

# **County of Monterey**

Government Center - Monterey Room  
168 W. Alisal St., 2nd Fl.  
Salinas, CA 93901



## **Meeting Agenda - Final**

**Wednesday, May 1, 2024**

**2:00 PM**

**Join via Zoom at: <https://montereycty.zoom.us/j/91931079933> or in person at: 168  
W. Alisal St, 2nd Floor, Salinas CA 93901–Monterey Room**

### **Economic Development Committee**

**Participation in meetings:**

Members of the public may participate in Committee meetings in two (2) ways:

1. You may attend the meeting in person at 168 W. Alisal Street, 2nd Floor, Salinas CA 93901 – Government Center Building, Monterey Room; or
2. You may participate via Zoom at: <https://montereycty.zoom.us/j/91931079933>

If you do not have access to a computer, you may call into the meeting and participate by calling the following number: 1-669-900-6833 and entering the following meeting ID: 919 3107 9933

If you choose not to attend the Economic Development Committee meeting but desire to make a public comment on a specific agenda item, please submit your comment via email by 5:00 p.m. on the Friday prior to the meeting. Please submit your comment to Sophia Magana at [maganas@co.monterey.ca.us](mailto:maganas@co.monterey.ca.us) and your comment will be placed into the record at the meeting.

If you are watching the live stream of the Economic Development Committee meeting and wish to make either a general public comment or to comment on a specific agenda item as it is being heard, please select the “raise hand” option on the Zoom screen, and your microphone will be unmuted so you can speak. To select the “raise hand” option, click on the ‘participants’ icon at the bottom of your Zoom screen, then click the “raise hand” icon next to your name.

**PLEASE NOTE: IF ALL BOARD MEMBERS ARE PRESENT IN PERSON, PUBLIC PARTICIPATION BY ZOOM IS FOR CONVENIENCE ONLY AND IS NOT REQUIRED BY LAW. IF THE ZOOM FEED IS LOST FOR ANY REASON, THE MEETING MAY BE PAUSED WHILE A FIX IS ATTEMPTED BUT THE MEETING MAY CONTINUE AT THE DISCRETION OF THE CHAIRPERSON.**

**Participación en reuniones:**

Los miembros del público pueden participar en las reuniones del Comité de (2) maneras:

1. Puede asistir a la reunión en persona en 168 W. Alisal Street, Segundo Piso, Salinas, CA 93901 - Centro de Gobierno del Condado de Monterey, Monterey Room; o
2. Puede participar a través de Zoom en: <https://montereycty.zoom.us/j/91931079933>

Si no tiene acceso a una computadora, puede llamar a la reunión y participar llamando al siguiente número: 1-669-900-6833 e ingresando la siguiente identificación de la reunión: 919 3107 9933

Si decide no asistir a la reunión del Comité de Desarrollo Económico, pero desea hacer un comentario, envíelo antes de las 5:00 p.m. del viernes anterior a la reunión, a Sophia Magana, por

correo electrónico a: [maganas@co.monterey.ca.us](mailto:maganas@co.monterey.ca.us) y su comentario se incluirá en el registro de la reunión.

Si está viendo la retransmisión en directo de la reunión del Comité de Desarrollo Económico y desea hacer un comentario público general o comentar un punto específico del orden del día mientras se escucha, seleccione la opción "levantar la mano" en la pantalla de Zoom, y su micrófono se silenciará para que pueda hablar. Para seleccionar la opción "levantar la mano", haga clic en el icono de "participantes" que encontrará en la parte inferior de la pantalla de Zoom y, a continuación, haga clic en el icono "levantar la mano" que encontrará junto a su nombre.

**TENGA EN CUENTA: SI TODOS LOS MIEMBROS DE LA JUNTA ESTÁN PRESENTES EN PERSONA, LA PARTICIPACIÓN DEL PÚBLICO POR ZOOM ES ÚNICAMENTE POR CONVENIENCIA Y NO ES REQUERIDA POR LA LEY. SI LA ALIMENTACIÓN DE ZOOM SE PIERDE POR CUALQUIER MOTIVO, LA REUNIÓN PUEDE PAUSARSE MIENTRAS SE INTENTA UNA SOLUCIÓN, PERO LA REUNIÓN PUEDE CONTINUAR A DISCRECIÓN DEL PRESIDENTE.**

**NOTE:** All agenda titles related to numbered items are live web links. Click on the title to be directed to corresponding Committee Report.

