

SEE
MONTEREY



**County of Monterey
DSA & Economic Development Committee**

A scenic view of a vineyard with a building and mountains in the background. The building is a light-colored structure with a dark roof and two bell towers. The vineyard is in the foreground, and the mountains are in the background. The text "See Monterey Q1 Report July 1 – September 30, 2023" is overlaid on the image.

**See Monterey Q1 Report
July 1 – September 30, 2023**

DESTINATION VISION

Economic vitality and quality of life for communities and residents

SEE MONTEREY MISSION

Generate community prosperity by responsibly driving demand for overnight visitation



Marketing Communications

Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

Q1 METRICS

- Total Website Visitation: **320,000** Users*
- Partner Site Conversions: **31,200** clicks to business sites from SeeMonterey.com to businesses in the County
- Organic Social Engagements: **56,500** likes, comments, shares and link clicks
- Total Virtual Visitor Center & See Monterey App Usage: **1,700** downloads*
- Earned Media Coverage: **42** placements
- Earned Media Impressions: **265,048,958** impressions
- Average Media Quality Score: **16/20**

U.S. WOMEN'S OPEN EVENT RECAP

July 5-9, 2023
Pebble Beach Resorts



MONTEREY
MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

45K
TICKETS
SOLD OVER 5 DAYS
THE MOST SINCE 2015

\$4.5M
ECONOMIC IMPACT

SPENT ON:
Accommodations
Dining • Activities

NBC VIEWS
354K
IMPRESSIONS

30K
ADVERTISING VALUE

374K
TOTAL IMPRESSIONS

9K
TOTAL ENGAGEMENT

5.7M
TOTAL IMPRESSIONS

\$10,713K
ADVERTISING VALUE

BIZ DEV ACTIVATIONS

\$178K
TOTAL INVESTMENT

CLIENT IN ATTENDANCE

- 15 Business Dev Clients
- 7 Tour & Travel Clients
- 15 Board Members

PARTNER ENGAGEMENT

- 4 Partners utilized for Destination Immersion
- 13 Destination site tours
- Increased event bookings

HOSTED HOSPITALITY
SUITE AT
THE TOURNAMENT

CONTENT ACTIVATIONS

Monterey Pro v Pro Content Series, pairs a professional golfer with a Monterey pro
[Learn more: SeeMonterey.com/provpro](https://www.seemonterey.com/provpro)



1.7K VIEWS
Displayed on SeeMonterey.com

9K ENGAGEMENT
Joint Social Media Posts with
U.S. Women's Open

Played on tournament
transportation shuttles
Aired live on NBC during the U.S.
Women's Open broadcast

SOCIAL MEDIA ACTIVATIONS

- 21 Posts across Facebook
Instagram, Twitter, Pinterest
- 8 Stories
- 3 Reels



MOST ENGAGED POST
5K Total Engagement
4,891 Likes, 314 Shares

PR ACTIVATIONS

- 5 media FAMs hosted
- 4 Confirmed Press Placements
- 26 partners gained exposure
- 14 Media from National, Regional and Local publications
- Influencer partnership with @alexandra.olaughlin
- 36 Posts
- 766,728 Total Impressions
- 736,414 Total Reach

TRAVEL+ LEISURE COSMOPOLITAN

InsideHook departures USA TODAY

INSIDER HAUTE LIVING

edible The Carmel Pine Cone
MONTEREY BAY

MONTEREY HERALD WEEKLY

Q1 BUSINESS PLAN UPDATE

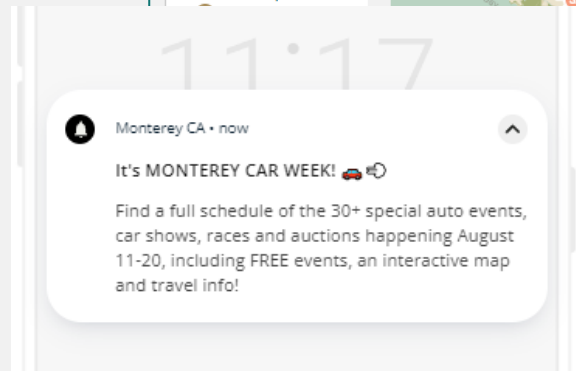
MARKETING COMMUNICATIONS

MONTEREY CAR WEEK

Social: **13** Posts + **19** Stories

Social Engagements: **8,820**

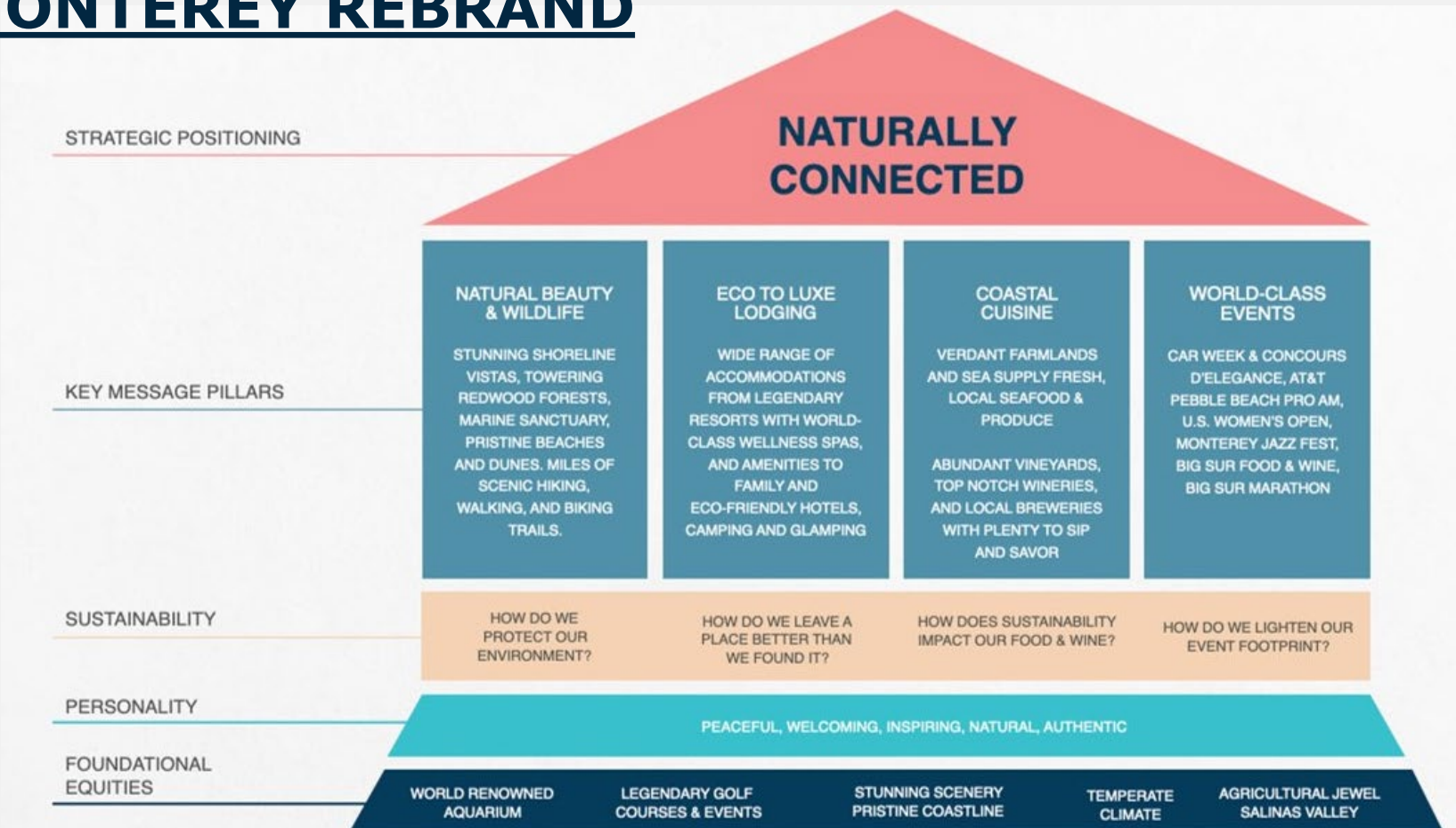
Car Week Web Page Sessions: **34,717**



Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

SEE MONTEREY REBRAND



Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

SEE MONTEREY REBRAND



Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

OWNED MEDIA UPDATE

Social Media

- **68** Cross-channel Posts

Top Pages

- [Monterey Car Week 2023 & Pebble Beach Concours D'Elegance](#)
- [Camping in Monterey County](#)
- [Farmers Markets in Monterey County](#)

Blog Features

- [Must-See Haunted Places in Monterey County](#)
- [Family-Friendly Pumpkin Patches and Fall Festivals](#)

FAMILY-FRIENDLY PUMPKIN PATCHES AND FALL FESTIVALS

Posted on: Friday, September 29, 2023 6:00 AM by Marciana Yeater



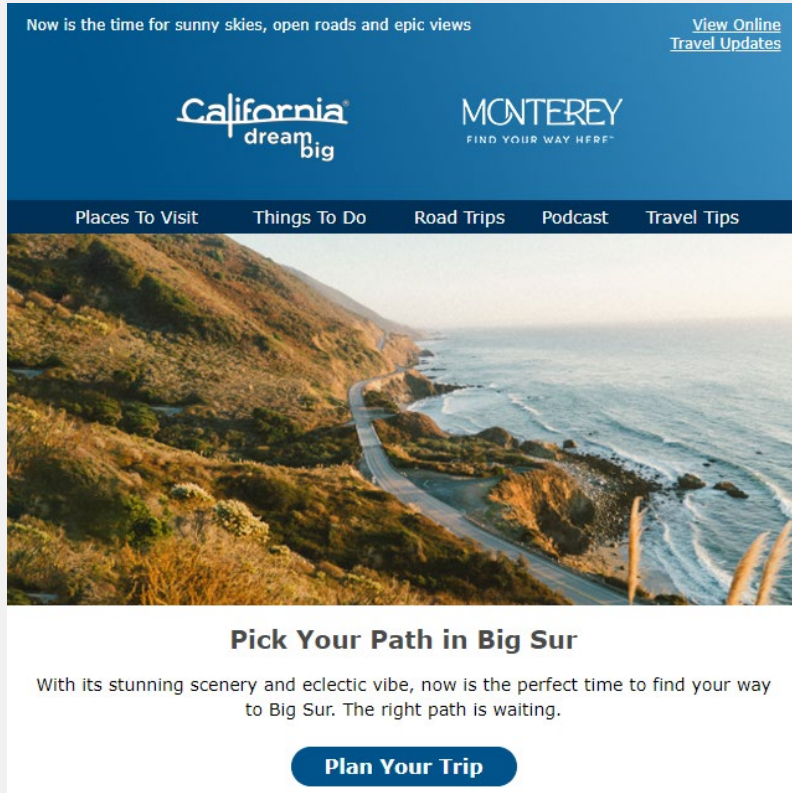
Celebrate fall in Monterey County this October with fun festivals around the destination. From haunted houses, contests there is something for everyone to enjoy this time of year. Spice craving at one of the coffee shops around the Coast.



Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

BIG SUR IS OPEN FOR BUSINESS



Now is the time for sunny skies, open roads and epic views [View Online Travel Updates](#)

California **dream big** MONTEREY FIND YOUR WAY HERE™

Places To Visit Things To Do Road Trips Podcast Travel Tips

Pick Your Path in Big Sur

With its stunning scenery and eclectic vibe, now is the perfect time to find your way to Big Sur. The right path is waiting.

[Plan Your Trip](#)

Visit California Dedicated Newsletter

Launched 9/5
Total Number
Delivered: **241,083**
Open Rate: **55%**
Clicks: **3,790**

COSMOPOLITAN

We've planned the Big Sur road trip of your dreams

InsideHook

InsideHook: Exactly How to Spend a Perfect Weekend in Big Sur

**MATADOR
network**

Matador Network: These Big Sur Hotels Come With Easy Access To the Beach and Mountains

7x7

7x7: In Big Sur, Top Notch Nature + Hospitality, Natural Disasters Be Damned

BON TRAVELER
TRAVEL WELL. TRAVEL OFTEN.

Bon Traveler: 15 Can't-Miss Things to Do in Big Sur

Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

EARNED MEDIA UPDATE

FINANCIAL TIMES

Four new California hotels to book now

FINANCIAL TIMES
how to spend it

Great late-summer getaways in the US

AFAR

10 Easy Weekend Getaways in California

InsideHook

The Great California National Park Road Trip

AARP®

9 Great Par-3 Golf Courses to Play in the U.S.

HAUTE LIVING

Monterey In Motion

The Great California National Park Road Trip

Hit all nine of them on this roughly 30-day itinerary

With unique geological formations and **great natural wonders** that span granite monoliths to ancient groves of **giant sequoia trees**, it's easy to see the appeal of **California's diverse landscapes**. According to **National Park Service numbers**, two of the country's 15 most-visited parks last year were here in the Golden State: Yosemite racked up 3.6 million visitors, while Joshua Tree counted 3 million. But have you ever dreamed of visiting all the national parks across the Great State of California in one epic, almost month-long adventure that only requires around 30 hours of total drive time while camping or glamping along the way?



Pinnacles National Park

Michael Troutman/DMT Imaging/SeeMonterey.com

Pinnacles National Park

Iconic sight: Encompassing 26,000 acres of spectacular rock formations and remnants of an extinct, 23-million-year-old volcano, Pinnacles is a popular destination for climbers and hikers. It's also a release site for captive-bred **California condors** — look for the majestic birds soaring overhead at the scenic **Condor Gulch Overlook**, reached by hiking the Condor Gulch Trail.

Best trail: The 8.4-mile **High Peaks and Balconies Cave Loop Trail** is challenging, but if you start counterclockwise, you'll scramble up steep carved steps near the peak first before being rewarded with cooler temperatures inside the **talus caves** (bring a flashlight) towards the end.

Best campsite/lodging: Located on the park's east side, **Pinnacles Campground** has 134 sites, a handful of cabins (with and without electric hookups), and lots of nice extras, including hot showers, a swimming pool, a general store and wifi. Pets are allowed on a leash.



**Business Development
Meetings & Groups**



FY 2023-24 Q1 BUSINESS PLAN UPDATE

GROUP BUSINESS DEVELOPMENT

Economic Impact from Group Bookings

- County of Monterey: **\$967,366**
- All Jurisdictions: **\$18,760,662**

Leads

154 leads / FY22-23: 202 leads

52,736 room nights / 58,067 rooms nights

134 leads are new business (87%)

Full Year Goal: 700 leads

Bookings

45 bookings / FY22-23: 36 bookings

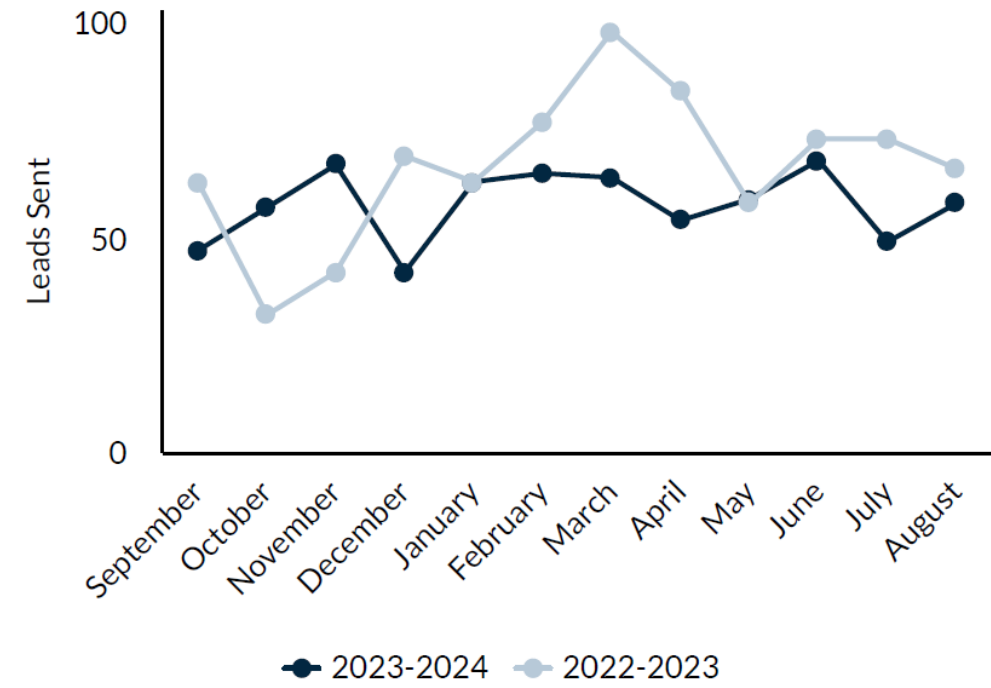
16,963 room nights / 7,725 room nights

34 new business (76%) / 6,085

Conversion: 29%

Goal: 23%

Lead Generation (Sept. 2022-Sep. 2023)



Q1 BUSINESS PLAN UPDATE

GROUP BUSINESS DEVELOPMENT

CalTravel Annual Summit

- **470** attendees – biggest ever
- Economic Impact: **\$1 million**
- Held in City of Monterey, with elements throughout the County:
 - Fundraising dinner at Folktale Winery in Carmel Valley
 - Monterey Touring Vehicles Cruise through Pebble Beach
 - “Bounty of the County” breakfast featuring Salinas Valley produce and local seafood
 - Live mural painting depicting scenic features of the County
 - Welcome speeches from Assemblymember Dawn Addis and Supervisor Wendy Root Askew





Community Relations

Q1 BUSINESS PLAN UPDATE

COMMUNITY RELATIONS

See Monterey Annual Meeting

- 200 attendees
- 20 elected officials, state and federal representatives
- Presented Annual Report, Business Plan and rebrand to stakeholders

See Monterey Representation

- Big Sur Byways Organization
- Big Sur Multi Agency Advisory Council
- Bixby Bridge Task Force

Monterey Bay National Marine Sanctuary

Presented responsible travel initiatives and awarded a Letter of Support



NATIONAL MARINE
SANCTUARIES

Q1 BUSINESS PLAN UPDATE

CAR WEEK

Before

- Provide accurate information to visitors and residents
- Media Roundtable at WeatherTech Laguna Seca

During

- Promote and responsible/safe travel messaging
- Participate in County of Monterey JIC

Community Benefit

- Nearly \$3M in charitable donations
- Over 100 local charities benefited



Q1 BUSINESS PLAN UPDATE

MEMBER RELATIONS

New Members: **18** businesses

Virtual Meet-a-Members: **6** members participated

WAY FINDING

NEW Destination Education Program

Workshops in member orientation, public relations, social media, sales, and more.

See Monterey Team FAM

- Carmel Valley
- 15+ businesses engaged
- 2 new members





**See Monterey FY2023-24
Mid-Year Jurisdiction Investment Report
County of Monterey**

Mid-Year FY2023-24 Summary by the Numbers

New Campaign Launch Yields Significant ROI

Drives Greater Interest in Smaller Communities

See Monterey’s focus is driving demand for overnight visitation which drives economic vitality and supports quality of life for Monterey County communities. This fiscal year started with the launch of the new brand campaign for Monterey County: **“Find Your Way Here”**. This report outlines how the County’s YTD investment of **\$887,790** generated over **\$2 million** in booked group business and contributed to reaching over **9.4 million** travel-ready households and a more than **567,000** ad-influenced trips to Monterey County. See Monterey’s PR campaign generated over **\$500,000** in positive exposure.

Group Business Development

- **Leads -142**
22,824 Room Nights
21,680 new business
- **Group/Meetings Bookings in unincorporated County properties**
15 Groups
1,274 Room Nights
- **Economic Impact:** \$2,018,984
- **Annual Full Time Jobs Supported:**
21

Marketing Communications

- Advertising reached **9.4 million** traveling households and led to a total of more than **567K** ad-influenced intended trips
- **Total Web Sessions: 852K**
- **Partner Site Conversions: 62.5K** clicks to business sites from SeeMonterey.com to businesses in the County
- **Social Engagements: 78.7K** likes, comments, shares, link clicks and video views
- **Virtual Visitor Center & See Monterey App: 13,5K** unique users
- **Earned Media Impressions:** 1.48 Billion
- **PR Ad Equivalency:** \$528,130
- **Average Media Quality Score:** 15/20

Find Your Way Here
“campaign is generating familiarity with the smaller Communities”

- Marketing Impact Study, SMARInsights, January 2024

Marketing Communications

Paid Campaigns



Monterey Herald
Swing Fest



Car Week Ad: Carmel Pinecone,
Monterey County Weekly + more!

**"Find Your Way Here"
Leisure Campaign**

Impressions
28.5M

Engagements
87K

Conversions
278K

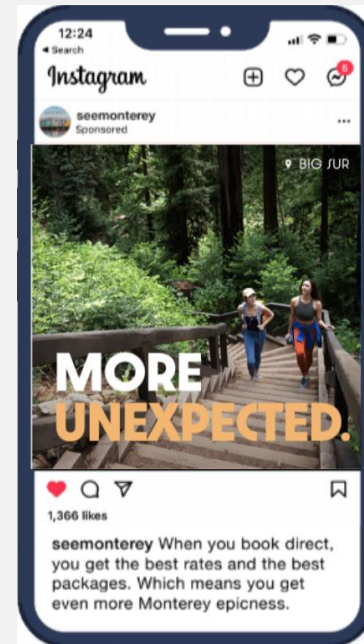
Inclusion in Paid Promotions:

- See Monterey App Install Campaign
- Local Print Ads
- FYWH Fall Leisure Campaign
 - Linear TV spots
 - (FYWH Destination & Bingo)
 - Social & Display Ads



Featured in TV spots:

- Moss Landing
- Pebble Beach
- Carmel Valley



Marketing Communications

Public Relations

Article Inclusions
82

Press Release
1

Average Media
Quality Score
15/20

Impressions
1,482,747,874

Advertising Value
Equivalent
\$528,130

Media Hosted
24

COSMOPOLITAN



We've planned the Big Sur road trip of your dreams

Here's everything you need to see and do in Monterey, Carmel and Big Sur

BY CLARE HENDERSON PUBLISHED 25 AUGUST 2023

If you've heard of Monterey and Big Sur, it's probably from *Big Little Lies*. Dramatic coastal drives, seafront coffee shops that ooze quiet luxury, and lots of brilliant wine are just some of the reasons Monterey County needs to be on your must-visit list. So lean into your coastal grandmother era, throw on some 'Cold Little Heart' by Michael Kiwanuka, and get booking.

This region is PEAK 'living the road trip dream', so I'd highly recommend hiring a car. You might want to do a one-way drive down the coast - you can often get 'open jaw' flights and car rental, where you fly into one location and fly out of another. If you go with this option, there are plenty of places to stay along the way - from Treebones to Post Ranch Inn, there's a bit of something for everyone, no matter your budget. We didn't want to have to keep packing and unpacking though, so decided to explore Monterey for a couple of nights and then use Carmel-by-the-Sea as our base, driving out to Big Sur and down the coastal Highway 1 route from there.

Forbes

10 Beautiful Swimming Pools In Vineyards

Brittany Anas Contributor

Pool season isn't over just yet. Ahead of harvest, conditions are starting to heat up for grapes in wine countries throughout the Northern Hemisphere. The fruit is beginning to mature, sweeten, and change color—a process known as veraison. And if you're feeling the heat, too, why not imbibe with a leisurely pool day in wine country?

From the vine-striped hills of Healdsburg, California to the prolific vineyards of Tuscany, Italy here's 10 beautiful swimming pools overlooking vineyards that are ideal for a late-summer swim.

Holman Ranch in Carmel Valley, California



FOOD & WINE

From the 'No Menu' Menu to Better Kids Meals, These Are the Food-Related Travel Trends You Can Expect to See Everywhere in 2024

The pros are predicting wellness tourism, a focus on hyper-local ingredients, and designer ice next year.

Unpretentious Wine Tasting

"Travelers want an enriching wine experience without the intimidation or formality of buttoned-up tasting rooms and wineries. Monterey County's wine experiences harken back to the unpretentious charm of California wine of the 1970s, providing approachable and down-to-earth encounters amid the picturesque landscapes of rolling hills, farms, mountains, and coastline." - Kim Stemler, executive director, Monterey County Vintners & Growers Association



Artichoke Trail



Marketing Communications

Social Media + Blogs

62.5K Partner Site Conversions

Features in Blog Posts

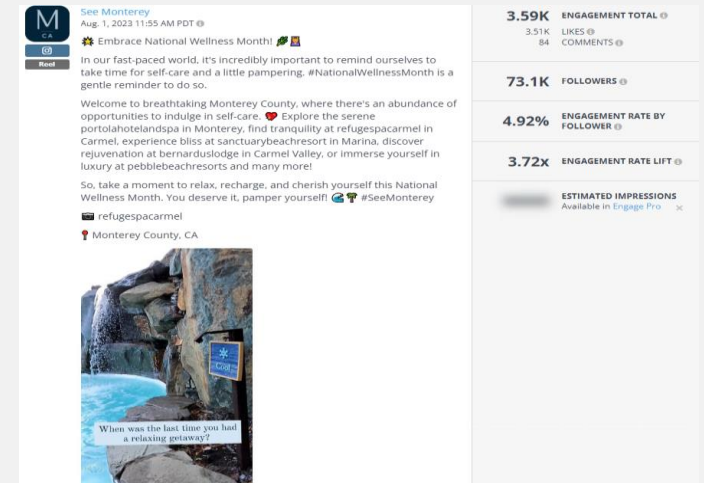
- [5 Reasons to Visit this Winter](#)
- [Holiday Guide to Monterey Gifts](#)
- [Family-Friendly Pumpkin Patches and Fall Festivals](#)
- [Experience Sports and the Adventurous Side of Monterey County](#)

Features in Leisure E-Newsletters

- [Monterey Car Week 2023 🚗 + Summer Camping Guide 🏕️](#)
- [End-Of-Summer Special Offers and Events To Attend 🎉 + Wellness Experiences 🌿](#)
- [Find Your Way to Monterey County this Fall 🍁](#)

Cross-Channel Posts
104

Total Social Engagements
78,713



Business Development

Attracting Meetings & Conferences

See Monterey's Business Development team focuses on generating leads for groups, meetings and luxury travel advisors – then working with hotels to book the business. Additionally, the team sends referrals to hospitality businesses such as attractions and restaurants from groups seeking activities.



CalSAE Seasonal Spectacular, Sacramento,
December 2023

Carmel Valley Ranch prominently featured on
backdrop at tradeshow with 500+ association
meeting planners



See Monterey Sales Team FAM at Earthbound
Farms

See Monterey's team generated **142 leads** for properties in unincorporated county – first half of FY23/24

Leads converted over **1,200 room nights** generating over **\$2 million in economic impact**

Community Relations

Community Collaboration & Care

Car Week Media Roundtable

- Community Information Initiative – Laguna Seca WeatherTech (30+ attendees); generated significant local/regional coverage

Monterey Bay National Marine Sanctuary

- See Monterey recognized for responsible marketing initiative

Bixby Bridge Task Force

- Participate in on-going program for issue management; revamped promotional messaging

Big Sur Byways Organization (BSBO)

- Participating organization and provide administrative support

Emergency Operations Center & JIC

- Ongoing information sharing; distribute critical information for travelers and residents; tourism representative in JIC when necessary

Highway 1 Roundtable

- In collaboration with Visit California and Visit SLO, we organized a roundtable to share information, discuss impacts, and strategize solutions to the road closure

Team Familiarization trips

- Carmel Valley: 15+ businesses engaged, 2 new members
- Moss Landing & Castroville: 10+ businesses visited, 2 new members

Business Membership: 150+*

- New Members: Olivia & Daisy Books, Oceanic Expeditions, Tira Nanza Wines, Hestia Café
- Virtual Meet-a-Member featured Lucia Lodge



**See Monterey FY2023-24
Q3 Jurisdiction Investment Report
County of Monterey**

FY2023-24 Summary by the Numbers

Business Development and Marketing Achievements YTD

This report outlines how the County's YTD investment of **\$1,331,685** generated a high group sales return of nearly **\$3 million** in booked business along with positive marketing and pr exposure including over **\$1 million** in PR Ad equivalency.

