



County of Monterey

Item No.32

Board Report

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

Legistar File Number: 23-678

August 29, 2023

Introduced: 8/17/2023

Current Status: General Government -
Consent

Version: 1

Matter Type: General Agenda Item

- a. Authorize the Contracts/Purchasing Officer and/or designee to execute Amendment #2 to the agreement for FY 2023-24 Development Set-Aside Agencies with the Monterey County Convention and Visitors Bureau to develop and implement marketing programs that promote Monterey County as a travel and leisure destination, for the term retroactive to July 1, 2023, through June 30, 2024 for a total amount not to exceed \$4,892,053;
- b. Authorize the Contracts/Purchasing Officer and/or designee to execute Amendment #2 to the agreement for FY 2023-24 Development Set-Aside Agencies with the Arts Council for Monterey County to develop and implement cultural arts programs for Monterey County residents and visitors, for the term retroactive to July 1, 2023, through June 30, 2024 for a total amount not to exceed \$1,566,127;
- c. Authorize the Contracts/Purchasing Officer and/or designee to execute Amendment #2 to the agreement for FY 2023-24 Development Set-Aside Agencies with Monterey County Film Commission to develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue and jobs throughout Monterey County, for the term retroactive to July 1, 2023, through June 30, 2024 for a total amount not to exceed \$752,617; and,
- d. Authorize the Contracts/Purchasing Officer and/or designee to execute Amendment #2 to the agreement for FY 2023-24 Development Set-Aside Agencies with Monterey County Business Council to perform all tasks necessary to create and/or retain at least 100 jobs in Monterey County, for the term retroactive to July 1, 2023, through June 30, 2024 for a total amount not to exceed \$375,000.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Authorize the Contracts/Purchasing Officer and/or designee to execute Amendment #2 to the agreement for FY 2023-24 Development Set-Aside Agencies with the Monterey County Convention and Visitors Bureau to develop and implement marketing programs that promote Monterey County as a travel and leisure destination, for the term retroactive to July 1, 2023, through June 30, 2024 for a total amount not to exceed \$4,892,053;
- b. Authorize the Contracts/Purchasing Officer and/or designee to execute Amendment #2 to the agreement for FY 2023-24 Development Set-Aside Agencies with the Arts Council for Monterey County to develop and implement cultural arts programs for Monterey County residents and visitors, for the term retroactive to July 1, 2023, through June 30, 2024 for a total amount not to exceed \$1,566,127;
- c. Authorize the Contracts/Purchasing Officer and/or designee to execute Amendment #2 to the agreement for FY 2023-24 Development Set-Aside Agencies with Monterey County Film

Commission to develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue and jobs throughout Monterey County, for the term retroactive to July 1, 2023, through June 30, 2024 for a total amount not to exceed \$752,617; and,

- d. Authorize the Contracts/Purchasing Officer and/or designee to execute Amendment #2 to the agreement for FY 2023-24 Development Set-Aside Agencies with Monterey County Business Council to perform all tasks necessary to create and/or retain at least 100 jobs in Monterey County, for the term retroactive to July 1, 2023, through June 30, 2024 for a total amount not to exceed \$375,000.

SUMMARY/DISCUSSION:

The Development Set-Aside (DSA) Program was established by the Board of Supervisors in 1985 to support and promote economic development through tourism promotion, filmmaking, cultural arts programs, small business outreach that strengthen the workforce, and through other programs that broaden the County's economic base to increase revenue and promote the creation and retention of jobs.

The program underwent revisions in 1994 and 1999. It involved several agencies, including the Monterey County Travel and Tourism Alliance (MCTTA), Economic Development Corporation of Monterey County (EDC), Monterey County Film Commission (MCFC), and the Cultural Council for Monterey County (CCMC), which partnered with the county to implement the program. Each agency developed an annual promotional plan, subject to approval by the Overall Economic Development Commission (EODC), and the Board of Supervisors approved contracts and budget appropriations.