**PUBLIC COMMENT:** Members of the public may address comments to the Committee concerning each agenda item. Timing of the public comment shall be at the discretion of the Chair.

**Call to Order**

**Roll Call**

**Additions and Corrections**

**Public Comment Period**

This portion of the meeting is reserved for persons to address the Committee on any matter not on this agenda but under the jurisdiction of the Committee.

**Regular Agenda**

1. Consider nominating and electing the Chair and Vice-Chair for the Economic Development Committee
2. Consider approval of action minutes from the Economic Development Committee meeting held on November 1, 2023.

**Attachments:**     [Economic Development Committee Draft Minutes - November 1, 2023](#)     Pg. 7

3. Consider approval of action minutes from the Economic Development Committee meeting held on February 7, 2024.

**Attachments:**     [Economic Development Committee Draft Minutes - February 7, 2024](#)     Pg.12

4.
  - a. Receive a presentation from the Monterey County Green Business Network on the network's activities and importance to the County climate action; and
  - b. Consider providing support for a funding request to the Board of Supervisors during the FY 2024-25 Budget Hearings.

**Attachments:**     [Board Report](#)     Pg. 16  
                         [MCGBN Impact Summary Report](#)  
                         [Alternative Energy and Environment Committee Report](#)  
                         [PowerPoint Presentation](#)



5. Receive a presentation from York School regarding their potential development.

**Attachments:**      [Board Report](#)      Pg. 35  
                         [York School Presentation](#)

6. a. Receive a presentation from the Development Set-Aside Agencies, the Arts Council for Monterey County (Arts4MC), the Monterey County Convention and Visitors Bureau (See Monterey), the Monterey County Film Commission (MCFC) and the Monterey County Business Council (MCBC).

**Attachments:**      [Board Report](#)      Pg.63  
                         [DSA Partner Presentations](#)

### **Announcements**

### **Adjournment**

**The next regular meeting is scheduled on August 7, 2024.**

**Committee Members:** Supervisor Mary L. Adams, Chair; Supervisor Vice-Chair; Luis Alejo, Norm Groot, Agriculture; Catherine Stedman, Climate and Clean Energy; Keith Severson, Construction; Terice Clark, Finance; Janine Bouyea, Healthcare; Dan Ripke, Higher Education; Jonathan Brown, Labor; Heather Gardner, Micro Business; Ida Chan, Minority Owned Business; Nicholas Kite, Non-profit; Beth Fabinsky, Research and Development; Janine Chicourratt, Tourism.  
**Committee Staff:** Deborah Paolinelli, Assistant County Administrative Officer; Richard Vaughn, Economic Development Manager; Reed Gallogly, Deputy County Counsel; Isela Sandoval, Management Analyst II; and Sophia Magana, Committee Secretary.

- Copies of staff reports or other written documentation relating to items referenced on this agenda and/or submitted after distribution of the agenda packet are on file and available for public inspection at the County Administrative Office, Monterey County Government Center, 168 West Alisal Street, 3rd Floor, Salinas CA 93901.
- Meetings of the Board of Supervisors Economic Development Committee are accessible to individuals with disabilities. The Administration Building and Monterey Conference Room are wheelchair accessible. Please contact the Monterey County Civil Rights Office at 831-755-5117 if you need assistance or accommodations to participate in a public meeting or if you need the agenda and public documents modified as required by Section 202 of the Americans with Disabilities Act.
- The following services are available when requests are made by 5:00 p.m. of the Friday before this noted meeting: American Sign Language interpreters during a meeting, large print agenda or minutes in alternative format.
- If you require the assistance of an interpreter, please contact the Senior Secretary in the County Administrative Office at 831-755-5115. Every effort will be made to accommodate requests for translation assistance. Requests should be made as soon as possible, and at a minimum 24 hours in advance of any meeting.
- Si usted requiere la asistencia de un intérprete, por favor comuníquese con la oficina de Administración localizada en el Centro de Gobierno del Condado de Monterey, (Monterey County