Group Business Development (unincorporated County only)

- **Leads – 212**
38,877 Potential room nights
- **Group/Meetings Booked**
24 Groups booked
2,224 Room nights booked
19 New business to the county
1,824 New business booked
- **Economic Impact of bookings:**
\$2,961,699
- **Jobs Supported:** 30 annual full-time jobs
- **Partner Referrals:** 99 referrals to a business in unincorporated County

Marketing Communications (unincorporated County only)

- **Partner Site Conversions: 37.2k** clicks from SeeMonterey.com to businesses in Unincorporated County
- **Social Media Engagements: 32.1k** likes, comments, shares, link clicks and video views
- **Earned Media Impressions:** 971,817,908
- **PR Ad Equivalency:** \$1,156,632
- **Average Media Quality Score:** 15/20

- County-wide **Advertising** resulted in **41m** impressions and led to **262k** engagements

Marketing Communications

Paid Campaigns

"Find Your Way Here" (FYWH) Leisure Campaign

Impressions
41M

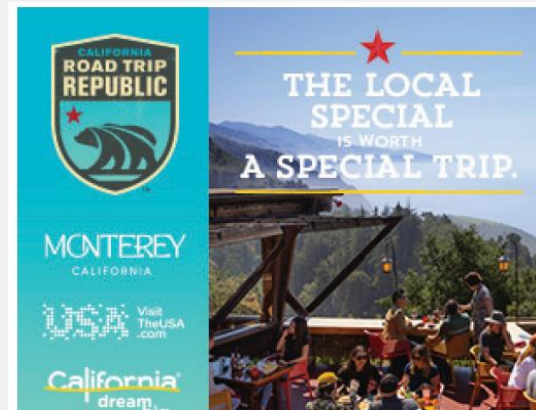
Engagements
262K

Conversions
644K



Inclusion in Paid Promotions:

- Support Local Campaign
- U.K. co-op programs with Expedia
- "All In" Meetings Campaign
- "You're In" Luxury Campaign
- FYWH Spring Leisure Campaign (played in target markets during the Academy Awards!)
 - Linear TV spots
 - FYWH Destination
 - Bingo
 - Social & Display Ads
 - Print Ads



Marketing Communications Public Relations

Unincorporated
County
Article Inclusions
34

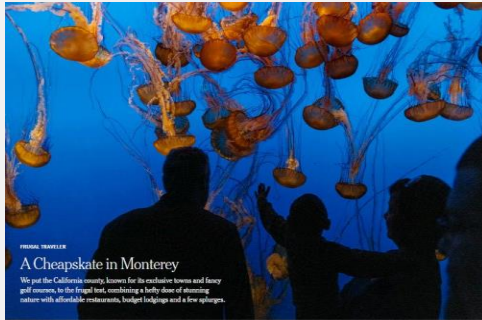
Average Media
Quality Score
15/20

Impressions
353,339,031

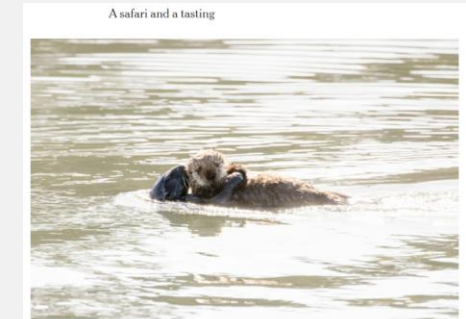
Advertising Value
Equivalent
\$711,783

Media Hosted
14

The New York Times



The jellyfish exhibit at the Monterey Bay Aquarium in Monterey, Calif. In 2010, for instance, the restaurant for author writes, "No matter what you're doing, you're going to have a great time."



A sea otter and pup in Elkhorn Slough, a coastal wetland preserve in Moss Landing, about 27 miles north of Monterey. June 2014 by The New York Times

The survival of southern sea otters in California is a comeback story. Hunted nearly to extinction for their thick pelts, sea otters managed to hang on in the most remote coves and coves of Big Sur, where a few individuals were discovered in 1938. Now numbering about 3,000, the endangered marine mammals are some of the most charismatic residents in the Central Coast's kelp beds.

They also thrive in Elkhorn Slough, a coastal wetland preserve in Moss Landing, about 27 miles north of Monterey. There, I boarded an electric catamaran from Monterey Bay Eco-Tours to troll the calm waters on a 90-minute cruise (845).

THE GLOBE AND MAIL



ELLE JAPAN



2024年の旅先はここ！心を整える理想郷、カリフォルニア・セントラルコーストへ【前編】

別荘や大邸宅と大邸宅の集まるカリフォルニアの海岸線。5つ星の高級リゾートへGO!



静かな山や田舎に囲まれた環境に目をやると、サウナ、スパ、プール、様々なアクティビティで身体をリフレッシュさせることができます。特別としたプライベートクラブやレストランが用意されていることも、別荘ならではの魅力の一つです。

リフュージ (Refuge)
27500 Rancho San Carlos Road, Carmel, CA

©2024 ELLE JAPAN

Marketing Communications

Owned + Social Meda

Features on the Monterey Blog

- [New in Monterey County in 2024](#)
- [Plan Your Vacation in Monterey County, California](#)
- [Woman-Owned Businesses in Monterey County](#)
- [Spring Getaways for 10 Types of Travelers](#)

Features in Leisure Email Newsletters

- [Gray Whale Migration 🐋 & Upcoming AT&T Pro-Am 🏌️ + Winter Camping 🏕️](#)
- [Where to See Wildflowers this Spring 🌻 + Spring Events Calendar 🎉](#)
- [10 Romantic Dates in Monterey County 💕 + Black-Owned Business & Steinbeck Country](#)

37.2K partner site conversions

Clicks from SeeMonterey.com to a business website in the County of Monterey

Cross-Channel Posts 83

Total Social Engagements **32.1k**



Business Development

Attracting Meetings & Conferences

See Monterey's Business Development team focuses on generating leads for groups, meetings and luxury travel advisors – then working with hotels to book the business. Additionally, the team sends referrals to hospitality businesses such as attractions and restaurants from groups seeking activities.



CalSAE Seasonal Spectacular, Sacramento,
December 2023

Carmel Valley Ranch prominently featured on backdrop at tradeshow with 500+ association meeting planners



See Monterey Sales Team FAM at Earthbound Farms

See Monterey's team generated **212 leads** for properties in unincorporated county (July-March)

Leads converted over **2,200 room nights** generating nearly **\$3 million in economic impact**

Business Development

Hosted Master Connections Sales Training

Professional Sales Training

Key areas of focus:

- Prospecting
- The Sales Process
- Uncovering your customer's needs
- Overcoming Objections
- Developing an ongoing business relationship



9 County of Monterey hotel partners attended the training

Community Relations

Community Collaboration & Care

Bixby Bridge Task Force

- Participate in on-going program for issue management; revamped promotional messaging
- Provided visitor signage

Big Sur Byways Organization (BSBO)

- Participating organization and provide administrative support

Emergency Operations Center & JIC

- Ongoing information sharing; distribute critical information for travelers and residents; tourism representative in JIC when necessary
- Hotel Resident Rate Program activated

Business Membership:

- **150+ members** in Unincorporated County
- **71 events** published and promoted YTD in Unincorporated County
- Virtual Meet-a-Member featured Hestia Café and Sea Goddess Whale Watching

Education Workshop Series (Q3)

- Master Connection Sales Training and Member Orientation and Extranet Training
- 51 attendees

Did you know?

Because of your TOT investment every hospitality business can have free membership with See Monterey!

Thank you for your continued partnership!

If you have questions or would like to request a meeting/presentation, please contact:

**Alyssa Rendon
Director of Community Relations
Alyssa@SeeMonterey.com**



Monterey County Business Council

DSA Report

Q1 REPORT: JULY 1- SEPTEMBER 30, 2023
2023-2024 FISCAL YEAR

Overview

Monterey County Business Council (MCBC) has continued their business programming and continues to grow and thrive in the upcoming year. MCBC has maintained their connections in small business advocacy, outreach in multiple cities within the county, and achieved their overall goals with their APEX Accelerator program.

The following programs were implemented during Q1 2023/2024:

- APEX Accelerator (formerly PTAC) counseling for businesses
- APEX (formerly PTAC) webinars for business owners
- Leadership Monterey County
- Member Monthly Luncheons
- Monterey County Business Alliance
- Supervisor Speaker Series
- Monterey Bay Defense Alliance

MCBC Executive Board:

Past Chairman: Luis Alvarez, Alvarez Technology Group (Salinas)

Chairman: Chris Steinbruner, Steinbruner Hill CPAs (Carmel)

Vice Chair: , Joe Foster, Kaiser Permanente (Monterey County)

Secretary: Megan Hunter, City of Soledad (Soledad)

Treasurer: Amy Ivey, Bay Federal Credit Union (Salinas)

Member at Large: Pete Scudder, Scudder Roofing (North County)

Leadership Monterey County Defense and Security Day (July 28, 2023)



According to a June 2020 report issued by the Monterey Bay Defense Alliance, Monterey County ranks 7th among California's 58 counties in total military employment and 6th in the percentage of the county employment in the military. Yet this impact, while significant, can often appear invisible given heightened security requirements limiting public access to key organizations and their leaders.

Leadership Monterey County (LMC) recently had the opportunity to visit with these organizations to meet with local leaders charged with the defense of the U.S. and to that end the education of future military officers. A visit to the Presidio of Monterey featured an exploration of the location's rich history as well as a deeper dive into the vital role it plays in regional emergency management. At the Naval Postgraduate School, LMC participants met with the school's president, Retired Vice Admiral Ann Rondeau, as well as faculty and administrators who briefed them on the breadth and depth of efforts undertaken by the school to provide a cutting-edge education to members of the U.S. military and civilians alike, with the latter group including current and emerging leaders in homeland defense and security. The day concluded with a presentation exploring how one local city, Monterey, functions as a critical component in the local defense and security network while at the same time it grapples with human resources and other challenges faced by organizations across all sectors of the local economy.

Leadership Monterey County Infrastructure Day (August 25, 2023)

Infrastructure refers to basic facilities and systems serving a country, city, or area, such as garbage collection, water, transportation and communication systems, among others. Far too often, we fail to see the vital role this infrastructure plays in a healthy, vibrant local economy—especially in the County of Monterey.

The August 25, 2023, Leadership Monterey County (LMC) Program focused on this very infrastructure, with the 30 participants spending the day visiting and engaging with key personnel at organizations charged with overseeing structures and facilities vital for County of Monterey residents. The day began with a visit to ReGen Monterey, whose mission is to turn waste into resources in the most cost effective and environmentally sound manner to benefit local communities. LMC participants toured its recycling operations under the insightful guidance of key communications and operations staff. Next up was a visit to Monterey One Water to visit the sewer treatment facility that serves residents of North Monterey County. LMC participants then toured the Monterey Regional Airport, where they were briefed on its operations and ongoing renovation and modification efforts. The day ended at Joby Aviation, with a demonstration of a prototype all-electric, vertical take-off and landing air taxi. In short, it was a full and fun day that offered LMC participants unique insight into critical issues and vital organizations.



Leadership Monterey County South County Day (September 22, 2023)

The County of Monterey ranks as the 43rd largest California county (out of 58) in terms of its square mileage. According to Wikipedia, most of its residents live near the northern coast or in the Salinas Valley—leaving the vast expanse of its southern coast and inland region sparsely populated and often unexplored even by its residents. Leadership Monterey County (LMC)'s recent exploration of the southern part of the county attempted to rectify this oversight.

To that end, Friday, September 22, 2023, was “South County Day” in the LMC program. 25 participants and a board member (see upper photo right) spent the day visiting with leaders at diverse organizations located throughout southern Monterey County. The day began with a visit to the San Ardo site of Aera Energy LLC, a natural gas, oil exploration, and production company managed as a joint venture between Shell USA and ExxonMobil. LMC participants received an extensive briefing on all aspects of its operations, which highlighted their technical aspects as well as the company's ongoing efforts to communicate about their work to key stakeholders throughout the county (see lower photo right). Next up was a visit to the Monterey County Agricultural and Rural Life Museum in King City, whose extensive, primarily agricultural-related collection of artifacts and structures from the late 1800s through World War II offers visitors insight into the history of the area that's unavailable elsewhere. A visit to Sol Treasures, a nonprofit organization whose mission is to awaken and nurture appreciation and passion for the arts in people of all ages in South Monterey County, followed. The day concluded with a tour of the Third Street Apartments in Greenfield, an example of how a local developer partnered with industry to provide housing for an important segment of the workforce, farmworkers.



APEX Accelerator Counseling Report

CONTRACT AWARDS for Q1 - 7/1/2023 to 9/30/2023

1. Awards – Monterey County

Reporting Date: 7/1/2023-9/30/2023

There were a total of nine (9) Monterey County businesses who received fourteen (14) government contract awards for an amount of \$20,790,382.93 in 1st quarter.

1. TOTAL Awards – – all 14 APEX counties

Reporting Date: 7/1/2023-9/30/2023

There were a total of sixty-four (64) clients who received 200 awards for an amount of \$76,181,054.80

OUTREACH

Outreach and Training Events

Reporting Date 7/1/2023-9/30/2023

The Monterey Bay APEX participated in 8 training webinars/outreach events with high success. Of those 6 were presented exclusive by the Monterey Bay APEX and two (2) were presented with our strategic partner, the Small Business Administration.

APEX Accelerator Counseling Report

Monterey County Business APEX Client Demographics

- There are a total of 178 APEX clients in Monterey County.
- There are a total of 40 Women-Owned Businesses in Monterey County.
- There are a total of 37 Hispanic-owned Businesses in Monterey County.
- There are a total of 42 Veteran Owned Businesses in Monterey County.
- There are a total of 24 Service-Disabled Veteran Owned Businesses in Monterey County.
- There are a total of 10 businesses that are 8 (a) or DBE in Monterey County.
- There are a total of 16 businesses that are in a HUB zone in Monterey County.

BUSINESS STATISTICS FROM OUR APEX COUNSELING

<u>Monterey County</u>	<u>Government Contract Award Dollars</u>
Women-owned business = 3	\$ 1,307,204.87
Hispanic-owned Business = 1	\$ 34,983.00
Total Veteran-owned business Clients = 3	\$ 2,234,813.81
Total Service-Disabled Owned Clients = 2	\$ 2,084,813.81
Total 8 (a) owned business Clients = 2	\$ 959,282.37
Total HUB zone Clients = 1	\$ 240,360.12

APEX Accelerator Counseling Report

JOBS CREATED AND OR RETAINED

Jobs Created and/or Retained

According to officials at the Defense Logistics Agency (DLA) the customary practice in government contracting is to value one job from \$50K - \$200K. In addition, according to the US Bureau of Labor and Statistics, the 2023 median value of a US job was \$61,412. And according to the Bureau of Labor Statistics (BLS), the median wage for workers in the United States in the third quarter of 2023 was \$1,181 per week or \$61,412 per year for a 40-hour workweek.

Therefore, according to page 1 where Monterey County APEX procured \$20,790,382.93 in contract awards from July 1, 2023 to September 30, 2023; **338 jobs were either created and/or retained in the 1st Quarter.**

In addition, APEX clients in all 14 counties* were awarded \$76,181,054.80 in government contracts from July 1, 2023, to September 30, 2023 resulting in 1240 jobs being either created and/or retained out of an average employed population of 2,151,940 persons.

APEX Accelerator Counseling Report

Updates

Procurement Technical Assistance Center (PTAC) Rebranding

The PTAC program has been moved from Defense Logistics Agency (DLA) to the Department of Defense Office of Small Business Programs. The transition to APEX Accelerators will provide more visibility to members of Congress.

Innovation Programs

With the transition will be the testing of new performance metrics to increase awareness and participation in many of the federal government's innovation programs.

Cybersecurity

A stronger emphasis of cybersecurity measures will be implemented through education and training

Other MCBC Business Programming

- ▶ Monterey County Business Alliance with countywide business organizations
- ▶ Monterey Bay Defense Alliance
- ▶ Monterey County Economic Opportunity Committee

Supervisor Speaker Series / Monthly Member Luncheons

- July 28th – County CAO Sonia De La Rosa
- August 18th - Supervisor Glenn Church – District 2
- September 15th – Supervisor Luis Alejo – District 1



Monterey County Business Council

DSA Report

Q2 REPORT: OCTOBER 1- DECEMBER 31, 2023
2023-2024 FISCAL YEAR

Overview

Monterey County Business Council (MCBC) has continued their business programming and continues to grow and thrive in the upcoming year. MCBC has maintained their connections in small business advocacy, outreach in multiple cities within the county, and achieved their overall goals with their APEX Accelerator program.

The following programs were implemented during Q2 2023/2024:

- APEX Accelerator (formerly PTAC) counseling for businesses
- APEX (formerly PTAC) webinars for business owners
- Leadership Monterey County
- Member Monthly Luncheons
- Monterey County Business Alliance
- Supervisor Speaker Series
- Monterey Bay Defense Alliance

MCBC Executive Board:

Past Chairman: Luis Alvarez, Alvarez Technology Group (Salinas)

Chairman: Chris Steinbruner, Steinbruner Hill CPAs (Carmel)

Vice Chair: , Joe Foster, Kaiser Permanente (Monterey County)

Secretary: Megan Hunter, City of Soledad (Soledad)

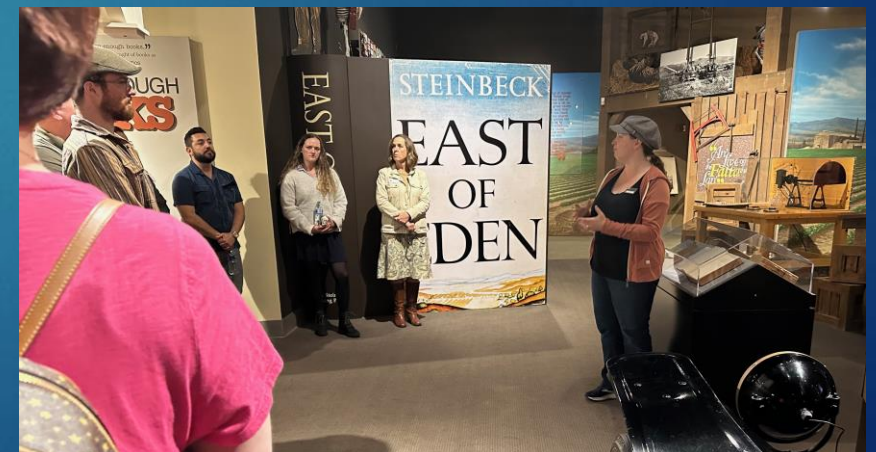
Treasurer: Amy Ivey, Bay Federal Credit Union (Salinas)

Member at Large: Pete Scudder, Scudder Roofing (North County)

Leadership Monterey County Art/Culture/History Day (October 27, 2023)

The County of Monterey is home to a broad range of museums, galleries, and performing arts venues. In previous sessions in 2023, Leadership Monterey County (LMC) visited some of them. On October 27, 2023, participants explored more fully the intersecting worlds of arts and culture. The day began with a behind the scenes tour of the Sunset Center. It's a performing arts center in Carmel-by-the-Sea which features concerts, comedy, theatre, and dance. Participants next visited the Carmel Art Association Gallery, where they were able to view paintings and other expressions of art created by local residents.

Perhaps more importantly, the County of Monterey has a rich, vibrant history which continues to inform current day developments. To gain deeper insight into that history, the LMC cohort visited the National Steinbeck Center in Salinas. There they learned how John Steinbeck's gift in crafting a picture of life in the Salinas Valley in the 1930s and 1940s earned him a Nobel Prize in literature and has made him the subject of ongoing interest. The day concluded with a visit to the Monterey County Historical Society. LMC participants viewed there a range of artifacts from throughout the area's recent history; heard from subject matter experts; and learned about the organization's ongoing efforts to catalog and communicate the expanse of its holdings to residents throughout Monterey County.



Leadership Monterey County Healthcare Day (November 17, 2023)

Meeting the people and learning more about the key organizations involved in the local healthcare industry was the focus of Leadership Monterey County (LMC) 2023's final session on Friday, November 17, 2023. Participants visited Salinas Valley Health and Community Hospital of the Monterey Peninsula (CHOMP) (see attached photo, top). Meetings with both medical staff and administrators illuminated the complex web of issues these organizations must tackle as they not only manage current medical, financial, and related challenges, but also plan for future ones in an increasingly complex and uncertain environment. The day culminated with a presentation by Dr. Steven Packer, President and CEO of CHOMP, during which he shed light on the myths and realities of healthcare in the County of Monterey (see attached photo, lower right). After the conclusion of the day's presentations, LMC participants participated in a graduation ceremony held at Tonkin House at CHOMP, which was attended by friends, family, LMC board members, and LMC program sponsors. Jackie Cruz, Vice President, Office of Institutional Advancement, Hartnell College and Executive Director, The Hartnell College Foundation, was the guest speaker (see attached photo, lower left).

The LMC program is grateful to Salinas Valley Health for sponsoring the lunch at its November 17, 2023 program, and to CHOMP for sponsoring the reception held in conjunction with the graduation ceremony.



APEX ACCELERATOR COUNSELING REPORT

CONTRACT AWARDS for Q2 - 10/1/2023 to 12/31/2023

1. Awards – Monterey County

Reporting Date: 10/1/2023-12/31/2023

There were a total **of nine (9) Monterey County businesses who received five (5) government contract awards in 2nd Quarter for an amount of \$741,745.65.**

UPDATE: Previous Reporting Date: 7/1/2023-9/30/2023

Additional five (5) Monterey County businesses received nine (9) late first quarter awards: \$11,943,273

New first quarter totals: 14 clients receiving \$32,733,655.95 in contract awards

APEX ACCELERATOR COUNSELING REPORT

CONTRACT AWARDS for Q2 - 10/1/2023 to 12/31/2023

2. TOTAL Awards – – all 14 PTAC counties Monterey Bay APEX covers

Reporting Date: 10/1/2023-12/31/2023

There were a total of thirty-one (31) clients who received 132 awards in 2nd Quarter for an amount of \$32,148,268.03

UPDATE: Previous Reporting Date: 7/1/2023-9/30/2023

Additional thirty-one (31) APEX client businesses received 296 late first quarter awards: \$192,865,314.07

New first quarter totals: 103 clients receiving \$269,046,368.87 in contract awards

APEX ACCELERATOR COUNSELING REPORT

Monterey County Business APEX Client Demographics

- There are a total of 187 PTAC clients in Monterey County.
- There are a total of 41 Women-Owned Businesses in Monterey County.
- There are a total of 35 Hispanic-owned Businesses in Monterey County.
- There are a total of 43 Veteran Owned Businesses in Monterey County.
- There are a total of 25 Service-Disabled Veteran Owned Businesses in Monterey County.
- There are a total of 10 businesses that are 8 (a) or DBE in Monterey County.
- There are a total of 22 businesses that are in a HUB zone in Monterey County.

APEX ACCELERATOR COUNSELING REPORT

JOBS CREATED AND OR RETAINED

Jobs Created and/or Retained

According to officials at the Defense Logistics Agency (DLA) the customary practice in government contracting is to value one job from \$50K - \$200K. In addition, according to the US Bureau of Labor and Statistics, the 2023 median value of a US job was \$61,412. And according to the Bureau of Labor Statistics (BLS), the median wage for workers in the United States in the third quarter of 2023 was \$1,181 per week or \$61,412 per year for a 40-hour workweek.

Therefore, according to page 1 where Monterey County APEX Accelerator procured \$741,745.65 in contract awards from October 1, 2023 to December 31, 2023; 12 jobs were either created and/or retained in the 2nd Quarter.

In addition, APEX Accelerator clients in all 14 counties* were awarded \$32,148,268.03 in government contracts from October 1, 2023, to December 31, 2023 resulting in 523 jobs being either created and/or retained out of an average employed population of 2,151,940 persons.

APEX ACCELERATOR COUNSELING REPORT

JOBS CREATED AND OR RETAINED

Update: PREVIOUS Q1 (July 1- September 30, 2023) Job Creation

Monterey County APEX Accelerator procured \$32,733,655.95 in contract awards from July 1, 2023 to September 30, 2023; **an ADDITIONAL 533 jobs were either created and/or retained in Monterey County in the 1st Quarter (recorded after the Q1 report deadline.)**

In addition, APEX Accelerator clients in all 14 counties* were awarded \$269,046,368.87 in government contracts from July 1, 2023, to September 31, 2023 resulting in 4381 jobs being either created and/or retained out of an average employed population of 2,151,940 persons.

APEX ACCELERATOR COUNSELING REPORT

Updates

-

Rebranding

The rebranding of the PTAC program is complete and we are now officially known as the Monterey Bay APEX Accelerator, managed by the Department of Defense Office of Small Business Programs (OSBP).

New Program Year

With the transition to the OSBP, the program year for the Monterey Bay APEX Accelerator will be from April 1 - March 31. We are currently operating under a seven-month extension from September 1, 2023 – March 31, 2024.

Training

APEX staff continues to be trained in some of the new performance metrics e.g. cybersecurity, mentor protégé programs, innovation resources, DEI tracking

Other MCBC Business Programming

- ▶ **MCBC HAS OFFICIALLY APPLIED!** We submitted our application and local match in December in a competitive bid process to be the new SBA-designated Small Business Development Center. We find out on February 1st if MCBC is the awardee.
- ▶ Monterey County Business Alliance with countywide business organizations
- ▶ Monterey Bay Defense Alliance
- ▶ Monterey County Economic Opportunity Committee

Supervisor Speaker Series / Monthly Member Luncheons

- October 28th – Supervisor Speaker Series with Chris Lopez at Wrath Winery in Soledad
- December 8th – The View from D.C. with MCBC – A Conversation with Congressmembers Zoe Lofgren and Jimmy Panetta



MONTEREY COUNTY
**BUSINESS
COUNCIL**

Monterey County Business Council DSA Report

Q3 REPORT: JANUARY 1- MARCH 31, 2024
2023-2024 FISCAL YEAR

Overview

Monterey County Business Council (MCBC) has continued their business programming and continues to grow and thrive throughout the year. MCBC has maintained their connections in small business advocacy, outreach in multiple cities within the county, and achieved their overall goals with their APEX Accelerator program.

The following programs were implemented during Q3 2023/2024:

- APEX Accelerator counseling and webinars for businesses
- Small Business Development Center (SBDC) awarded to MCBC this quarter!
- Leadership Monterey County
- Member Monthly Luncheons
- Monterey County Business Alliance
- Monterey Bay Defense Alliance

MCBC Executive Board:

Past Chairman: Luis Alvarez, Alvarez Technology Group (Salinas)

Chairman: Chris Steinbruner, Steinbruner Hill CPAs (Carmel)

Vice Chair: , Joe Foster, Kaiser Permanente (Monterey County)

Secretary: Megan Hunter, City of Soledad (Soledad)

Treasurer: Amy Ivey, Bay Federal Credit Union (Salinas)

Member at Large: Pete Scudder, Scudder Roofing (North County)

Leadership Monterey County Hospitality Day February 23, 2024

► The hospitality industry is a critical driver of the economy in Monterey County. Given its importance, the 2024 Leadership Monterey County (LMC) program kicked off with an exploration of the inner workings of this multifaceted industry. On Friday, February 23, 2024, LMC participants heard from industry leaders who shared their experiences and insight into ongoing operational challenges as well as efforts to market the County of Monterey as a tourist destination. Speakers included leaders from Intercontinental the Clement Monterey Hotel; the Monterey County Hospitality Association; See Monterey; and the Monterey Conference Center, Lunch was served at the Paper Wing Theater, located on Cannery Row in Monterey, and featured presentations on jobs and careers in the hospitality industry. The day concluded with a briefing on the culture and operations of The Pebble Beach Company, followed by a walking tour.



Leadership Monterey County Education Day



The second session of the 2024 Leadership Monterey County (LMC) program, held on Friday, March 22, 2024, focused on education. The day's events highlighted critical ties between this sector and the hospitality industry (the focus of LMC's February 23, 2024 session) and agriculture (the focus of LMC's April 26, 2024 session). Moreover, longstanding structural changes affecting public and private institutions alike, not to mention the ongoing challenges posed by the pandemic and other challenges, loomed large throughout the day's conversations. Speakers on March 22 included leaders from California State University Monterey Bay (CSUMB), Hartnell College, the County of Monterey Office of Education; and Monterey Peninsula College (MPC). Speakers representing the three postsecondary education institutions (CSUMB, Hartnell College, and MPC) in addition highlighted their ongoing efforts to prepare students for careers by partnering with local business and other community members—with the goal to provide opportunities for students to cultivate professional skills, whether through internships, experiential and service learning projects, and other arrangements.

