# Monterey County

## American Rescue Plan Act (ARPA) Economic Recovery

**December 7, 2021**

# Monterey County ARPA Economic Recovery

**Background**

- On June 2, 2021, the Board approved ARPA funding allocation for Economic Recovery for Countywide Business Retention and Hospitality/Tourism support.
- The remaining allocated amounts subject to these agreements is estimated at $3.1 million of which $1.8 million is allocated for Countywide Hospitality/Tourism and $1.2 million for Countywide Business Retention.
- In total the County has allocated $9.6 million in ARPA funds towards economic endeavors which are required to be utilized withing the next three years or be subject to return.

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**Countywide Hospitality/Tourism Recovery**

- Monterey County Convention and Visitors Bureau
    - Accelerate the recovery of critical visitor spending throughout the County.
    - Restore countywide tourism employment.
    - Expansion of important programs (Meetings, Conferences, Agri & Eco Tourism, Air Service, and South County & Wine Promotion).

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**Countywide Business Retention**

- Monterey County Business Council
    - Focus on countywide programming for small and minority owned businesses (multilingual programming, technical assistance, and surveys).
    - Focus outreach efforts to business owners in underserved areas of Monterey County, including South County, North County, Salinas Valley, and unincorporated areas.
    - Identify areas of need for owners – and implement programming to assist them in retaining their business (loan programs, marketing classes, finance/business plan seminars, etc.).

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**Request for Proposal (RFP)**

Countywide Business Retention & Hospitality/Tourism Recovery

- Staff would develop a Request for Proposal (RFP) to address the need for business retention assistance and tourism recovery.
- Staff would ensure that the RFP has a focus on small business, minority owned businesses and underserved communities.
- This standard process could take 6 – 12 months to complete.

# **Questions?**