**Government Center), 168 W. Alisal, Tercer Piso, Salinas - o por teléfono llamar a 831-755-5115. La secretaria hará el esfuerzo para acomodar los pedidos de asistencia de un intérprete. Los pedidos se deberán hacer lo más pronto posible, y a lo mínimo 24 horas de anticipo de cualquier junta.**

# **County of Monterey**

Government Center - Monterey Room  
168 W. Alisal St., 2nd Fl.,  
Salinas, CA 93901



## **Meeting Minutes - Draft**

**Join via Zoom at <https://montereycty.zoom.us/j/91931079933> or  
In person at: 168 W. Alisal Street, 2nd Floor, Salinas Ca. 93901 - Monterey Room**

**Wednesday, November 1, 2023  
3:00 PM**

### **Economic Development Committee**

## **Participation in meetings**

**While the Monterey Room remains open, members of the public may participate in Committee meetings in two (2) ways:**

- 1. You may attend the meeting in person at 168 W. Alisal Street, 2nd Floor, Salinas CA 93901 – Monterey Room, or**
- 2. You may participate via Zoom at: <https://montereycty.zoom.us/j/91931079933>**

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**If you choose not to attend the Economic Development Committee meeting but wish to make a comment on a specific agenda item, please submit your comment via email by 5:00 p.m. on the Friday prior to the meeting to Yulisa Chavarin at [chavariny1@co.monterey.ca.us](mailto:chavariny1@co.monterey.ca.us) and your comment will be placed into the record at the meeting.**

**If you are participating in the Economic Development Committee meeting via Zoom and wish to make either a general public comment or to comment on a specific agenda item as it is being heard, please select the “raise hand” option on the Zoom screen, and your microphone will be unmuted so you can speak. To select the “raise hand” option, click on the ‘participants’ icon at the bottom of your Zoom screen, then click the “raise hand” icon next to your name.**

## **Participación en reuniones:**

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- 1. Puede asistir a la reunión en persona en 168 W. Alisal Street, Segundo Piso, Salinas, CA 93901 - Centro de Gobierno del Condado de Monterey, Monterey Room; o,**
- 2. Puede participar a través de Zoom en: <https://montereycty.zoom.us/j/91931079933>**

**Si no tiene acceso a una computadora, puede llamar a la reunión y participar llamando al siguiente número: 1-669-900-6833 e ingresando la siguiente identificación de la reunión: 919 3107 9933 Si decide no asistir a la reunión del Comité de Desarrollo Económico pero desea hacer un comentario, envíelo antes de las 5:00 p.m. del viernes anterior a la reunión, a Yulisa Chavarin, por correo electrónico a: [chavariny1@co.monterey.ca.us](mailto:chavariny1@co.monterey.ca.us) y su comentario se incluirá en el registro de la reunión.**

**Si está participando en la reunión del Comité de Desarrollo Económico y desea hacer un comentario público general o comentar un tema específico de la agenda mientras se escucha, seleccione la opción "levantar la mano" en la pantalla de Zoom y su micrófono se desactivará para que pueda**

hablar. Para seleccionar la opción "levantar la mano," haga clic en el icono de "participantes" en la parte inferior de la pantalla de Zoom, luego haga clic en el icono de "levantar la mano" junto a su nombre. Si está marcando por teléfono, puede presionar \*9 para levantar la mano, y \*6 para silenciar y reactivar el audio.

**PLEASE NOTE: IF ALL BOARD MEMBERS ARE PRESENT IN PERSON, PUBLIC PARTICIPATION BY ZOOM IS FOR CONVENIENCE ONLY AND IS NOT REQUIRED BY LAW. IF THE ZOOM FEED IS LOST FOR ANY REASON, THE MEETING MAY BE PAUSED WHILE A FIX IS ATTEMPTED BUT THE MEETING MAY CONTINUE AT THE DISCRETION OF THE CHAIRPERSON.**

**NOTE: All agenda titles related to numbered items are live web links. Click on the title to be directed to corresponding Committee Report.**

**Call to Order**

**The meeting was called to order by Chair Adams at 3:02 p.m.**

**Roll Call**

**Committee Attendees:**

**Chair Adams**

**Vice-Chair Alejo**

**Norm Groot**

**Keith Severson**

**Terice Clark**

**Janine Bouyea**

**Dan Ripke**

**Jonathan Brown**

**Heather Garner**

**Ida Chan**

**Nicholas Kite**

**Beth Fabinsky**

**Janine Chicourrat**

**Absent:**

**Catherine Stedman**

**Additions and Corrections**

**There were no additions or corrections.**

**Public Comment Period**

**No comments were made.**

**Approval of Action Minutes**

- 1.** Consider approval of action minutes from the Economic Development Committee meeting held on July 12, 2023.