APEX ACCELERATOR COUNSELING REPORT

CONTRACT AWARDS for Q3 - 1/1/2024 to 3/31/2024

Monterey County

Reporting Date: 1/1/2024-3/31/2024

There were a total of three (3) Monterey County businesses who received three (3) government contract awards in 3rd Quarter for an amount of \$1,723,888.06.

APEX ACCELERATOR COUNSELING REPORT

▶ Monterey County Business APEX Accelerator Client Demographics

- ▶ There are a total of 195 APEX Accelerator clients in Monterey County.
- ▶ There are a total of 43 Women-Owned Businesses in Monterey County.
- ▶ There are a total of 39 Hispanic-owned Businesses in Monterey County.
- ▶ There are a total of 46 Veteran Owned Businesses in Monterey County.
- ▶ There are a total of 27 Service-Disabled Veteran Owned Businesses in Monterey County.
- ▶ There are a total of 10 businesses that are 8 (a) or DBE in Monterey County.
- ▶ There are a total of 25 businesses that are in a HUB zone in Monterey County.

APEX ACCELERATOR COUNSELING REPORT

Jobs Created and/or Retained

According to officials at the Defense Logistics Agency (DLA) the customary practice in government contracting is to value one job from \$50K - \$200K. In addition, according to the US Bureau of Labor and Statistics, the 2023 median value of a US job was \$61,412. And according to the Bureau of Labor Statistics (BLS), the median wage for workers in the United States in the third quarter of 2023 was \$1,181 per week or \$61,412 per year for a 40-hour workweek.

Therefore, according to slide 5 where Monterey County APEX Accelerator procured **\$1,723,888.06 in contract awards from January 1, 2024 to March 31, 2024; 28 jobs were either created and/or retained in the 3rd Quarter.**

In addition, APEX Accelerator clients in all 14 counties* were awarded \$134,226,538.09 in government contracts from January 1, 2024, to March 31, 2024 resulting in 2186 jobs being either created and/or retained out of an average employed population of 2,151,940 persons.

APEX ACCELERATOR COUNSELING REPORT

UPDATE – 2nd Quarter (Oct-Dec 2023) Contracts
(closed after reporting date)

UPDATE: Previous Reporting Date: 10/1/2023-12/31/2023

Monterey County businesses received an additional nine (9) late second quarter awards: \$2,484,145.61

New second quarter totals: 9 clients receiving \$3,225,891.26 in contract awards

Update: PREVIOUS Q2 (October 1- December 31, 2023) Job Creation

Monterey County APEX Accelerator procured \$3,225,891.26 in contract awards from October 1, 2023 to December 31, 2023; an **ADDITIONAL 40 jobs** were either created and/or retained in Monterey County in the 2nd Quarter (recorded after the Q2 report deadline.)

In addition, **APEX Accelerator clients in all 14 counties* were awarded \$144,649,389.86** in government contracts from October 1, 2023 to December 31, 2023 resulting in 2355 jobs being either created and/or retained out of an average employed population of 2,151,940 persons.

MCBC AWARDED SMALL BUSINESS DEVELOPMENT CENTER (SBDC) BY SMALL BUSINESS ADMINISTRATION

After a competitive bid process, Monterey County Business Council was awarded the contract for the Small Business Development Center (SBDC) for Monterey and San Benito Counties.

A local match of \$165,000 is required to run the SBDC, so MCBC has partnered with multiple jurisdictions and nonprofits to ensure its success. And in addition to the home office in Salinas, MCBC plans to have new, bilingual satellite offices in Soledad and Monterey as well.

Our funding partners include:

County of Monterey - \$64,000
Community Foundation - \$5,000
MBEP - \$25,000
City of San Juan Bautista - \$5,000
City of Monterey - \$10,000
City of Soledad - \$10,000
City of Marina - \$5,000
City of Seaside - \$5,000

City of Carmel - \$5,000
City of Pacific Grove - \$5,000
City of Del Rey Oaks - \$5,000
City of Sand City - \$5,000
City of Greenfield - \$5,000
City of King City - \$5,000
City of Gonzales - \$5,000



MCBC
Business
Programming
Funded by
County of
Monterey

REQUESTING FOR 2024-2025

Inclusion in DSA Formula – 0.5% = \$190,000

- ▶ \$100,000 – APEX Accelerator program
- ▶ \$65,000 – SBDC Local Match
- ▶ \$25,000 – Leadership Monterey County and Business programming

DSA PROJECT PERFORMANCE REPORT

July 1, 2023 ★ Sept. 30, 2023



MONTEREY COUNTY
FILM COMMISSION



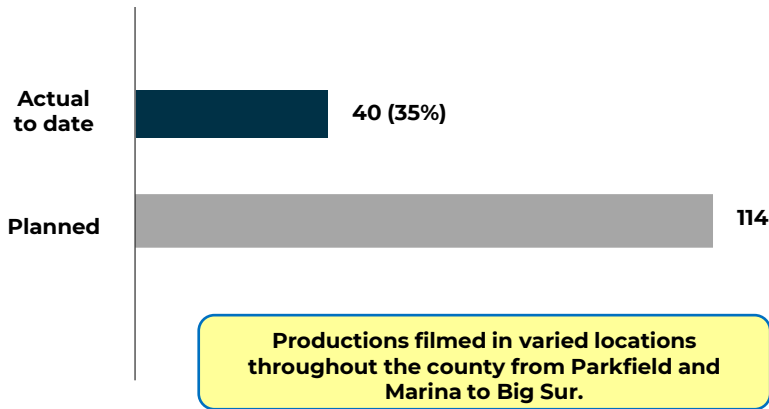
MONTEREY COUNTY **FILM COMMISSION**

Our mission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.

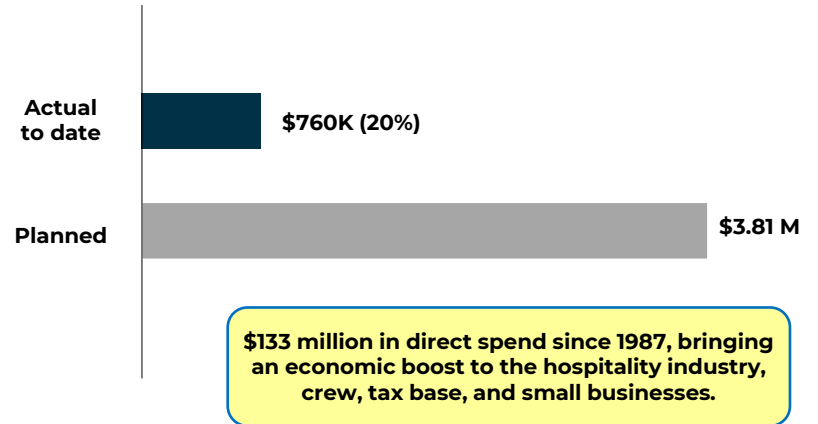
FY 2023-24 (1st Quarter) Performance Goals Summary



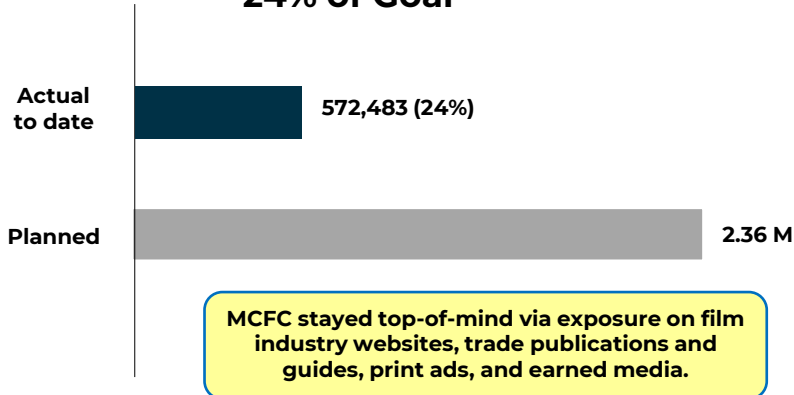
Film Productions — 35% of Goal



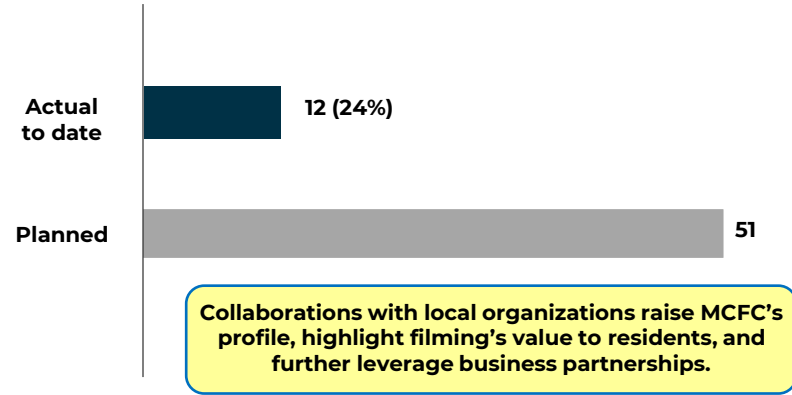
Total Local Spend — 20% of Goal



Expand Reach of Advertising & Promotions — 24% of Goal



Collaborations & Partnerships — 24% of Goal



**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

DEVELOPMENT SET-ASIDE AGENCY INFORMATION

DSA Agency Name: Monterey County Film Commission	Project Description: Contractor to provide, develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue, and jobs throughout Monterey County.
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Contract Amount: <u>\$268,842.00</u>	Fiscal Year: <u>July 1, 2023 to June 30, 2024</u>
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Project Contact Completing Form:	Karen Seppa Nordstrand or Moira LaMountain	Title:	Monterey County Film Commissioner Office Administrator
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Primary Telephone:	831-646-0910	Email:	Karen@FilmMonterey.org or Moira@FilmMonterey.org
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Address:	801 Lighthouse Avenue, Suite 104, Monterey, CA 93940 / P.O. Box 111, Monterey, CA 93942-0111
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Progress Report Reporting Period:

<i>Ck current report period</i>	Reporting Period:
<input checked="" type="checkbox"/>	1st Quarter Report 7/1-9/30/23 (Due: 10/29/23)
<input type="checkbox"/>	2nd Quarter Report 10/1-12/31/23 (Due 1/29/24)
<input type="checkbox"/>	3rd Quarter Report 1/1-3/31/24 (Due 4/29/24)
<input type="checkbox"/>	4th Quarter Report 4/1-6/30/24 (Due 07/29/24)

Performance Report Submittal Date:	10/29/2023
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**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 1 – Increase Film Industry Outreach and Local Facilitation Efforts

Objective: Influence quantity of film inquiries and contacts through timely 24/7 'Best Practices' responsiveness. Increase the number of film productions that select Monterey County as their location destination and expand the total spend.

Proj	Activities	Performance Measure	Expected Outcome	Planned	Quarterly Results	% of Qtr. Completed	Year To Date	% of YTD Completed
Task 1a	Attract and facilitate the number of inquiries that have positive results.	Numerical increase in positive inquiries as summarized in the film commission records.	Increase in positive inquiries as compared with the previous year by 5%.	Increase from 307 to 322 positive inquiries.	55	17%	55	17%
1b	Track the number of media productions occurring in Monterey County.	Productions occurring in Monterey County as measured by film commission records and State issued permits.	Increase in productions as compared with the previous year by 10%.	Increase from 104 to 114 media productions.	40	35%	40	35%
1c	Increase the total spend from film production.	Numerical of total spent from film production as summarized in film commission records.	Increase in total spend from film productions as compared with a 3-year average and increase by 5%.	Increase from \$3.64M to \$3.81M total film production spending.	\$760K	20%	\$760K	20%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

***Provide a narrative of year-to-date accomplishments of Project Goal #1
Increase Film Industry Outreach and Local Facilitation Efforts***

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

July-September 2023

In the first quarter of the fiscal year MCFC continued to handle film production inquiries promptly and professionally, tracking 40 film shoots on location and local spend of more than \$760,000. Included were commercials, still shoots, documentaries, TV videos, Concours car week coverage and car customer events and branding, plus TV sports filming at WeatherTech Raceway Laguna Seca. A dozen smaller still shoots were for elopement/engagement sessions on state parks and beaches.

The BBC shot a Natural History documentary, working with the Monterey Bay National Marine Sanctuary, for a new NBC Universal wildlife series focusing on exceptional animal behaviors across the Americas.

The most notable production—and one that garnered a lot of local and regional attention—was a Korean TV reality show, “Unexpected Business,” which will put the spotlight on the City of Marina and iconic Monterey Peninsula landmarks in South Korea when the show airs. The TV show is very popular in Korea and this episode is timed to the 70th anniversary of the alliance between Korea and the U.S. after the Korean War. The eight-day shoot involved Korean actors Cha Tae Hyun and Jo In Sung taking over the Asian Market on Del Monte Boulevard in Marina, to allow the owners to take a vacation, with filming of locals shopping and dining while they were gone. It’s the first time the show has filmed in the United States.

There were challenges to filming interest in this quarter, as the WGA and SAG-AFTRA unions were on strike. The WGA strike ended on Sept. 27. Summer features and TV film productions shut down with impacts felt in other types of productions as well, including commercial production. This meant there were few sizeable projects and little need for location scouting in many regions outside the LA Zone. Other local challenges to film activity were the annual county summer moratorium on filming Highway One with intermittent traffic control (which most car shoots require), and the highway’s closure to through traffic in southern Big Sur, due to the long-running work on repairs to Paul’s Slide.

New potential film sites were photographed for MCFC’s location library including private homes, plus locations in Spreckels, Salinas Valley vineyards and a North County farm.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 2 – Expand Industry Marketing and Promotion Opportunities								
Objective: Marketing and communication about Monterey County to film production industry.								
Proj	Activities	Performance Measure	Expected Outcome	Planned	Quarterly Results	% of Qtr. Completed	Year to Date	% of YTD Completed
Task A	Increase promotional placements in trade industry and other media.	# of trade association, co-op, and guide listing promotional placements.	Increase in promotional placements as compared with the previous year by 5%.	Increase from 36 to 38 trade association placements.	12	32%	12	32%
B	Expand reach from film trade advertising.	Exposure (reach) of placements.	Increase in reach as compared with the previous year and increase by 5%.	Increase from 2,245,988 to 2,358,287.	572,483	24%	572,483	24%
C	Track website exposure for propelling marketing message.	# of “Unique Visitors” count.	Increase “Unique Visitors” count by 10%.	Increase from 13,404 to 14,500.	3,866	27%	3,866	27%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

Provide a narrative of year-to-date accomplishments of Project Goal #2
Expand Industry Marketing and Promotion Opportunities

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

July – September 2023

In this quarter MCFC continued to develop and place advertising in the film industry publications and in online opportunities. A half-page full-color ad with online page turners was in the Location Managers Guild International Awards magazine in August. Placements were done in the Destination Film Guide and online exposure continues with the Reel Directory, Creative Handbook, KFTV, and Below the Line 411.

Membership in Film USA provides monthly MCFC's logo and website exposure in their industry eNewsletters. MCFC's collaborations with film industry organizations that promote film production statewide and nationally include Film Liaisons in California Statewide (FLICS) and the California Film Commission (CFC). CFC is a part of the California Trade and Commerce Agency, with their parent agency being the Governor's Office of Business and Economic Development (Go-Biz). MCFC is spotlighted globally via the Association of Film Commissioners International (AFCI). Karen Nordstrand is the Monterey County Film Commissioner and is one of 30 internationally-certified by the AFCI.

Local advertising helped reinforce MCFC's importance to the economy and educated county residents to the film commission's resources. Ads were placed in the King City Rustler and Monterey Herald National Nonprofit Day editions.

Also, there were FilmMonterey.org website updates and MCFC's Facebook page postings and advertisements.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

		GOAL 3 – Expand Countywide Collaboration						
		Objective: Countywide branding of MCFC, leveraging County funds with DSA partners and economic pillars to enrich the County's labor pool and film education.						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Quarterly Results	% of Qtr. Completed	YTD Results	% of YTD Completed
Task A	Expand the number of collaborative community partnerships with local organizations.	# of partnerships.	5% increase in partnerships as compared with previous year.	Increase from 49 to 51.	12	24%	12	24%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

***Provide a narrative of year-to-date accomplishments of Project Goal #3
Expand Countywide Collaboration***

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

July – September 2023

MCFC continued to network with organizations throughout the county, to keep locals aware of the film commission's value and resources, and to discover collaboration opportunities.

Staff or board members participated in the Monterey County Business Council speaker series (luncheon meetings with Supr. Church and Supr. Alejo), the Economic Development Committee, and various Chambers of Commerce events and mixers. MCFC participates in the Monterey Peninsula Chamber, Pacific Grove Chamber, Carmel Chamber, King City Chamber, Big Sur Chamber, the Monterey County Hospitality Association, the Monterey County Vintners & Growers Association, and the Monterey County Convention & Visitors Bureau meetings. Staff attends the Big Sur Multi-Agency Advisory Council meetings in Big Sur.

MCFC's Board Chair Paula Jo McNab spoke to the King City Rotary about the film commission and how locals can benefit from on-location filming. Board Member Tanya Olson spoke with college faculty and students at Hartnell College and CSUMB about the MCFC Film Student Scholarship Program, designed to inspire and assist future filmmakers in the county. The scholarship program is funded by private donations and has an endowment with the Community Foundation for Monterey County.

MCFC staffer Moira LaMountain serves on the Nonprofit Alliance of Monterey County's (NAMC) membership committee to ensure the vibrancy of our countywide nonprofit organizations.

A "Hollywood in Your Backyard" mixer at The Links Club in Carmel was held to help connect local filmmakers and businesses supporting film production here. MCFC promotes the local film industry with its online Resource Guide at FilmMonterey.org. All countywide residents and businesses can receive a free listing under numerous crew and services categories in order to have the potential to be hired when film productions come on-location. The event was publicized through online media and had strong attendance. Sixteen new listings of crew and businesses were added on FilmMonterey.org in the following weeks.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

PROJECT SUMMARY INFORMATION

Required Submittals:

	<i>Check or write N/A</i>	
	Previously Provided	Attached
A) Audit & Budget: Copy of the most recent annual audit and organizational budget. (Ref: B7 PSA Exhibit 1. Audit: We provide a quarterly summary letter from our accounting firm, Hayashi & Wayland, which reviews all financial records quarterly. We do not conduct financial audits due to their prohibitive cost. 2. Our 2023-24 budget was previously provided.	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
B) Financial statements: Copy of the financial statements covering the period? If no, please explain:		
1. June 30, 2023	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
2. September 30, 2023	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
3. December 31, 2023	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
4. March 31, 2024	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
5. June 30, 2024	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
C) Funding Acknowledgement: List and provide a copy of recent materials showing funding support from the Monterey County Board of Supervisors. (Exhibit A, Section B8)	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
D) Written Publications: Provide a copy of all work products, funded in whole or in part. (Exhibit A, Section B9)	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
E) Website Certification: The website displays Monterey County Board of Supervisors as a major funding contributor. (Exhibit A, Section B9)	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
F) Board List: Provide a current listing of Board members (see attached roster of board member form). (Exhibit A, Section B10)	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
G) Current Articles of Incorporation	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
H) Other: H1. MCFC 1st Quarter 2023-24 Cover, H2. MCFC Logo and Mission Statement, and H3. FY2023-24 Performance Goals Summary.	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

ROSTER OF BOARD MEMBERS

Discuss efforts made to serve the needs of the unincorporated portions of the County of Monterey.

Memberships and participation in chambers of commerce including King City, Big Sur, as well as Monterey Peninsula-based associations help keep the message of filmmaking and MCFC's economic impact out in front of businesses and people living in the unincorporated areas. Film productions use locations throughout the county. Board members also assist in identifying new locations and businesses throughout the county that have the potential to be used in film productions. All Monterey County residents are encouraged to have a free listing on the MCFC's online production resource guide for work opportunities with on-location film productions.

List of Board Members:

Name	Business Location (City or County Area)	Home Location (City or County Area)
1. Julia Avery-Rudey	Mountain View	Marina
2. Pete Bassett	Carmel and all County regions	Seaside
3. Ron Brown	Carmel and all County regions	Carmel-by-the-Sea
4. Jeff Clark	Salinas and all County regions	Salinas
5. Chris Carpenter	Seaside and all County regions	Salinas
6. Dorothy (Dot) Findlater	Monterey and all County regions	Monterey
7. Paula Joy MacNab	Carmel and all County regions	Monterey
8. Annee Martin	Carmel and all County regions	Marina
9. Tanya Olson	East Garrison and all County regions	East Garrison
10. Camille Stanfield Polson	Salinas and all County regions	Salinas
11. Garland Thompson, Jr.	Monterey and all County regions	Monterey
12. Paul Ventura	Pebble Beach and all County regions	Monterey-Peninsula/Big Sur (Pebble Beach)

¹**Unincorporated areas include: North County** (Pajaro, Las Lomas, Aromas, Elkhorn, Moss Landing, Castroville, Prunedale, and Boronda); **South County** (Chualar, San Lucas, Pine Canyon, Jolon, San Ardo, Lockwood, Bradley, and Parkfield) **Monterey Peninsula/Big Sur** (Carmel Valley, Pebble Beach, Carmel Highlands, Carmel Valley Village, and Del Monte Forest)

What efforts are being made to ensure board representation from the unincorporated areas?

The MCFC's Board of Directors nominating committee encourages applications from all parts of Monterey County for board positions via MCFC's website, eNewsletters, presentations, and paid ads. Emphasis is placed on Salinas Valley and South County areas, especially encouraging individuals to apply who have ties to Monterey County economic pillars and the agricultural industry, and those that have nonprofit experience.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

Submit Progress Reports to the Assistant County Administrative Officer or designee at the following address:

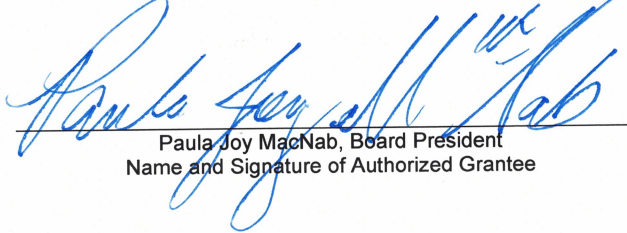
**County of Monterey
Richard Vaughn, Economic Development Manager
168 West Alisal, Third Floor
Salinas, CA 93901**

APPROVAL/CERTIFICATION

I certify that Agreement No. A-15601 Number in the amount of \$268,842.00 is accurate and in accordance with the Grant Agreement, I further certify that these are actual expenditures allowed under the Grant Agreement and that all funds were expended for the purposes of the Project.

Monterey County Film Commission

Printed or Typed Name of Grantee



Paula Joy MacNab, Board President
Name and Signature of Authorized Grantee

October 29, 2023

Date

Monterey County Film Commission

Required Submittals:

- A) Audit and Budget: Provided with 2023-24 Work Plan and Budget – revised 6.30.23.**
- B) Financial Statements for period (7/1/23 to 9/30/23) include:**
 - 1. Profit and Loss (2 pages).
 - 2. Balance Sheet (1 page).
 - 3. Letter from CliftonLarsonAllen LLP detailing their review of MCFC’s financial accounts for the period July 1 – Sept. 30, 2023 (2 pages).
- C) Funding Acknowledgement:**
 - 1. Sample press release – August 17, 2023 (1 page).
- D) Written Publications:**
 - Goal 1: Increase Film Industry Outreach and Local Facilitation Efforts**
 - 1. Film Productions in Monterey County (1 page).
 - 2. Updated Location Options for Productions (1 page).
 - Goal 2: Expand Film Industry Marketing and Promotion Opportunities**
 - 1. MCFC Film Industry Promotion (2 pages).
 - Goal 3: Expand Countywide Collaborations**
 - 1. MCFC “Hollywood in Your Backyard” Mixer and Collaborations (1 page).
- E) Website Certification:** attached.
- F) Board List – is embedded in the actual Performance Report.**
- G) Articles of Incorporation: Previously provided on 11/30/12.**
- H) Other:**
 - 1. MCFC 1st Quarter 2023-24 Report Cover (1 page).
 - 2. MCFC Mission page (1 page).
 - 3. MCFC DSA Summary (1 page).

10/26/23
Cash Basis

Monterey County Film Commission
Profit & Loss
July through September 2023

	<u>Jul - Sep 23</u>
Ordinary Income/Expense	
Income	
404 · Monterey County	67,210.50
406 · Income - City Donations	3,000.00
407 · Membership Reel Friends	150.00
419 · Ticket Sales	855.00
422 · Donations	
42210 · MCFC T-shirts	9.64
42250 · Donations thru the Website	25.00
42280 · Donations - Misc.	320.00
Total 422 · Donations	<u>354.64</u>
430 · Website Advertising	905.00
440 · Raffle/ Drawings	115.00
460 · Scholarship	10.00
700 · Interest Income - Checking	15.24
Total Income	<u>72,615.38</u>
Gross Profit	72,615.38
Expense	
510 · Accounting	0.00
515 · Advertising	3,540.00
520 · Bank Charges	123.00
525 · Copies and Printing	43.22
526 · Computer Subscriptions	758.28
540 · Dues and Subscriptions	914.65
545 · Education	49.00
560 · Scholarships	
56010 · Office Expenses - CFMCO Schlshp	75.00
560 · Scholarships - Other	68.96
Total 560 · Scholarships	<u>143.96</u>
565 · Insurance	1,155.10
575 · Meetings	29.48
585 · Office Supplies	701.69

10/26/23
Cash Basis

Monterey County Film Commission
Profit & Loss
July through September 2023

	<u>Jul - Sep 23</u>
587 · Outside Services	
58710 · Website Updates	735.00
58720 · Graphic Design	125.00
58740 · Misc. Outside Services	90.00
58750 · Computer Equipment	690.00
	<hr/>
Total 587 · Outside Services	1,640.00
595 · Postage	24.25
600 · Promotion/PR	481.41
610 · Rent	
61010 · Office Rent	3,339.00
61020 · CDC Storage/Rent	24.00
	<hr/>
Total 610 · Rent	3,363.00
612 · Retirement Plan	1,119.39
620 · Salaries	37,312.46
625 · Taxes-Payroll	2,854.41
626 · Taxes and Licenses	58.07
628 · Telephone/Internet	627.82
630 · Film Industry Events/Shows	678.35
635 · Travel	198.07
640 · Venue	40.00
650 · Workers Compensation Premium	253.74
66000 · Payroll Services Expense	201.00
	<hr/>
Total Expense	56,310.35
Net Ordinary Income	16,305.03
Other Income/Expense	
Other Income	
710 · Other Income	
701 · Gain/Loss on CFMCO Sch Endowmt	-909.16
704 · Scholarship-UB Savings Account	1.10
705 · Interest - CFMCO Schlshp Endwmt	123.87
706 · Interest-- MC Bank Savings	40.63
707 · Donation to/from CFMCO Sch Endw	0.00
	<hr/>
Total 710 · Other Income	-743.56
Total Other Income	-743.56
	<hr/>
Net Other Income	-743.56
	<hr/>
Net Income	15,561.47
	<hr/> <hr/>

Monterey County Film Commission
Balance Sheet
As of September 30, 2023

	<u>Sep 30, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
103 · Monterey County Bank - Savings	162,944.54
105 · Monterey County Bank - Checking	150,967.56
110 · Scholarship Savings - US Bank	8,828.54
111 · CFMCO -Scholarship Fund	23,601.07
	<hr/>
Total Checking/Savings	346,341.71
	<hr/>
Total Current Assets	346,341.71
Fixed Assets	
161 · Furniture and Fixtures	2,379.80
162 · Computer Equipment	7,382.52
163 · Computer Software	445.00
	<hr/>
Total Fixed Assets	10,207.32
Other Assets	
171 · Accumulated Depreciation	-8,256.00
	<hr/>
Total Other Assets	-8,256.00
	<hr/>
TOTAL ASSETS	<u>348,293.03</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
204 · Payroll taxes	-2,332.16
208 · IRA Contribution	7.67
	<hr/>
Total Other Current Liabilities	-2,324.49
	<hr/>
Total Current Liabilities	-2,324.49
	<hr/>
Total Liabilities	-2,324.49
Equity	
32000 · Retained Earnings	335,056.05
Net Income	15,561.47
	<hr/>
Total Equity	350,617.52
	<hr/>
TOTAL LIABILITIES & EQUITY	<u>348,293.03</u>



CliftonLarsonAllen LLP
26515 Carmel Rancho Blvd, Suite 100
Carmel, CA 93923

phone 831-624-5333 fax 831-626-9113
CLAconnect.com

October 25, 2023

INDEPENDENT ACCOUNTANT'S REPORT

To the Board of Directors
Monterey County Film Commission
P.O. Box 111
Monterey, CA 93942

We have performed the procedures enumerated below, which were agreed to by Monterey County Film Commission, solely to assist you in connection with a determination as to whether there were differences in the Company's recorded cash disbursements and/or recorded cash receipts for the period July 1, 2023 through September 30, 2023. Monterey County Film Commission is responsible for its cash disbursements records and cash receipts records. This agreed-upon procedures engagement was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. The sufficiency of these procedures is solely the responsibility of those parties specified in this report. Consequently, we make no representation regarding the sufficiency of the procedures described below either for the purpose for which this report has been requested or for any other purpose.

