



Monterey County

Item No.

Board Report

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

Legistar File Number: 22-446

June 07, 2022

Introduced: 5/10/2022

Current Status: Agenda Ready

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Matter Type: General Agenda Item

Receive a presentation from the Development Set-Aside Agencies, the Arts Council for Monterey County (ACMC) and Monterey County Film Commission (MCFC) on FY21-22 Quarter 1 - Quarter 3 results.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Receive a presentation from the Development Set-Aside Agencies, the Arts Council for Monterey County (ACMC) and Monterey County Film Commission (MCFC) on FY21-22 Quarter 1 - Quarter 3 results.

SUMMARY/DISCUSSION:

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 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 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.

Legistar File Number: 22-446

- 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 Board will receive presentations from ACMC & MCFC today, as presentations from the Monterey County Business Council (MCBC) and Monterey County Convention and Visitors Bureau (MCCVB) occurred on May 17, 2022.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed this report.

FINANCING:

Receiving this report does not impact the County budget.

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

___ Health & Human Services

___ Infrastructure

___ Public Safety

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Attachments: Board Report; DSA Presentations - Arts Council for Monterey County and Monterey County Film Commission