



Monterey County

Item No.

Board Report

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

Legistar File Number: A 20-300

July 21, 2020

Introduced: 7/9/2020

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

- a. Approve and authorize execution of a FY 2020-21 Development Set-Aside Agencies Standard Agreement for the Monterey County Convention and Visitors Bureau to develop and implement marketing programs that promote Monterey County as a travel and leisure destination, for the period of one (1) year, for the term retroactive to July 1, 2020 through June 30, 2021, in an amount not to exceed \$800,000;
- b. Authorize the Assistant County Administrative Officer to execute an Agreement with the Arts Council for Monterey County to develop and implement cultural arts programs for Monterey County residents and visitors, for the period of one (1) year, for the term retroactive to July 1, 2020 through June 30, 2021, in an amount not to exceed \$247,500;
- c. Authorize the Assistant County Administrative Officer to execute an Agreement with the Monterey County Film Commission to develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue and jobs throughout Monterey County, for the period of one (1) year, for the term retroactive to July 1, 2020 through June 30, 2021 in an amount not to exceed \$118,750; and
- d. Authorize the Assistant County Administrative Officer to execute an Agreement with the Monterey County Business Council to perform all tasks necessary to create and/or retain at least 100 jobs in Monterey County, for the period of one (1) year, for the term retroactive to July 1, 2020 through June 30, 2021, in the amount not to exceed \$100,000

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize execution of a FY 2020-21 Development Set-Aside Agencies Standard Agreement for the Monterey County Convention and Visitors Bureau to develop and implement marketing programs that promote Monterey County as a travel and leisure destination, for the period of one (1) year, for the term retroactive to July 1, 2020 through June 30, 2021, in an amount not to exceed \$800,000;
- b. Authorize the Assistant County Administrative Officer to execute an Agreement with the Arts Council for Monterey County to develop and implement cultural arts programs for Monterey County residents and visitors, for the period of one (1) year, for the term retroactive to July 1, 2020 through June 30, 2021, in an amount not to exceed \$247,500;
- c. Authorize the Assistant County Administrative Officer to execute an Agreement with the Monterey County Film Commission to develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue and jobs throughout Monterey County, for the period of one (1) year, for the term retroactive to July 1, 2020 through June 30, 2021 in an amount not to exceed \$118,750; and
- d. Authorize the Assistant County Administrative Officer to execute an Agreement with the

Monterey County Business Council to perform all tasks necessary to create and/or retain at least 100 jobs in Monterey County, for the period of one (1) year, for the term retroactive to July 1, 2020 through June 30, 2021, in the amount not to exceed \$100,000.

SUMMARY/DISCUSSION

On June 1, 2020, the Board approved the FY 2020-2021 funding allocation for the Development Set-Aside Agencies: 1) Monterey County Convention and Visitors Bureau, 2) Arts Council for Monterey County, 3) Monterey County Film Commission and, 4) Monterey County Business Council, for a total amount of \$1,266,250.

The Development Set-Aside (DSA) Program was established by the Board of Supervisors to support and promote economic development through tourism promotion, filmmaking, cultural arts programs, small business outreach that strengthen the workforce, and through other programs that broaden the County's economic base to increase revenue and promote the creation and retention of jobs.

These Agreements will provide funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors strategic initiatives as described below:

- The Monterey County Convention and Visitors Bureau (MCCVB) acts as the County's marketing channel to maximize the benefits of tourism to the County of Monterey by implementing programs that promote the Monterey County brand. The primary goal of MCCVB's Marketing Communications department is to inspire and increase overnight visitation amongst Leisure, Group and International travelers. The MCCVB shall market Monterey County through public relations, social media, and advertising programs to increase awareness and desire to visit Monterey County. It will do so by increasing web visits and earned media; by procuring group sales and group bookings; and through providing visitor information services with focus on increasing Transient Occupancy Tax revenue by persuading visitors to extend their stays.

The MCCVB funding also includes the following specific service, with a budget allocation of \$50,000:

- 1) Oversee a contract to promote Salinas Valley tourism with the Salinas Valley Tourism and Visitor's Bureau.
- The Arts Council for Monterey County shall develop jobs and business opportunities in the art sector through creative impact grants, training, and promotion to artists' networks and associations. It shall increase public/private partnerships with partner hotels, partner districts, and partner schools to broaden the customer base of partner businesses. It shall leverage County investment by increasing funding from foundations, small businesses, and individuals, and swelling earned revenue from the sale of artwork. It shall expand workforce development opportunities that focus on increasing the number of students ready to work in the arts.
 - The Monterey County Film Commission shall boost film industry outreach by increasing the

number of inquiries that have positive results; tracking the number of media productions occurring in Monterey County, and raising the total funds spent in Monterey County from film production. It shall expand education and workforce opportunities by increasing the number of Monterey County film site locations and enhancing film-related job skills.

- The Monterey County Business Council (MCBC) shall create or retain jobs through business expansion and businesses receiving assistance from the Monterey Bay Procurement and Technical Assistance Center and assist small businesses and local entrepreneurs to secure government contracts. MCBC shall continue to educate and engage the public through events, e.g., the Annual Higher Education & Research Summit and Annual Economic Vitality Awards, and host various business advocacy events, Leadership Monterey County, and business luncheons.

The DSA Agencies Agreements/Scope of Services provide the detailed services, programs, and performance measures.

OTHER AGENCY INVOLVEMENT:

County Counsel has approved the Agreements as to form.

FINANCING:

Funds for the DSA Agreements, in the cumulative amount of \$1,266,250, have been included in the FY 2020-21 Adopted Budget, Fund 001, Department 1050, Unit 8512. There are no additional fiscal impacts with this recommendation.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The Development Set-Aside economic development partners provide programs and services that support the Board approved Strategic Initiatives:

Mark a check to the related Board of Supervisors Strategic Initiatives

X Economic Development

Administration

X Health & Human Services

X Infrastructure

X Public Safety

Prepared by:



Anastacia Wyatt, Housing Program Manager, Ext. 5387

Approved by:



Nicholas E. Chiulos, Assistant County Administrative Officer, Ext. 5145

Attachments:

Board Report

ACMC FY2020-21 Standard Agreement

ACMC FY2020-21 Agreement_Exhibit A

ACMC FY2020-21 Agreement_Exhibit B

MCBC FY2020-21 Standard Agreement

MCBC FY2020-21 Agreement_Exhibit A

MCBC FY2020-21 Agreement_Exhibit B

MCCVB FY2020-21 Standard Agreement

MCCVB FY2020-21 Agreement_Exhibit A

MCCVB_FY2020-21_Agreement_Exhibit B

MCFC FY2020-21 Standard Agreement

MCFC FY2020-21 Agreement_Exhibit A

MCFC_FY2020-21_Agreement_Exhibit B