



Monterey County

Item No.

Board Report

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

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Receive a report from the Development Set-Aside Agencies on priorities for Monterey County.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a report from the Development Set-Aside (DSA) Agencies on priorities for Monterey County.

SUMMARY/DISCUSSION:

On June 1, 2020, the Board approved the FY 2020-21 funding allocation of \$1,266,250 for the Development Set-Aside Agencies: 1) Monterey County Convention and Visitors Bureau, 2) Arts Council for Monterey County, 3) Monterey County Film Commission and 4) Monterey County Business Council.

The Board of Supervisors established the DSA Program to support economic development through tourism promotion, filmmaking, cultural arts programs, small business outreach, and other programs that broaden the County's economic base to increase revenue and promote the creation and retention of jobs.

This funding also supports programmatic efforts that complement existing economic priorities of the Board of Supervisors' strategic initiatives as follows:

- The Monterey County Convention and Visitors Bureau (MCCVB) acts as the County's marketing channel to maximize the benefits of tourism by implementing programs that promote the County brand. MCCVB's Marketing Communications department's primary goal is to increase overnight visitation amongst leisure, group, and international travelers. The MCCVB markets Monterey County through public relations, social media, and advertising programs. This is done by increasing web visits and earned media; procuring group sales and group bookings; and providing visitor information services focusing on increasing Transient Occupancy Tax (TOT) revenue by persuading visitors to extend their stays.
- The Arts Council for Monterey County develops jobs and business opportunities in the art sector through creative impact grants, training, and promotion to artists' networks and associations. Its programs increase public/private partnerships with partner hotels, districts, and schools to broaden their customer base. The Arts Council leverages the County's

investment by increasing funding from foundations, small businesses, and individuals, and earned revenue from the sale of artwork. Additionally, the Arts Council's programs expand workforce development opportunities aiming to increase the number of students ready to work in the arts.

- The Monterey County Film Commission boosts film industry outreach by increasing the number of positive inquiries, tracking the number of media productions, and raising the total funds spent on film production. The Commission's programs expand education and workforce opportunities by increasing the number of film locations and enhancing film-related job skills.
- The Monterey County Business Council (MCBC) creates and retains jobs by business expansion, assisting businesses through its Monterey Bay Procurement and Technical Assistance Center, and helps small businesses and local entrepreneurs to secure government contracts. The MCBC also educates and engages the public through events, e.g., the Annual Higher Education & Research Summit and Annual Economic Vitality Awards. Moreover, the MCBC hosts business advocacy events such as Leadership Monterey County, and business luncheons. The past year, MCBC hosted webinars for the Paycheck Protection Program in conjunction with CalCoastal, Monterey County and the City of Salinas to assist small businesses during COVID.

Attached is information from the DSA Agencies regarding their COVID programs and experiences.

OTHER AGENCY INVOLVEMENT:

County Counsel reviewed this report.

FINANCING:

Receiving this report would not affect the budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The Development Set-Aside economic development partners provide programs and services that support the Board-approved Strategic Initiatives:

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

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The following attachments are on file with the Clerk of the Board:

Attachment A - Monterey County MCBC - Letter of hardship

Attachment B - Monterey County Film Commission COVID Hardship Memo
Attachment C - The Impacts of COVID-19 on the MCCVB
Attachment D - Arts Council for Monterey County Impacts Letter