**- ACTION: The Economic Development Committee Action Minutes from July 12, 2023 were approved by consensus. The first motion was made by Vice Chair Alejo and the motion was seconded by Norm Groot.**

Announcements

There were no announcements.

Regular Agenda

2. Consider approval of the Economic Development Committee 2024 Calendar Year (CY) Meeting Schedule.

**- ACTION: The Committee approved the quarterly Economic Development Committee 2024 Calendar Year (CY) Meeting Schedule by consensus. The first motion was made by Ida Chan and the motion was seconded by Norm Groot.**

3. Receive a presentation from the Development Set-Aside (DSA) Agencies, the Arts Council for Monterey County (ACMC), the Monterey County Convention and Visitors Bureau (MCCVB), the Monterey County Film Commission (MCFC) and the Monterey County Business Council (MCBC) on FY22-23 results.

**- ACTION: The Committee received a presentation from the Development Set-Aside (DSA) Agencies, the Arts Council for Monterey County (ACMC), the Monterey County Convention and Visitors Bureau (MCCVB), the Monterey County Film Commission (MCFC) and the Monterey County Business Council (MCBC) on FY22-23 results.**

4. a. Consider options for recommendation to the Board of Supervisors for the Development Set-Aside Program and recommend a preferred option, and  
b. Provide direction to staff.

**- ACTION: The Committee chose option 1 and created an Ad hoc Committee with the following committee members: Supervisor Mary L. Adams, Ida Chan, Nicholas Kite, Beth Fabinsky, Jonathan Brown and Janine Chicourrat, and directed staff to look into the possibility of expanding the DSA program in the future. The Committee approved by consensus. The first motion was made by Norm Groot and the motion was seconded by Keith Severson.**

Adjournment

The meeting was adjourned by Chair Adams at 4:22 p.m.

# **County of Monterey**

Government Center - Monterey Room  
168 W. Alisal St., 2nd Fl.  
Salinas, CA 93901



## **Meeting Minutes - Draft**

**Join via Zoom at <https://montereycty.zoom.us/j/91931079933> or in person at:**

**168 W. Alisal St, 2nd Floor, Salinas CA 93901–Monterey Room, or 1200**

**Aguajito Road, Suite #1, Monterey CA 93940 -District 5 Office**

**Wednesday, February 7, 2024**

**1:30 PM**

## **Economic Development Committee**



**NOTE:** All agenda titles related to numbered items are live web links. Click on the title to be directed to corresponding Committee Report.

**PUBLIC COMMENT:** Members of the public may address comments to the Committee concerning each agenda item. Timing of the public comment shall be at the discretion of the Chair.

**Call to Order**

The meeting was called to order by Chair Adams at 1:34 p.m.

**Roll Call**

**Committee Attendees:**

**Chair Adams**

**Vice-Chair Alejo**

**Norm Groot**

**Catherine Stedman**

**Keith Severson**

**Terice Clark**

**Dan Ripke**

**Heather Garner**

**Ida Chan**

**Nicholas Kite**

**Beth Fabinsky**

**Janine Chicourrat**

**Absent:**

**Janine Bouyea**

**Jonathan Brown**

**Additions and Corrections**

**There was a grammatical error on Item #4.**

**Public Comment Period**

**No comments were made.**

**Approval of Action Minutes**

1. Consider approval of action minutes from the Economic Development Committee meeting held on November 1, 2023.

**- ACTION:** The Economic Development Committee Action Minutes from November 1, 2023 were requested to be revised to reflect the action take to create the Ad Hoc Committee and be brought back to the next meeting for approval. The first motion was made by Norm Groot and the motion was seconded by Janine Chicourrat.