We have completed our review of your bank reconciliations for the Monterey County Bank checking and savings accounts and the Union Bank certificate of deposit account. This service is limited in scope and is neither designed nor intended to deter or discover fraud, embezzlements, or any other irregularities.

The procedures we performed and the associated findings, if any, are as follows:

- (1) We reviewed individual checks (or electronic images of individual checks or substitute checks). This procedure did not reveal any differences.
- (2) We examined the payee on the check and matched it to the payee name appearing in your cash disbursements journal. This procedure did not reveal any differences.
- (3) We examined the payee on the check and matched it to the payee name appearing in your cash disbursements journal. This procedure did not reveal any differences.
- (4) We matched interbank account transfers. This procedure did not reveal any differences.

We were not engaged to and did not conduct an audit, the objective of which would be the expression of an opinion on the cash disbursements records or cash receipts records.

Monterey County Film Commission

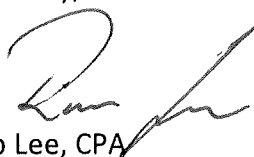
October 25, 2023

Page 2 of 2

Accordingly, we do not express such an opinion. Had we performed additional procedures; other matters might have come to our attention that would have been reported to you.

This report is intended solely for the information and use of the Board of Directors of Monterey County Film Commission and is not intended to be and should not be used by anyone other than these specified parties.

Sincerely,

A handwritten signature in black ink, appearing to read "Rob Lee", with a stylized flourish extending to the right.

Rob Lee, CPA

Principal

CliftonLarsonAllen, LLP

C) Funding Acknowledgement



Contact: 831-646-0910
info@FilmMonterey.org
FilmMonterey.org

Monterey County Film Commission’s “Hollywood in Your Backyard” event August 24 brings together film industry locals

(Monterey, Calif. – Aug. 17, 2023) --The Monterey County Film Commission is bringing back its popular “Hollywood in Your Backyard” film industry networking mixer on Thursday, Aug. 24 from 5: 30 to 7 p.m. at the Links Club in Carmel Plaza. (Ocean Ave. and Mission St., Suite 101, Carmel-by-the-Sea).

The event gathers together the crew and businesses that can benefit from film production in the area, and offers a chance to meet film industry professionals plus learn more about Monterey County Film Commission’s role in bringing economic impact throughout Monterey County and the ways the film commission helps market local resources to film productions coming on-location.

Tickets are \$10 and can be ordered at Eventbrite: <https://mbwlink.me/UNhB6g>
Light bites and a glass of wine are included. Event sponsors include the Links Club, Eden Rift Vineyards, and Exclusive Home Management.

“It will be a fun opportunity to discover who’s who in the local film scene, and let filmmakers and crew get to know each other,” said Paula Joy MacNab, president of the Monterey County Film Commission’s Board of Directors. “We plan to help better connect people and grow the list of resources available for production companies coming here.”

Established by the Monterey County Board of Supervisors in 1987, the film commission attracts and facilitates film productions for economic development. More than \$132 million in economic impact has come into Monterey County communities from on-location film productions since it began.

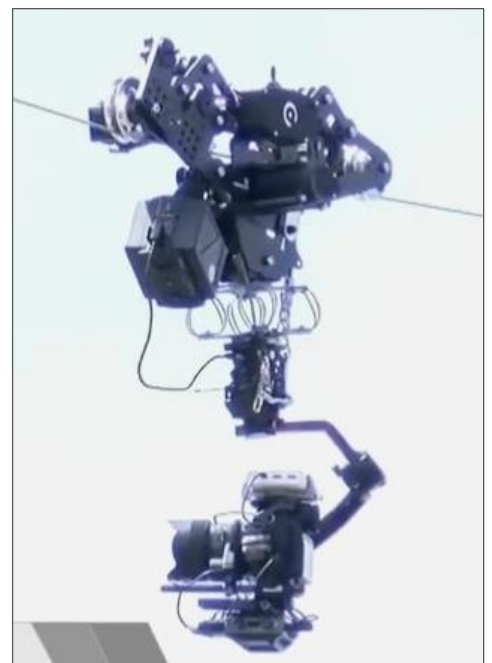
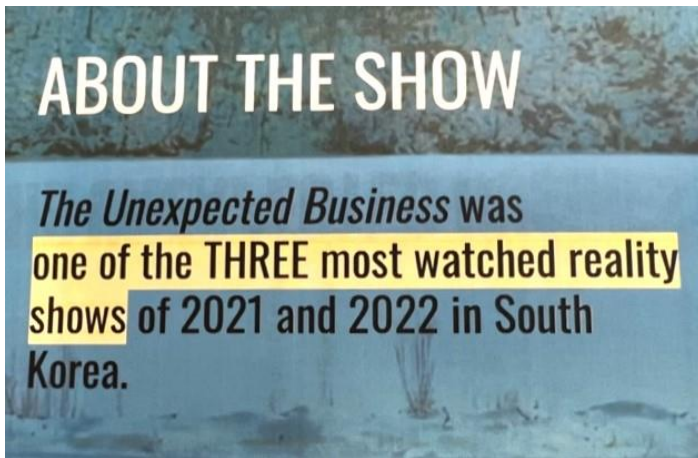
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*The Monterey County Film Commission is a nonprofit organization, **created by and funded in part by the Monterey County Board of Supervisors**. Its mission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.*

D) Goal 1.1 – Film Production in Monterey County



A popular Korean reality TV show called *Unexpected Business* came to film in the City of Marina in August, turning the local Asian Market into a set for more than a week, with Korean celebs running the business so the owners can have a vacation. Positive economic impact was noted by Layne Long, city manager. Marina and its Korean residents soon will be showcased internationally along with scenes of agricultural fields and in the City of Monterey.



D) Goal 1.2 – Updated Location Options for Film Productions

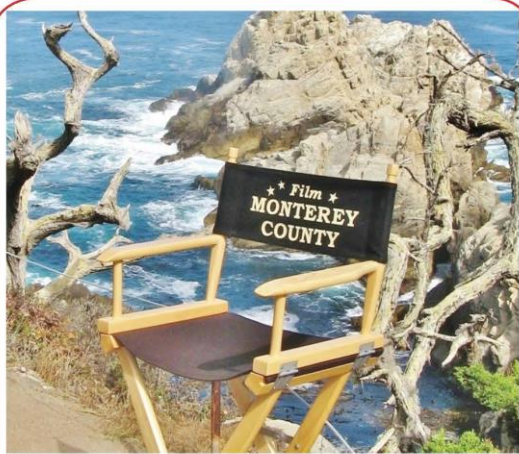


Promoting Monterey County to location scouts and managers involves picturing potential film sites. In the location portfolio are South County wineries and farms, an unusual modern home near Carmel with a bird's nest chimney sculpture, the popular Garrapata State Beach, WeatherTech Raceway Laguna Seca, and Monterey Zoo animals in the Salinas Valley.



Photo credit: T.M. Hill
WeatherTech Raceway Laguna Seca

D) Goal 2 – MCFC Film Industry Promotion



We're bringing **"Lights, Camera, and Economic Action"** to Monterey County through the film industry.

- ★ **\$132 million economic impact** in local communities since our creation by the Monterey County Board of Supervisors.
- ★ **200+ movies, commercials, TV shows** (*Big Little Lies*) filmed scenes here.
- ★ **Support our nonprofit's work** and donate at FilmMonterey.org.
- ★ Add your **crew and business listings** to our online Resources Guide to reach film producers.



831-646-0910 ★ FilmMonterey.org



LOCATION MANAGERS GUILD
INTERNATIONAL

Congratulations to all 2023 LMGI Awards winners, nominees, and honorees...



*Like you, our locations are winners!
Come make a scene in Monterey County.
FilmMonterey.org*



FLICS
FILM LIAISONS IN CALIFORNIA STATEWIDE



**WELCOME TO
FILM USA**

Film USA is a national, non-profit trade organization bringing together state and regional film commissions across the USA under one umbrella to provide clear information about our diverse tax incentives, locations, stages, and resources. Together, we are one voice to represent the USA film industry and help connect partners to film offices across the country.

D) Goal 2 – MCFC Film Industry Promotion (continued)

ADVERTORIAL

**Big Sur Vista,
Monterey County**

“California offers such a variety of opportunities for film productions, and Monterey County combines the seashore with rural, “Steinbeck Country” farmlands. It’s easy to combine many looks here.”

– Karen Nordstrand, Monterey County Film Commission

This collection of over 40 film commissions and offices across California share resources to assist productions with scouting, permits and local talent. This one-stop resource is essential for any film, TV or commercial producer across the Golden State, and FLICS members will work to assist your production across jurisdictions.

"Our strength as an organization is the ability to collaborate and identify locations for stories that require multiple settings," says Sabrina Jurisich, FLICS President and Regional Film Commissioner for Upstate California. "Whether you need redwood forests, skyscrapers, small towns, or film friendly beaches, our members are happy to share resources so that productions can save time and money and keep their focus on the creative aspects of the project."

FLICS' vast array of tools and resources will help you navigate all sorts of production issues, from work permits to on-set safety. Their team can help put you in touch with relevant government agencies, industry associations and union contacts. Their website also contains comprehensive production directories, entertainment job listings and useful charts for studio zones. Read more to learn about a few of our members and how they can provide unforgettable locations for your next creative endeavor. **DF**

Background photo courtesy of Karen Nordstrand/Monterey County Film Commission

MONTEREY COUNTY



It's been called the "Greatest Meeting of Land and Sea." Monterey County's beautiful, diverse locations have drawn filmmakers for decades. Dramatic coastal settings from Pacific Grove and Carmel-by-the-Sea to Big Sur and Monterey. Plus rural, agricultural looks in the Salinas Valley. From famous films to *Big Little Lies*, the best locations are here.



Karen Nordstrand
MONTEREY COUNTY FILM COMMISSION
 831-646-0910
 Karen@filmmonterey.org
www.FilmMonterey.org

WEST HOLLYWOOD



The City of West Hollywood is here to support your production from scout to strike. Home to iconic locations such as the Sunset Strip and the Pacific Design Center, West Hollywood also can double as Anywhere, USA with our many unique residential and commercial areas — all within 1.9 square miles.



Eddie Robinson, Film Coordinator
CITY OF WEST HOLLYWOOD FILM OFFICE
 323-848-6489
 wehofilm@weho.org
www.weho.org/film

DestinationFilmGuide.com

DESTINATION FILM GUIDE 17

D) Goal 3 – Countywide Collaborations



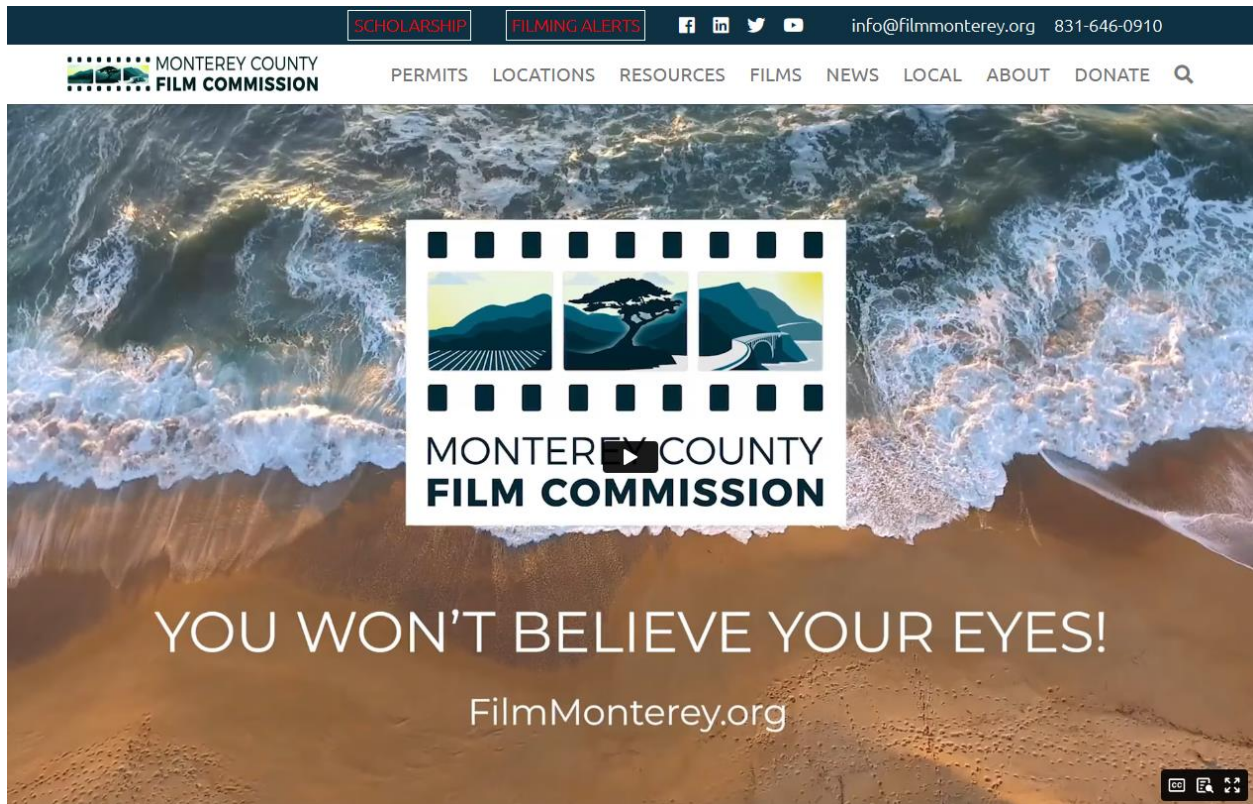
The MCFC's gathering of Monterey County film professionals on August 24, 2023 in Carmel.



MCFC's collaborations included DSA partner MCCVB at its **See Monterey** rebranding.



E) MCFC's Website Certification



Welcome to Film-Friendly Monterey County

There's a great history of filmmaking in Monterey County, and a wealth of film locations for features, commercials, TV, and other media productions. The Monterey County Film Commission is a nonprofit organization, which promotes our area's locations, crew and businesses to the film industry, making it easy for filmmakers to take their projects from start to finish here. Nearly \$133 million has come into local communities from film production since **the film commission was created by the Monterey County Board of Supervisors in 1987.**

About Our Film Commission



All The Old Knives (Filmed in Carmel/Hwy 1)



More Info on HBO's "Big Little Lies"

E) MCFC's Website Certification (continued)

PRODUCTION RESOURCE GUIDE

When planning to film on-location in Monterey County, you can find help and the services you need here. Professional crew and support contacts listed are ready to roll.

[Find Local Assistance](#)

[Crew/Talent](#)

[Equipment/Facilities](#)

[Support Services](#)

[Things to Do](#)

[List Your Business](#)



LOCATION, LOCATION, LOCATION

Our locations in Monterey County have been sought out by directors and cinematographers since 1897, when a cameraman working for Thomas Edison shot the pounding Monterey surf and filmed carriages arriving at the historic Hotel Del Monte. Filmmakers from Edward Weston to Ansel Adams to Clint Eastwood have flocked here ever since, seeking the perfect backdrops for their shots.

[View Locations](#)

[Get Permit Info](#)

LIGHTS, CAMERA, ECONOMIC ACTION

Monterey County Film Commission is proud to partner with the following organizations and sponsors.



831-646-0910 (O)
801 Lighthouse Ave. #104, Monterey, CA 93940

[Get Our Newsletter](#)

[Home](#) [About MCFC](#) [Supporters](#) [Contact](#) [Our Webmaster](#) [Terms](#)

Monterey Bay Webmaster

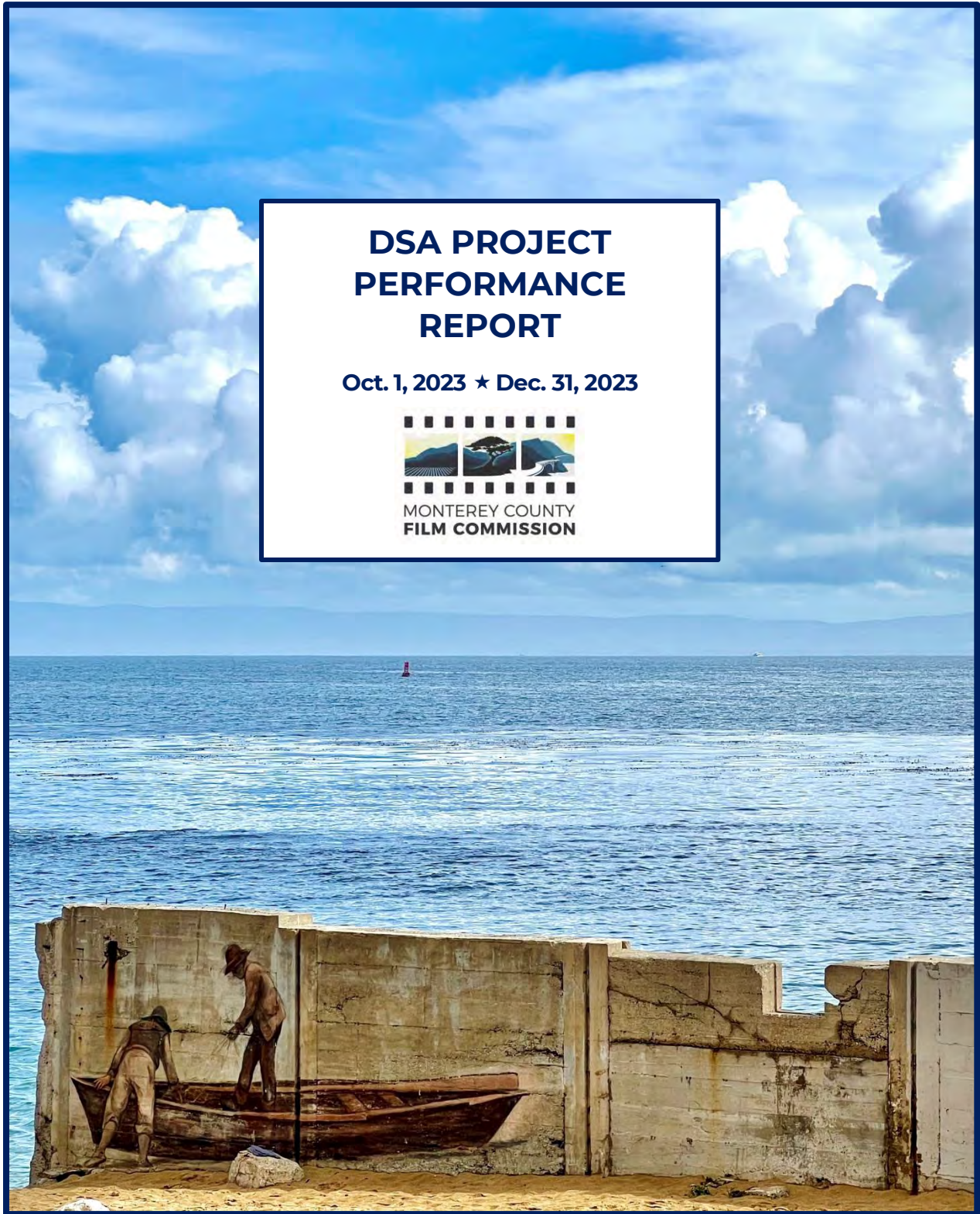
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DSA PROJECT PERFORMANCE REPORT

Oct. 1, 2023 ★ Dec. 31, 2023



MONTEREY COUNTY
FILM COMMISSION





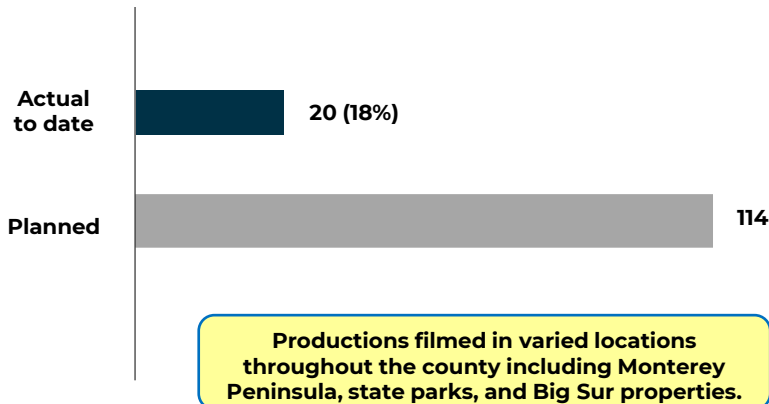
MONTEREY COUNTY **FILM COMMISSION**

Our mission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.

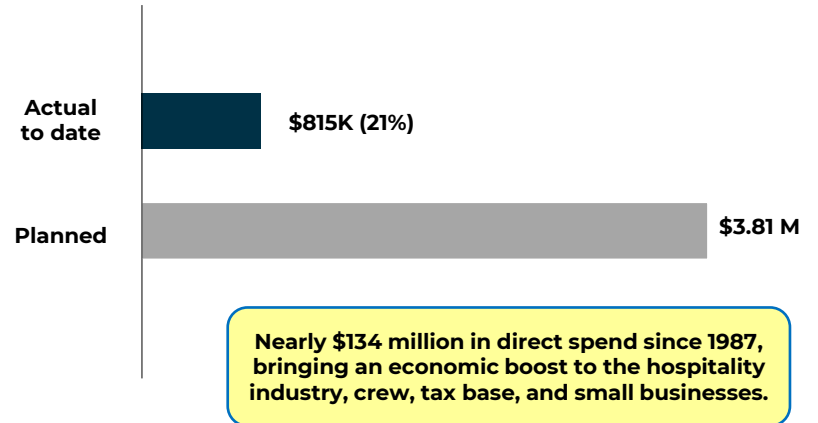
FY 2023-24 (2nd Quarter) Performance Goals Summary



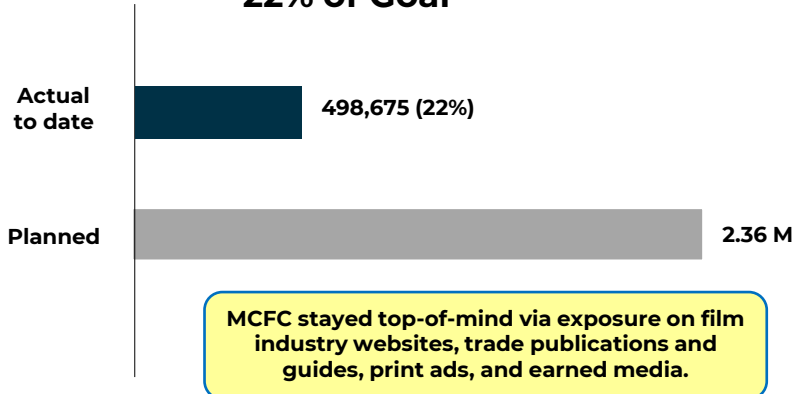
Film Productions — 18% of Goal



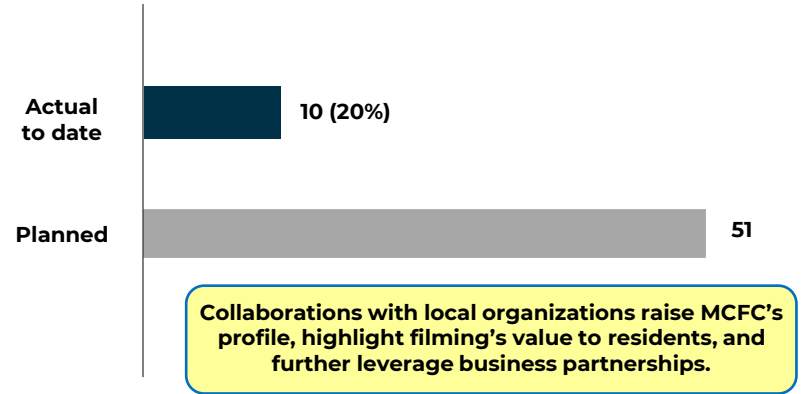
Total Local Spend — 21% of Goal



Expand Reach of Advertising & Promotions — 22% of Goal



Collaborations & Partnerships — 20% of Goal



**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

DEVELOPMENT SET-ASIDE AGENCY INFORMATION

DSA Agency Name: Monterey County Film Commission

Project Description: Contractor to provide, develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue, and jobs throughout Monterey County.

Contract Amount: \$268,842.00

Fiscal Year: July 1, 2023 to June 30, 2024

**Project Contact
Completing Form:**

Karen Seppa Nordstrand or
Moiri LaMountain

Title:

Monterey County Film Commissioner
Office Administrator

Primary Telephone:

831-646-0910

Email:

Karen@FilmMonterey.org or
Moiri@FilmMonterey.org

Address:

801 Lighthouse Avenue, Suite 104, Monterey, CA 93940 / P.O. Box 111, Monterey, CA 93942-0111

Progress Report Reporting Period:

<i>Ck current report period</i>	Reporting Period:
<input type="checkbox"/>	1st Quarter Report 7/1-9/30/23 (Due: 10/29/23)
<input checked="" type="checkbox"/>	2nd Quarter Report 10/1-12/31/23 (Due 1/29/24)
<input type="checkbox"/>	3rd Quarter Report 1/1-3/31/24 (Due 4/29/24)
<input type="checkbox"/>	4th Quarter Report 4/1-6/30/24 (Due 07/29/24)

Performance Report Submittal Date:

01/26/2024

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 1 – Increase Film Industry Outreach and Local Facilitation Efforts

Objective: Influence quantity of film inquiries and contacts through timely 24/7 'Best Practices' responsiveness. Increase the number of film productions that select Monterey County as their location destination and expand the total spend.

Proj	Activities	Performance Measure	Expected Outcome	Planned	Quarterly Results	% of Qtr. Completed	Year To Date	% of YTD Completed
Task 1a	Attract and facilitate the number of inquiries that have positive results.	Numerical increase in positive inquiries as summarized in the film commission records.	Increase in positive inquiries as compared with the previous year by 5%.	Increase from 307 to 322 positive inquiries.	101	31%	156	48%
1b	Track the number of media productions occurring in Monterey County.	Productions occurring in Monterey County as measured by film commission records and State issued permits.	Increase in productions as compared with the previous year by 10%.	Increase from 104 to 114 media productions.	20	18%	60	53%
1c	Increase the total spend from film production.	Numerical of total spent from film production as summarized in film commission records.	Increase in total spend from film productions as compared with a 3-year average and increase by 5%.	Increase from \$3.64M to \$3.81M total film production spending.	\$815K	21%	\$1.57M	41%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

Provide a narrative of year-to-date accomplishments of Project Goal #1
Increase Film Industry Outreach and Local Facilitation Efforts

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

October-December 2023

The TV and film production activity in most of the state has been slow to recover from the unprecedented industry-wide strikes during the fall, with the WGA (Writers Guild of America) strike ending Sept. 27 after nearly five months, and the SAG-AFTRA (Screen Actor Guild-American Federation of Television and Radio Artists) strike concluding on Nov. 9. However, MCFC continued to attract commercials and still photo shoots which were not directly impacted by the strikes. More than 20 productions were accomplished in Monterey County this quarter, including online videos, still shoots at state parks and beaches, WeatherTech Raceway Laguna Seca sports photography and videos, and sizeable fashion shoots such as Banana Republic, Lands' End, and Ariat Countryside Apparel for Europe.

