

**MONTEREY COUNTY BUSINESS COUNCIL  
INVESTMENT OVERVIEW**

**ADDENDUM TO ANNUAL WORKPLAN AND SCOPE OF SERVICES FOR FISCAL YEAR 2012-2103**

PROJECT SUMMARY

Project Title: Monterey County Compleitive Clusters Project  
Purpose: To facilitate economic activities in Monterey County that support the Industrial Pillars  
Organization: Monterey County Business Council  
Term: September 1, 2012 – August 31, 2013  
Payment Amount: \$ 87,210.00 Monterey County Funding (Equal Payments: September 2012 and February 2013)  
\$168,790.00 MCBC Matching Funds  
**\$256,000.00 Total**

*2012-2113 Targeted Leveraged Resources*

Private/Public Sector Funding	\$ 98,500.00 (MCBC membership, sponsorships, event/project revenue and/or grants)
In-Kind Contributions	\$ 70,290.00
Monterey County Funding	<u>\$ 87,210.00</u>
<b>Total:</b>	<b>\$256.000.00</b>

The Monterey County Business Council (MCBC) has played an integral role in the success of the Monterey County Compleitive Clusters Project through member participation and funding as well as implementation of key cluster initiatives nationally and globally. The MCBC is a non-profit 501(c)(6) corporation, founded in 1996 with the following mission statement: “We are an alliance of business executives and professionals providing collaborative leadership to help people from business, government, and the community work together on county-wide issues reflecting our organization’s strong commitment to the environment, economic vitality and quality of life.” MCBC will support the designated pillars of Monterey County though accelerating development of small business in our region as well as maintaining a focus on initiatives and projects related to Research, Education & Technology and Eco/Recreational Tourism

PILLAR	ACTIVITIES	METRICS	EXPECTED OUTCOMES	COUNTY FUNDING	MCBC MATCH	TOTAL \$\$
<b>ECO/RECREATIONAL TOURISM</b>  <b>MONTEREY BAY AMBASSADORS PROGRAM (Pilot Program)</b> A training program that is a collaboration of various stakeholders in the tourism industry including but not limited to MCBC, NCCVB, CSUMB, MCHA, NOAA, Monterey Bay Aquarium, National Steinbeck Center, Monterey Regional Airport, and others. It will be a regional effort to create a high caliber and standardized curriculum designed to promote professional development and skills gap closure for the industry's frontline employees and community volunteers It will highlight local products and assets.	Collect assets and resources  Marketing for : <ul style="list-style-type: none"> <li>• Businesses</li> <li>• Enrollment</li> </ul> Presentations  Create benchmarks for wine corridor through pre and post program interviews with tasting room managers and others	Number of resources in database  Number of Business in cross-marketing  Number of class participants  Increased awareness of program and assets  Increase in direct tourism expenditures  Increase in new hires and retention of current jobs	Developed Curriculum  50 businesses  15 participants in pilot program  7 presentations to area organizations and groups  % increase in revenue % increase in visitations  % increase in job creation % increase in job hours	<b>\$27,210.00</b> <b>(28%)</b>	<b>\$67,790.00</b> <b>(72%)</b>	<b>\$95,000.00</b> <b>(100%)</b>
PILLAR	ACTIVITIES	METRICS	EXPECTED OUTCOMES	COUNTY FUNDING	MCBC MATCH	TOTAL \$\$
<b>SMALL BUSINESS</b>  <b>OUTREACH</b> <b>Monterey County Economic Development Report/ Competitive Clusters Status Report.</b> This combination annual report is designed to provide a true picture of our county as well as provide in depth statistics.	Creation and data compilation of print and electronic versions	Number of reports distributed	2500 copies to business, non-profits, government agencies and individuals	<b>\$25,000.00</b> <b>(29%)</b>	<b>\$53,500.00</b> <b>(71%)</b>	<b>\$78,500.00</b> <b>(100%)</b>

