



County of Monterey

Item No.

Board Report

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

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May 20, 2025

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Receive a presentation from two of the four Development Set-Aside Agencies, Monterey County Business Council (MCBC) and See Monterey summarizing efforts for FY24-25.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Receive a presentation from two of the four Development Set-Aside Agencies, Monterey County Business Council (MCBC) and See Monterey summarizing efforts for FY24-25.

SUMMARY:

The Development Set-Aside (DSA) Program was established by the Board of Supervisors 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 organizations that administer these services provide an annual presentation to the Board of Supervisors detailing their efforts and performance.

The Board will receive presentations from Monterey County Business Council (MCBC) and See Monterey to reflect the work being conducted throughout FY24-25. These presentations will include all activities and results of the activities for the current service period.

DISCUSSION:

The Monterey County Business Council shall create or retain jobs through business expansion and businesses receiving assistance from the Monterey Bay APEX Accelerator 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.

See Monterey 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 See Monterey's Marketing Communications department is to inspire and increase overnight visitation amongst Leisure, Group and International travelers. See Monterey 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.

OTHER AGENCY INVOLVEMENT:

The Office of the County Counsel has approved this report as to form.

FINANCING:

Receiving these presentations does not impact the County budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

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

Mark a check to the related Board of Supervisors Strategic Initiatives

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

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Attachments: See Monterey Presentation; MCBC Presentation