

Monterey Bay National Marine Sanctuary
c/o Ms. Karen Grimmer
99 Pacific Street, Bldg. 455A
Monterey, California 93940

Insert Date

Business Owner Name
Address Line 1
Address Line 2

Dear Business Owner's Name,

I'm writing to inform you that Monterey Bay National Marine Sanctuary (MBNMS) is engaged in an effort to collect up to date information from wildlife viewing operations in the Monterey Bay region. This data is needed to support the conservation and management goals of MBNMS to strengthen and improve conservation of marine wildlife, including whales, pinnipeds, sea otters and seabirds within the jurisdiction of the sanctuary. Your participation, which is completely voluntary, helps to ensure that our information is inclusive and you and your business is represented in the ongoing Management Plan review process.

In the coming weeks, a member of our team will contact you to set up an appointment time to meet to collect the relevant information. The information we are collecting includes data on your spatial use of the sanctuary and surrounding areas, number of passengers and types of wildlife viewing your business is engaged in, business revenues and expenses and attitudes and preferences regarding the wildlife viewing industry and sanctuary. Providing this information may involve access to your log books and business's financial records. For your convenience we have included a copy of the survey that will be used in our data collection efforts.

After reviewing the attached survey, you may decide it best to delegate the appointment to an employee or employees based on the various types of information we are collecting. All information you provide will be kept confidential and only reported in aggregate form and scrubbed of any personal identify information of you and your business. As we stated above participation in the survey is voluntary. However, your participation is greatly appreciated and will ensure we are using accurate and complete data during the 2015 management plan review process.

Thank you and we look forward to meeting with you.

Karen Grimmer