PILLAR	ACTIVITIES	METRICS	EXPECTED OUTCOMES	COUNTY FUNDING	MCBC MATCH	TOTAL \$\$
<p><b>SMALL BUSINESS (CONTINUED)</b></p> <p><b>OUTREACH</b>  <b>Regional Economic Forum &amp; Public-Private Partnership Awards.</b> MCBC will plan and host the annual Regional Economic Forum in partnership with the Institute for Innovation and Economic Development (iiED) and AMBAG to present information on Key issues facing the County and the region; provide the “State of the Region” as well as economic trends. Showcase and acknowledge the success of various public-private partnerships.</p> <p><b>Facilitation of SBA National Small Business Week in Monterey.</b> MCBC will manage the “Best Places to Work” program in which local companies, non-profits and government entities participate. This includes solicitation of nominees culminating in an awards luncheon.</p> <p>In conjunction with:</p> <p>MCBC will facilitate the Celebration of Small Business, where nominations are solicited from business leaders and winners are honored as designated “small business of the year”</p>	<p>Create and produce the event.</p> <p>Market the event</p> <p>Showcase Partnerships</p> <p>Create and produce the nominating structure and survey</p> <p>Create and produce the luncheon event</p> <p>Showcase small business</p> <p>Create and produce nominating format</p> <p>Showcase small business</p>	<p>Speakers and panels</p> <p>Number of Attendees</p> <p>Number of Sponsors</p> <p>Public-Private Awards</p> <p>Number of Surveys submitted</p> <p>Number of Attendees</p> <p>Number of Sponsors</p> <p>Best Places to Work Awards</p> <p>Number of nominees</p> <p>Awards</p>	<p>Relevant and thought provoking</p> <p>125 Attendees</p> <p>5 Key sponsorships</p> <p>5 Award winners honored</p> <p>150 Surveys</p> <p>125 Attendees</p> <p>5 Key sponsorships</p> <p>4 Award winners honored</p> <p>15 nominations submitted</p> <p>5 small businesses honored</p>			

PILLAR	ACTIVITIES	METRICS	EXPECTED OUTCOMES	COUNTY FUNDING	MCBC MATCH	TOTAL \$\$
<b>SMALL BUSINESS (CONTINUED) OUTREACH</b>  <b>Mentoring and Small Business Development.</b> MCBC will spearhead efforts to create a broader coalition of various small business organizations in order to further the sustainability and growth of this vital element of the Monterey County economy. The goal is to promote access to tools, resources, capital and mentoring opportunities that assist in the success of small business.	Identify and engage like-minded/goal similar organizations such as SUBA  Identify needs and opportunities	Number of organizations  Technical Assistance  Number of banks/lenders providing information about capitalization programs	Promotion/awareness of collaborative efforts  2 cross-networking events  15 referrals to appropriate resources.  5 entities participating with collaborative efforts			
PILLAR	ACTIVITIES	METRICS	EXPECTED OUTCOMES	COUNTY FUNDING	MCBC MATCH	TOTAL \$\$
<b>EDUCATION, RESEACH &amp; TECHNOLOGY</b>  <b>Innovation and Entrepreneurship.</b> <i>Idea2Venture</i> is an intensive eight-session entrepreneurial training program targeted to early-state ventures in the Monterey Bay Region looking to launch new ideas and technologies. By the end of eight weeks, participants have a concise action plan to launch their venture as well as a 5-minute pitch and visual presentation. Participants present their venture to a panel of judges for feedback during an evening event.	Collaborative effort with iiED to analyze the previous session for lessons learned.  Promote Idea 2Venture's new session  Create and produce presentation event	Refine and Improve where needed  Number of participants  Number of participants  Number of attendees	Program engaged, June 2013  12 participants  12 participants  30 attendees, 3 judges	<b>\$35,000.00 (42%)</b>	<b>\$47,500.00 (58%)</b>	<b>\$82,500.00 (100%)</b>

PILLAR	ACTIVITIES	METRICS	EXPECTED OUTCOMES	COUNTY FUNDING	MCBC MATCH	TOTAL \$\$
<p><b>EDUCATION, RESEACH &amp; TECHNOLOGY</b></p> <p><b>Innovation and Entrepreneurship</b>  <i>Startup Weekend</i> is an intensive 54-hour event where developers, designers, product managers, marketers and start-up enthusiasts come together to share ideas, form teams, build products and launch. These weekends are organized worldwide and throughout the year.</p> <p><i>Proof of Concept Center</i> will allow entrepreneurs to discuss concept feasibility with a panel of experts at any time. Comprised of iiED, CSUMB, MCBC and other entrepreneurial resources the panel can provide direction, tools and feedback for next step actions for moving the concept forward.</p> <p><b>Overall Education, Research &amp; Technology Goals</b></p>	Create and produce in collaboration with iiED	Event is launched	Event scheduled early 2013			
	Market event	Number of Participants	20 participants			
	Meetings and referrals	Number of consultations	4 consultations			
		Number of businesses launch	1 New Business			
		Number of Jobs Created	1 New Job Created			
		Concepts taken t o next Level	2 Concepts			
<b>2012-2013 Budget recap</b>				<b>\$87,210.00 (34%)</b>	<b>\$168,790.00 (66%)</b>	<b>\$256,000.00 (100%)</b>