



County of Monterey

Item No.

Board Report

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

Legistar File Number: A 25-297

July 08, 2025

Introduced: 6/27/2025

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- 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.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- 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.

SUMMARY:

The County of Monterey Board of Supervisors established the Economic Development Set-Aside (DSA) Program in 1985 to promote and expand tourism, economic and agriculture development and cultural art activities that strengthen and broaden the County's economic base. At that time, the Board designated 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) to serve as the County's partners to implement the Program.

The current DSA Agencies are See Monterey (formerly the Monterey County Convention and Visitors Bureau), Arts Council for Monterey County (Arts4MC), Monterey County Film Commission (MCFC), and Monterey County Business Council (MCBC). These fiscal year agreements provide funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors strategic initiatives.

On May 28, 2025, the Board of Supervisors approved the Budget Recommendation for FY2025-26 funding allocations for the Development Set-Aside Agencies: 1) See Monterey, 2) Arts Council for Monterey County, 3) Monterey County Film Commission, and 4) Monterey County Business Council, for a total amount of \$2,994,975.

The Development Set-Aside (DSA) Program Guidelines, established by Monterey County in 1985, outlined a framework to promote tourism, economic development, agriculture, and cultural arts to strengthen the county's economic base. These guidelines detail criteria for selecting non-profit organizations as DSA partners, emphasizing alignment with county economic goals, local impact, and effective management. They also specify requirements for workplans, contracts, annual reporting, and timelines to ensure accountability and measurable outcomes. The program aims to foster job creation, business growth, and sustainable tourism while enhancing community welfare and economic resilience.

This updated version of the DSA Guidelines includes input from the Economic Development Committee, County Administrative Office, and Board of Supervisors. The last update was completed in 1998. At the May 31, 2023 budget hearings, the Board of Supervisors directed staff to work with the Economic Development Committee and County Administrative Office to revise and update the DSA Guidelines. Staff worked with all partners over the past two (2) years to complete the updated

guidelines.

On May 22nd staff presented draft DSA Guidelines to the Economic Development Committee. The committee supported a recommendation to the Board of Supervisors to approve the updated DSA Guidelines.

DISCUSSION:

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

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.

The Arts4MC 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 works to expand workforce development opportunities that focus on increasing the number of students ready to work in the arts.

The Monterey County Film Commission (MCFC) 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 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.

OTHER AGENCY INVOLVEMENT:

County Counsel has approved the above agreements as to form. The DSA guidelines received support from the Economic Development Committee.

FINANCING:

Funds for the DSA Agreements, in the cumulative amount of \$2,994,975 have been included in the FY 2025-26 Adopted Budget, Fund 001, Department 1050, Unit 8512.

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

- 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: Deborah Paolinelli, Assistant County Administrative Officer, x5309

Attachments:

See Monterey FY2025-26 Standard Agreement

Arts4MC FY2025-26 Standard Agreement

MCFC FY2025-26 Standard Agreement

MCBC FY2025-26 Standard Agreement

DSA Program Guidelines (Clean)

DSA Program Guidelines (Redlined)