

Monterey County Business Council



“Road to Recovery”

ARPA Business Retention Program

2022-2024

Kimbley Craig, President & CEO - MCBC

Business Retention Plan – Phase 1

- Launch “Back to Business” Countywide Program with Bilingual Program Manager
 - Fluent in Spanish and English
 - Focus areas of LGBTQ+ owned, minority-owned, women-owned businesses
 - Separate administrative support for program
- Determine critical issues within Monterey County business community
 - Three surveys – needs of the business community – determine relevant issues, concerns, and needs of businesses
 - Both English & Spanish
 - MCBC has 2,400 active business emails from countywide business participation in our free webinar series through 2020
- Launch www.MontereyCountyBusiness.com Business Hub
 - Utilize the “pillars” of economic development for engagement of businesses in Monterey County: Hospitality, Agriculture, Education, Defense, and ADD: Small Business, Construction industries
 - Partner with industry associations in each of these categories for classes and programming relevant to the industry (Monterey County Hospitality Assn., Farm Bureau, MCCVB, Builders Exchange, Small Business Development Center, Monterey Bay Defense Alliance, etc.)

Business Retention Plan – Phase 2

- Engage all 12 cities in Monterey County Business Hub
 - Meet with Economic Development division/City Managers to discuss needs for each city
 - Add contents of cities' economic development plans to hub
 - Add ARPA City programs and link to each
- Engage underserved areas of Monterey County
 - Focus outreach to businesses in unincorporated areas of the county for participation:
 - North County
 - South County
 - Big Sur/Carmel Valley
- Partner with nonprofit business groups in Monterey County
 - Monterey County Business Alliance – Chambers of Commerce, and create dual programming with small business centers (Small Business Development Center, Procurement Technical Assistance Center, El Pajaro CDC)
 - Facilitate relationships between County's new Economic Development Manager and business-based organizations throughout the County
 - Schedule programming and or services to assist small businesses in thriving through pandemic
 - Digital Nest – contract with Digital Nest to have youth provide updated website, social media presence for business owners at no cost through their BizNest program

Business Retention Plan – Phase 3

- Include cross-promotion with other jurisdictions, county and city social media, business organizations
- Fifteen (15) County-partnered “Road to Recovery” free events (webinars, in-person seminars, classes, lectures, etc.) focused on business retention for Monterey County businesses. (At least three programs will be delivered in each supervisorial district). Supervisors will be invited to participate in the programs held in their respective district.
- Minimum three (3) programs held in Spanish (and other languages to be considered)
- Topics for business programming to be determined in collaboration with County staff.
- Robust marketing plan implemented for promotion of programming
- Quarterly reports to the Board of Supervisors and/or EOC Committee on progress and project successes

Key Objectives & Critical Success Factors

- Outreach to underserved business owners: BIPOC, LGBTQ+, AAPI, women, and Hispanic owners and connect them to resources to retain and maintain their business
- Connect all 12 cities to County “Back to Business” retention program
- Focus outreach efforts to business owners in underserved areas of Monterey County, including South County, North County, Salinas Valley, and unincorporated areas
- Identify areas of need for business owners – and implement programming to assist them in retaining their business (loan programs, marketing classes, finance/business plan seminars, etc.)
- Results-based programs for businesses to increase new and current businesses
- Three-year full plan to be implemented through ARPA timeline

Budget Plan

Personnel

Director (full-time)

Program Manager (full-time)

Administrative Assistance (part-time)

Taxes

Benefits

Total Personnel

300,000

\$300,000

Outreach

Advertising

50,000

Public Relations

50,000

Communications / Website

50,000

Translation

10,000

Speaker Fees

50,000

Facilities & Events

30,000

Business Nonprofit Programs

300,000

Remote Services

50,000

Total Outreach

590,000

\$590,000

Administrative

Management

64,000

Occupancy

10,000

IT

11,000

Accounting and Audit

25,000

Total Administrative

110,000

\$110,000

2022 BUDGET

TOTAL PROGRAM :

\$1,000,000

Recommended 3-Year Budget

- Three-year program (Calendar years: 2022, 2023, and 2024)
 - MCBC coordinates all City ARPA programs with the County for multiplier effect
 - MCBC is the “ARPA Hub” for all “Back to Business” programs with County of Monterey
 - MCBC administers budget/contracts with other business-based nonprofits to assist with business retention
 - MCBC ARPA Year One budget is outlined, and Year Two and Year Three will have same budget to cover core resources – recovery plan and programming is flexible enough to shift based on the needs of the business community at that time. MCBC will coordinate with County staff on topics

Total Multi-Organization Budget: \$1,000,000 per fiscal year