



County of Monterey

Item No.5

Board Report

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

Legistar File Number: 25-336

May 22, 2025

Introduced: 5/9/2025

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Matter Type: General Agenda Item

Receive a presentation from See Monterey regarding Economic Recovery Hospitality and Tourism Program.

RECOMMENDATION:

It is recommended that the Economic Development Committee receive a presentation from See Monterey regarding Economic Recovery Hospitality and Tourism Program.

SUMMARY/DISCUSSION:

On June 2, 2021, the Board of Supervisors approved ARPA funding allocation for Economic Recovery support. The remaining allocated amounts subject to these agreements is estimated at \$4.8 million of which \$1,800,000 is allocated for Monterey County Hospitality and Tourism Recovery. In total the County has allocated \$9.6 million in ARPA funds towards economic endeavors which are required to be utilized within the next three years or be subject to return.

These services are designed to assist with the economic recovery of Small Business and Tourism/Hospitality Industry, with a focus on business in the hospitality /tourism that were negatively affected by COVID-19. The Monterey County Vintners and Growers Association has created flexible programming which can expand with other ARPA allocated funds.

On January 25, 2022, the Board of Supervisors adopted a resolution to execute an agreement for ARPA Economic Recovery Countywide Business Retention Standard Agreement for Monterey County Business Council to perform all tasks necessary to develop and implement business retention programming in Monterey County, for the period of three (3) years, for the term January 25, 2022 through December 31, 2024, in the amount not to exceed \$3,000,000.

On March 1, 2022, the Board of Supervisors authorized to execute an agreement for ARPA Economic Recovery Wine Signage Standard Agreement for Monterey County Winegrowers Council (Monterey County Vintners and Growers Association) to perform all tasks necessary to develop and implement wine signage services in Monterey County, for the period of one (1) year, for the terms March 1, 2022 through February 28, 2023, in the amount not to exceed \$100,000.

On March 22, 2022, the Board of Supervisors adopted a resolution to execute an agreement for ARPA Economic Recovery Hospitality and Tourism Standard Agreement for Monterey County Convention and Visitors Bureau (See Monterey) to perform all tasks necessary to develop and implement hospitality and tourism support services in Monterey County, for the period of three (3) years, for the term March 29, 2022, through December 31, 2024, in the amount not to exceed

\$1,800,000.

See Monterey intends to present their final report regarding the ARPA Economic Recovery Program.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed this staff report.

FINANCING:

Receiving this report does not impact the County budget.

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Attachments:

See Monterey CY2022 Report

See Monterey CY2023 Report

See Monterey CY2024 Report