The majority of the shoots here were smaller productions, but still resulted in an economic impact of \$815,000 this quarter (without multipliers), putting the YTD goal completed at 41 percent. MCFC's local production spend YTD stands at \$1.57 million, nine percent below our mid-year goal. But even in Los Angeles—the production center of California—location filming was down 32.4 percent in 2023 compared to the previous year, with Paul Audley, FilmLA's president, telling Variety: "2023 was a really, really difficult year." Early estimates are that the combined strikes cost the California economy some \$6 billion.

In Monterey County, the film commission has handled inquiries and assisted location scouts looking to bring productions here later in the spring, when the weather is better and the demand for content will likely increase.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 2 – Expand Industry Marketing and Promotion Opportunities

Objective: Marketing and communication about Monterey County to film production industry.

Proj	Activities	Performance Measure	Expected Outcome	Planned	Quarterly Results	% of Qtr. Completed	Year to Date	% of YTD Completed
Task A	Increase promotional placements in trade industry and other media.	# of trade association, co-op, and guide listing promotional placements.	Increase in promotional placements as compared with the previous year by 5%.	Increase from 36 to 38 trade association placements.	11	29%	23	61%
B	Expand reach from film trade advertising.	Exposure (reach) of placements.	Increase in reach as compared with the previous year and increase by 5%.	Increase from 2,245,988 to 2,358,287.	498,675	21%	1.071M	45%
C	Track website exposure for propelling marketing message.	# of "Unique Visitors" count.	Increase "Unique Visitors" count by 10%.	Increase from 13,404 to 14,500.	3,769	26%	7,635	53%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

***Provide a narrative of year-to-date accomplishments of Project Goal #2
Expand Industry Marketing and Promotion Opportunities***

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

October – December 2023

This quarter, MCFC was one of the advertising sponsors of the California On Locations Awards (COLA) event near Universal Studios where about 600 film industry professionals including top location managers gathered to honor exemplary work at film locations throughout the state. MCFC placed a congratulatory ad “You Otter Be Proud” (with a photo of a Monterey Bay otter), and had logo signage recognition at the event and in its magazine which is also posted on the COLA and Film in California websites with page turners. Exposure for Film Liaisons in California Statewide (FLICS), of which MCFC is a member, was extensive as this event was produced by FLICS.

Targeted ads featuring Monterey County locations were published and posted online for the Location Managers Guild International’s *Compass* magazine, the *Makers* magazine at the UK Focus world-wide film industry tradeshow, on-going banner exposure in the SF Bay Area Reel Directory, KFTV eNews, and logo links to MCFC website on nationwide Film USA eNews blasts.

The film commission produced a Filming Matters eNewsletter that was sent to film industry professionals and location scouts and managers, featuring COLA awards, a unique Carmel area home film location, production updates regarding repair work on Highway 1 Big Sur, and thank you credits to the County of Monterey for its ongoing support of economic development through on-location film production. The open rate was more than 60%, which is a strong reach to our target market.

MCFC’s collaborations with film industry organizations that promote film production statewide and nationally include Film Liaisons in California Statewide (FLICS), the California Film Commission (CFC), and AICP (Association of Independent Commercial Producers). MCFC is spotlighted globally via the Association of Film Commissioners International (AFCI). Monterey County Film Commissioner Karen Nordstrand is one of 35 AFCI Certified Film Commissioners worldwide.

Local advertising helped reinforce MCFC’s importance to the economy plus ads were placed in the King City Rustler seeking South County applicants for board director positions. Also, there were FilmMonterey.org website updates and Facebook postings and advertisements.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 3 – Expand Countywide Collaboration Objective: Countywide branding of MCFC, leveraging County funds with DSA partners and economic pillars to enrich the County's labor pool and film education.								
Proj	Activities	Performance Measure	Expected Outcome	Planned	Quarterly Results	% of Qtr. Completed	YTD Results	% of YTD Completed
Task A	Expand the number of collaborative community partnerships with local organizations.	# of partnerships.	5% increase in partnerships as compared with previous year.	Increase from 49 to 51.	10	20%	22	43%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

***Provide a narrative of year-to-date accomplishments of Project Goal #3
Expand Countywide Collaboration***

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

October – December 2023

To expand local understanding about the film commission's economic impact throughout the County, MCFC networks with various organizations such as the Big Sur Multi-Agency Advisory Council, the County's Economic Development Committee, the Monterey County Business Council (Speaker Series Dist. 3 Supr. Lopez at Wrath Winery in Soledad, and the "View from D.C." with Jimmy Panetta and Zoe Lofgren), Monterey County Vintners & Growers Association, Monterey County Hospitality Association, SeeMonterey, Chambers of Commerce for Carmel, King City, Pacific Grove, Monterey Peninsula and the Salinas Valley, plus I-Power luncheon, CSUMB Capstone film festival, and participation in the Seaside High School career day.

Winners of MCFC's annual Director Emeritus Richard Tyler Film Student Scholarship Award Program were announced by Tanya Olson, an MCFC Board Director and Scholarship Committee Chair. They were Cal State University Monterey Bay Cinematic Arts & Technology department students Jasmyn Ramirez (\$2,000 award) and Spencer Garcia (\$750 award). The scholarship program is an endowment with the Community Foundation for Monterey County, and two scholarships were possible this year thanks to generous community member donations.

MCFC Board member Chris Carpenter, who is a film lecturer and production specialist at CSUMB, was recognized in the Monterey County Herald as a recipient of the Alex Trebek Legacy Fellowship, which enabled him to attend the 2023 Television Academy Foundation Media Educators Conference and learn what the media industry is doing and where it's headed.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report
PROJECT SUMMARY INFORMATION**

Required Submittals:

	<i>Check or write N/A</i>	
	Previously Provided	Attached
A) Audit & Budget: Copy of the most recent annual audit and organizational budget. (Ref: B7 PSA Exhibit 1. Audit: We provide a quarterly summary letter from our accounting firm, CliftonLarsnAllen (fka Hayashi & Wayland), which reviews all financial records quarterly. We do not conduct financial audits due to their prohibitive cost. 2. Our 2023-24 budget was previously provided.	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
B) Financial statements: Copy of the financial statements covering the period? If no, please explain:		
1. June 30, 2023	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
2. September 30, 2023	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
3. December 31, 2023	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
4. March 31, 2024	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
5. June 30, 2024	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
C) Funding Acknowledgement: List and provide a copy of recent materials showing funding support from the Monterey County Board of Supervisors. (Exhibit A, Section B8)	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
D) Written Publications: Provide a copy of all work products, funded in whole or in part. (Exhibit A, Section B9)	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
E) Website Certification: The website displays Monterey County Board of Supervisors as a major funding contributor. (Exhibit A, Section B9)	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
F) Board List: Provide a current listing of Board members (see attached roster of board member form). (Exhibit A, Section B10)	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
G) Current Articles of Incorporation	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
H) Other: H1. MCFC 2 nd Quarter 2023-24 Cover, H2. MCFC Logo and Mission Statement, and H3. FY2023-24 Performance Goals Summary.	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

ROSTER OF BOARD MEMBERS

Discuss efforts made to serve the needs of the unincorporated portions of the County of Monterey.

Memberships and participation in chambers of commerce including King City, Big Sur, as well as Monterey Peninsula-based associations help keep the message of filmmaking and MCFC's economic impact out in front of businesses and people living in the unincorporated areas. Film productions use locations throughout the County. Board members also assist in identifying new locations and businesses throughout the County that have the potential to be used in film productions. All Monterey County residents are encouraged to place a free listing on the MCFC's online production resource guide for work opportunities with on-location film productions.

List of Board Members:

Name	Business Location (City or County Area)	Home Location (City or County Area)
1. Julia Avery-Rudey	Mountain View	Marina
2. Pete Bassett	Carmel and all County regions	Seaside
3. Ron Brown	Carmel and all County regions	Carmel-by-the-Sea
4. Jeff Clark	Salinas and all County regions	Salinas
5. Chris Carpenter	Seaside and all County regions	Salinas
6. Dorothy (Dot) Findlater	Monterey and all County regions	Monterey
7. Paula Joy MacNab	Carmel and all County regions	Monterey
8. Annee Martin	Carmel and all County regions	Marina
9. Tanya Olson	East Garrison and all County regions	East Garrison
10. Camille Stanfield Polson	Salinas and all County regions	Salinas
11. Garland Thompson, Jr.	Monterey and all County regions	Monterey
12. Paul Ventura	Pebble Beach and all County regions	Monterey-Peninsula/Big Sur (Pebble Beach)

¹**Unincorporated areas include: North County** (Pajaro, Las Lomas, Aromas, Elkhorn, Moss Landing, Castroville, Prunedale, and Boronda); **South County** (Chualar, San Lucas, Pine Canyon, Jolon, San Ardo, Lockwood, Bradley, and Parkfield) **Monterey Peninsula/Big Sur** (Carmel Valley, Pebble Beach, Carmel Highlands, Carmel Valley Village, and Del Monte Forest)

What efforts are being made to ensure board representation from the unincorporated areas?

The MCFC's Board of Directors encourages applications from all parts of Monterey County for board positions via MCFC's website, eNewsletters, presentations, and paid ads. Emphasis is placed on Salinas Valley and South County areas, especially encouraging individuals to apply who have ties to Monterey County economic pillars and the agricultural industry, and those who have nonprofit experience.

County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report

Submit Progress Reports to the Assistant County Administrative Officer or designee at the following address:

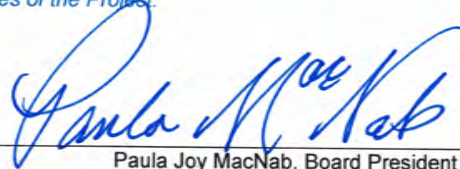
County of Monterey
Richard Vaughn, Economic Development Manager
168 West Alisal, Third Floor
Salinas, CA 93901

APPROVAL/CERTIFICATION

I certify that Agreement No. A-15601 Number in the amount of \$268,842.00 is accurate and in accordance with the Grant Agreement, I further certify that these are actual expenditures allowed under the Grant Agreement and that all funds were expended for the purposes of the Project.

Monterey County Film Commission

Printed or Typed Name of Grantee



Paula Joy MacNab, Board President
Name and Signature of Authorized Grantee

January 26, 2024

Date

Monterey County Film Commission

Required Submittals:

- A) Audit and Budget: Provided with 2023-24 Work Plan and Budget – revised 6.30.23.**
- B) Financial Statements for period (10/1/23 to 12/31/23) include:**
1. Profit and Loss (2 pages).
 2. Balance Sheet (1 page).
 3. Letter from CliftonLarsonAllen LLP detailing their review of MCFC's financial accounts for the period October 1 – December 30, 2023 (2 pages).
- C) Funding Acknowledgement:**
1. Sample press release – December 30, 2023 (1 page).
- D) Written Publications:**
- Goal 1: Increase Film Industry Outreach and Local Facilitation Efforts**
1. Film Productions in Monterey County (1 page).
- Goal 2: Expand Film Industry Marketing and Promotion Opportunities**
1. MCFC Film Industry Promotion (2 pages).
 2. Filming Matters – December 2023 (3 pages).
- Goal 3: Expand Countywide Collaborations**
1. MCFC's Countywide Collaborations (1 page).
- E) Website Certification: Attached (2 pages).**
- F) Board List – is embedded in the actual Performance Report.**
- G) Articles of Incorporation: Previously provided on 11/30/12.**
- H) Other:**
1. MCFC 2nd Quarter 2023-24 Report Cover (1 page).
 2. MCFC Mission page (1 page).
 3. MCFC DSA Summary (1 page).

01/26/24
Cash Basis

Monterey County Film Commission
Profit & Loss
October through December 2023

	<u>Oct - Dec 23</u>
Ordinary Income/Expense	
Income	
404 · Monterey County	67,210.50
422 · Donations	
42250 · Donations thru the Website	20.00
42280 · Donations - Misc.	120.00
	<hr/>
Total 422 · Donations	140.00
430 · Website Advertising	20.00
700 · Interest Income - Checking	22.46
	<hr/>
Total Income	67,392.96
	<hr/>
Gross Profit	67,392.96
Expense	
510 · Accounting	3,147.25
515 · Advertising	3,285.00
520 · Bank Charges	4.78
525 · Copies and Printing	72.37
540 · Dues and Subscriptions	2,865.44
560 · Scholarships	
56010 · Office Expenses - CFMCO Schlshp	119.68
560 · Scholarships - Other	2,815.75
	<hr/>
Total 560 · Scholarships	2,935.43
565 · Insurance	872.84
575 · Meetings	20.00
585 · Office Supplies	
58510 · Black ink cartridges	
58511 · Magenta ink cartridge	155.35
	<hr/>
Total 58510 · Black ink cartridges	155.35
58540 · Office Supplies	122.28
	<hr/>
Total 585 · Office Supplies	277.63
587 · Outside Services	
58710 · Website Updates	735.00
58720 · Graphic Design	525.00
	<hr/>
Total 587 · Outside Services	1,260.00
595 · Postage	382.82
600 · Promotion/PR	65.00

01/26/24
Cash Basis

Monterey County Film Commission
Profit & Loss
October through December 2023

	<u>Oct - Dec 23</u>
610 · Rent	
61010 · Office Rent	3,339.00
Total 610 · Rent	3,339.00
612 · Retirement Plan	727.76
620 · Salaries	37,859.64
625 · Taxes-Payroll	2,896.27
626 · Taxes and Licenses	124.09
628 · Telephone/Internet	630.35
630 · Film Industry Events/Shows	1,013.09
635 · Travel	235.31
650 · Workers Compensation Premium	257.46
66000 · Payroll Services Expense	195.00
Total Expense	62,466.53
Net Ordinary Income	4,926.43
Other Income/Expense	
Other Income	
710 · Other Income	
701 · Gain/Loss on CFMCO Sch Endowmt	1,705.37
704 · Scholarship-USBank Savings Acct	1.04
705 · Interest - CFMCO Schishp Endwmt	346.94
706 · Interest-- MC Bank Savings	40.63
707 · Donation to/from CFMCO Sch Endw	0.00
Total 710 · Other Income	2,093.98
Total Other Income	2,093.98
Net Other Income	2,093.98
Net Income	7,020.41

Monterey County Film Commission
Balance Sheet
As of December 31, 2023

	<u>Dec 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
103 · Monterey County Bank - Savings	162,985.17
105 · Monterey County Bank - Checking	160,728.89
110 · Scholarship Savings - US Bank	6,079.21
111 · CFMCO -Scholarship Fund	25,587.63
	<hr/>
Total Checking/Savings	355,380.90
	<hr/>
Total Current Assets	355,380.90
Fixed Assets	
161 · Furniture and Fixtures	2,379.80
162 · Computer Equipment	7,382.52
163 · Computer Software	445.00
	<hr/>
Total Fixed Assets	10,207.32
Other Assets	
171 · Accumulated Depreciation	-8,256.00
	<hr/>
Total Other Assets	-8,256.00
	<hr/>
TOTAL ASSETS	<u>357,332.22</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
204 · Payroll taxes	-608.01
208 · IRA Contribution	7.67
	<hr/>
Total Other Current Liabilities	-600.34
	<hr/>
Total Current Liabilities	-600.34
	<hr/>
Total Liabilities	-600.34
Equity	
32000 · Retained Earnings	335,055.68
Net Income	22,876.88
	<hr/>
Total Equity	357,932.56
	<hr/>
TOTAL LIABILITIES & EQUITY	<u>357,332.22</u>



CliftonLarsonAllen LLP
1188 Padre Drive, Suite 101
Salinas, CA 93901

phone 831-759-6300 fax 831-759-6380
claconnect.com

January 24, 2024

INDEPENDENT ACCOUNTANT'S REPORT

To the Board of Directors
Monterey County Film Commission
P.O. Box 111
Monterey, CA 93942

We have performed the procedures enumerated below, which were agreed to by Monterey County Film Commission, solely to assist you in connection with a determination as to whether there were differences in the Company's recorded cash disbursements and/or recorded cash receipts for the period October 1, 2023 through December 31, 2023. Monterey County Film Commission is responsible for its cash disbursements records and cash receipts records. This agreed-upon procedures engagement was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. The sufficiency of these procedures is solely the responsibility of those parties specified in this report. Consequently, we make no representation regarding the sufficiency of the procedures described below either for the purpose for which this report has been requested or for any other purpose.

We have completed our review of your bank reconciliations for the Monterey County Bank checking and savings accounts and the U.S. Bank savings account. This service is limited in scope and is neither designed nor intended to deter or discover fraud, embezzlements, or any other irregularities.

The procedures we performed and the associated findings, if any, are as follows:

- (1) We reviewed individual checks (or electronic images of individual checks or substitute checks. This procedure did not reveal any differences.
- (2) We have examined the signatures on each check and compared them to a copy of the signature card on file with your bank. This procedure did not reveal any differences.
- (3) We examined the payee on the check and matched it to the payee name appearing in your cash disbursements journal. This procedure did not reveal any differences.
- (4) We matched interbank account transfers. This procedure did not reveal any differences.

We were not engaged to and did not conduct an audit, the objective of which would be the expression of an opinion on the cash disbursements records or cash receipts records.

Accordingly, we do not express such an opinion. Had we performed additional procedures; other matters might have come to our attention that would have been reported to you.

This report is intended solely for the information and use of the Board of Directors of Monterey County Film Commission and is not intended to be and should not be used by anyone other than these specified parties.

Sincerely,

CliftonLarsonAllen LLP

Autumn Rossi, CPA
Principal
831-759-6326
autumn.rossi@claconnect.com

C) Funding Acknowledgement



NEWS / Monterey County Film Commission

Contact: Karen Nordstrand, 831-646-0910

Karen@FilmMonterey.org www.FilmMonterey.org

Monterey County Film Commission Selects Jasmyn Ramirez as \$2,000 Film Student Scholarship Winner

(Monterey, Calif. –Dec. 30, 2023) Jasmyn Ramirez, a Cinematic Arts and Technology major at California State University, Monterey Bay (CSUMB), was named the 2023 winner of the \$2,000 scholarship in the Monterey County Film Commission’s Director Emeritus Richard Tyler Film Student Scholarship Award Program.

Spencer Garcia, another CSUMB student in the Cinematic Arts and Technology department, was awarded \$750 as runner-up.

The scholarships will be used to help fund the students’ future Capstone film productions, expected to be screened at CSUMB in 2024. Ramirez’s project is “When You Hear Hoofbeats,” helping to shine a spotlight on rare cancers to broaden awareness. Garcia plans a surreal experimental film, “Decadentillusions.”

This year’s student scholarship committee chairperson was Tanya Olson, a member of the Monterey County Film Commission’s board of directors. “We are thrilled to offer this film scholarship to our next generation of filmmakers attending college in Monterey County,” Olson said. “Because of the community’s continued generosity, we are working towards offering more scholarships in support of future filmmakers.”

The Monterey County Film Commission’s scholarship program was created in 2008 to provide funding and incentive to students of film as well as beginning filmmakers enrolled in a college or university here. The fund was established as a permanent endowment with the Community Foundation for Monterey County.

Contributions to the film commission’s Director Emeritus Richard Tyler Film Student Scholarship Award Program were made by the Craig and Paula Tigerman family, Dino Cocalis, Honest Engine Films, and numerous local businesses and individuals. Additional donations are welcomed.

For more information, contact the Monterey County Film Commission at info@FilmMonterey.org or call 831-646-0910.

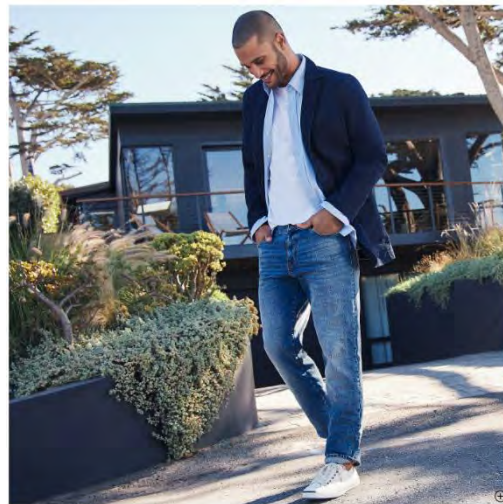
The Monterey County Film Commission thanks the County of Monterey for its support of the film commission’s mission to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.

D) Goal 1 – Film Production in Monterey County



Monterey County was certainly in fashion this quarter, as several productions were not affected by the film industry strikes that occurred during the fall. Our locations attracted a *Banana Republic* photo shoot at a dramatic private home in Big Sur; a *Lands' End* fashion catalog production at a ranch near Rocky Point; and *Arriat Countryside Apparel* for Europe. Monterey County's State Parks and Beaches continued to provide dramatic backdrops.

LANDS' END



D) Goal 2.1 – MCFC Film Industry Promotion



Make the Scene *in Monterey County, California*

Picture perfect: The enchanting village of Carmel-by-the-Sea offers a stunning coastline and varied architectural looks in the Monterey Peninsula. Call on us for location connections.




FilmMonterey.org • 831.646.0910



D) Goal 2.1 – MCFC Film Industry Promotion (continued)



“You otter be proud!”
 Congrats to all Location Professionals
 at the 2023 COLAS.
(Now you otter come film in Monterey County!)



FilmMonterey.org ★ 831-646-0910



FLICS - Film California

2d · 🌐

Thank you to the cobalt sponsors of the 2023 California On Location Awards. We couldn't do it without your support!

THE CALIFORNIA ON LOCATION AWARDS
 WOULD LIKE TO THANK OUR

COBALT SPONSORS



makers^m
 REAL INSIGHT INTO GLOBAL PRODUCTION

 thelocationguide™



Salinas Valley crops



Old barn, Salinas Valley



Carmel Beach



Big Sur vista

Make the Scene
 in Monterey County, California



You'll find such varied and stunning locations here.
 Plus get free help with locations and resources!
 FilmMonterey.org • Karen@FilmMonterey.org



Steinbeck House, Salinas

D) Goal 2.2: Expand Industry Marketing and Promotion

FILMING MATTERS MONTEREY COUNTY FILM COMMISSION



December 2023 ★ FilmMonterey.org

Here's wishing you all the best for a picture-perfect holiday season!

Dear Film Industry Friends: We're hoping you are hopping on jobs, looking for locations, and that Monterey County is top of mind for your upcoming productions in the New Year, now that the strikes have ended. Please feel free to call me for any assistance or ideas for all sorts of productions that could come on-location here.

Happy Holidays!

Karen Nordstrand, Monterey County Film Commissioner
831-594-9410 ★ 831-646-0910 ★ Karen@FilmMonterey.org

Congratulations to the California On Location Awards nominees and winners!

The Monterey County Film Commission was a Cobalt sponsor at this year's [California On Location Awards \(COLA\)](#) event, held in Los Angeles Dec. 1. It was great to see so many location scouts and managers, and to honor their achievements at locations throughout the state. Monterey County Film Commission has been a supporter of these "unsung heroes" at the COLAs since our fellow Film Liaisons in California Statewide (FLICS) began them 28 years ago! More than 600 film professionals attended.

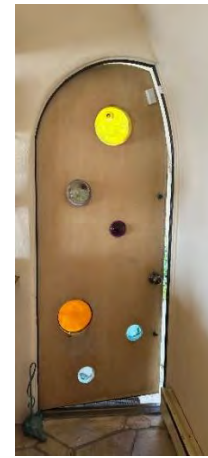


Photos: (left): Film commissioner members of Film Liaisons in California Statewide (FLICS) at the COLA red carpet; (right) Manijeh Fata, San Francisco Film Commission executive director; Paul Audley, president FilmLA, with Karen Nordstand, MCFC.

D) Goal 2.2: Expand Industry Marketing and Promotion (continued)



Photos (left to right): MCFC's Karen Nordstrand with "Barbie" location scouts and managers Leslie Thorson and Robin Citrin, finalists for 2023 COLAs; Dan Cooley, named winner of Location Manager of the Year and Location Team leader in Studio Feature category for "Beverly Hills Cop: Axel Foley"; and Karen Nordstrand congratulating Greg Alpert, who won a COLA in the Episodic TV One Hour category as Location Team leader for "Winning Time: The Rise of the Lakers Dynasty." (He was previously location manager in Monterey County during the filming of "Big Little Lies").



Location Spotlight: Out-of-this-World in the New Year...

Want to film in an out-of-this-world private home? This one is south of Carmel and camera-ready, with a view of the ocean from every room, a private deck, and easy access. Artistic, futuristic touches abound. Contact [Karen](#) for more details.



D) Goal 2.2: Expand Industry Marketing and Promotion (continued)

Production Updates: Highway 1 Big Sur. Much progress has been made fixing up the majority of Hwy. 1 in Big Sur after the road slides from winter storms. Hwy. 1 has full access for more than 50 miles from Monterey heading south. Farther south, crews are making progress at Paul's Slide, which needs extensive rebuilding. It is estimated to open to through traffic in several months, with a Caltrans update expecting full re-opening in late Spring 2024. For up-to-date road information, please visit [MCFC's Productions Alerts](#).

[FilmMonterey.org](#)

[MCFC Locations Library](#)

[MCFC Permits Page](#)

Special thanks to the County of Monterey for its ongoing support of the Monterey County Film Commission's countywide efforts of economic development through on-location film production.



Proudly affiliated with



831-646-0910 ★ P.O. Box 111, Monterey, CA 93942-0111

The mission of the Monterey County Film Commission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.

For more information, visit our website at [FilmMonterey.org](#).



D) Goal 3 – Countywide Collaborations



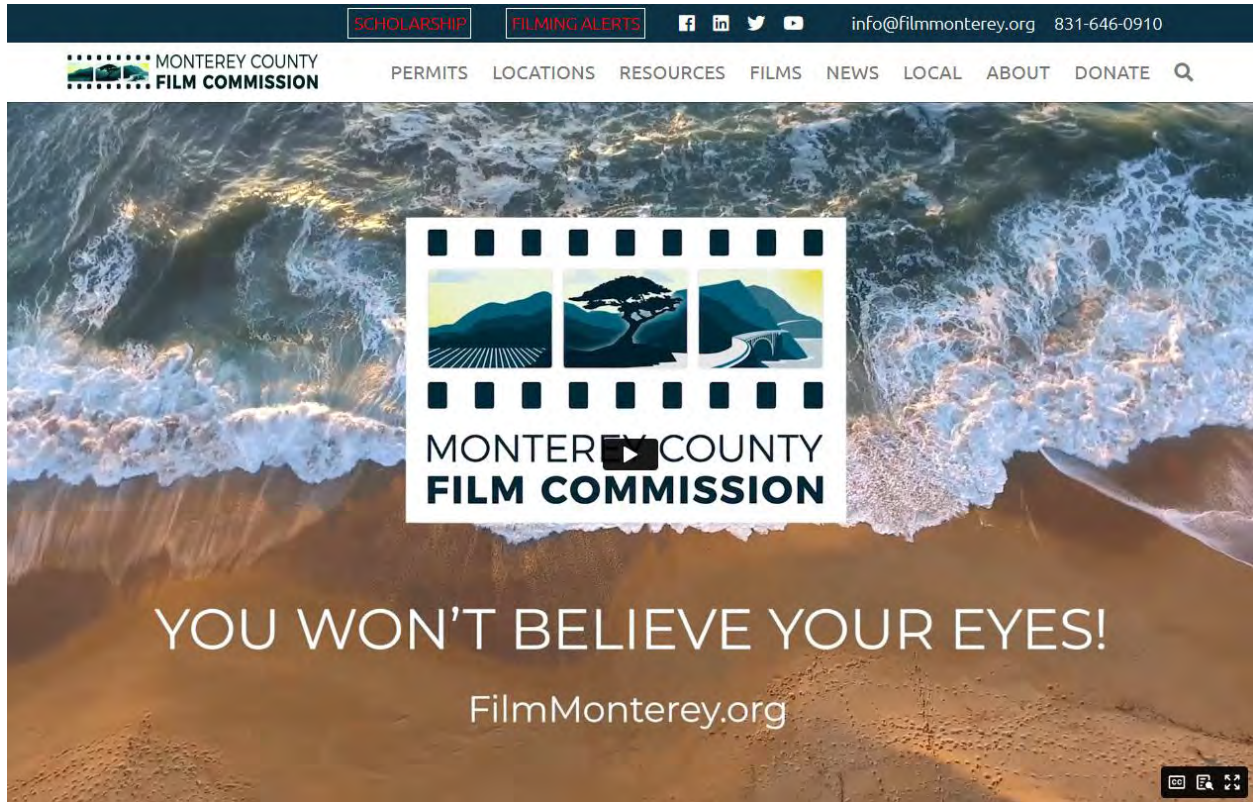
The Monterey County Film Commission (MCFC) collaborates with various organizations to build business relationships and share how local film productions benefit the entire county.

