



## Monterey County Board of Supervisors

### Board Order

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1st Floor  
Salinas, CA 93901  
831.755.5066  
[www.co.monterey.ca.us](http://www.co.monterey.ca.us)

A motion was made by Supervisor Luis A. Alejo, seconded by Supervisor Kate Daniels to:

<b>Agreement No.: A-17425</b>	<b>Monterey County Destination Marketing Organization, Inc (See Monterey)</b>
<b>Agreement No.: A-17426</b>	<b>Arts Council for Monterey County (Arts4MC)</b>
<b>Agreement No.: A-17433</b>	<b>Monterey County Film Commission (MCFC)</b>
<b>Agreement No.: A-17434</b>	<b>Monterey County Business Council (MCBC)</b>

- a. Authorize the Contracts/Purchasing Officer and/or designee to execute an Agreement for FY 2025-26 Development Set-Aside Agencies Standard Agreement with Monterey County Destination Marketing Organization, Inc. (See Monterey) to develop and implement marketing programs that promote Monterey County as a travel and leisure destination, for the period of one (1) year, for the term of July 8, 2025 through June 30, 2026, in the amount not to exceed \$1,913,494; and
- b. Authorize the Contracts/Purchasing Officer and/or designee to execute an Agreement for FY 2025-26 Development Set-Aside Agencies Standard Agreement for the Arts Council for Monterey County (Arts4MC) to develop and implement cultural arts programs for Monterey County residents and visitors, for the period of one (1) year, for the term of July 8, 2025 through June 30, 2026, in the amount not to exceed \$603,164; and
- c. Authorize the Contracts/Purchasing Officer and/or designee to execute an Agreement for FY 2025-26 Development Set-Aside Agencies Standard Agreement for Monterey County Film Commission (MCFC) 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 period of one (1) year, for the term of July 8, 2025 through June 30, 2026, in the amount not to exceed \$289,724; and
- d. Authorize the Contracts/Purchasing Officer and/or designee to execute an Agreement for FY 2025-26 Development Set-Aside Agencies Standard Agreement for Monterey County Business Council (MCBC) to perform all tasks necessary to create and/or retain at least 100 jobs in Monterey County, for the period of one (1) year, for the term of July 8, 2025 through June 30, 2026, in the amount not to exceed \$188,593; and
- e. Consider approving the revised Development Set-Aside (DSA) guidelines.

PASSED AND ADOPTED on this 8<sup>th</sup> day of July 2025, by roll call vote:

AYES: Supervisors Alejo, Church, Lopez, Askew and Daniels

NOES: None

ABSENT: None

(Government Code 54953)

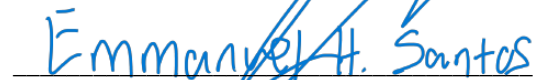
I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 82 for the meeting July 8, 2025.

Dated: July 9, 2025

File ID: A 25-297

Agenda Item No.: 45

Valerie Ralph, Clerk of the Board of Supervisors  
County of Monterey, State of California



Emmanuel H. Santos, Deputy