality. And each rigidly held to that original personality down through the finest details connected with that area's name.

Del Monte Properties in Pebble Beach is a closer example -- and a good one. While it has gone through many evolutions, Del Monte had its start in the original Del Monte Hotel -- from the day it opened the most elegant spa in the West.

Once the right people were brought to the area by the pull of the hotel, the way was prepared to begin development of the 17-Mile Drive with its world-famous golf courses, tennis, swimming and yacht clubs, carefully kept roads and riding trails -- and profitable home sites. The old hotel is long gone. Now the center of activities has moved south to Del Monte Lodge, which is the core of the area's personality, and which furthers that personality with every detail of architecture, every service, every sign, every advertisement, every brochure.

You will be interested to know that we handled the Del Monte Properties account for 14 years during its primary development, from 1930 to 1943.

What we would like to do, working with you, is to help develop a new Del Monte.

At this stage, we cannot write a final "creative strategy." We don't know enough about the architectural and land planning, about the facilities, etc. We have some knowledge, but it is all hypothetical until the final plan is approved and the first physical change begins to take shape. The only thing that is not hypothetical is the land itself.

But we will not be selling land alone.

We'll be selling a way of life. A way of life with the privacy, good taste, service, and elegant simplicity that will appeal to well-to-do, cosmopolitan people.

Who would buy this way of life?

In advertising, brochures and sales letters, we should not think of prospective purchasers as a group of people, but rather as one couple. We should talk to that couple.

The archetype of prospect is very likely an affluent married couple, whose children have grown. Their income may still come from personal activity in business, or it may come from investments. These are people of taste and intelligence possessed of a cosmopolitan familiarity with important cities and leisure areas of this country and the world.

With these thoughts in mind, we should have nothing of the commonplace or "resort approach" in our advertising.

The Name

One way to approach the name of the area is to give some thought to what we do not want. We do not want a name that sounds like the "high-class" tract, e.g., Portola Highlands, Westborough, Starlight Hills, Miramonte Oaks, Marina Hills, Skymont, and so forth.

The name should be simple -- it should belong naturally to the place. By the way it is handled both in advertising and publicity, it would acquire its proper status. The name should create a separate personality from any other place in the world.

All of the things that are planned for this development could make this name the symbol for the new Del Monte -- a lovely, elegant country estate area.

Even mentioning any name now would be premature. That name will come perhaps from on-site inspection, from combing historic archives, from talking to "oldest inhabitants", etc. Such a name will form the core of the personality we would want to achieve. There is still much to learn before that name is selected.

The Facilities

We already know some of the things tentatively planned for the property: two golf courses, nine and eighteen holes, both perhaps to be done by Robert Trent Jones; a private airport with a 3,000 foot runway; riding and hiking trails; an inn; a small number of model homes; riding stables.

To these things we would suggest the possibility of adding: a Beach and Tennis Club; dog kennels and training facilities; a fisherman's club -- for both stream and surf fishing; a boat club in Gualala; a skeet and trap club; a show ring that can be adapted for either gymkhanas or rodeos; and even a Hunt Club.

The Village

We know that a "village" might center around the Inn. We have some ideas on the Inn to be outlined later. The "village" might include: a little theater in combination with village social hall -- this might be done in a barn theater style; an art gallery and library -- with the intent of associating itself with the already going art colony in Mendocino and along the coast; an Elizabeth Arden type beauty salon; well done bowling lanes; a ladies' specialty shop, such as Magnin's; a men's shop, such as Brooks Brothers; a sweet shop; a caterer-delicatessen; a broker with direct wire to the country's major stock exchanges; travel agency facilities, perhaps in combination with Castle & Cooke's new travel agency; and, finally, TV cable facilities that would provide good reception throughout the area.

The Inn

The Inn should not only have a distinctive architectural personality, its service should be as close to that of a fine

European hotel as possible. Unique but sensible extras should be made a part of the accommodations. And above all, the Inn should have a superb restaurant with excellent food and service to equal it.

The Weather

The fact that this area has generally good weather must be proved -- especially to our local prospects in California. They will need convincing. And we would suggest a thoroughly-documented article on weather be incorporated in some form in all of our material. It should be by an important authority, perhaps done in the style of Rachel Carson.

Once the personality of the area is established in your final architectural and facility plans, we would set out to evoke that same air in every piece of printed matter aimed at our prospects. Each advertisement, each brochure, must be nothing less than a beautiful presentation of facts. The physical appearance of everything we do must be in the same graphic character. We must make our product come alive as a way of life in the minds and hearts of that couple we mentioned earlier -- with all its grandeur and enjoyment, its exclusiveness and desirability.