

# MEMORANDUM

## COUNTY ADMINISTRATIVE OFFICE



**DATE:** November 12, 2024

**TO:** Board of Supervisors  
Sonia M. De La Rosa, County Administrative Officer  
Nick E. Chiulos, Chief Assistant County Administrative Officer  
Debbie Paolinelli, Assistant County Administrative Officer  
Ezequiel Vega, Assistant County Administrative Officer

**FROM:** Richard Vaughn, Economic Development Manager

**RE:** Economic Development Wrap-Up FY2023-24

Following is a list of economic development activities that were accomplished during FY23-24:

1. Economic Development Attraction, Retention and Expansion Projects
  - a. Meeting with Parklane Investments regarding their interest in Monterey County.
  - b. Meeting with Automobili Mottola regarding their interest in Monterey County.
  - c. Meeting with Book the Community regarding business resources.
  - d. Meeting with Avant Garden and Home to discuss business resources and SBRLF.
  - e. Meeting with HawkTower VC regarding business resources.
  - f. Meeting with House of Cardoon regarding business resources and SBRLF.
  - g. Meeting with Allen Berg Racing to discuss business resources.
  - h. Assisted with business resources and facilitated a connection to our local SBDC and the RLF program.
  - i. Meeting with CW Energy out of the Country of Turkey to assist with a site search for a facility on Monterey County.
  - j. Meeting with Elite Hospitality Staffing to discuss business resources.
  - k. Meeting with Enevi, a recycling manufacturing company to discuss business resources and facilitate connections.
  - l. Meeting with Farm NG to discuss business resources and facilitate connections.
  - m. Meeting with Anabasis Group regarding potential affordable housing developments.
  - n. Meeting with Chris Foudy to discuss business resources and facilitate connections.
  - o. Meeting with Mujeres en Accion and Building Healthy Communities to discuss resources and facilitate connections.
  - p. Meeting with Rancho Cielo regarding economic development efforts.
  - q. Meeting with Moss Landing Marine Labs to discuss resources, support letter, and partnerships.

- r. Connected with founder of Carbon-Free Energy to discuss business resources and facilitate connections.
  - s. Presented to Monterey Peninsula Chamber of Commerce regarding Economic Development efforts and resources.
  - t. GO-Biz RFI Civil sent to all 12 City Partners for attraction efforts.
  - u. GO-Biz RFI E sent to all 12 City Partners for attraction efforts.
  - v. GO-Biz RFI Energy Campus sent to all 12 City Partners for attraction efforts.
  - w. GO-Biz RFI Green sent to all 12 City Partners for attraction efforts.
  - x. GO-Biz RFI Hedron sent to all 12 City Partners for attraction efforts.
  - y. GO-Biz RFI Papillon Monarque sent to all 12 City Partners for attraction efforts.
  - z. GO-Biz RFI Sunny sent to all 12 City Partners for attraction efforts.
  - aa. Go-Biz RFI Taurus sent to all 12 City Partners for attraction efforts.
  - bb. GO-Biz RFI Thunderbolt sent to all 12 City Partners for attraction efforts.
  - cc. GO-Biz RFI Titan Spaceport sent to all 12 City Partners for attraction efforts.
  - dd. GO-Biz RFI Tulip sent to all 12 City Partners for attraction efforts.
  - ee. GO-Biz Zero Petroleum sent to all 12 City Partners for attraction efforts.
  - ff. Attended SIEDI briefing to represent Monterey County Economic Development.
  - gg. Attended Monterey Bay DART symposium to connect with businesses in this industry and provide support.
  - hh. Attended ICSC Monterey 2024 and met with over 15 retailers to market sites in the County.
  - ii. Assisted with revising the County Facilities Artwork Policy.
  - jj. Represented the County and all cities in the County as the Vice Chair of Team California.
2. DSA Program
- a. Worked closely with the Economic Development Committee to review and provide a recommendation for the Development Set-Aside Program.
  - b. Guidelines and criteria for the program were developed and approved by the Board of Supervisors.
  - c. New allocations of funding were approved by the Board of Supervisors.
  - d. Staff is currently working on a revision to the program guidelines as directed by the Board of Supervisors.
3. ARPA Programs
- a. Countywide Business Retention Recovery
    - i. MCBC has worked diligently to develop the Build Business Back website, workshops and technical assistance to businesses affected by covid across the County in the first year of the program.
    - ii. The Building Business Back program has initiated a retail study in South County to address the lack of retail and commercial businesses in the region.
    - iii. The Building Business Back program has initiated a workforce study across the County to obtain real time data for the major industry sectors across the County.
  - b. Countywide Hospitality/Tourism Recovery



- i. Continuing to work with the Central Coast Marketing Team to identify the goals and initiatives for the group and develop a way to make the group inclusive of all 12 cities in the County.
- e. Marketing Collateral
  - i. Economic Development is working in partnership with Nick Pasculli, Director of Communications to develop several hi-resolution marketing materials for economic development purposes.