Pictured top, L-R: Monica Lal with the Monterey Peninsula Chamber of Commerce and MCFC's Karen Nordstrand joined speaker Supr. Chris Lopez in Soledad for the Monterey County Business Council (MCBC) meeting; MCFC's board member and Scholarship Committee Chair Tanya Olson congratulates Jasmyn Ramirez, a CSUMB student and MCFC's 2023 film student scholarship winner.

Below: MCBC's "View from D.C." with Jimmy Panetta and Zoe Lofgren; MCFC board member Chris Carpenter received the prestigious Alex Trebek Legacy Fellowship Award and attended the 2023 Television Academy Foundation Media Educators Conference for media industry updates. He is lecturer and production specialist with the Cinematic Arts and Technology program at CSUMB.



E) MCFC's Website Certification



Welcome to Film-Friendly Monterey County

There's a great history of filmmaking in Monterey County, and a wealth of film locations for features, commercials, TV, and other media productions. The Monterey County Film Commission is a nonprofit organization, which promotes our area's locations, crew and businesses to the film industry, making it easy for filmmakers to take their projects from start to finish here. Nearly \$133 million has come into local communities from film production since **the film commission was created by the Monterey County Board of Supervisors in 1987.**

About Our Film Commission



All The Old Knives (Filmed in Carmel/Hwy 1)



More Info on HBO's "Big Little Lies"

E) MCFC's Website Certification (continued)

PRODUCTION RESOURCE GUIDE

When planning to film on-location in Monterey County, you can find help and the services you need here. Professional crew and support contacts listed are ready to roll.

[Find Local Assistance](#)

[Crew/Talent](#)

[Equipment/Facilities](#)

[Support Services](#)

[Things to Do](#)

[List Your Business](#)



LOCATION, LOCATION, LOCATION

Our locations in Monterey County have been sought out by directors and cinematographers since 1897, when a cameraman working for Thomas Edison shot the pounding Monterey surf and filmed carriages arriving at the historic Hotel Del Monte. Filmmakers from Edward Weston to Ansel Adams to Clint Eastwood have flocked here ever since, seeking the perfect backdrops for their shots.

[View Locations](#)

[Get Permit Info](#)

LIGHTS, CAMERA, ECONOMIC ACTION

Monterey County Film Commission is proud to partner with the following organizations and sponsors.



831-646-0910 (O)
801 Lighthouse Ave. #104, Monterey, CA 93940

[Get Our Newsletter](#)

[Home](#) [About MCFC](#) [Supporters](#) [Contact](#) [Our Webmaster](#) [Terms](#)

Monterey Bay Webmaster

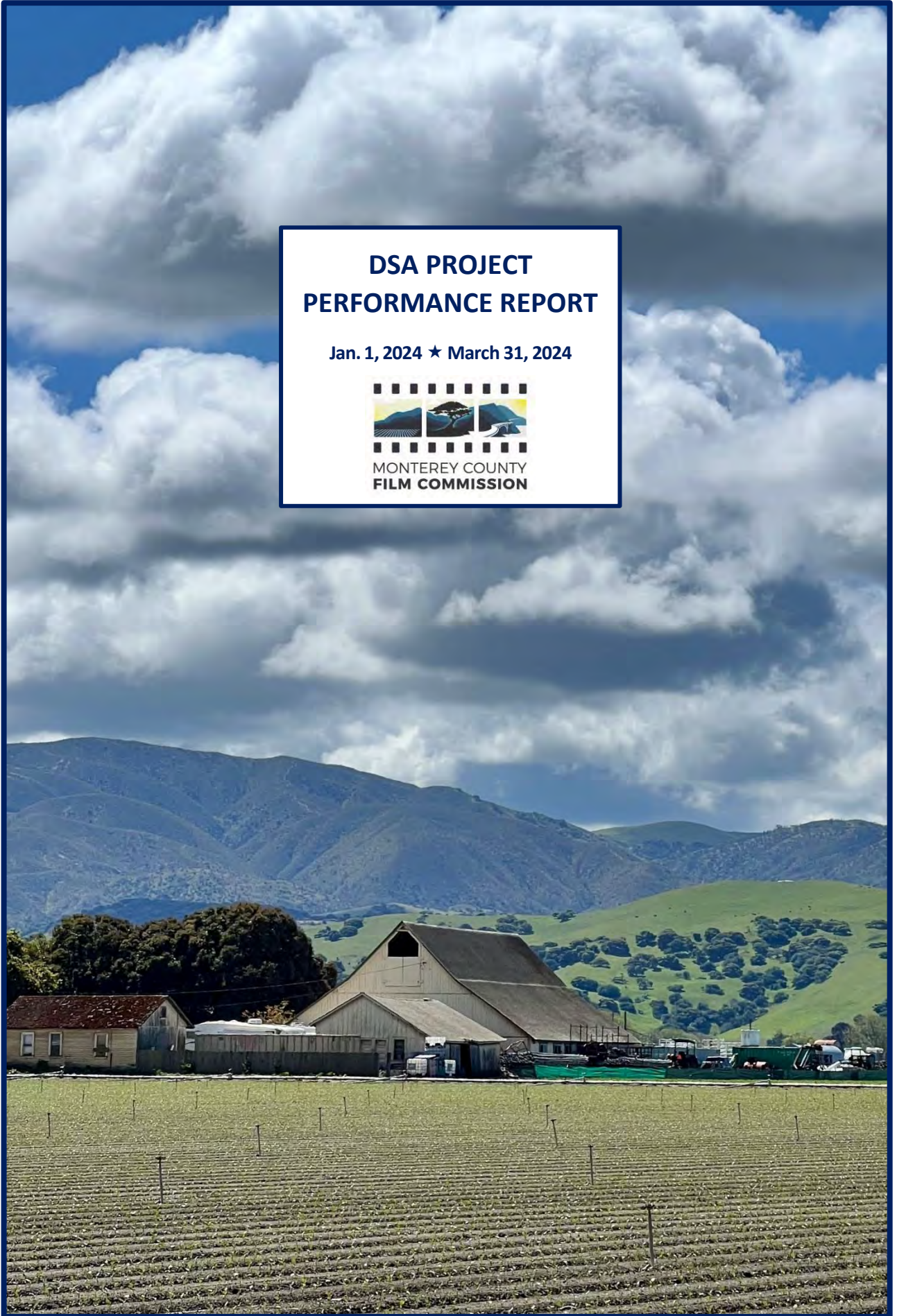
© 2023 Monterey County Film Commission

DSA PROJECT PERFORMANCE REPORT

Jan. 1, 2024 ★ March 31, 2024



MONTEREY COUNTY
FILM COMMISSION





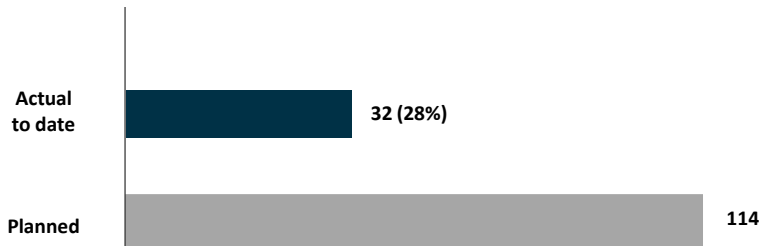
MONTEREY COUNTY **FILM COMMISSION**

Our mission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.

FY 2023-24 (3rd Quarter) Performance Goals Summary

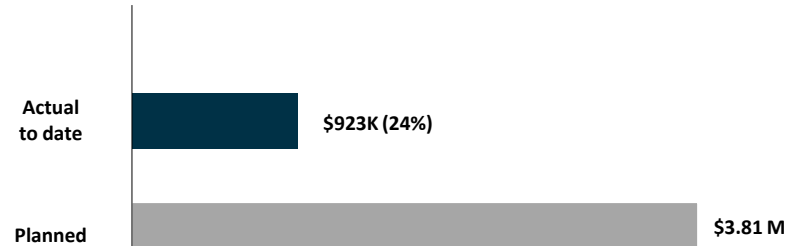


Film Productions — 28% of Goal



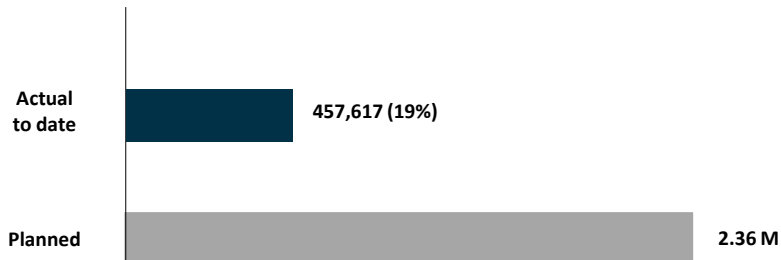
Productions filmed in varied locations throughout the county including Monterey Peninsula, State Parks, and Big Sur properties.

Total Local Spend — 24% of Goal



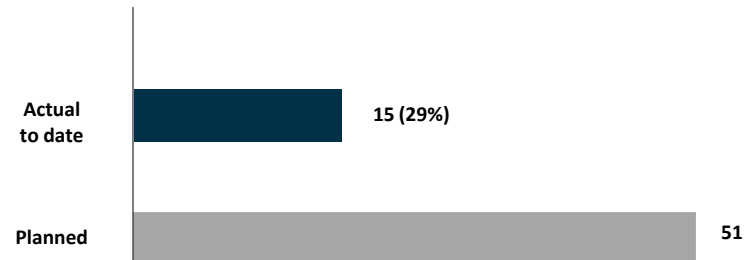
An estimated \$134 million in direct spend since 1987, bringing an economic boost to the hospitality industry, crew, tax base, and small businesses.

Expand Reach of Advertising & Promotions — 19% of Goal



MCFC stayed top-of-mind via exposure on film industry websites, trade publications and guides, print ads, and earned media.

Collaborations & Partnerships — 29% of Goal



Collaborations with local organizations raise MCFC's profile, highlight filming's value to residents, and further leverage business partnerships.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

DEVELOPMENT SET-ASIDE AGENCY INFORMATION

DSA Agency Name: Monterey County Film Commission

Project Description: Contractor to provide, develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue, and jobs throughout Monterey County.

Contract Amount: \$268,842.00

Fiscal Year: July 1, 2023 to June 30, 2024

**Project Contact
Completing Form:**

Karen Seppa Nordstrand or
Moirra LaMountain

Title:

Monterey County Film Commissioner
Office Administrator

Primary Telephone:

831-646-0910

Email:

Karen@FilmMonterey.org or
Moirra@FilmMonterey.org

Address:

801 Lighthouse Avenue, Suite 104, Monterey, CA 93940 / P.O. Box 111, Monterey, CA 93942-0111

Progress Report Reporting Period:

<i>Ck current report period</i>	Reporting Period:
<input type="checkbox"/>	1st Quarter Report 7/1-9/30/23 (Due: 10/29/23)
<input type="checkbox"/>	2nd Quarter Report 10/1-12/31/23 (Due 1/29/24)
<input checked="" type="checkbox"/>	3rd Quarter Report 1/1-3/31/24 (Due 4/29/24)
<input type="checkbox"/>	4th Quarter Report 4/1-6/30/24 (Due 07/29/24)

Performance Report Submittal Date:

04/26/2024

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 1 – Increase Film Industry Outreach and Local Facilitation Efforts

Objective: Influence quantity of film inquiries and contacts through timely 24/7 'Best Practices' responsiveness. Increase the number of film productions that select Monterey County as their location destination and expand the total spend.

Proj	Activities	Performance Measure	Expected Outcome	Planned	Quarterly Results	% of Qtr. Completed	Year To Date	% of YTD Completed
Task 1a	Attract and facilitate the number of inquiries that have positive results.	Numerical increase in positive inquiries as summarized in the film commission records.	Increase in positive inquiries as compared with the previous year by 5%.	Increase from 307 to 322 positive inquiries.	67	21%	223	69%
1b	Track the number of media productions occurring in Monterey County.	Productions occurring in Monterey County as measured by film commission records and State issued permits.	Increase in productions as compared with the previous year by 10%.	Increase from 104 to 114 media productions.	32	28%	92	81%
1c	Increase the total spend from film production.	Numerical of total spent from film production as summarized in film commission records.	Increase in total spend from film productions as compared with a 3-year average and increase by 5%.	Increase from \$3.64M to \$3.81M total film production spending.	\$923K	24%	\$2.49M	66%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

***Provide a narrative of year-to-date accomplishments of Project Goal #1
Increase Film Industry Outreach and Local Facilitation Efforts***

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

January-March 2024

With stormy weather, a partially inaccessible Hwy. One with three road slides, and a slow recovery of film production after film industry union strikes by WGA and SAG-AFTRA, this was indeed a challenging quarter for attracting and retaining film productions in Monterey County and the State. National news and production alerts about the weather's impacts in Big Sur literally dampened interest from some film productions. Two shoots that were permitted to film had to quickly find alternative locations outside the County. In addition, Big Sur's State Parks—often considered for film sites—were closed due to access issues and weather damage.

Even in the production center of Los Angeles, it was noted there was a downturn in film activity during this period particularly in the television world, with future contract direction on hold pending corporate restructuring actions and labor negotiations.

Fewer inquiries from large productions came to the film commission, but some 32 productions did film in the County and had an estimated local spend of \$923,000 (no multiplier). Productions included still ads and portraits, TV specials, commercials, a documentary and student films. Among the highlights were *Duluth Clothing* (locations in Carmel Valley nurseries and Salinas area ranch), *LL Bean* (a Salinas ranch and Pt. Lobos State Reserve), *AT&T Pebble Beach Pro-Am* professional golf filming, *"Check Please! Bay Area"* PBS TV (Villa Azteca in Salinas, Butter House in Seaside, Corkscrew Café in Carmel Valley, Café Fina at Fisherman's Wharf, Wild Fish in Pacific Grove), *America's Best Restaurants* (Namaste India Bistro in Monterey), and a *Visconti* high-end unnamed product commercial in Big Sur and Hwy. One.

The film commission handled several inquiries by location scouts looking to bring productions here later in April and after Hwy. One is more accessible.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 2 – Expand Industry Marketing and Promotion Opportunities								
Objective: Marketing and communication about Monterey County to film production industry.								
Proj	Activities	Performance Measure	Expected Outcome	Planned	Quarterly Results	% of Qtr. Completed	Year to Date	% of YTD Completed
Task A	Increase promotional placements in trade industry and other media.	# of trade association, co-op, and guide listing promotional placements.	Increase in promotional placements as compared with the previous year by 5%.	Increase from 36 to 38 trade association placements.	9	24%	32	84%
B	Expand reach from film trade advertising.	Exposure (reach) of placements.	Increase in reach as compared with the previous year and increase by 5%.	Increase from 2,245,988 to 2,358,287.	457,617	19%	1.529M	65%
C	Track website exposure for propelling marketing message.	# of “Unique Visitors” count.	Increase “Unique Visitors” count by 10%.	Increase from 13,404 to 14,500.	4,485	31%	12,120	84%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

***Provide a narrative of year-to-date accomplishments of Project Goal #2
Expand Industry Marketing and Promotion Opportunities***

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

January-March 2024

Advertising was placed in key film industry publications plus their website exposure and year-round opportunities posting logo and links to the MCFC website. Exposure comes from the *Location Managers Guild International* membership ad and listings, *KFTV eNews*, the Hollywood *OmniBook* guide, *Below the Line*, *Production Hub*, *Creative Handbook* and nationwide *Film USA* industry eNews blasts. There were ad boosts placed on the MCFC Facebook page as well as on-going posts about film activity and potential film locations.

A new "Filming Matters: Monterey County" eNewsletter was sent to film industry professionals and location scouts and managers, which had an impressive 67 percent open rate. It featured film commissioner Karen Nordstrand at *Monterey Touring Vehicles*, posing with a DeLorean which can serve as a prop car for productions. It also put the spotlight on Carmel Beach location and the cattle ranch field and coastline at Grimes Ranch, a popular film site. It also reminded readers of the Film Production Resources Guide to local crew, businesses and support services in Monterey County at FilmMonterey.org.

More locations were photographed to be used in promotional campaigns and in the film commission's location library, including a ranch in Soledad, Salinas Valley farmland, Carmel Beach, Pacific Grove, and the Rustique Winery on River Road, Salinas.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

		GOAL 3 – Expand Countywide Collaboration						
		Objective: Countywide branding of MCFC, leveraging County funds with DSA partners and economic pillars to enrich the County's labor pool and film education.						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Quarterly Results	% of Qtr. Completed	YTD Results	% of YTD Completed
Task A	Expand the number of collaborative community partnerships with local organizations.	# of partnerships.	5% increase in partnerships as compared with previous year.	Increase from 49 to 51.	15	29%	37	73%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

***Provide a narrative of year-to-date accomplishments of Project Goal #3
Expand Countywide Collaboration***

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated.

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

January-March 2024

To expand local understanding about the film commission's economic impact throughout the County, MCFC networked with King City, Carmel, Pacific Grove, Marina, and Salinas chambers this quarter. We collaborated with the Pacific Grove Visitor's Center to provide *Monterey County Movie Maps* before the AT&T Pebble Beach Pro golf tournament. Additional networking and collaborations were with MC Vintners & Growers Association and Black Leaders & Allies Collaborative (during Black History Month). MCFC's Board President, Paula Joy MacNab, made a presentation to the Carmel Valley Women's Club on Feb. 7 and President Emeritus Garland Thompson, Jr., appeared on the "Monterey on Tonight" with Gary Morris, KMBYTV.com on March 24 to highlight the economic impact made throughout the county from on-location film productions.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report
PROJECT SUMMARY INFORMATION**

Required Submittals:

	<i>Check or write N/A</i>	
	Previously Provided	Attached
A) Audit & Budget: Copy of the most recent annual audit and organizational budget. (Ref: B7 PSA Exhibit 1. Audit: We provide a quarterly summary letter from our accounting firm, CliftonLarsonAllen LLP (fka Hayashi & Wayland), which reviews all financial records quarterly. We do not conduct financial audits due to their prohibitive cost. 2. Our FY2023-24 budget was previously provided.	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
B) Financial statements: Copy of the financial statements covering the period? If no, please explain:		
1. June 30, 2023	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
2. September 30, 2023	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
3. December 31, 2023	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
4. March 31, 2024	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
5. June 30, 2024	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
C) Funding Acknowledgement: List and provide a copy of recent materials showing funding support from the Monterey County Board of Supervisors. (Exhibit A, Section B8)	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
D) Written Publications: Provide a copy of all work products, funded in whole or in part. (Exhibit A, Section B9)	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
E) Website Certification: The website displays Monterey County Board of Supervisors as a major funding contributor. (Exhibit A, Section B9)	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
F) Board List: Provide a current listing of Board members (see attached roster of board member form). (Exhibit A, Section B10)	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached
G) Current Articles of Incorporation	<input checked="" type="checkbox"/> Provided	<input type="checkbox"/> Attached
H) Other: H1. MCFC 3 rd Quarter 2023-24 Cover, H2. MCFC Logo and Mission Statement, and H3. FY2023-24 Performance Goals Summary.	<input type="checkbox"/> Provided	<input checked="" type="checkbox"/> Attached

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

ROSTER OF BOARD MEMBERS

Discuss efforts made to serve the needs of the unincorporated portions of the County of Monterey.

Memberships and participation in chambers of commerce including King City, Big Sur, as well as Monterey Peninsula-based associations help keep the message of filmmaking and MCFC's economic impact out in front of businesses and people living in the unincorporated areas. Film productions use locations throughout the County. Board members also assist in identifying new locations and businesses throughout the County that have the potential to be used in film productions. All Monterey County residents are encouraged to place a free listing on the MCFC's online production resource guide for work opportunities with on-location film productions.

List of Board Members:

Name	Business Location (City or County Area)	Home Location (City or County Area)
1. Julia Avery-Rudey	Mountain View	Marina
2. Pete Bassett	Carmel and all County regions	Seaside
3. Ron Brown	Carmel and all County regions	Carmel-by-the-Sea
4. Jeff Clark	Salinas and all County regions	Salinas
5. Chris Carpenter	Seaside and all County regions	Salinas
6. Dorothy (Dot) Findlater	Monterey and all County regions	Monterey
7. Paula Joy MacNab	Carmel and all County regions	Monterey
8. Annee Martin	Carmel and all County regions	Marina
9. Tanya Olson	East Garrison and all County regions	East Garrison
10. Camille Stanfield Polson	Salinas and all County regions	Salinas
11. Garland Thompson, Jr.	Monterey and all County regions	Monterey
12. Paul Ventura	Pebble Beach and all County regions	Monterey-Peninsula/Big Sur (Pebble Beach)

¹**Unincorporated areas include: North County** (Pajaro, Las Lomas, Aromas, Elkhorn, Moss Landing, Castroville, Prunedale, and Boronda); **South County** (Chualar, San Lucas, Pine Canyon, Jolon, San Ardo, Lockwood, Bradley, and Parkfield) **Monterey Peninsula/Big Sur** (Carmel Valley, Pebble Beach, Carmel Highlands, Carmel Valley Village, and Del Monte Forest)

What efforts are being made to ensure board representation from the unincorporated areas?

The MCFC's Board of Directors encourages applications from all parts of Monterey County for board positions via MCFC's website, eNewsletters, presentations, and paid ads. Emphasis was placed on City of Salinas, Salinas Valley and South County areas, especially encouraging individuals to apply who have ties to Monterey County economic pillars and the agricultural industry, and those who have nonprofit experience.

County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report

Submit Progress Reports to the Assistant County Administrative Officer or designee at the following address:

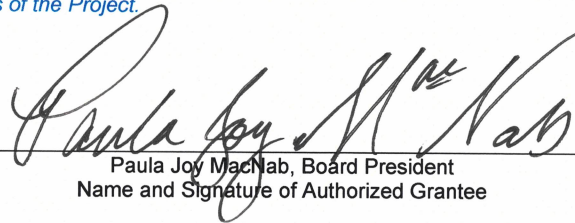
County of Monterey
Richard Vaughn, Economic Development Manager
168 West Alisal, Third Floor
Salinas, CA 93901

APPROVAL/CERTIFICATION

I certify that Agreement No. A-15601 Number in the amount of \$268,842.00 is accurate and in accordance with the Grant Agreement, I further certify that these are actual expenditures allowed under the Grant Agreement and that all funds were expended for the purposes of the Project.

Monterey County Film Commission

Printed or Typed Name of Grantee


Paula Joy MacNab, Board President
Name and Signature of Authorized Grantee

April 26, 2024

Date

Monterey County Film Commission

Required Submittals:

- A) **Audit and Budget: Provided with 2023-24 Work Plan and Budget – revised 6.30.23.**
- B) **Financial Statements for period (1/1/24 to 3/31/24) include:**
 - 1. Profit and Loss (2 pages).
 - 2. Balance Sheet (1 page).
 - 3. Letter from CliftonLarsonAllen LLP detailing their review of MCFC's financial accounts for the period January 1 – March 31, 2024 (2 pages).
- C) **Funding Acknowledgement:**
 - 1. Sample press release – February 12, 2024 (1 page).
- D) **Written Publications:**
 - Goal 1: Increase Film Industry Outreach and Local Facilitation Efforts**
 - 1. Monterey County Locations for Filming (1 page).
 - Goal 2: Expand Film Industry Marketing and Promotion Opportunities**
 - 1. MCFC Global Film Industry Promotion (1 page).
 - 2. Filming Matters – March 2024 (3 pages).
 - Goal 3: Expand Countywide Collaborations**
 - 1. MCFC's Countywide Collaborations (1 page).
- E) **Website Certification:** Attached (1 pages).
- F) **Board List – is embedded in the actual Performance Report.**
- G) **Articles of Incorporation: Previously provided on 11/30/12.**
- H) **Other:**
 - 1. MCFC 3rd Quarter 2023-24 Report Cover (1 page).
 - 2. MCFC Mission page (1 page).
 - 3. MCFC DSA Summary (1 page).

04/23/24
Cash Basis

Monterey County Film Commission
Profit & Loss
January through March 2024

	<u>Jan - Mar 24</u>
Ordinary Income/Expense	
Income	
404 · Monterey County	67,210.50
421 · Board Member Dues	945.00
422 · Donations	
42250 · Donations thru the Website	10.00
42280 · Donations - Misc.	165.00
	<hr/>
Total 422 · Donations	175.00
430 · Website Advertising	240.00
460 · Scholarship	1,000.00
700 · Interest Income - Checking	19.66
	<hr/>
Total Income	69,590.16
	<hr/>
Gross Profit	69,590.16
Expense	
510 · Accounting	177.19
515 · Advertising	425.75
519 · Awards	75.00
520 · Bank Charges	30.21
525 · Copies and Printing	259.31
526 · Computer Subscriptions	144.00
540 · Dues and Subscriptions	2,135.44
560 · Scholarships	
56010 · Office Expenses - CFMCO Schlshp	11.49
	<hr/>
Total 560 · Scholarships	11.49
565 · Insurance	850.06
575 · Meetings	535.00
585 · Office Supplies	684.96
587 · Outside Services	
58710 · Website Updates	735.00
58720 · Graphic Design	375.00
	<hr/>
Total 587 · Outside Services	1,110.00
595 · Postage	343.32
600 · Promotion/PR	149.87

04/23/24
Cash Basis

Monterey County Film Commission
Profit & Loss
January through March 2024

	<u>Jan - Mar 24</u>
610 · Rent	
61010 · Office Rent	3,339.00
Total 610 · Rent	3,339.00
612 · Retirement Plan	1,120.84
620 · Salaries	37,361.30
625 · Taxes-Payroll	3,313.11
626 · Taxes and Licenses	63.17
628 · Telephone/Internet	701.44
635 · Travel	166.83
650 · Workers Compensation Premium	254.06
66000 · Payroll Services Expense	198.00
Total Expense	53,449.35
Net Ordinary Income	16,140.81
Other Income/Expense	
Other Income	
710 · Other Income	
704 · Scholarship-USBank Savings Acct	0.79
706 · Interest-- MC Bank Savings	40.64
709 · UB Bankx6969 Reserve Acct.	572.77
Total 710 · Other Income	614.20
Total Other Income	614.20
Net Other Income	614.20
Net Income	16,755.01

Monterey County Film Commission
Balance Sheet
As of March 31, 2024

	<u>Mar 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
103 · Monterey County Bank - Savings	163,025.81
105 · Monterey County Bank - Checking	24,604.40
110 · Scholarship Savings - US Bank	7,080.00
111 · CFMCO -Scholarship Fund	25,587.63
112 · U.S. Bank Reserve	150,572.77
Total Checking/Savings	<u>370,870.61</u>
Total Current Assets	370,870.61
Fixed Assets	
161 · Furniture and Fixtures	2,379.80
162 · Computer Equipment	7,382.52
163 · Computer Software	445.00
Total Fixed Assets	<u>10,207.32</u>
Other Assets	
171 · Accumulated Depreciation	-8,256.00
Total Other Assets	<u>-8,256.00</u>
TOTAL ASSETS	<u><u>372,821.93</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	-1,366.40
Total Accounts Payable	<u>-1,366.40</u>
Other Current Liabilities	
204 · Payroll taxes	-1,873.31
208 · IRA Contribution	7.67
Total Other Current Liabilities	<u>-1,865.64</u>
Total Current Liabilities	<u>-3,232.04</u>
Total Liabilities	-3,232.04
Equity	
32000 · Retained Earnings	336,422.08
Net Income	39,631.89
Total Equity	<u>376,053.97</u>
TOTAL LIABILITIES & EQUITY	<u><u>372,821.93</u></u>



CliftonLarsonAllen LLP
1188 Padre Drive, Suite 101
Salinas, CA 93901

phone 831-759-6300 fax 831-759-6380
claconnect.com

April 14, 2024

INDEPENDENT ACCOUNTANT'S REPORT

To the Board of Directors
Monterey County Film Commission
P.O. Box 111
Monterey, CA 93942

We have performed the procedures enumerated below, which were agreed to by Monterey County Film Commission, solely to assist you in connection with a determination as to whether there were differences in the Company's recorded cash disbursements and/or recorded cash receipts for the period January 1, 2024 through March 31, 2024. Monterey County Film Commission is responsible for its cash disbursements records and cash receipts records. This agreed-upon procedures engagement was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. The sufficiency of these procedures is solely the responsibility of those parties specified in this report. Consequently, we make no representation regarding the sufficiency of the procedures described below either for the purpose for which this report has been requested or for any other purpose.

