

**AMENDMENT #2 TO PROFESSIONAL SERVICES AGREEMENT
COUNTY OF MONTEREY & ARTS COUNCIL FOR MONTEREY COUNTY (ACMC)**

THIS AMENDMENT is made to the AGREEMENT for Development Set-Aside services by and between **Arts Council for Monterey County (ACMC)**, hereinafter “CONTRACTOR”, and the County of Monterey, a political subdivision of the State of California, hereinafter referred to as “County”.

WHEREAS, the County and CONTRACTOR wish to amend the AGREEMENT to add additional services and to increase the total amount of the AGREEMENT due to the addition of services.

NOW THEREFORE, the County and CONTRACTOR hereby agree to amend the AGREEMENT in the following manner:

1. Section 2., “PAYMENTS BY THE COUNTY” shall be amended by removing, “*The total amount payable by County to CONTRACTOR under this Agreement shall not exceed the sum of \$1,006,436.00*” and replacing it with “*The total amount payable by County to CONTRACTOR under this AGREEMENT shall not exceed \$1,566,127.00.*”
2. EXHIBIT A – Paragraph 2 shall be amended by removing, “*ACMC FY2022-23 Exhibit B1*” and replacing it with “*ACMC FY2023-24 Exhibit B2*”.
3. EXHIBIT B – Shall be amended by adding Exhibit B2 to the agreement as, “*ACMC FY2023-24 Exhibit B2*”, attached hereto.
4. Except as provided herein, all remaining terms, conditions and provisions of the AGREEMENT are unchanged and unaffected by this AMENDMENT and shall continue in full force and effect as set forth in the AGREEMENT.
5. A copy of the AMENDMENT shall be attached to the original AGREEMENT executed by the County on July 1, 2021.

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Agreement No. A-15600 for Development Set-Aside

IN WITNESS WHEREOF, the parties have executed this AMENDMENT on the day and year written below.

MONTEREY COUNTY

CONTRACTOR

Contracts/Purchasing Officer

By: DocuSigned by:
Laurie Bend

Signature of Chair, President, or
Vice-President

Dated: _____

Laurie Bend, Chair
Printed Name and Title

Approved as to Fiscal Provisions:

Dated: 7/28/2023 | 9:49 AM PDT

Deputy Auditor/Controller

By: DocuSigned by:
Christopher Long

(Signature of Secretary, Asst. Secretary, CFO,
Treasurer or Asst. Treasurer)*

Dated: _____

Christopher Long, Secretary
Printed Name and Title

Approved as to Liability Provisions:

Dated: 7/28/2023 | 10:34 AM PDT

Risk Management

Dated: _____

Approved as to Form:

Deputy County Counsel

Dated: _____

*INSTRUCTIONS: If CONTRACTOR is a corporation, including limited liability and non-profit corporations, the full legal name of the corporation shall be set forth above together with the signatures of two specified officers. If CONTRACTOR is a partnership, the name of the partnership shall be set forth above together with the signature of a partner who has authority to execute this Agreement on behalf of the partnership. If CONTRACTOR is contracting in an individual capacity, the individual shall set forth the name of the business, if any, and shall personally sign the Agreement.



ARTS COUNCIL for Monterey County

COUNTY OF MONTEREY DSA WORK PLAN 2023-2024 \$559,691

The mission of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts.

In 1985, the Board of Supervisors selected the Council as a member agency of the new Development Set-Aside Fund - formally recognizing the critical role of the arts sector in “strengthening and broadening the County’s economic base”.

Our mission complements and leverages the County’s renewed efforts to promote county-wide economic prosperity. Overall, our efforts are synergistic and uniquely help the county stay on the virtuous cycle of economic development. Arts4MC leads arts organizations, arts educators and our allies to help Monterey County strengthen the areas that are critical for success in economic development. Our arts, culture and heritage programs strengthen community ties and are a magnet for the kinds of tourists that the hospitality industry has found are more likely to stay longer and spend more.

“Specifically, arts and culture policies and programs increase economic development in states by attracting businesses, creating new jobs, increasing tax revenues and promoting tourism.

Additionally, the arts and culture play a key role in urban revitalization and community renewal strategies.”
- National Conference of State Legislators, 2015

Why the Arts Matter in Monterey County

Arts, culture and creativity are ever-renewing resources in our communities that can and should be tapped to assist in both defining and achieving economic and community success. These resources are generated and circulated by the artists, culture bearers, creative workers and cultural organizations living and working in our communities, providing critical social and civic infrastructure along with vital economic impacts.

According to the 2023 Otis Report, the creative economy is home to 7.6% of California’s jobs, but its workforce has an outsized impact on overall output. The five creative sectors (Entertainment, Fine & Performing Arts, Architecture & Related Services, Creative Goods & Products, and Fashion) were collectively responsible for 14.9% of the state’s \$3.4 trillion economy in 2021; accounting for business-to-business transactions across the economy (indirect impacts) and domestic consumer spending by the creative workforce (induced impacts), total gross value amounted to \$980 billion statewide.

