

MONTEREY COUNTY BOARD OF SUPERVISORS

MEETING:	July 27, 2010	AGENDA NO.:	64
SUBJECT:	a. Approve the FY 2010-11 Development Set-Aside (DSA) Work Plans submitted by the Monterey County Convention and Visitors Bureau (MCCVB), the Arts Council for Monterey County (ACMC), and the Monterey County Film Commission (MCFC), as recommended by the Overall Economic Development Commission (OEDC); b. Authorize the Contracts/Purchasing Officer to execute an Agreement with the MCCVB for the term July 1, 2010 through June 30, 2011, in an amount not to exceed \$897,423; c. Authorize the Contracts/Purchasing Officer to execute an Agreement with the ACMC for the term July 1, 2010 through June 30, 2011, in an amount not to exceed \$236,920; and, d. Authorize the Contracts/Purchasing Officer to execute an Agreement with the MCFC for the term July 1, 2010 through June 30, 2011, in an amount not to exceed \$113,674.		
DEPARTMENT:	CAO – Intergovernmental & Legislative Affairs		

RECOMMENDATIONS:

It is recommended that the Board of Supervisors:

- a. Approve the FY 2010-11 Development Set-Aside (DSA) Work Plans, submitted by the Monterey County Convention and Visitors Bureau (MCCVB) the Arts Council for Monterey County (ACMC), and the Monterey County Film Commission (MCFC), as recommended by the Overall Economic Development Commission (OEDC);
- b. Authorize the Contracts/Purchasing Officer to execute an Agreement with the MCCVB for the term July 1, 2010 through June 30, 2011, in an amount not to exceed \$897,423;
- c. Authorize the Contracts/Purchasing Officer to execute an Agreement with the ACMC for the term July 1, 2010 through June 30, 2011, in an amount not to exceed \$236,920; and,
- d. Authorize the Contracts/Purchasing Officer to execute an Agreement with the MCFC for the term July 1, 2010 through June 30, 2011, in an amount not to exceed \$113,674.

SUMMARY/DISCUSSION:

The Development Set-Aside (DSA) Program was established by the Board of Supervisors to support and promote economic development, tourism promotion, filmmaking and cultural arts activities that strengthen and broaden the County's economic base. In accordance with Board policy, the County receives annual Work Plans from the Monterey County Convention and Visitors Bureau (MCCVB), the Arts Council for Monterey County (ACMC), and the Monterey County Film Commission (MCFC), outlining specific programs and tasks that will be implemented in support of economic development.

The DSA Work Plans are submitted to the County, through the Overall Economic Development Commission (OEDC) for approval. Upon acceptance by the OEDC and approval by the Board of Supervisors, the County enters into annual agreements with these agencies. The OEDC has reviewed and accepted the Work Plans submitted by the MCCVB, ACMC and MCFC, and recommends approval. In addition, the OEDC provides oversight of the DSA agencies through review of their six-month, nine-month and twelve-month status reports.

The Monterey County Convention and Visitors Bureau (MCCVB) will receive \$897,423 to continue to develop and implement programs that will promote Monterey County as a tourism

and business travel destination through support of group sales, leisure marketing, communications/media relations, internet marketing, visitor services, community relations and membership activities.

The Arts Council (ACMC) will receive \$236,920 to focus on audience development, increase awareness of opportunities in the arts, strengthen the ability to attract and serve a more diversified audience, increase the participation of visitors in the arts activities, enhance the arts and education program, increase partnerships, collaborate efforts to serve youth and families with the greatest needs, and administer the re-granting program. In addition, the ACMC will continue the art program, in collaboration with the County, to display artwork in the public lobbies at the Monterey County Government Center – Administration Building.

The Film Commission (MCFC) will receive \$113,674 to develop and implement programs that promote Monterey County as a filmmaking destination, and generate increased business, revenues and jobs through film, television, motion and still commercials. The MCFC will attend trade shows, utilize direct mail campaigns, develop website enhancement/marketing, host familiarization tours, and conduct market research to encourage additional filming activities throughout the County.

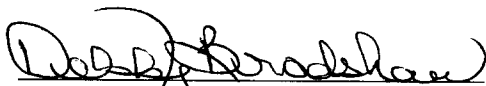
OTHER AGENCY INVOLVEMENT:

On June 17, 2010, the OEDC reviewed and unanimously accepted the FY 2010-11 Work Plans submitted by the MCCVB, ACMC and MCFC and recommends approval.

FINANCING:

Funds for these agreements have been included in FY 2010-11 Adopted Budget, Fund 001, Development Set-Aside Budget Unit 1050-8043, in the amount of \$1,248,016. There are no additional fiscal impacts with this recommendation.

Prepared by:

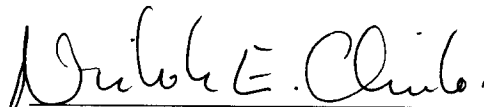


Debby L. Bradshaw
Management Analyst III

7-12-10

Date

Approved by:



Nicholas E. Chiulos, Intergovernmental
and Legislative Affairs Director

7-12-10

Date

Attachments: MCCVB, ACMC, and MCFC Agreements and FY 2010-11 Work Plans are on file with the Clerk of the Board's Office.

c: John Reyes, President/CEO, MCCVB
Paulette Lynch, Executive Director, ACMC
Karen Nordstrand, Executive & Marketing Director, MCFC
OEDC Members