

ECONOMIC OPPORTUNITY COMMITTEE

MEETING:	February 10, 2016	AGENDA NO.:
SUBJECT:	Receive Report on the Development Set-Aside (DSA) Agencies Six-Month Performance Reports for FY 2015-16: 1. Monterey County Convention and Visitors Bureau (MCCVB); 2. Arts Council for Monterey County (ACMC); 3. Monterey County Film Commission (MCFC); and 4. Monterey County Business Council (MCBC).	
DEPARTMENT:	Economic Development Department	

RECOMMENDATION:

It is recommended that the Economic Opportunity Committee receive a report on the Development Set-Aside (DSA) Agencies Six-Month Performance Reports for FY 2015-16:

1. Monterey County Convention and Visitors Bureau (MCCVB);
2. Arts Council for Monterey County (ACMC);
3. Monterey County Film Commission (MCFC); and
4. Monterey County Business Council (MCBC).

SUMMARY/DISCUSSION:

Per the EOC Bylaws, the Economic Opportunity Committee reviews and provides oversight in the distribution, funding and performance auditing of the Development Set-Aside (DSA) Agencies. On January 13, 2016, the Administrative Subcommittee approved the DSA Agencies First Quarter Performance Reports for the period 7/1/2015 – 9/30/2015.

The DSA Agencies Six-Month Performance Reports for the period 7/1/2015– 12/31/2015 highlight goals and performance measurements that are in alignment with the DSA Agencies Agreements/Scope of Services, which were approved by the Board of Supervisors on July 7, 2015. All of the DSA agencies meet or exceed the performance measurements associated with their goals highlighted below:

- **The Monterey County Convention and Visitors Bureau (FY 2015-16 Agreement ~ \$1,192,875)**

MCCVB provides programs that promote the Monterey County brand through advertising, and increasing & improving visitor resources to provide opportunity to “upsell” and influence extending stays and spending. The MCCVB Six-Month Performance Report indicates they are on target for meeting their goals: 1) Identify and secure incremental group business to the destination, 2) Increase intent to visit through public relations, social media and advertising programs to increase awareness and desire to visit Monterey County, and 3) Increase room nights by creating opportunities to influence visitors to extend their stay, through the Visitors Center, welcoming cruise ships, setting up satellite visitors centers at several conferences and events, and 4) Designed and installed the County’s State Fair Exhibit in July 2015, which won a Gold Ribbon and Blue Ribbon. Designed and installed the County’s State Capitol Display in October 2015.

- **The Arts Council for Monterey County**
(FY 2015-16 Agreement ~ \$393,648)

ACMC provides programs that improve the quality of life for all residents in the region through the arts, by developing jobs and increasing business opportunities for artists, art centers and nonprofit arts organizations through grants, consulting training, promotion and special initiatives. The ACMC Six-Month Performance Report indicates they are on target for meeting their goals: 1) Increase art sector jobs, art businesses and creative tech businesses, 2) Develop public/private partnerships-Tourism/Agriculture, and increase High School Graduation Rates, 3) Increase workforce development opportunities, 4) Improve business climate, and 5) Leverage county investment.

- **The Monterey County Film Commission**
(FY 2015-16 Agreement ~ \$188,871)

MCFC provides programs that promote Monterey County as a filmmaking destination and generate increased business revenues and jobs through Film industry outreach and local facilitation, marketing and promotion, education and workforce development and expanding collaboration. The MCFC Six-Month Performance Report indicates they are on target for meeting their goals: 1) Increase film industry outreach and local facilitation efforts, 2) Expand film industry marketing and promotion opportunities, 3) Develop education and workforce opportunities, and 4) Expand countywide collaboration.

- **The Monterey County Business Council**
(FY 2015-16 Agreement \$87,210)

MCBC provides facilitation and implementation of all aspects of the Competitive Clusters Program and to continue efforts to support the designated four pillars of Monterey County through accelerating regional development of Small Business and the creation and retention of jobs through the joint efforts of the MCBC and Monterey Bay PTAC. The MCBC Six-Month Performance Report indicates they are on target for meeting their goals: 1) Expand the Monterey Bay Procurement Technical Assistance Center (PTAC), 2) Expand the Monterey Bay Economic Partnership (MBEP), and 3) Increase small and medium size business outreach efforts.

OTHER AGENCY INVOLVEMENT:

None

FINANCING:

There is no impact to the County General Fund associated with this recommendation. Funds for the DSA Agencies Agreements are currently budgeted in the FY 2015-16, in Fund 001, Unit Code 8043 (Development Set-Aside), Appropriation Code DEO019.

Prepared by:

Debby L. Bradshaw

Debby L. Bradshaw, Ext. 5338
Management Analyst III