



Monterey County

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Board Report

Legistar File Number: 17-0685

July 11, 2017

Introduced: 6/20/2017

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

- a. 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 \$1,875,396.32, effective July 1, 2017;
- b. Authorize the Director of the Economic Development Department to execute an Agreement with the MCCVB for the period of one (1) year, for the term July 1, 2017 through June 30, 2018, in an amount not to exceed \$1,192,875.47;
- c. Authorize the Director of the Economic Development Department to execute an Agreement with the ACMC for the period of one (1) year, for the term July 1, 2017 through June 30, 2018, in an amount not to exceed \$393,648.90;
- d. Authorize the Director of the Economic Development Department to execute an Agreement with the MCFC for the period of one (1) year, for the term July 1, 2017 through June 30, 2018, in an amount not to exceed \$188,871.95; and
- e. Authorize the Director of the Economic Development Department to execute an Agreement with the MCBC for the period of one (1) year, for the term July 1, 2017 through June 30, 2018, in the amount not to exceed \$100,000.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve the FY 2017-18 Development Set-Aside (DSA) Agencies Standard Agreements for the Monterey County Convention and Visitors Bureau (MCCVB), Arts Council for Monterey County (ACMC), Monterey County Film Commission (MCFC), and Monterey County Business Council (MCBC); effective July 1, 2017;
- b. Authorize the Director of the Economic Development Department to execute an Agreement with the MCCVB for the period of one (1) year, for the term July 1, 2017 through June 30, 2018, in an amount not to exceed \$1,192,875.47;
- c. Authorize the Director of the Economic Development Department to execute an Agreement with the ACMC for the period of one (1) year, for the term July 1, 2017 through June 30, 2018, in an amount not to exceed \$393,648.90;
- d. Authorize the Director of the Economic Development Department to execute an Agreement with the MCFC for the period of one (1) year, for the term July 1, 2017 through June 30, 2018, in an amount not to exceed \$188,871.95; and
- e. Authorize the Director of the Economic Development Department to execute an Agreement with the MCBC for the period of one (1) year, for the term July 1, 2017 through June 30, 2018, in the amount not to exceed \$100,000.

SUMMARY/DISCUSSION:

County Convention and Visitors Bureau, Arts Council for Monterey County, Monterey County Film Commission and Monterey County Business Council at the same funding levels as FY

2016-17.

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 economic efforts are undertaken in collaboration with the Board Economic Opportunity Committee's designated five pillar working groups: 1) Agriculture, 2) Tourism, 3) Research, 4) Education, and 5) Military Support.

The Agreements will provide funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors, and which support initiatives identified as part of the existing strategic planning effort. The following information summarizes the services to be provided under the DSA Agreements:

- 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 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 provide facilitation and implementation of all aspects of the Competitive Clusters Program. It will continue its support of the designated pillars through accelerating regional development of small business and creating and retaining jobs through the Monterey Bay Procurement Technical Assistance Center.

The DSA Agencies FY 2017 -18 Work Plans provide detailed services, programs and

performance measurements, which are outlined in the Agreement/Exhibit A - Scope of Services. The FY 2017-18 DSA Work Plans were approved by the Economic Opportunity Committee on June 14, 2017.

OTHER AGENCY INVOLVEMENT:

The Board's Economic Opportunity Committee supports this recommendation. County Counsel has approved the Agreements as to form.

FINANCING:

Funds for the Agreements, in the cumulative amount of \$1,875,396.32, have been included in FY 2017-18 Adopted Budget, via the Economic Development Department's Development Set-Aside Unit 001-8043-DE0019. There are no additional fiscal impacts with this recommendation.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The DSA 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
- X Administration
- X Health & Human Services
- X Infrastructure
- X Public Safety

Prepared by: _____
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Approved by: _____
David L. Spaur, CEcD, EDFP, Economic Development Director, Ext. 5387

Attachments:
ACMC Signed Agreement 2018
MCBC Signed Agreement 2018
MCCVB Signed Agreement 2018
MCFC Signed Agreement 2018
(Attachments are on file with the Clerk of the Board)