



County of Monterey

Item No.52

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 23-941

January 09, 2024

Introduced: 12/12/2023

Current Status: General Government -
Consent

Version: 1

Matter Type: General Agenda Item

Authorize the County Contracts/Purchasing Officer or designee to execute an Agreement for the Comprehensive Economic Development Strategy (CEDS) Year 2 Annual Update Standard Agreement for National Council for Community Development Inc. 'Grow America' to perform all tasks necessary to conduct an annual CEDS update for the County of Monterey (County), for the period of six (6) months, for the term of January 9, 2024, through June 30, 2024, in the amount not to exceed \$75,000.

RECOMMENDATION:

It is recommended that the Board of Supervisors authorize the County Contracts/Purchasing Officer or the designee to execute an Agreement for the Comprehensive Economic Development Strategy (CEDS) Year 2 Annual Update Standard Agreement for National Council for Community Development Inc. 'Grow America' to perform all tasks necessary to conduct an annual CEDS update for the County of Monterey (County), for the period of six (6) months, for the term of January 9, 2024, through June 30, 2024, in the amount not to exceed \$75,000.

SUMMARY/DISCUSSION

In June 2021, the County contracted with National Development Council (Grow America Inc.) to update the five (5) year Comprehensive Economic Development Strategy (CEDS) for U.S. Department of Commerce Economic Development Administration (EDA) acceptance. The update engaged many new stakeholders to an economic development strategy but was limited in developing more detailed strategies and projects. The CEDS was adopted by the Board of Supervisors (Board) and ratified by every jurisdiction in the County, a rare achievement. In establishing yearly updates, the County can engage stakeholders in further detailing those priority strategies and using the work for EDA funding applications as well as California economic development resources.

On October 25, 2022, the Board approved an agreement between the County and Grow America Inc. to perform all tasks necessary to conduct the first annual CEDS update for the County of Monterey.

Work on the Year 1 Update began in the fall of 2022 with the establishment of the County's new Economic Development Committee, which comprises members from the public, private, and nonprofit sectors as well as representatives from target industries. In collaboration with the County, Grow America and CVL Economics identified additional stakeholders to interview over the course of the project to gain broader insights into challenges, needs, and priorities across multiple economic

dimensions. The County also convened four focus groups on topics warranting deeper discussion: Technology and Innovation, Workforce Development, Tourism & Hospitality, and Agriculture. These conversations helped refine the nature of the quantitative analysis and look to indicators that best reflected on-the-ground realities. To that end, the data analysis approach for the Year 1 Update was designed to be more targeted (as opposed to comprehensive) compared to the CEDS; rather than updating every chart from 2021, an emphasis was placed on identifying data points and trends that could most effectively and concisely capture the economic arc of the County in the wake of the pandemic.

Work on the Year 2 Update is anticipated to begin in January of 2024. The County will be collaborating with Grow America and CVL Economics to complete the Year 2 CEDS Annual Update. The Year 1 Update report had three (3) core components: summary of economic conditions, target sector analysis, and spotlight on areas of interest. A Year 2 Update would use the same framework and present the most recently available data for each indicator. Outreach would include the facilitation of up to three focus groups to solicit input on two target sectors and one spotlight section.

The ARPA CEDS Annual Update Agreement/Scope of Services provide the detailed services, programs, and performance measures.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has approved the Agreements as to form.

FINANCING:

Funds for the ARPA Economic Recovery Agreements, in the cumulative amount of \$75,000, have been included in the FY 2023-24 Adopted Budget, Fund 001, Department 1050, Unit 8514.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The American Rescue Plan Act funding for a Comprehensive Economic Development Strategy (CEDS) update will provide economic opportunities that support the Board approved strategic initiatives.

- X Economic Development
- __ Administration
- __ Health & Human Services
- X Infrastructure
- __ Public Safety

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Approved by: Deborah Paolinelli, Assistant County Administrative Officer, x5309

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Attachments:

- Standard Agreement
- Exhibit A

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