



# Monterey County

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## Board Report

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June 14, 2016

Introduced: 5/26/2016

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

- a. Receive a presentation from Monterey County Economic Development Department on its newly designed website.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a presentation from Monterey County Economic Development Department on its newly designed website.

### SUMMARY/DISCUSSION

The presentation will review highlights of some of the unique features of the graphically driven Monterey County Economic Development website including the use of infographics, web portals badges, video clips, and organizational folders that make the website easy-to-navigate and increase staff efficiency.

While the website has been online for a short period of time it has been in development for close to two years. There has been positive input from local agencies, business organizations, industry leaders and others.

### OTHER AGENCY INVOLVEMENT

Prior to going live, the website was presented in front of the Monterey County Economic Opportunity Administrative Subcommittee and the Monterey County Workforce Development Board Business Services Committee for their input. The Monterey County Business Council featured a story on the website on their May 20th digital newsletter issue of Friday Facts.

### FINANCING

Receiving this report and presentation has no budget impact.

Prepared by: Jerry Hernandez, Economic Development Project Analyst

Approved by: David L. Spaur, Economic Development Director, CEcD, EDFP

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Handwritten signature of David L. Spaur in black ink, dated 5/31/16.