



Monterey County

168 West Alisal Street,
1st Floor
Salinas, CA 93901
831.755.5066

Board Report

Legistar File Number: 15-0779

July 21, 2015

Introduced: 7/7/2015

Version: 1

Current Status: Agenda Ready

Matter Type: General Agenda Item

- a. Ratify and approve the FY 2015-16 Development Set-Aside (DSA) Agencies Standard Agreements for the Monterey County Convention and Visitors Bureau (MCCVB), the Arts Council for Monterey County (ACMC), and the Monterey County Film Commission (MCFC); effective July 1, 2015;
- b. Authorize the Economic Development Director to execute an Agreement with the MCCVB for the period of one (1) year, for the term July 1, 2015 through June 30, 2016, in an amount not to exceed \$1,192,875.47;
- c. Authorize the Economic Development Director to execute an Agreement with the ACMC for the period of one (1) year, for the term July 1, 2015 through June 30, 2016, in an amount not to exceed \$393,648.90; and
- d. Authorize the Economic Development Director to execute an Agreement with the MCFC for the period of one (1) year, for the term July 1, 2015 through June 30, 2016, in an amount not to exceed \$188,871.95.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Ratify and approve the FY 2015-16 Development Set-Aside (DSA) Agencies Standard Agreements for the Monterey County Convention and Visitors Bureau (MCCVB), Arts Council for Monterey County (ACMC), and Monterey County Film Commission (MCFC); effective July 1, 2015;
- b. Authorize the Economic Development Director to execute an Agreement with the MCCVB for the period of one (1) year, for the term July 1, 2015 through June 30, 2016, in an amount not to exceed \$1,192,875.47;
- c. Authorize the Economic Development Director to execute an Agreement with the ACMC for the period of one (1) year, for the term July 1, 2015 through June 30, 2016, in an amount not to exceed \$393,648.90; and
- d. Authorize the Economic Development Director to execute an Agreement with the MCFC for the period of one (1) year, for the term July 1, 2015 through June 30, 2016, in an amount not to exceed \$188,871.95.

SUMMARY:

The Development Set-Aside (DSA) Program was established by the Board of Supervisors to support and promote economic development through tourism promotion, filmmaking, and cultural arts programs that strengthen and broaden the County's economic base, increase revenue, and the creation of and retention of jobs. These efforts are undertaken in collaboration with the Monterey County Economic Opportunity Committee's designated five pillar working groups: 1) Agriculture, 2) Tourism, 3) Research, 4) Education, and 5) Military Support.

The DSA Agencies named above have developed and implemented programs that are consistent

with their FY 2015-16 Annual Work Plans, which were approved by the Board's Economic Opportunity Committee. The Board's Economic Opportunity Committee provides oversight in the distribution, funding, and performance auditing of the DSA Agencies, including monitoring DSA Agencies' quarterly performance reports and Annual Work Plans. The Agreements are funded from the General Fund - Transient Occupancy Tax Revenue, and are based on a formula allocation approved by the Board.

DISCUSSION:

Per the direction of the Board's Economic Opportunity Administrative Subcommittee, staff has worked to align the recommended Agreements with the County's economic strategic planning process. As recommended, the Agreements will provide funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors, and which support initiatives identified as part of the existing strategic planning effort. The following information summarizes the services to be provided by the DSA Agencies:

- The Monterey County Convention and Visitors Bureau (MCCVB) acts as the County's marketing channel to maximize the benefits of tourism to the County of Monterey by implementing programs that promote the Monterey County brand. The MCCVB shall market Monterey County through public relations, social media, and advertising programs to increase awareness and desire to visit Monterey County. It will do so by increasing web visits and earned media; by procuring group sales and group bookings; and through providing visitor information services with focus on increasing TOT by persuading visitors to extend their stays.
- The Arts Council for Monterey County shall develop jobs and business opportunities in the art sector through creative impact grants, training and promotion to artists' networks and associations. It shall increase public/private partnerships with partner hotels, partner districts and partner schools to increase customer base. It shall leverage County investment by increasing funding from foundations support from individuals; and increasing earned revenue from schools, and sale of artwork. It shall increase workforce development opportunities focusing on increasing the number of students ready to work in the arts.
- The Monterey County Film Commission shall increase film industry outreach by increasing the number of inquiries that have positive results; tracking the number of media productions occurring in Monterey County, and increasing the total spent in Monterey County from film production. It shall increase education and workforce opportunities, through increasing the number of Monterey County film site locations and will enhance film related job skills.

OTHER AGENCY INVOLVEMENT:

The Board Economic Opportunity Committee supports this recommendation. County Counsel has approved the Agreements as to legal form.

FINANCING:

Funds for these Agreements, in the amount of \$1,775,396.32, have been included in FY 2015-16 Adopted Budget, via the Economic Development Department's Development

Set-Aside Unit 001-8043-DE0019. There are no additional fiscal impacts with this recommendation.

Prepared by: _____
Debby L. Bradshaw, Management Analyst III, 5338

Approved by: _____
David Spaur, CECd, EDFP, Economic Development Director, 5387

Attachments:

Monterey County Convention and Visitors Bureau (MCCVB) FY2015-16_Agreement Complete

Arts Council for Monterey County (ACMC) FY2015-16_Agreement Complete

Monterey County Film Commission (MCFC) FY2015-16_Agreement Complete
(Attachments are on file with the Clerk of the Board)