

Board Referral 2022.19

Preliminary Response

Richard Vaughn
Economic Development Manager

Photos provided by the Monterey County Convention & Visitors Bureau



Referral Summary & Background

- ◆ Referral 2022.19 was submitted by Supervisor Lopez and assigned by the CAO on 09/20/2022. The referral seeks to determine the possibility of the County of Monterey joining the Salinas Valley, Monterey Peninsula, and King City Chambers of Commerce. Currently several departments/offices in the County are individual members of each of these Chambers of Commerce.

Project Description

- ❖ Currently the County of Monterey (as a single entity) nor the County Administrative Office (CAO) is a member of either of these three (3) chambers of Commerce. These chambers of commerce are significant supportive organizations to the businesses in their respective communities. Each provide essential resources, advocacy and programs to help businesses thrive throughout Monterey County. The mission of each of these chambers of commerce are in alignment with the mission, values and goals of the County of Monterey. It would be a benefit for Economic Development to become a member of these chambers as it would provide additional marketing outlets and direct access to the broader business community; however, having the County pay for multiple memberships should be evaluated to determine if developing a single membership for the overall organization would be a more cost-effective use for public funds and achieve greater County collaboration and coordination. This single membership would be managed by Economic Development and developed in partnership the chambers and interested county departments/offices.

Estimated Project Cost

King City Chamber

- Premier Sponsor: \$2000
- Business Sponsor: \$1000
- Business w/ 51+ employees: \$250
- Business w/ 21-50 employees: \$200
- Business w/ 11-20 employees: \$150

Monterey Peninsula Chamber

- 1501-1800 employees: \$4,345 - 4,820
- 1001-1500 employees: \$3,160-4,109
- 501-1000 employees: \$1,974-2,923
- Military Installations - \$1,805
- 0-500 employees: \$395-1,738
- Non-profit/Gov: \$295-1,714
- Banking or Fin Serv: \$790

Salinas Valley Chamber

- Visionary: \$10,000
- Stakeholder: \$5,000
- Leader: \$2,500
- Partner: \$1,250
- Marketer: \$825
- Business: \$450



Staffing Level Estimate



- ◆ Staffing will involve the Economic Development Manager as the lead member for an estimated staff time of 10-20 hours a month.

Departmental Challenges

- ◆ Funding is not currently budgeted in the Economic Development division to join as a member of each of the three (3) Chambers of Commerce. Each chamber has varying levels of membership costs, which causes difficulties in determining equivalent memberships. If it can be negotiated it may be fiscally prudent to have a consolidated County membership, which may allow for a more cost-effective use of public funds.



Proposed Response Date

- ◆ Depending on Board direction, staff proposes response back to the Board in April 2023.