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**Regular Agenda**

2. Receive a presentation from Salinas Valley Tourism and Visitors Bureau (SVTVB) regarding community efforts in creating economic development through the promotion of tourism.

**- ACTION: Received a presentation from the Salinas Valley Tourism and Visitors Bureau (SVTVB) regarding community efforts in creating economic development through the promotion of tourism.**

3. a. Receive a presentation from HawkTower regarding Venture Capital activity in the County of Monterey; and  
b. Consider providing support for a funding request to the Board of Supervisors.

**- ACTION: Received a presentation from the HawkTower regarding Venture Capital activity in the County of Monterey.**

4. a. Consider providing support for the revised Development Set Aside (DSA) guidelines brought forth by the Ad hoc Committee and recommend to the Board of Supervisors for approval; and  
b. Consider providing support for the revised funding allocations for the DSA agencies and recommend to the Board of Supervisors for approval; and  
c. Recommend staff to review economic development programs across the nation that are similar to the DSA and return with findings at a future meeting.

**- ACTION: The Committee recommends to make two separate motions for this item. The first is to support the revised DSA guidelines, reallocate percentage allocations from the current three DSA agencies to provide 0.50% to the Monterey County Business Council, and recommend staff to review similar programs across the nation and return with findings at a future meeting - Motion by Norm Groot and Seconded by Ida Chan Lopez, approved, Supervisor Alejo Abstained.**

**- The Committee recommends increasing the overall Development Set-Aside (DSA) allotment by \$100,000. This funding will be reallocated from the TOT funding previously designated for the Monterey County Business Council. This adjustment to the DSA funding formula will reduce the shared reduction for all other DSA agencies and facilitate the incorporation of the Monterey County Business Council at 0.50%. Motion by Beth Fabinsky and Seconded by Norm Groot, approved by consensus.**

**- Revise language for \*Salad Bowl of the World.**

**- Norm Groot requested that we revised additional language in the guidelines.**

**Announcements**

**There were no announcements.**

**Adjournment**

**The meeting was adjourned by Chair Adams at 3:52 p.m.**

**The next regular meeting is scheduled on May 1st, 2024 at 1:30 p.m.**



# County of Monterey

## Item No.4

### Board Report

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

**Legistar File Number: 24-282**

**May 01, 2024**

**Introduced:** 4/10/2024

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** General Agenda Item

- a. Receive a presentation from the Monterey County Green Business Network on the network's activities and importance to the County climate action; and
- b. Consider providing support for a funding request to the Board of Supervisors during the FY 2024-25 Budget Hearings.

#### RECOMMENDATION:

It is recommended that the Economic Development Committee:

- a. Receive a presentation from the Monterey County Green Business Network on the network's activities and importance to the County climate action; and
- b. Consider providing support for a funding request to the Board of Supervisors during the FY 2024-25 Budget Hearings.

#### SUMMARY:

The California Green Business Network is a state-wide organization that certifies and rewards businesses for integrating sustainability measures into their business practice. The Monterey County Green Business Network has 109 active participants that receive free technical assistance, standardized frameworks for compliance, promotional materials, and peer learning support. Across the state, local chapters of the network have been funded by participating jurisdictions or through State funding where local resources have not been secured. Due to State budget cuts, the Monterey County chapter of the network has lost its funding and aims to raise \$150,000 annually across jurisdictions in the County for the chapter to continue to operate. This item was supported by the Alternative Energy and Environment Committee and referred to the Economic Development Committee on 2/29/2024.

#### DISCUSSION:

The California Green Business Network is a state-wide organization that certifies and rewards businesses for integrating sustainability measures into their business practice. The Monterey County Green Business Network has 109 active participants that receive free technical assistance, standardized frameworks for compliance, promotional materials, and peer learning support. Across the state, local chapters of the network have been funded by participating jurisdictions or through State funding where local resources have not been secured. Due to State budget cuts, the Monterey County chapter of the network has lost its funding and aims to raise \$150,000 annually across jurisdictions in the County for the chapter to continue to operate.

