



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 23-628

July 25, 2023

Introduced: 7/17/2023

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

Consider approval of letter of support for California's Community Economic Resilience Fund (CERF).

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Consider approval of letter of support for California's Community Economic Resilience Fund (CERF).

SUMMARY/DISCUSSION:

Spanning Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara and Ventura counties, the Uplift Central Coast partnership came together under the federal Build Back Better Challenge in 2021 with a multi-faceted initiative to cultivate the Central Coast's space and aeronautics ecosystem.

Led by three economic development organizations - the Economic Development Collaborative (EDC), Monterey Bay Economic Partnership (MBEP) and REACH - Uplift is widening and deepening its collaborative efforts under California's Community Economic Resilience Fund (CERF), a promising new opportunity to bring resources to the region.

The CERF was created to promote a sustainable and equitable recovery from the economic distress of COVID-19 by supporting new plans and strategies to diversify local economies and develop sustainable industries that create high-quality, broadly accessible jobs for all Californians.

Specifically, the CERF Program would support communities and regional groups in producing regional roadmaps for economic recovery and transition that prioritize the creation of accessible, high-quality jobs in sustainable industries.

Moving forward, the broadened Uplift Central Coast initiative will identify, prioritize, and invest in a wide range of workforce and economic development projects, while contributing to a comprehensive approach to regional economic resilience. Efforts and partnerships will continue to cover the six-county region: Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara, and Ventura Counties.

OTHER AGENCY INVOLVEMENT:

Staff has consulted with County Counsel. The letter of support is supported and recommended by the Economic Development Committee.

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FINANCING:

Approval of the letter of support has no financial impact.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The proposed recommendation supports the Board of Supervisors Strategic Initiatives.

Mark a check to the related Board of Supervisors Strategic Initiatives

Economic Development

Administration

Health & Human Services

Infrastructure

Public Safety

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Attachments:

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Letter of Support