Monterey County’s cultural heritage is as rich and varied as our famed natural beauty. For generations, a vibrant arts sector in Monterey County has had a strong and growing impact on every aspect of the economic health of our region. Nationally significant cultural assets include the Carmel Mission and the National Steinbeck Center. Internationally recognized presenting groups like the Monterey Jazz Festival and the Carmel Bach Festival have a long tradition and are still expanding and finding new audiences from every corner of the globe.

Prior to the pandemic, the creative sector contributed **1.6 billion to Monterey County's economy**. Between 2015 and 2018, the sector grew by 9%, and was the 8th largest employment sector in the County.

County support for the arts, arts education, cultural institutions, and creative venues is crucial for our county to fully recover economically and to provide equitable access to the arts in all communities. Culture and creativity is essential to bringing about social cohesion, furthering mental health support and wellness, job creation, and opportunities for our youth. With continuous funding from the County, the arts can continue to recover and grow to build an even stronger sector.

According to Entrepreneur.com, creative industries provide jobs, encourage tourism and boost revenue to local businesses. Labor studies also show that the value added by arts and culture to the U.S. economy is five times greater than the value from the agricultural sector.

Goal 1: Economic Development \$339,000

Economic development consists of targeted activities and programs that work to improve the economic wellbeing and quality of life of a community. Desired outcomes can include building local wealth, diversifying the economy, creating and retaining jobs, attracting businesses and talent, and building the local tax base.

The arts have a significant economic impact on a community. By supporting local artists and arts organizations, the County of Monterey can create jobs, attract tourism, and stimulate spending in the local economy.

The Arts Council leads arts organizations, arts educators and our allies to help Monterey County achieve success with the county's effort to stay on the virtuous cycle of economic development and promote economic prosperity county-wide. Our programs support the County's specific strategic initiatives of Economic Development, Health and Human Services and Public Safety. We work collaboratively with arts groups and community partners throughout the county in every sector to "ensure a diversified and healthy economy that enhances the well-being and prosperity of Monterey County Residents.

Measures:

1. Increase capacity for at least forty (40) local nonprofits to expand art programs and events through funding and technical assistance consulting and coordinate County Grant Awardee Receptions (e.g. Alisal Center for Fine Arts, Palenke Arts).
2. Facilitate access to entry for under-resourced, nascent, emerging, or typically underrepresented artists and groups in accessing Arts4MC's resources and services including providing affordable artists' studios to emerging artists and at least ten (10) project specific grants to historically-excluded artists and art organizations in Salinas Valley and North and South County.
3. Curate annual art installation at County Government Center, including CAO's conference room, showcasing 30-50 local artists with Awards Reception.

Goal 2: Tourism: \$96,691

The arts make communities vibrant, welcoming, and desirable to visitors from all over the world. Cultural places and events are magnetic, attracting not only artists but families, travelers and businesses. Creative placemaking—the gravitational effect of culture on neighborhoods—positively impacts local economies and quality of life. It creates jobs and stimulates commercial traffic, all of which leverage neighborhood revitalization, attract diverse populations and strengthen communities. Capitalizing on these effects of creative placemaking requires strong public-sector support.

Measures:

1. **As eighty percent of participants at arts events are from outside the county**, we will deepen visitor engagement by increasing online advertising, expanding social media and continuously updating specialized apps such as self-guided tours (Cultural Road Trips) led by the Monterey County Convention & Visitors Bureau.
2. Improve greater visitor engagement and greater participation in hospitality efforts campaigns - by encouraging and supporting grantees and partners to cross promote with MCCVB/Monterey County brand through links to their website on our website and active participation in their social media efforts.
3. Support at least ten (10) festivals or concerts with funding, consultations and promotion that are economic drivers in the county. Internationally recognized presenting groups like the Monterey Jazz Festival and the Carmel Bach Festival have a long tradition and are still growing and finding new audiences from every corner of the globe.

Goal 3: Workforce/Business Development \$124,000

The arts are a dynamic contributor to the small-business sector. The creative industries are composed of many talented workers who are self-employed, freelancers or employed by microenterprises. According to the National Endowment for the Arts (NEA) analysis of U.S. Census occupational data, artists are nearly 3.5 times more likely than the total U.S. workforce to be self-employed (33.6% vs. 9.8%). Many nonprofit arts organizations, too, are small businesses and play an important role in training creative workers and incubating artistic enterprises.

As more and more businesses rely on employees at all levels to creatively adapt and improve ways of doing business, Monterey County has to provide a range of experiences beyond school to develop the creative skills needed to maintain our comparative advantage in the global marketplace. Many workers with these skills can also develop their own businesses and further diversify and strengthen our economy. Nonprofit arts presenters are also uniquely committed to providing the first opportunities for workers with barriers to employment.

Measures:

1. Support at least twenty (20) emerging artists to launch or expand their businesses through grant support and mentorship (examples: travel support to a national competition, material support for a first solo exhibition, etc.)
2. Provide at least four (4) free professional development programs on starting and building arts businesses, marketing and promotion, etc. for artists and arts and culture organizations
3. Increase marketing of new and existing emerging artists and arts businesses