



# Monterey County

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

## Board Report

Legistar File Number: 19-0571

July 23, 2019

**Introduced:** 7/10/2019

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** General Agenda Item

- a. Approve the FY 2019-20 Development Set-Aside (DSA) Agencies Standard Agreements for the Monterey County Convention and Visitors Bureau (MCCVB), the Arts Council for Monterey County (ACMC), the Monterey County Film Commission (MCFC), and the Monterey County Business Council (MCBC), in the cumulative amount of \$2,122,000, for the term retroactive to July 1, 2019 through June 30, 2020.
- b. Authorize the Assistant County Administrative Officer to execute an Agreement with the MCCVB for the period of one (1) year, for the term retroactive to July 1, 2019 through June 30, 2020, in an amount not to exceed \$1,400,000;
- c. Authorize the Assistant County Administrative Officer to execute an Agreement with the ACMC for the period of one (1) year, for the term retroactive to July 1, 2019 through June 30, 2020, in an amount not to exceed \$420,000;
- d. Authorize the Assistant County Administrative Officer to execute an Agreement with the MCFC for the period of one (1) year, for the term retroactive to July 1, 2019 through June 30, 2020 in an amount not to exceed \$202,000; and
- e. Authorize the Assistant County Administrative Officer to execute an Agreement with the MCBC for the period of one (1) year, for the term retroactive to July 1, 2019 through June 30, 2020, in the amount not to exceed \$100,000.

### **RECOMMENDATION:**

It is recommended that the Board of Supervisors:

- a. Approve the FY 2019-20 Development Set-Aside (DSA) Agencies Standard Agreements for the Monterey County Convention and Visitors Bureau (MCCVB), the Arts Council for Monterey County (ACMC), the Monterey County Film Commission (MCFC), and the Monterey County Business Council (MCBC), in the cumulative amount of \$2,122,000, for the term retroactive to July 1, 2019 through June 30, 2020.
- b. Authorize the Assistant County Administrative Officer to execute an Agreement with the MCCVB for the period of one (1) year, for the term retroactive to July 1, 2019 through June 30, 2020, in an amount not to exceed \$1,400,000;
- c. Authorize the Assistant County Administrative Officer to execute an Agreement with the ACMC for the period of one (1) year, for the term retroactive to July 1, 2019 through June 30, 2020, in an amount not to exceed \$420,000;
- d. Authorize the Assistant County Administrative Officer to execute an Agreement with the MCFC for the period of one (1) year, for the term retroactive to July 1, 2019 through June 30, 2020, in an amount not to exceed \$202,000; and
- e. Authorize the Assistant County Administrative Officer to execute an Agreement with the MCBC for the period of one (1) year, for the term retroactive to July 1, 2019 through June 30, 2020, in the

amount not to exceed \$100,000.

**SUMMARY/DISCUSSION:**

On June 25, 2019, the Board approved the FY 2019-20 funding allocation 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, for a total amount of \$2,122,000.

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.

These Agreements will 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 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 MCCVB funding also includes the following specific services, with a budget allocation of \$150,000 respectively:

- 1) Develop a comprehensive marketing communications plan specifically focused on increasing awareness for designated areas of the county including non-peninsula Board of Supervisors Districts, 1, 2 and 3.
  - 2) Oversee and participate in the development of a report containing analysis and recommendations to ensure proper capacity for visitation of the Big Sur area. Study will be conducted by the Community Association of Big Sur in collaboration with Big Sur residents, businesses and oversight agency members of Big Sur Multi-Agency Advisory Council.
- The Arts Council for Monterey County shall develop jobs and business opportunities in the art sector through creative impact grants, and training and promotion to artists' networks and associations. It shall increase public/private partnerships with partner hotels, partner districts and partner schools to increase the customer base of partner businesses. It shall leverage County investment by increasing funding from foundations, small business and individuals; and

increasing earned revenue from the sale of artwork. It shall increase workforce development opportunities focusing on increasing the number of students ready to work in the arts.

- The Monterey County Film Commission shall increase film industry outreach by increasing the number of inquiries that have positive results; tracking the number of media productions occurring in Monterey County, and increasing the total spent in Monterey County from film production. It shall increase education and workforce opportunities through increasing the number of Monterey County film site locations and will enhance film related job skills.
- The Monterey County Business Council shall create or retain jobs through business expansion and businesses receiving assistance from the Monterey Bay Procurement and Technical Assistance Center and assist small businesses and local entrepreneurs to secure government contracts. MCBC shall continue to education and engage the public through events, e.g., Annual Higher Education & Research Summit and Annual Economic Vitality Awards; and host various business advocacy events, Leadership Monterey County and business luncheons.

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 \$2,122,000, have been included in the FY 2019-20 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:

Mark a check to the related Board of Supervisors Strategic Initiatives

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

Prepared by: \_\_\_\_\_  
Debbly Bradshaw, Management Analyst III, Ext. 5338

Approved by: \_\_\_\_\_  
Anastacia Wyatt, Housing Program Manager, Ext. 5387

Attachments:

Board Report

MCBC\_FY2019-20\_AGREEMENT

MCCVB\_FY2019-20\_AGREEMENT

ACMC\_FY2019-20\_AGREEMENT

MCFC\_FY2019-20\_AGREEMENT