By securing funding in the amount of \$150,000 between jurisdictions within the County, the MCGBN will be able to provide a dedicated staff member to support certified business, certify more business, perform community outreach activities, and fundraise for the chapter. Businesses benefit from network

certification by receiving technical support for mandatory compliance such as SB 1383, cost savings from reduced energy and water consumption, and promotion as a green business. These benefits are summarized in the attached MCGBN Impact Summary Report.

Further, the network provides an outlet and pivotal group of first adopters and advocates for sustainability policies as staff work to implement the Community Climate Action & Adaptation Plan. Driving change through local business leadership and consumer awareness is a crucial element of community led climate action and climate friendly behavioral change programming needed to meet the County's climate goals. The MCGBN provides a foundation for this community led engagement. Additionally, the network provides a point of engagement for community members to take part in tangible climate action by supporting MCGBN certified businesses.

At this time MCGBN is requesting funding support of \$20,000 annually through 2030 beginning in Fiscal Year 2024-25 through Fiscal Year 2029-30 for a total of \$120,000. This item was supported by the Alternative Energy and Environment Committee and referred to the Economic Development Committee on 2/29/2024.

#### OTHER AGENCY INVOLVEMENT:

This item was supported by the Alternative Energy and Environment Committee and referred to the Economic Development Committee on 2/29/2024.

#### FINANCING:

If supported by this committee, staff will include the request to go to the Board of Supervisors with the annual budget beginning in FY 2024-25.

#### BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This initiative supports community engagement and participation to meet the County's greenhouse gas reduction goals as set forth in the upcoming Community Climate Action and Adaptation Plan.

Mark a check to the related Board of Supervisors Strategic Initiatives

☒ Economic Development  
☐ Administration  
☒ Health & Human Services  
☐ Infrastructure  
☐ Public Safety

Prepared by: Cora Panturad, Sustainability Program Analyst, x5338

Reviewed by: Richard Vaughn, Economic Development Manager, x5602

Approved by: Deborah Paolinelli, Assistant County Administrative Officer, x5508

DocuSigned by:

*Deborah Paolinelli*  
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#### Attachments:

MCGBN Impact Summary Report

Alternative Energy and Environment Committee Report

PowerPoint Presentation


GREENHOUSE GAS EMISSIONS SAVED




88,104,928 lbs of CO2 total \$ savings of **\$149,778**

=

That's the equivalent of **planting 136,953 acres of urban trees**




ELECTRICITY SAVED




3,243,828 kWh total \$ savings of **\$328,665**

=

That's the equivalent of **powering 297 houses for an entire year**




SOLID WASTE DIVERTED




1,574,715 lbs of waste total \$ savings of **\$105,742**

=

That's the equivalent of **98 garbage trucks worth of diverted waste**




WATER SAVED




13,352,170 gallons of water total \$ savings of **\$41,993**

=

That's the equivalent of **317,901 bathtubs of fresh drinking water**




FUEL SAVED




667 gallons of fuel total \$ savings of **\$2,561**

=

That's the equivalent of **removing 1 cars off the road**




HAZARDOUS WASTE REDUCED




679 gallons of hazardous waste total \$ savings of **\$433**

=

That's the equivalent of **12 fifty-five gallon drums of hazardous waste**




VOCS SAVED




302 lbs of volatile organic compounds (VOCs)

=

That's the equivalent of **301 lbs of volatile organic compounds (vocs) prevented from contributing to ground level ozone smog.**




THERMS SAVED



7,455,372 therms of natural gas per year total \$ savings of **\$6,933,496**

=

That's the equivalent of **heating 286,741 homes for an entire year**





# County of Monterey

## Item No.3

### Board Report

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

**Legistar File Number: 24-134**

**February 29, 2024**

**Introduced:** 2/26/2024

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** General Agenda Item

- a. Receive a presentation from the Monterey County Green Business Network on the network's activities and importance to the County climate action; and
- b. Consider providing support for a funding request to the Board of Supervisors during the FY 2024-25 Budget Hearings.

#### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a presentation from the Monterey County Green Business Network on the network's activities and importance to the County climate action; and
- b. Consider providing support for a funding request to the Board of Supervisors during the FY 2024-25 Budget Hearings.