These Agreements provide funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors strategic initiatives as described below:

- The Monterey County Convention and Visitors Bureau (MCCVB) acts as the County's marketing channel to maximize the benefits of tourism to the County of Monterey by implementing programs that promote the Monterey County brand. The primary goal of MCCVB's Marketing Communications department is to inspire and increase overnight visitation amongst Leisure, Group, and international travelers. The MCCVB shall market Monterey County through public relations, social media, and advertising programs to increase awareness and desire to visit Monterey County. It will do so by increasing web visits and earned media; by procuring group sales and group bookings; and through providing visitor information services with focus on increasing Transient Occupancy Tax revenue by persuading visitors to extend their stays.
- The Arts Council for Monterey County shall develop jobs and business opportunities in the art sector through creative impact grants, training, and promotion to artists' networks and associations. It shall increase public/private partnerships with partner hotels, partner districts, and partner schools to broaden the customer base of partner businesses. It shall leverage County investment by increasing funding from foundations, small businesses, and individuals, and swelling earned revenue from the sale of artwork. It shall expand workforce development opportunities that focus on increasing the number of students ready to work in the arts.
- The Monterey County Film Commission shall boost film industry outreach by increasing the

number of inquiries that have positive results; tracking the number of media productions occurring in Monterey County, and raising the total funds spent in Monterey County from film production. It shall expand education and workforce opportunities by increasing the number of Monterey County film site locations and enhancing film-related job skills.

- The Monterey County Business Council (MCBC) shall create or retain jobs through business expansion and businesses receiving assistance from the Monterey Bay APEX Accelerators (formally known as the Procurement and Technical Assistance Center) and assist small businesses and local entrepreneurs to secure government contracts. MCBC shall continue to educate and engage the public through events, e.g., the Annual Higher Education & Research Summit and Annual Economic Vitality Awards, and host various business advocacy events, Leadership Monterey County, and business luncheons.

On June 1, 2021, the Board approved the FY 2021-2022 funding allocation for the Development Set-Aside Agencies: 1. Monterey County Convention and Visitors Bureau (\$1,716,473), 2. Arts Council for Monterey County (\$566,436), 3. Monterey County Film Commission (\$271,775) and, 4. Monterey County Business Council (\$100,000), for a total amount of \$2,654,684.

On June 1, 2022, the Board approved the FY 2022-2023 funding allocation for the Development Set-Aside Agencies: 1. Monterey County Convention and Visitors Bureau (\$1,400,000), 2. Arts Council for Monterey County (\$440,000), 3. Monterey County Film Commission (\$212,000) and, 4. Monterey County Business Council (\$100,000), for a total amount of \$2,152,000.

On June 1, 2023, the Board approved the FY 2023-2024 funding allocation for the Development Set-Aside Agencies: 1. Monterey County Convention and Visitors Bureau (\$1,775,580), 2. Arts Council for Monterey County (\$559,691), 3. Monterey County Film Commission (\$268,842) and, 4. Monterey County Business Council (\$175,000), for a total amount of \$2,779,113.

The DSA Agencies Agreements/Scope of Services provide the detailed services, programs, and performance measures.

OTHER AGENCY INVOLVEMENT:

County Counsel has approved the Agreements as to form.

FINANCING:

Funds for the DSA Agreements, in the cumulative amount of \$2,779,113, have been included in the FY 2023-24 Adopted Budget, Fund 001, Department 1050, Unit 8512. There are no additional fiscal impacts with this recommendation.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

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

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Mark a check to the related Board of Supervisors Strategic Initiatives

Economic Development

Administration

Health & Human Services

Infrastructure

Public Safety

Prepared by: Isela Sandoval, Management Analyst, x7514

Reviewed by: Richard Vaughn, Economic Development Manager, x5602

Approved by: Nicholas E. Chiulos, Assistant County Administrative Officer

DocuSigned by:
Nick Chiulos
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Attachments:

ACMC FY2023-24 Amendment #2 Workplan

MCBC FY2023-24 Amendment #2 Workplan

MCCVB FY2023-24 Amendment #2 Workplan

MCFC FY2023-24 Amendment #2 Workplan