

DESIGNATED SET ASIDE FUNDS (DSA)

MARCH 16, 2021

DSA PURPOSE

- Support county goals of business retention and expansion, growing and attracting business in ways that promote economic development
- Prioritizes workforce development and growth of small businesses, hospitality, film production and the creative and cultural industries
- Create a strong return on the county's investment, raising additional revenue to enhance the well-being and prosperity of County residents

MONTEREY COUNTY FILM COMMISSION



- Created by the Monterey County Board of Supervisors in 1987, the Monterey County Film Commission (MCFC) works to increase economic development through the film industry,
- Supports local communities through employment and education related to the film industry. Since its inception, more than \$118 million has been reinvested into the County.
- Filming location is a highly competitive market and It is necessary to keep promoting county-wide locations so that we continue to stay top of mind. Locations in South County, North County, Monterey Peninsula, Salinas Valley, Big Sur all hold potential as on-location film sites.



Netflix series "Ratchet" filming at Toro Cafe

ARTS COUNCIL OF MONTEREY COUNTY



- The mission of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts, including strengthening and broadening the County's economic base.
- During the pandemic, Arts4MC's strategy has been to preserve the arts by regranteeing over \$400K (to date) to individual artists, nonprofits, and cultural groups.
- Will continue to focus on the recovery of the arts in our community by providing necessary funding, training and consultation.
- The creative sector is worth approximately 1.6 billion and employs 14,278 - the 8th largest employment sector in Monterey County, and with your support, we can rebuild a more resilient cultural and creative sector.



MONTEREY COUNTY BUSINESS COUNCIL



- Founded in 1995, Monterey County Business Council successfully forges cross-sector alliances between public, private and nonprofit entities to build a vibrant and prosperous Monterey County business community.
- Assisted 151 small businesses through the Procurement Technical Assistance Center in which \$39M in government contracts were awarded to Monterey County businesses this last fiscal year.
- Partnered with the City of Salinas, Small Business Development Center, and the SBA to assist over 2,300 business owners in Monterey County through free Small Business Webinars with matters ranging from Paycheck Protection Program, EIDL to Human Resource COVID-related topics. Leadership Monterey County will resume later this year. Future programs to include collaboration with Monterey Bay Defense Alliance, Higher Education Summit, and monthly Business-Focused Luncheon series

MONTEREY COUNTY CONVENTION & VISITORS BUREAU

MONTEREY
MONTEREY COUNTY CONVENTION
& VISITORS BUREAU



- MCCVB is focused on driving the \$3.2 billion hospitality industry which drives TOT – an industry that employs 27,000 residents
- During COVID-19, focused on supporting *safe and responsible* travel and providing critical information to both travelers and residents
- Focused on accelerating the *Rate of Recovery* – renewing TOT, bringing businesses back and returning to full employment



Q & A



THANK YOU

MONTEREY
GRAB LIFE BY THE MOMENTS