

## MONTEREY COUNTY BOARD OF SUPERVISORS

<b>MEETING:</b>	July 27, 2010	<b>AGENDA NO.:</b>	63
<b>SUBJECT:</b>	a. Approve a Professional Services Agreement with the Monterey County Business Council (MCBC) for the term July 1, 2010 through June 30, 2011, in an amount not to exceed \$91,800, to administer all aspects of the Competitive Clusters (C <sup>2</sup> ); and b. Authorize the Contracts/Purchasing Officer to execute the Agreement.		
<b>DEPARTMENT:</b>	CAO – Intergovernmental & Legislative Affairs		

### **RECOMMENDATIONS:**

It is recommended that the Board of Supervisors:

- a. Approve a Professional Services Agreement with the Monterey County Business Council (MCBC) for the term July 1, 2010 through June 30, 2011, in an amount not to exceed \$91,800, to administer all aspects of the Competitive Clusters (C<sup>2</sup>); and
- b. Authorize the Contracts Purchasing Officer to execute the Agreement.

### **SUMMARY/DISCUSSION:**

The Monterey County Business Council (MCBC) has been the County's private sector partner for the Monterey County Competitive Clusters (C<sup>2</sup>) since its initiation in March 2003. The purpose of the Agreement is to continue C<sup>2</sup> efforts. The MCBC will match the Agreement, in the amount of \$45,900.

C<sup>2</sup> is a strategic project designed to implement near-term economic development action as well as provide a compelling economic vision and strategic framework to guide development efforts in the future. The effort is directed by a Leadership Council.

The objective of C<sup>2</sup> is to achieve a more competitive economy in the existing key industries and emerging industries that fit the special character of Monterey County. The expected benefits of C<sup>2</sup> are: 1) increase wealth in the region (export-orientation); 2) raise wages; 3) increase the supply and diversity of job opportunities; 4) increase the array of career path opportunities; 5) develop a shared sense of direction for the County; and 4) smooth out the impacts of seasonality on employment.

Now in its 7<sup>th</sup> year, C<sup>2</sup> has brought together over 4,000 leaders since its inception to identify critical issues and challenges facing their industry in six on-going Clusters: Agriculture, Tourism, Education & Research, Building & Design, Wellness & Lifestyle, and Creative & Technology.

In addition to administering all aspects of the C<sup>2</sup>, the MCBC will provide C<sup>2</sup> quarterly status reports detailing performance measurements, prepare an annual C<sup>2</sup> report and two Economic Reports, and hold an annual Economic Development Forum. Also, the MCBC will provide presentations to the Board of Supervisors on the status of the C<sup>2</sup>. The Overall Economic Development Commission (OEDC) will continue to provide oversight of the MCBC and review the C<sup>2</sup> quarterly status reports.

### **OTHER AGENCY INVOLVEMENT:**


The Overall Economic Development Commission supports the C<sup>2</sup>.

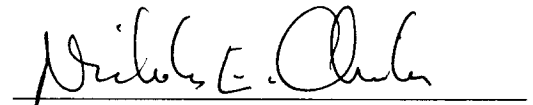
**FINANCING:**

Funds for this Agreement have been included in FY 2010-11 Adopted Budget, Fund 001, Development Set-Aside Budget Unit 1050-8043, in the amount of \$91,800. There are no additional fiscal impacts with this recommendation.

Prepared by:

Approved by:

  
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Debby L. Bradshaw  
Management Analyst III

  
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Nicholas E. Chiulos, Intergovernmental  
and Legislative Affairs Director

7-12-10  
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Date

7-12-10  
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Date

Attachment: MCBC Agreement on file with the Clerk of the Board's Office.

c: Mary Claypool, Executive Director, Monterey County Business Council  
Mary Ann Leffel, President, Monterey County Business Council  
OEDC Members