We have completed our review of your bank reconciliations for the Monterey County Bank checking and savings accounts and the U.S. Bank savings account. This service is limited in scope and is neither designed nor intended to deter or discover fraud, embezzlements, or any other irregularities.

The procedures we performed and the associated findings, if any, are as follows:

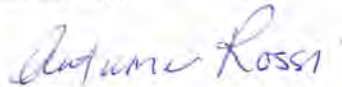
- (1) We reviewed individual checks (or electronic images of individual checks or substitute checks). This procedure did not reveal any differences.
- (2) We have examined the signatures on each check and compared them to a copy of the signature card on file with your bank. There was one instance found where a check cleared the bank without proper signatures.
- (3) We examined the payee on the check and matched it to the payee name appearing in your cash disbursements journal. This procedure did not reveal any differences.
- (4) We matched interbank account transfers. This procedure did not reveal any differences.

We were not engaged to and did not conduct an audit, the objective of which would be the expression of an opinion on the cash disbursements records or cash receipts records.

Accordingly, we do not express such an opinion. Had we performed additional procedures; other matters might have come to our attention that would have been reported to you.

This report is intended solely for the information and use of the Board of Directors of Monterey County Film Commission and is not intended to be and should not be used by anyone other than these specified parties.

Sincerely,

A handwritten signature in blue ink that reads "Autumn Rossi".

CliftonLarsonAllen LLP

Autumn Rossi, CPA
Principal
831-759-6326
autumn.rossi@claconnect.com

C) Funding Acknowledgement



Contact: Karen Nordstrand, 831-646-0910
Karen@filmmonterey.org FilmMonterey.org

Non-Profit Monterey County Film Commission to benefit Feb. 6 at Ami Carmel's "Sip, Shop and Support" event

(Monterey, CA – Feb. 12, 2024) – The Ami Carmel Boutique is helping support the Monterey County Film Commission on Monday, March 4, at the gift store in Carmel-by-the-Sea, with a special reception from 5 p.m. to 8 p.m.

Store owner Annee Martin is donating 20 percent of the shop's sales during the reception and throughout the day to the film commission that was selected as part of her "Sip, Shop & Support a Cause" campaign benefiting a variety of local nonprofits throughout the year.

The extended open hours on March 4 are 10 a.m. to 8 p.m. at the Carmel-by-the-Sea location at 5 SE of Fifth on Dolores.

"My vision for Ami Carmel is to have it relate to the community and support nonprofits and volunteers that do good for this area," said Martin. "I believe that if you do good, good comes back to you and that's what I want to put out to our community and the world."

In addition, Monterey County Film Commission "Reel Friends" supporters will receive a 20% discount on purchases at the boutique throughout the month of March.

For more information, contact the Monterey County Film Commission at 831-646-0910 or email info@filmmonterey.org.

The Monterey County Film Commission was established by the Monterey County Board of Supervisors in 1987 to attract and facilitate film productions for economic development. An estimated \$133 million in positive economic impact has come into Monterey County communities from on-location film productions since it began.

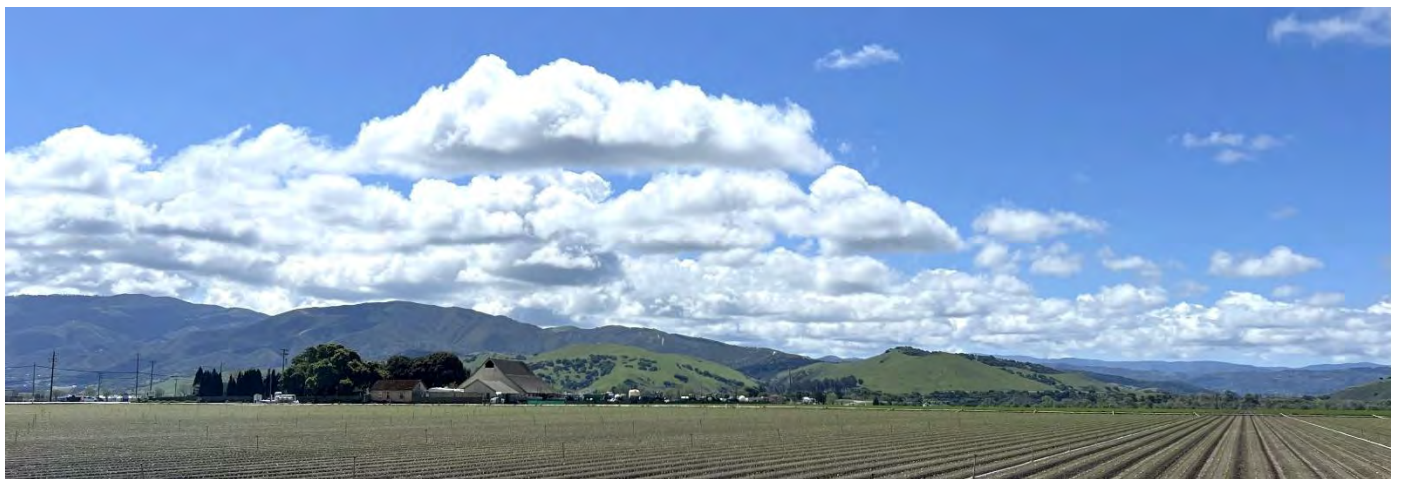
###

*The Monterey County Film Commission is a nonprofit organization, **created by and funded in part by the Monterey County Board of Supervisors.** Its mission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.*

D) Goal 1 – Monterey County Locations for Filming



Updating the MCFC Location Library with photos depicting the variety of looks that the County of Monterey has to offer is important for a very visual film industry. All parts of the county have unique looks to consider. *Clockwise from top left:* Soledad farm and Salinas River; Pacific Grove coastline; Carmel-by-the-Sea beach; and Rustique Winery barns on River Road. *Below:* The dramatic fields of crops, farms, and rolling hills in the Salinas Valley.



D) Goal 2.1 – MCFC Global Film Industry Promotion

World of
Locations
Brought to you by **SCREEN KFTV**



Pacific Grove



Salinas Valley

Film
MONTEREY
COUNTY
It's for Reel!

Capture our dramatic locations here in California's Central Coast. Stunning seaside vistas. Farms and crops and vineyards. Small towns and miles of country roads. It's all here...and so are we, offering free assistance.



MONTEREY COUNTY
FILM COMMISSION

FilmMonterey.org
831-646-0910



MONTEREY
COUNTY
... It's for Reel!

Come capture our picture-perfect film locations.



MONTEREY COUNTY
FILM COMMISSION

FilmMonterey.org
831-646-0910



Salinas Valley, rural looks



Carmel Valley, Stonepine luxury



Big Sur, dramatic coastline

D) Goal 2.2: Expand Industry Marketing and Promotion

FILMING MATTERS MONTEREY COUNTY FILM COMMISSION



March 2024 ★ [FilmMonterey.org](https://www.FilmMonterey.org)



Driving in Monterey County in your Future?

Dear Film Industry Friends: I've got the gull-wing doors of this DeLorean open and waiting for your production, if you need a prop car or just want to look cool cruising in Monterey County. Listed on our resources page on our website, [FilmMonterey.org](https://www.FilmMonterey.org), you'll find Monterey Touring Vehicles, a classic car rental company. Whether it's a DeLorean like that in "Back to the Future," or a pink Cadillac convertible, a '60s American Muscle Car or an Old Hollywood vintage Rolls Royce Phantom III, they've got you covered with 35 vehicles to choose from. Take a spin or pose a car on our more than 1,200 miles of Monterey County roads.

Karen Seppa Nordstrand, Monterey County Film Commissioner
831-594-9410 ★ 831-646-0910 ★ Karen@FilmMonterey.org

D) Goal 2.2: Expand Industry Marketing and Promotion (continued)



Spotlight on Film Locations

Springtime is here...and so is *FilminMontereyCounty* time! Our fields and hillsides are bright green, the rains have flowers in overdrive bloom, the Monterey Bay waves are lapping at the shore. There's more to Monterey County than you may know, so contact our office for assistance. Such varied looks here, from the beach at Carmel-by-the-Sea (above) to seaside ranches (below) or the Salinas Valley rural landscapes. We can help you save time and money while finding options for your creative projects.



D) Goal 2.2: Expand Industry Marketing and Promotion (continued)

Local crew and production resources for you

There are increased listings in our [Film Resources Guide](#) at [FilmMonterey.org](#) for local crew for hire, accommodation options, caterers and many other providers of goods and services that productions may need when on-location in Monterey County. Check it out or call our office for referrals.



Production Updates: Section of Hwy. 1 in Big Sur is being repaired

Repair work continues on a section of Highway 1 far south in Monterey County's Big Sur. Winter slides damaged the roadway, and it's not yet possible to transit through. Caltrans estimates it will be late spring for reopening Highway 1. A link to road closure information can be found on our homepage [Filming Alerts](#) button for the latest updates.

[FilmMonterey.org](#)

[MCFC Locations Library](#)

[MCFC Permits Page](#)

Special thanks to the County of Monterey for its ongoing support of the Monterey County Film Commission's countywide efforts of economic development through on-location film production.



Proudly affiliated with



831-646-0910 ★ P.O. Box 111, Monterey, CA 93942-0111

D) Goal 3 – Countywide Collaborations



Ami Carmel, a specialty boutique in Carmel Village selected the Monterey County Film Commission (MCFC) to benefit from their *Sip, Shop and Support* fundraising event on March 4th. 20% of the daily receipts will be donated to MCFC.

Pictured top, L-R: Ami Carmel shop, MCFC's Walk-of-Fame star, MCFC board member Dot Findlater and actor Mark Hurley. Below: Carmel Chamber's Lady Somm ribbon cutting ceremony.



E) MCFC's Website Certification



Welcome to Film-Friendly Monterey County

There's a great history of filmmaking in Monterey County, and a wealth of film locations for features, commercials, TV, and other media productions. The Monterey County Film Commission is a nonprofit organization, which promotes our area's locations, crew and businesses to the film industry, making it easy for filmmakers to take their projects from start to finish here. An estimated \$134 million has come into local communities from film production since the film commission was created by the Monterey County Board of Supervisors in 1987.

About Our Film Commission



All The Old Knives (Filmed in Carmel/Hwy 1)



More Info on HBO's "Big Little Lies"


E) MCFC's Website Certification (continued)

PRODUCTION RESOURCE GUIDE

When planning to film on-location in Monterey County, you can find help and the services you need here. Professional crew and support contacts listed are ready to roll.

[Find Local Assistance](#)

- [Crew/Talent](#)
- [Equipment/Facilities](#)
- [Support Services](#)
- [Things to Do](#)
- [List Your Business](#)



LOCATION, LOCATION, LOCATION

Our locations in Monterey County have been sought out by directors and cinematographers since 1897, when a cameraman working for Thomas Edison shot the pounding Monterey surf and filmed carriages arriving at the historic Hotel Del Monte. Filmmakers from Edward Weston to Ansel Adams to Clint Eastwood have flocked here ever since, seeking the perfect backdrops for their shots.

[View Locations](#) [Get Permit Info](#)

LIGHTS, CAMERA, ECONOMIC ACTION

Monterey County Film Commission is proud to partner with the following organizations and sponsors.



831-646-0910 (O)
801 Lighthouse Ave. #104, Monterey, CA 93940

[Home](#) [About MCFC](#) [Supporters](#) [Contact](#) [Our Webmaster](#) [Terms](#)

[Get Our Newsletter](#)

Monterey Bay Webmaster

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

DEVELOPMENT SET-ASIDE AGENCY INFORMATION			
DSA Agency Name: Arts Council for Monterey County		Project Description: Strengthen the Economic Base through the Creative Sector	
Contract Amount: \$559,691		Fiscal Year: July 1, 2023 to June 30, 2024	
Project Contact Completing Form:	Jacquie Atchison	Title:	Executive Director
Primary Telephone:	831-622-9060 x104	Email:	jacquie@arts4mc.org
Address:	1123 Fremont Blvd, Suite C, Seaside, CA 93955		
Progress Report Reporting Period:			
<i>Ck current report period</i>	Reporting Period:		
	3 Month Report 7/1-9/30/22 (Due: 10/31/23)		
	6 Month Report 7/1-12/31/22 (Due 1/31/24)		
	9 Month Report 7/1-3/31/23 (Due 4/30/24)		
	12 Month Report 7/1-6/30/23 (Due 07/31/24)		
Performance Report Submittal Date:		October 30, 2023	

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 1 – Economic Development						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task 1	Increase capacity for at least forty (40) local nonprofits to expand art programs and events through funding and technical assistance consulting and coordinate County Grant Awardee Receptions	Grant Applications/Final Report	Increased exposure and strengthen economic development	Provide financial support and offer free technical assistance		
2	Facilitate access to entry for under-resourced, nascent, emerging, or typically underrepresented artists and groups in accessing Arts4MC’s resources and services including providing affordable artists’ studios to emerging artists and at least ten (10) project specific grants to historically-excluded artists and art organizations in Salinas Valley and North and South County.	A new ArtWorks Grant applications/final report	Increased exposure and strengthen economic development Increased opportunities for artists to build their art business	Open another ArtWorks Provide 10 grants in Salinas, N & S County in Dec and June	ArtWorks studio opened in Salinas 9/1/23	50%
3	Curate annual art installation at County Government Center, including CAO’s conference room, showcasing 30-50 local artists with Awards Reception.	Completion of exhibition and receptions	Increased exposure for Artists and their art business	Call to Artists, installation of artwork in Govt Building in Dec/Jan		

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

Provide a narrative of year to date accomplishments of Project Goal #1

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

1. (Q1) County grants are awarded in Dec and June. First reception is scheduled for Dec 12th.
2. (Q1) Opened a new ArtWorks @Salinas at 262 Main Street with seven individual artists studios, and gallery for featured artists.
3. (Q1) Installation will occur in Dec-Jan with reception following

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 2 – <u>Tourism</u>						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task 1	As eighty percent of participants at arts events are from outside the county, we will deepen visitor engagement by increasing online advertising, expanding social media and continuously updating specialized apps such as self-guided tours (Cultural Road Trips) led by SeeMonterey.	Increase interactions via social media by 10%	Increase followers and interactions on social media	Increase number and improve interactions of social media posts	Facebook audience reach of 479 2638 new visitors to website this year to date	25%
2	Improve greater visitor engagement and greater participation in hospitality efforts campaigns - by encouraging and supporting grantees and partners to cross promote with SeeMonterey/Monterey County brand through links to their website on our website and active participation in their social media efforts.	Partner website updates	At least 4 new arts organizations to join SeeMonterey to Increase exposure and strengthen economic base	Email and phone campaign requests to arts organizations to promote through SeeMonterey	Three more arts orgs signed up as members of SeeMonterey	75%
3	Support at least ten (10) festivals or concerts with funding, consultations and promotion that are economic drivers in the county.	Grant applications/final report/economic impact reports	Support 10 arts organizations/events in the county	Funding to economic drivers in the county for sustainability	Supported 5 festivals this year to date	50%

Provide a narrative of year to date accomplishments of Project Goal #2

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No.

NARRATIVE:

1. (Q1) Continuously updating our online Cultural Road Trip, promoting during events such as Car Week, and included on SeeMonterey's App.
2. (Q1) Signed up three art orgs to SeeMonterey; Edi Matsumoto Art & Design; Just Jazz Foundation and Carmel Dance Festival
3. (Q1) Funded Monterey Symphony, Pac Rep Theatre, Noche Bohemia, Carmel Bach Festival, Monterey Jazz Festival

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 3 - Workforce / Business Development						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task						
1	Support at least twenty (20) emerging artists to launch or expand their businesses through grant support and mentorship (examples: travel support to a national competition, material support for a first solo exhibition, etc.)	Grant applications/final reports	Increased exposure and strengthened economic base.	Provide Individual Artists grants		
2	Provide at least four (4) free professional development programs on starting and building arts businesses, marketing and promotion, etc. for artists and arts and culture organizations.	Program Evaluations	Improved business knowledge, increased sales and exposure to strengthen the economic base.	BusinessWorks free quarterly programs.	1 completed in July;	25%
3	Increase marketing of new and existing emerging artists and arts businesses	Social Media and website analytics	Increased analytics on social media	More marketing on social media and print	Increased social media analytics	25%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

Provide a narrative of year to date accomplishments of Project Goal #3

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

1. (Q1) Grant program opens in February for Individual Artists
2. (Q1) Completed one BusinessWorks program in July focused on “Business Resources to Thrive as an Artist”
3. (Q1) Increased marketing on social media for artists and arts organizations

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

PROJECT SUMMARY INFORMATION

Required Submittals:

	<i>Check or write N/A</i>	
	Previously Provided	Attached
A) Audit & Budget: Copy of the most recent annual audit and organizational budget. <i>(ref: B7 PSA Exhibit A)</i>	X Provided	<input type="checkbox"/> Attached
B) Financial statements: Copy of the financial statements covering the period? If no, please explain:	<input type="checkbox"/> Provided	X Attached
1. June 30, 2023	X Provided	<input type="checkbox"/> Attached
2. September 30, 2023	<input type="checkbox"/> Provided	X Attached
3. December 31, 2023	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
4. March 31, 2024	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
5. June 30, 2024	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
C) Funding Acknowledgement: List and provide a copy of recent materials showing funding support from the Monterey County Board of Supervisors. <i>(Exhibit A, Section B8)</i>	X Provided	X Attached Exhibit A
D) Written Publications: Provide a copy of all work products, funded in whole or in part. <i>(Exhibit A, Section B9)</i>	X Provided	X Attached Exhibit B
E) Website Certification: The website displays Monterey County Board of Supervisors as a major funding contributor. <i>(Exhibit A, Section B9)</i>	X Provided	<input type="checkbox"/> Attached
F) Board List: Provide a current listing of Board members (see attached roster of board member form). <i>(Exhibit A, Section B10)</i>	X Provided	<input type="checkbox"/> Attached
G) Current Articles of Incorporation	X Provided	<input type="checkbox"/> Attached
H) Other:	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

ROSTER OF BOARD MEMBERS

Discuss efforts made to serve the needs of the unincorporated portions of the County of Monterey.
[We have been collaborating with Arts Habitat to develop the Arts community in East Garrison.](#)

List of Board Members: (As you type the "Name" of each Board Member below, select <enter> to automatically start a new line and number.)

Name	Business Location (City or County Area)	Home Location (City or County Area)
1. Laurie Bend	Salinas	Monterey
2. Natalie Rava	King City, Monterey	King City
3. Christopher Long, Esq	Monterey	East Garrison
4. Kiran Kamath		Marina
5. Sandie Borthwick		Seaside
6. TJ Plew		King City
7. Rosemary Soto	Salinas	Unincorporated Salinas
8. Peter Kasavan	Salinas	Unincorporated Salinas
9. Hugh Smith	Monterey	Seaside
10. Jacquie Atchison	Monterey	East Garrison

¹**Unincorporated areas include:** North County (Pajaro, Las Lomas, Aromas, Elkhorn, Moss Landing, Castroville, Prunedale, Boronda); South County (Chualar, San Lucas, Pine Canyon, Jolon, San Ardo, Lockwood, Bradley, Parkfield) **Monterey Pen/Big Sur** (Carmel Valley, Pebble Beach, Carmel Highlands, Carmel Valley Village, Del Monte Forest, East Garrison)

What efforts are being made to insure board representation from the unincorporated areas?
[We currently have 3 voting members in unincorporated areas - 2 in Salinas/ Corral de Tierra and 1 in East Garrison.](#)

Submit Progress Reports to the Assistant County Administrative Officer or designee at the following address:

**County Administrative Office
IGLA - Housing and Economic Development
168 West Alisal Street, Third Floor
Salinas, CA 93901**

County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report

APPROVAL/CERTIFICATION

A handwritten signature in purple ink, appearing to read "M. Atchison".

Signature of Authorized DSA Agency Representative

10/30/2023 Date

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

DEVELOPMENT SET-ASIDE AGENCY INFORMATION			
DSA Agency Name: Arts Council for Monterey County		Project Description: Strengthen the Economic Base through the Creative Sector	
Contract Amount: \$559,691		Fiscal Year: July 1, 2023 to June 30, 2024	
Project Contact Completing Form:	Jacquie Atchison	Title:	Executive Director
Primary Telephone:	831-622-9060 x104	Email:	jacquie@arts4mc.org
Address:	1123 Fremont Blvd, Suite C, Seaside, CA 93955		
Progress Report Reporting Period:			
<i>Ck current report period</i>	Reporting Period:		
	3 Month Report 7/1-9/30/22 (Due: 10/31/23)		
X	6 Month Report 7/1-12/31/22 (Due 1/31/24)		
	9 Month Report 7/1-3/31/23 (Due 4/30/24)		
	12 Month Report 7/1-6/30/23 (Due 07/31/24)		
Performance Report Submittal Date:		January 22 2024	

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 1 – <u>Economic Development</u>						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task 1	Increase capacity for at least forty (40) local nonprofits to expand art programs and events through funding and technical assistance consulting and coordinate County Grant Awardee Receptions	Grant Applications/Final Report	Increased exposure and strengthen economic development	Provide financial support and offer free technical assistance	16 grants	40%
2	Facilitate access to entry for under-resourced, nascent, emerging, or typically underrepresented artists and groups in accessing Arts4MC’s resources and services including providing affordable artists’ studios to emerging artists and at least ten (10) project specific grants to historically-excluded artists and art organizations in Salinas Valley and North and South County.	A new ArtWorks Grant applications/final report	Increased exposure and strengthen economic development Increased opportunities for artists to build their art business	Open another ArtWorks Provide 10 grants in Salinas, N & S County in Dec and June	ArtWorks studio opened in Salinas 9/1/23; 5 grants and 1 sponsorship to Salinas, South County	60%
3	Curate annual art installation at County Government Center, including CAO’s conference room, showcasing 30-50 local artists with Awards Reception.	Completion of exhibition and receptions	Increased exposure for Artists and their art business	Call to Artists, installation of artwork in Govt Building in Dec/Jan	Completed	100%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

Provide a narrative of year to date accomplishments of Project Goal #1

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

1. (Q1) County grants are awarded in Dec and June. First reception is scheduled for Dec 12th. (Q2) 16 grants were funded to organizations throughout the county including Palenke Arts, Carmel Bach Festival and Youth Arts Collective
2. (Q1) Opened a new ArtWorks @Salinas at 262 Main Street with seven individual artists studios, and gallery for featured artists. (Q2) Grants provided to Urban Arts Collective, Monterey County Dance Foundation, Meals on Wheels Salinas Valley, Natividad Medical Foundation and United Way for art projects and sponsorship for Sol Treasures.
3. (Q1) Installation will occur in Dec-Jan with reception following (Q2) Art exhibition was installed in Nov/Dec

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 2 – <u>Tourism</u>						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task 1	As eighty percent of participants at arts events are from outside the county, we will deepen visitor engagement by increasing online advertising, expanding social media and continuously updating specialized apps such as self-guided tours (Cultural Road Trips) led by SeeMonterey.	Increase interactions via social media by 10%	Increase followers and interactions on social media	Increase number and improve interactions of social media posts	Facebook audience reach of 1583 5250 new visitors to website this year to date	50%
2	Improve greater visitor engagement and greater participation in hospitality efforts campaigns - by encouraging and supporting grantees and partners to cross promote with SeeMonterey/Monterey County brand through links to their website on our website and active participation in their social media efforts.	Partner website updates	At least 4 new arts organizations to join SeeMonterey to Increase exposure and strengthen economic base	Email and phone campaign requests to arts organizations to promote through SeeMonterey	Three more arts orgs signed up as members of SeeMonterey	75%
3	Support at least ten (10) festivals or concerts with funding, consultations and promotion that are economic drivers in the county.	Grant applications/final report/economic impact reports	Support 10 arts organizations/events in the county	Funding to economic drivers in the county for sustainability	Supported 6 festivals this year to date	60%

Provide a narrative of year to date accomplishments of Project Goal #2

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No.

NARRATIVE:

1. (Q1) Continuously updating our online Cultural Road Trip, promoting during events such as Car Week, and included on SeeMonterey's App.
2. (Q1) Signed up three art orgs to SeeMonterey; Edi Matsumoto Art & Design; Just Jazz Foundation and Carmel Dance Festival
3. (Q1) Funded Monterey Symphony, Pac Rep Theatre, Noche Bohemia, Carmel Bach Festival, Monterey Jazz Festival (Q2) Funded Whalefest

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 3 - Workforce / Business Development						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task						
1	Support at least twenty (20) emerging artists to launch or expand their businesses through grant support and mentorship (examples: travel support to a national competition, material support for a first solo exhibition, etc.)	Grant applications/final reports	Increased exposure and strengthened economic base.	Provide Individual Artists grants		
2	Provide at least four (4) free professional development programs on starting and building arts businesses, marketing and promotion, etc. for artists and arts and culture organizations.	Program Evaluations	Improved business knowledge, increased sales and exposure to strengthen the economic base.	BusinessWorks free quarterly programs.	1 completed in July and 1 in Oct	50%
3	Increase marketing of new and existing emerging artists and arts businesses	Social Media and website analytics	Increased analytics on social media	More marketing on social media and print	Increased social media analytics	60%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

Provide a narrative of year to date accomplishments of Project Goal #3

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

1. (Q1) Grant program opens in February for Individual Artists
2. (Q1) Completed one BusinessWorks program in July focused on “Business Resources to Thrive as an Artist” and October’s event was on second workshop focused on Preparing Proposals for Large-Scale Mural projects.
3. (Q1) Increased marketing on social media for artists and arts organizations

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

PROJECT SUMMARY INFORMATION

Required Submittals:

	<i>Check or write N/A</i>	
	Previously Provided	Attached
A) Audit & Budget: Copy of the most recent annual audit and organizational budget. <i>(ref: B7 PSA Exhibit A)</i>	X Provided	<input type="checkbox"/> Attached
B) Financial statements: Copy of the financial statements covering the period? If no, please explain:	<input type="checkbox"/> Provided	X Attached
1. June 30, 2023	X Provided	<input type="checkbox"/> Attached
2. September 30, 2023	X Provided	<input type="checkbox"/> Attached
3. December 31, 2023	<input type="checkbox"/> Provided	x Attached
4. March 31, 2024	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
5. June 30, 2024	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
C) Funding Acknowledgement: List and provide a copy of recent materials showing funding support from the Monterey County Board of Supervisors. <i>(Exhibit A, Section B8) B-weekly Newsletter emailed to 4,000 emails</i>	X Provided	X Attached Exhibit A
D) Written Publications: Provide a copy of all work products, funded in whole or in part. <i>(Exhibit A, Section B9)</i>	X Provided	X Attached Exhibit B
E) Website Certification: The website displays Monterey County Board of Supervisors as a major funding contributor. <i>(Exhibit A, Section B9)</i>	X Provided	<input type="checkbox"/> Attached
F) Board List: Provide a current listing of Board members (see attached roster of board member form). <i>(Exhibit A, Section B10)</i>	X Provided	<input type="checkbox"/> Attached
G) Current Articles of Incorporation	X Provided	<input type="checkbox"/> Attached
H) Other:	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

ROSTER OF BOARD MEMBERS

Discuss efforts made to serve the needs of the unincorporated portions of the County of Monterey.
[We have been collaborating with Arts Habitat to develop the Arts community in East Garrison.](#)

List of Board Members: (As you type the "Name" of each Board Member below, select <enter> to automatically start a new line and number.)

