



Monterey County

Item No.

Board Report

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

Legistar File Number: 21-1061

December 07, 2021

Introduced: 11/29/2021

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

- a. Provide direction regarding American Rescue Plan Act funding allocated for Economic Recovery Countywide Business Retention and Countywide Hospitality/Tourism.
- b. Provide direction to the Economic Development Manager to leverage existing partnerships with Monterey County Convention & Visitors Bureau (MCCVB) and Monterey County Business Council (MCBC) to develop COVID-19 relief programming for Countywide Business Retention and Countywide Hospitality/Tourism Recovery; or
- c. Provide direction to the Economic Development Manager to work with internal County partners to develop a request for proposal (RFP), utilizing American Rescue Plan Act funding for specialized programming designed to assist with the recovery of the tourism industry and small businesses affected by the recent COVID-19 pandemic.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Provide direction regarding American Rescue Plan Act funding allocated for Economic Recovery Countywide Business Retention and Countywide Hospitality/Tourism.
- b. Provide direction to the Economic Development Manager to leverage existing partnerships with two (2) organizations to develop COVID-19 relief programming for Countywide Business Retention and Countywide Hospitality/Tourism Recovery; or
- c. Provide direction to the Economic Development Manager to work with internal County partners to develop a request for proposal (RFP), utilizing American Rescue Plan Act funding for specialized programming designed to assist with the recovery of the tourism industry and small businesses affected by the recent COVID-19 pandemic.

SUMMARY/DISCUSSION:

On June 2, 2021, the Board approved ARPA funding allocation for Economic Recovery for Countywide Business Retention and Hospitality/Tourism support. The remaining allocated amounts subject to these agreements is estimated at \$3.1 million of which \$1.8 million is allocated for Countywide tourism/hospitality and \$1.2 million for Countywide Business Retention. In total the County has allocated \$9.6 million in ARPA funds towards economic endeavors which are required to be utilized within the next three years or be subject to return.

This programming is designed to assist with the economic recovery of Small Businesses and Tourism/Hospitality Industry, with a focus on minority owned businesses and underserved communities. Monterey County Convention and Visitors Bureau will provide assistance to accelerate the recovery of critical visitor spending, restore countywide tourism employment, and expand on

agriculture and eco-tourism. Monterey County Business Council will provide business retention support through technical assistance programs for small businesses, minority owned businesses, and businesses in underserved communities. The Monterey County Business Council as well as the MCCVB have created flexible programming which can expand if other APRA allocated funds should become available. By moving forward with these programs, the normal County process would be fast-tracked to provide immediate assistance to Monterey County businesses affected by the recent pandemic.

The normal County process would consist of designing an RFP to focus on economic recovery of Small Businesses and the Tourism/Hospitality Industry, with an emphasis on minority owned businesses and underserved communities.

The American Rescue Plan Act provides funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors strategic initiatives.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved as to form.

FINANCING:

Funds for these services are contained within the approved budget allocations of the department utilizing the services. Expenditures will depend on the actual services requested by the County.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

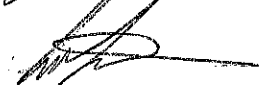
The American Rescue Plan Act funding for Countywide Business Retention and Countywide Hospitality/Tourism will provide programs and services that support the Board approved strategic initiatives.

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by: Richard Vaughn, Economic Development Manager, ext. 5602



Approved by: Dewayne Woods, Assistant County Administrative Officer, ext. 5309



Attachments: Board Report