Name	Business Location (City or County Area)	Home Location (City or County Area)
1. Laurie Bend	Salinas	Monterey
2. Natalie Rava	King City, Monterey	King City
3. Christopher Long, Esq	Monterey	East Garrison
4. Kiran Kamath		Marina
5. Sandie Borthwick		Seaside
6. TJ Plew		King City
7. Rosemary Soto	Salinas	Unincorporated Salinas
8. Peter Kasavan	Salinas	Unincorporated Salinas
9. Hugh Smith	Monterey	Seaside
10. Jacquie Atchison	Monterey	East Garrison

¹**Unincorporated areas include: North County** (Pajaro, Las Lomas, Aromas, Elkhorn, Moss Landing, Castroville, Prunedale, Boronda); **South County** (Chualar, San Lucas, Pine Canyon, Jolon, San Ardo, Lockwood, Bradley, Parkfield) **Monterey Pen/Big Sur** (Carmel Valley, Pebble Beach, Carmel Highlands, Carmel Valley Village, Del Monte Forest, East Garrison)

What efforts are being made to insure board representation from the unincorporated areas?
[We currently have 3 voting members in unincorporated areas - 2 in Salinas/ Corral de Tierra and 1 in East Garrison.](#)

Submit Progress Reports to the Assistant County Administrative Officer or designee at the following address:

**County Administrative Office
IGLA - Housing and Economic Development
168 West Alisal Street, Third Floor
Salinas, CA 93901**

APPROVAL/CERTIFICATION

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

A handwritten signature in purple ink, appearing to read "M. Atchison".

Signature of Authorized DSA Agency Representative

1/22/2024 Date

Arts Council for Monterey County

Statement of Financial Position

As of December 31, 2023

	Donor	Restrictions	Total
ASSETS			
Bank Accounts			
1000 1st Capital Bank - Temp Restricted		332,820.00	332,820.00
1010 Pacific Valley Bank	463,948.77	3,885.00	467,833.77
1020 Pinnacle Bank	615,461.51		615,461.51
Total Bank Accounts	\$ 1,079,410.28	\$ 336,705.00	\$ 1,416,115.28
1100 Accounts Receivable (A/R)	229,533.47		229,533.47
1200 Investments			
1201 Reserves - Franklin Investments	56,104.95		56,104.95
1202 Scholarship Fund		61,439.85	61,439.85
1300 Prepaid Expenditures	13,465.86		13,465.86
1499 Undeposited Funds	29,396.39		29,396.39
Total Other Current Assets	\$ 98,967.20	\$ 61,439.85	\$ 160,407.05
Total Current Assets	\$ 1,407,910.95	\$ 398,144.85	\$ 1,806,055.80
1400 Fixed Assets	75,863.45		75,863.45
1600 Security Deposits	16,125.00		16,125.00
1605 Right of Use Assets	382,743.00		382,743.00
Total Other Assets	\$ 398,868.00	\$ 0.00	\$ 398,868.00
TOTAL ASSETS	\$ 1,882,642.40	\$ 398,144.85	\$ 2,280,787.25
LIABILITIES AND EQUITY			
Liabilities			
2000 Accounts Payable (A/P)	33,952.37		33,952.37
2011 ArtWorks & Office Deposits	1,253.00		1,253.00
2012 Accrued Vacation Payable	21,703.16		21,703.16
2014 Accrued Payroll	39,123.01		39,123.01
Total Current Liabilities	\$ 96,031.54	\$ 0.00	\$ 96,031.54
2015 Lease Liabilities	383,276.00		383,276.00
Total Liabilities	\$ 479,307.54	\$ 0.00	\$ 479,307.54
Equity			
3100 Net Assets without Donor Restrictions	561,601.91		561,601.91
3105 Board Designated LUNA Reserves	325,780.56		325,780.56
3200 Net Assets with Donor Restrictions		430,513.00	430,513.00
3300 Board Designated Scholarship Funds	57,000.00		57,000.00
Net Revenue	426,584.24		426,584.24
Total Equity	\$ 1,370,966.71	\$ 430,513.00	\$ 1,801,479.71
TOTAL LIABILITIES AND EQUITY	\$ 1,850,274.25	\$ 430,513.00	\$ 2,280,787.25

Arts Council for Monterey County

Budget Performance 2023-24

July 2023 - December 2023

	YTD Actual	Total Annual Budget	% of Annual Budget
Revenue			
4000 Funds from Prior Year	332,277.00	463,415.00	71.70%
4001 Prior Year Funds for Future Year(s)	150,000.00	150,000.00	100.00%
4100 Government Grants			
4101 Granting	168,750.00	225,000.00	75.00%
4105 Operating	158,147.50	193,730.00	81.63%
4107 Programs	180,720.75	123,270.00	146.61%
Total 4100 Government Grants	\$ 507,618.25	\$ 542,000.00	93.66%
4200 Foundation Grants			
4201 Without Donor Restrictions	7,656.15	43,668.00	17.53%
4205 With Donor Restrictions	34,150.00	30,000.00	113.83%
Total 4200 Foundation Grants	\$ 41,806.15	\$ 73,668.00	56.75%
4300 Contributions			
4301 Board Fundraising	9,776.21	10,000.00	97.76%
4305 Business/Corporate	2,959.44	5,000.00	59.19%
4310 Individuals	41,001.98	60,000.00	68.34%
4311 Recurring Donations	7,957.28	10,000.00	79.57%
Total 4300 Contributions	\$ 61,694.91	\$ 85,000.00	72.58%
Total 4351 Champions Revenue	\$ 42,240.40	\$ 40,000.00	105.60%
4400 Program Revenue			
4402 Art Sales	2,025.01	10,000.00	20.25%
4405 ArtWorks Rent	7,388.00	24,000.00	30.78%
4408 Exhibit Fees	4,100.00	5,300.00	77.36%
4410 Professional Artists in the Schools	377,460.25	986,500.00	38.26%
4415 Arts as Healing	10,250.00	37,500.00	27.33%
4425 Murals	43,500.00	0.00	
4430 Special Projects		70,000.00	0.00%
Total 4400 Program Revenue	\$ 444,723.26	\$ 1,133,300.00	39.24%
4600 Other Revenue			
4605 Changes in Unrealized Gain/Loss	4,455.09		
4610 Dividend Revenue	1,278.68	7,000.00	18.27%
4615 Interest Earned	8,174.62	2,500.00	326.98%
4625 Other Miscellaneous Revenue	2,028.76	700.00	289.82%
Total 4600 Other Revenue	\$ 15,937.15	\$ 10,200.00	156.25%
Total Revenue	\$ 1,596,297.12	\$ 2,497,583.00	63.91%

Expenditures	YTD Actual	Total Annual Budget	% of Annual Budget
6200 Administration & Operations			
6101 Salaries - Admin & Develop	135,917.15	335,102.00	40.56%
6102 Payroll Taxes - Admin & Develop	10,599.81	28,017.00	37.83%
6201 Advertising/Recruitment	79.58	1,000.00	7.96%
6202 Audit & Tax Return Prep	15,875.00	21,500.00	73.84%
6203 Bank & Credit Card Charges	1,125.35	1,500.00	75.02%
6204 Board & Team Expenses	446.28	2,500.00	17.85%
6206 Depreciation	6,904.00	6,800.00	101.53%
6208 Dues & Subscriptions	4,784.01	8,000.00	59.80%
6209 Employee Benefits	15,171.77	35,966.00	42.18%
6210 Equipment Lease	2,072.70	2,640.00	78.51%
6211 Equipment Maintenance - IT Support	3,112.69	5,250.00	59.29%
6213 Insurance	9,722.70	22,980.00	42.31%
6215 Legal & Professional Services	1,570.00	2,500.00	62.80%
6235 Meetings & Conferences	435.72	8,600.00	5.07%
6236 Mileage & Travel	579.14	2,000.00	28.96%
6239 Office Maintenance	3,080.00	6,400.00	48.13%
6240 Office Supplies	3,163.94	9,000.00	35.15%
6241 Payroll Processing Fees	3,002.67	3,600.00	83.41%
6242 Postage & Shipping	585.00	2,000.00	29.25%
6243 Printing/Copying	1,137.21	3,000.00	37.91%
6250 Rent	24,000.00	48,000.00	50.00%
6255 Staff Development	8,583.71	22,000.00	39.02%
6260 Strategic Planning	4,384.80	10,000.00	43.85%
6280 Utilities	1,470.05	7,920.00	18.56%
6290 Vacation Accrual	-1,709.73		
6299 Staff Stipend	450.00	1,080.00	41.67%
Total 6200 Administration & Operations	\$ 256,543.55	\$ 597,355.00	42.95%
6300 Program Expenses			
6301 Salaries - Programs	339,659.44	829,112.00	40.97%
6301v Employee Benefits	15,496.38	54,840.00	28.26%
6302 Payroll Taxes - Programs	23,660.77	92,811.00	25.49%
6303 Art Supplies	12,158.05	74,978.00	16.22%
6305 ArtWorks	54,511.23	97,500.00	55.91%
6306 Cell Phone Stipend	2,595.00	10,080.00	25.74%
6307 Advocacy	500.00	5,000.00	10.00%
6308 Auto Fuel & Maintenance	129.37	2,500.00	5.17%
6310 Commissions on Art Sales	466.13	7,500.00	6.22%
6312 Community Events & Festivals	2,038.96	8,000.00	25.49%
6313 Community Outreach	3,602.62	17,500.00	20.59%
6315 Contractor Fees	29,662.45	36,400.00	81.49%
6325 Grant Making Software	5,000.00	6,000.00	83.33%

	YTD Actual	Total Annual Budget	% of Annual Budget
6340 Workers Comp Insurance	5,823.58	14,129.00	41.22%
6350 Marketing	13,095.25	28,000.00	46.77%
6351 Poet Laureate		7,500.00	0.00%
6352 Travel - Programs	1,821.13	5,000.00	36.42%
6355 Professional Development	3,169.37	13,000.00	24.38%
6360 Program Supplies & Expenses	5,735.72	15,000.00	38.24%
6365 Poetry Out Loud		10,000.00	0.00%
6380 Receptions/Meetings	1,647.80	10,000.00	16.48%
6390 Website Development & Maintenance	107.03	5,000.00	2.14%
Total 6300 Program Expenses	\$ 520,880.28	\$ 1,349,850.00	38.59%
6500 Grants, Scholarships & Sponsorships			
6500a Arts & Cultural Impact Grants	109,000.00	225,000.00	48.44%
6500b Community Arts Grants	19,150.00	75,000.00	25.53%
6500d Individual Artist Grants	5,000.00	100,000.00	5.00%
6500s Scholarships		25,000.00	0.00%
6500t Sponsorships	30,100.00	50,000.00	60.20%
Total 6500 Grants, Scholarships & Sponsorships	\$ 163,250.00	\$ 475,000.00	34.37%
6800 Fundraising	4,460.67	20,000.00	22.30%
6900 Taxes & Licenses	203.38	900.00	22.60%
Total Expenditures	\$ 945,337.88	\$ 2,443,105.00	38.69%
Net Operating Revenue	\$ 650,959.24	\$ 54,478.00	
<i>8800 Into Restricted Net Assets</i>	-224,375.00		
Net Revenue	\$ 426,584.24	\$ 54,478.00	

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

DEVELOPMENT SET-ASIDE AGENCY INFORMATION			
DSA Agency Name: Arts Council for Monterey County		Project Description: Strengthen the Economic Base through the Creative Sector	
Contract Amount: \$559,691		Fiscal Year: July 1, 2023 to June 30, 2024	
Project Contact Completing Form:	Jacquie Atchison	Title:	Executive Director
Primary Telephone:	831-622-9060 x104	Email:	jacquie@arts4mc.org
Address:	1123 Fremont Blvd, Suite C, Seaside, CA 93955		
Progress Report Reporting Period:			
<i>Ck current report period</i>	Reporting Period:		
	3 Month Report <i>7/1-9/30/22 (Due: 10/31/23)</i>		
	6 Month Report <i>7/1-12/31/22 (Due 1/31/24)</i>		
X	9 Month Report <i>7/1-3/31/23 (Due 4/30/24)</i>		
	12 Month Report <i>7/1-6/30/23 (Due 07/31/24)</i>		
Performance Report Submittal Date:		April 12 2024	

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 1 – Economic Development						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task 1	Increase capacity for at least forty (40) local nonprofits to expand art programs and events through funding and technical assistance consulting and coordinate County Grant Awardee Receptions	Grant Applications/Final Report	Increased exposure and strengthen economic development	Provide financial support and offer free technical assistance	20 grants and sponsorships	50%
2	Facilitate access to entry for under-resourced, nascent, emerging, or typically underrepresented artists and groups in accessing Arts4MC’s resources and services including providing affordable artists’ studios to emerging artists and at least ten (10) project specific grants to historically-excluded artists and art organizations in Salinas Valley and North and South County.	A new ArtWorks Grant applications/final report	Increased exposure and strengthen economic development Increased opportunities for artists to build their art business	Open another ArtWorks Provide 10 grants in Salinas, N & S County in Dec and June	ArtWorks studio opened in Salinas 9/1/23; 5 grants & 2 sponsorships to Salinas, South County	75%
3	Curate annual art installation at County Government Center, including CAO’s conference room, showcasing 30-50 local artists with Awards Reception.	Completion of exhibition and receptions	Increased exposure for Artists and their art business	Call to Artists, installation of artwork in Govt Building in Dec/Jan	Completed	100%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

Provide a narrative of year to date accomplishments of Project Goal #1

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

1. (Q1) County grants are awarded in Dec and June. First reception is scheduled for Dec 12th. (Q2) 16 grants were funded to organizations throughout the county including Palenke Arts and Youth Arts Collective (Q) Funded 4 organizations - Carmel Public Library, Communities for Sustainable Monterey County, New Canon Theater and Monterey Museum of Art;
2. (Q1) Opened a new ArtWorks @Salinas at 262 Main Street with seven individual artists studios, and a gallery for featured artists. (Q2) Grants provided to Urban Arts Collective, Monterey County Dance Foundation, Meals on Wheels Salinas Valley, Natividad Medical Foundation and United Way for art projects and sponsorship for Sol Treasures. (Q3) Held Art Exhibition at ArtWorks @Seaside for exposure and sales; held art exhibition reception for local artists at ArtWorks @Salinas with over 100 people in attendance; additional sponsorship for Sol Treasures;
3. (Q1) Installation will occur in Dec-Jan with reception following (Q2) Art exhibition was installed in Nov/Dec with 30 artists providing over 60 original art pieces in the Govt Center and CAO office (Q3) Completed mural in west side stairwell at Govt Center, Salinas.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 2 – <u>Tourism</u>						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task 1	As eighty percent of participants at arts events are from outside the county, we will deepen visitor engagement by increasing online advertising, expanding social media and continuously updating specialized apps such as self-guided tours (Cultural Road Trips) led by SeeMonterey.	Increase interactions via social media by 10%	Increase followers and interactions on social media	Increase number and improve interactions of social media posts	Facebook audience reach of 3630 8951 new visitors to website this year to date	75%
2	Improve greater visitor engagement and greater participation in hospitality efforts campaigns - by encouraging and supporting grantees and partners to cross promote with SeeMonterey/Monterey County brand through links to their website on our website and active participation in their social media efforts.	Partner website updates	At least 4 new arts organizations to join SeeMonterey to Increase exposure and strengthen economic base	Email and phone campaign requests to arts organizations to promote through SeeMonterey	Ten arts orgs signed up as members of SeeMonterey	100% +
3	Support at least ten (10) festivals or concerts with funding, consultations and promotion that are economic drivers in the county.	Grant applications/final report/economic impact reports	Support 10 arts organizations/events in the county	Funding to economic drivers in the county for sustainability	Supported 10 festivals this year to date	100%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

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Provide a narrative of year to date accomplishments of Project Goal #2

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No.

NARRATIVE:

1. Continuously updating our online Cultural Road Trip, promoting in print (Carmel Pine Cone) and social media during events such as Car Week, AT&T ProAm and included on SeeMonterey's App and website.
2. (Q1) Signed up three art orgs to SeeMonterey; Edi Matsumoto Art & Design; Just Jazz Foundation and Carmel Dance Festival (Q2) New arts orgs signed up with SeeMonterey: Sol Treasures, Chamber Music Monterey Bay, Monterey Symphony, Artists Ink and Monterey County Pops to promote their events. (Q3) Palenke Arts and New Canon Theater joined the membership of SeeMonterey.
3. (Q1) Funded Monterey Symphony, Pac Rep Theatre, Noche Bohemia, Carmel Bach Festival, Monterey Jazz Festival (Q2) Funded Whalefest (Q3) Funded Cali Roots, Monterey High School Digital Arts Festival and Carmel Dance Festival, West End Celebration.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

GOAL 3 - Workforce / Business Development						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task						
1	Support at least twenty (20) emerging artists to launch or expand their businesses through grant support and mentorship (examples: travel support to a national competition, material support for a first solo exhibition, etc.)	Grant applications/final reports	Increased exposure and strengthened economic base.	Provide Individual Artists grants		
2	Provide at least four (4) free professional development programs on starting and building arts businesses, marketing and promotion, etc. for artists and arts and culture organizations.	Program Evaluations	Improved business knowledge, increased sales and exposure to strengthen the economic base.	BusinessWorks free quarterly programs.	3 completed to date, July Oct and Jan	75%
3	Increase marketing of new and existing emerging artists and arts businesses	Social Media and website analytics	Increased analytics on social media	More marketing on social media and print	Increased social media analytics	75%

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

Provide a narrative of year to date accomplishments of Project Goal #3

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes No

NARRATIVE:

1. (Q1) Grant program opens in February for Individual Artists to be paid in Q4
2. (Q1) Completed one BusinessWorks program in July focused on “Business Resources to Thrive as an Artist”, October’s event was on second workshop focused on Preparing Proposals for Large-Scale Mural projects and January’s event was focused on Pricing Artwork and Attracting Collectors. Approximately 40-60 guests attend these workshops each quarter;
3. Rebranded and increased marketing on social media for artists and arts organizations by more than 20% to date.

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

PROJECT SUMMARY INFORMATION

Required Submittals:

	<i>Check or write N/A</i>	
	Previously Provided	Attached
A) Audit & Budget: Copy of the most recent annual audit and organizational budget. (ref: B7 PSA Exhibit A)	X Provided	<input type="checkbox"/> Attached
B) Financial statements: Copy of the financial statements covering the period? If no, please explain:	<input type="checkbox"/> Provided	X Attached
1. June 30, 2023	X Provided	<input type="checkbox"/> Attached
2. September 30, 2023	X Provided	<input type="checkbox"/> Attached
3. December 31, 2023	X Provided	<input type="checkbox"/> Attached
4. March 31, 2024	<input type="checkbox"/> Provided	X Attached
5. June 30, 2024	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
C) Funding Acknowledgement: List and provide a copy of recent materials showing funding support from the Monterey County Board of Supervisors. (Exhibit A, Section B8)	X Provided	X Attached Exhibit A
D) Written Publications: Provide a copy of all work products, funded in whole or in part. (Exhibit A, Section B9)	X Provided	X Attached Exhibit B
E) Website Certification: The website displays Monterey County Board of Supervisors as a major funding contributor. (Exhibit A, Section B9)	X Provided	<input type="checkbox"/> Attached
F) Board List: Provide a current listing of Board members (see attached roster of board member form). (Exhibit A, Section B10)	X Provided	<input type="checkbox"/> Attached
G) Current Articles of Incorporation	X Provided	<input type="checkbox"/> Attached
H) Other:	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached

**County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report**

ROSTER OF BOARD MEMBERS

Discuss efforts made to serve the needs of the unincorporated portions of the County of Monterey.
[We have been collaborating with Arts Habitat to develop the Arts community in East Garrison.](#)

List of Board Members: (As you type the "Name" of each Board Member below, select <enter> to automatically start a new line and number.)

Name	Business Location (City or County Area)	Home Location (City or County Area)
1. Laurie Bend	Salinas	Monterey
2. Natalie Rava	King City, Monterey	King City
3. Christopher Long, Esq	Monterey	East Garrison
4. Kiran Kamath		Marina
5. Sandie Borthwick		Seaside
6. TJ Plew		King City
7. Rosemary Soto	Salinas	Unincorporated Salinas
8. Peter Kasavan	Salinas	Unincorporated Salinas
9. Hugh Smith	Monterey	Seaside
10. Jacquie Atchison	Monterey	East Garrison

***Unincorporated areas include: North County** (Pajaro, Las Lomas, Aromas, Elkhorn, Moss Landing, Castroville, Prunedale, Boronda); **South County** (Chualar, San Lucas, Pine Canyon, Jolon, San Ardo, Lockwood, Bradley, Parkfield) **Monterey Pen/Big Sur** (Carmel Valley, Pebble Beach, Carmel Highlands, Carmel Valley Village, Del Monte Forest, East Garrison)*

What efforts are being made to insure board representation from the unincorporated areas?
[We currently have 3 voting members in unincorporated areas - 2 in Salinas/ Corral de Tierra and 1 in East Garrison.](#)

Submit Progress Reports to the Assistant County Administrative Officer or designee at the following address:

**County Administrative Office
IGLA - Housing and Economic Development
168 West Alisal Street, Third Floor
Salinas, CA 93901**

County of Monterey
Development Set-Aside Agency
FY 2023-24 Project Performance Report

APPROVAL/CERTIFICATION

A handwritten signature in purple ink, appearing to read "J. Matchison".

Signature of Authorized DSA Agency Representative

4/11/2024 Date

Arts Council for Monterey County
Statement of Financial Position
As of March 31, 2024 (draft0)

	1 WITHOUT Donor Restrictions	2 With Donor Restrictions	Total
ASSETS			
Current Assets			
Bank Accounts			
1000 1st Capital Bank - Temp Restricted		249,745.25	249,745.25
1010 Pacific Valley Bank	386,176.29		386,176.29
1020 Pinnacle Bank	616,522.88		616,522.88
1040 Paypal	16,743.48		16,743.48
1050 Petty Cash	483.75		483.75
Total Bank Accounts	\$ 1,019,926.40	\$ 249,745.25	\$ 1,269,671.65
1100 Accounts Receivable (A/R)	53,832.47	268,777.02	322,609.49
1200 Investments	58,305.01	64,543.05	122,848.06
1300 Prepaid Expenditures	17,665.15		17,665.15
1499 Undeposited Funds	381.43		381.43
Total Current Assets	\$ 1,150,110.46	\$ 583,065.32	\$ 1,733,175.78
1400 Fixed Assets	77,046.57		77,046.57
Other Assets			
1600 Security Deposits	16,125.00		16,125.00
1605 Right of Use Assets	255,131.00		255,131.00
Total Other Assets	\$ 271,256.00	\$ 0.00	\$ 271,256.00
TOTAL ASSETS	\$ 1,498,413.03	\$ 583,065.32	\$ 2,081,478.35
LIABILITIES AND EQUITY			
Liabilities			
Current Liabilities			
2000 Accounts Payable (A/P)	45,923.46		45,923.46
2011 ArtWorks & Office Deposits	483.00		483.00
2012 Accrued Vacation Payable	23,751.39		23,751.39
2013 Deferred Revenue	31,250.00		31,250.00
2014 Accrued Payroll	44,306.23		44,306.23
2019 Sales Tax Payable	12.21	0.00	12.21
Total Current Liabilities	\$ 145,726.29	\$ 0.00	\$ 145,726.29
2015 Lease Liabilities	255,131.00		255,131.00
Total Liabilities	\$ 400,857.29	\$ 0.00	\$ 400,857.29
Equity			
3100 Net Assets without Donor Restrictions	551,601.91		551,601.91
3105 Board Designated Reserves	325,780.56		325,780.56
3200 Net Assets with Donor Restrictions		359,406.00	359,406.00
3300 Board Designated Funds	57,000.00		57,000.00
Net Revenue	386,867.59		386,867.59
Total Equity	\$ 1,321,215.06	\$ 359,406.00	\$ 1,680,621.06
TOTAL LIABILITIES AND EQUITY	\$ 1,722,072.35	\$ 359,406.00	\$ 2,081,478.35

Arts Council for Monterey County
Statement of Activity
July 2023 - March 2024 (Draft)

	Total
Revenue	
4000 Funds from Prior Year	135,000.00
4001 Prior Year Funds for Future Year(s)	150,000.00
4100 Government Grants	
4101 Granting	225,000.00
4105 Operating	61,500.00
4107 Programs	361,041.00
Total 4100 Government Grants	\$ 647,541.00
4200 Foundation Grants	
4201 Without Donor Restrictions	7,656.15
4205 With Donor Restrictions	74,150.00
Total 4200 Foundation Grants	\$ 81,806.15
4300 Contributions	
4301 Board Fundraising	13,154.12
4305 Business/Corporate	2,959.44
4310 Individuals	49,816.39
4311 Recurring Donations	8,957.24
Total 4300 Contributions	\$ 74,887.19
4350 Special Events	\$ 42,240.40
4400 Program Revenue	
4402 Art Sales	2,157.01
4405 ArtWorks Rent	11,602.00
4408 Exhibit Fees	4,100.00
4410 Professional Artists in the Schools	521,861.40
4415 Arts as Healing	33,750.00
4425 Murals	43,500.00
4430 Special Projects	70,050.00
Total 4400 Program Revenue	\$ 687,020.41
4600 Other Revenue	
4605 Changes in Unrealized Gain/Loss	8,997.24
4610 Dividend Revenue	2,039.79
4615 Interest Earned	10,601.95
4625 Other Miscellaneous Revenue	1,386.81
Total 4600 Other Revenue	\$ 23,025.79
Total Revenue	\$ 1,841,520.94
Expenditures	
6200 Administration & Operations	
6101 Salaries - Admin & Develop	201,202.15
6102 Payroll Taxes - Admin & Develop	15,839.22
6201 Advertising/Recruitment	685.59

6202 Audit & Tax Return Prep	22,950.00
6203 Bank & Credit Card Charges	1,308.42
6204 Board & Team Expenses	570.99
6208 Dues & Subscriptions	7,368.48
6209 Employee Benefits	21,077.36
6210 Equipment Lease	2,072.70
6211 Equipment Maintenance - IT Support	5,099.81
6213 Insurance	13,177.73
6215 Legal & Professional Services	1,787.00
6235 Meetings & Conferences	1,545.91
6236 Mileage & Travel	2,247.66
6239 Office Maintenance	3,800.00
6240 Office Supplies	4,891.61
6241 Payroll Processing Fees	5,091.36
6242 Postage & Shipping	1,167.32
6243 Printing/Copying	2,382.32
6250 Rent	36,000.00
6255 Staff Development	9,695.19
6260 Strategic Planning	9,000.33
6280 Utilities	4,190.86
6290 Vacation Accrual	338.50
6299 Staff Stipend	690.00

Total 6200 Administration & Operations

\$ 374,180.51

6300 Program Expenses

6301 Salaries - Programs	514,270.11
6301a Artists - Independent Contractors	78,619.75
6301v Employee Benefits	23,847.24
6302 Payroll Taxes - Programs	44,256.27
6303 Art Supplies	26,313.65
Total 6305 ArtWorks	80,650.90
6306 Cell Phone Stipend	4,910.00
6307 Advocacy	3,362.80
6308 Auto Fuel & Maintenance	391.93
6310 Commissions on Art Sales	796.13
6312 Community Events & Festivals	2,416.63
6313 Community Outreach	5,330.04
6315 Contractor Fees	41,450.85
6325 Grant Making Software	5,000.00
6340 Workers Comp Insurance	7,251.27
6350 Marketing	18,002.03
6351 Poet Laureates	3,172.95
6352 Travel - Programs	2,264.46
6355 Professional Development	5,595.72
6360 Program Supplies & Expenses	8,599.42
6365 Poetry Out Loud	7,507.92
6380 Receptions/Meetings	2,521.34
6390 Website Development & Maintenance	777.07

Total 6300 Program Expenses	\$ 887,308.48
6500 Grants, Scholarships & Sponsorships	
6500a Arts & Cultural Impact Grants	114,000.00
6500b Community Arts Grants	61,650.00
6500d Individual Artist Grants	5,000.00
6500t Sponsorships	46,600.00
Total 6500 Grants, Scholarships & Sponsorships	\$ 227,250.00
6800 Fundraising	2,805.38
6207 Donor Mgmt Program	3,224.21
Total 6800 Fundraising	\$ 6,029.59
6900 Taxes & Licenses	969.76
Total Expenditures	\$ 1,495,738.34
Net Operating Revenue	\$ 345,782.60
8800 (Into)/Out of Restricted Net Assets	54,009.00
7010 Amortization Expense	-533.00
7020 Depreciation	13,457.00
Net Revenue	\$ 386,867.59