#### SUMMARY:

The California Green Business Network is a state-wide organization that certifies and rewards businesses for integrating sustainability measures into their business practice. The Monterey County Green Business Network has 109 active participants that receive free technical assistance, standardized frameworks for compliance, promotional materials, and peer learning support. Across the state, local chapters of the network have been funded by participating jurisdictions or through State funding where local resources have not been secured. Due to State budget cuts, the Monterey County chapter of the network has lost its funding and aims to raise \$150,000 annually across jurisdictions in the County for the chapter to continue to operate.

#### DISCUSSION:

The California Green Business Network is a state-wide organization that certifies and rewards businesses for integrating sustainability measures into their business practice. The Monterey County Green Business Network has 109 active participants that receive free technical assistance, standardized frameworks for compliance, promotional materials, and peer learning support. Across the state, local chapters of the network have been funded by participating jurisdictions or through State funding where local resources have not been secured. Due to State budget cuts, the Monterey County chapter of the network has lost its funding and aims to raise \$150,000 annually across jurisdictions in the County for the chapter to continue to operate.

By securing funding in the amount of \$150,000 between jurisdictions within the County, the MCGBN will be able to provide a dedicated staff member to support certified business, certify more business, perform community outreach activities, and fundraise for the chapter. Businesses benefit from network

certification by receiving technical support for mandatory compliance such as SB 1383, cost savings from reduced energy and water consumption, and promotion as a green business. These benefits are summarized in the attached MCGBN Impact Summary Report.

Further, the network provides an outlet and pivotal group of first adopters and advocates for sustainability policies as staff work to implement the Community Climate Action & Adaptation Plan. Driving change through local business leadership and consumer awareness is a crucial element of community led climate action and climate friendly behavioral change programming needed to meet the County's climate goals. The MCGBN provides a foundation for this community led engagement. Additionally, the network provides a point of engagement for community members to take part in tangible climate action by supporting MCGBN certified businesses.

At this time MCGBN is requesting funding support of \$20,000 annually through 2030 beginning in Fiscal Year 2024-25 through Fiscal Year 2029-30 for a total of \$120,000.

#### FINANCING:

If supported by this committee, staff will include the request to go to the Board of Supervisors with the annual budget beginning in FY 2024-25.

#### BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This initiative supports community engagement and participation to meet the County's greenhouse gas reduction goals as set forth in the upcoming Community Climate Action and Adaptation Plan.

Mark a check to the related Board of Supervisors Strategic Initiatives

☒ Economic Development  
☒ Administration  
☒ Health & Human Services  
☐ Infrastructure  
☐ Public Safety

Prepared by: Cora Panturad, Management Analyst I, x5338

Approved by: Deborah Paolinelli, Assistant County Administrative Officer, x5309

#### Attachments:

MCGBN Impact Summary Report  
 PowerPoint

DocuSigned by:

*Cora Panturad*  
 CA60B44EB4604AD...

2/26/2024 | 2:18 PM PST

DocuSigned by:

*Deborah Paolinelli*  
 DFCE819B75E478...

2/26/2024 | 2:19 PM PST





**GREEN**

**CALIFORNIA  
GREEN BUSINESS  
NETWORK**

**Monterey County Green Business Program**

Spring, 2024



*Green Businesses are key to addressing California's environmental challenges...the Green Business Program is the vehicle for action and implementation...*

## The California Green Business Network:

- Provides free technical and financial assistance to small and medium-sized businesses.
- Offers easy to use framework/checklist.
- Recognizes and promote businesses for their green accomplishments.
- Provides a local green marketplace for consumers and employees.

# Certification Areas of Focus



ENERGY



POLLUTION PREVENTION



SOLID WASTE



TRANSPORTATION



WASTEWATER



WATER



COMMUNITY



Congratulations Fisher's for being the first  
Green Business certified restaurant in San Benito County!

**GREEN**

CALIFORNIA  
GREEN BUSINESS  
NETWORK



# What Makes a Green Business?



**Reduced Water Use**  
Low flow toilets and  
auto-off faucets



**Conserve Energy**  
Upgrade lighting and  
equipment to save  
energy



**Commute Sustainably**  
Promote and incentivize  
alternative  
transportation for  
employees



**Prevent Pollution**  
Eliminate and/or  
properly dispose of  
harmful chemicals



**Use Non-Toxic Cleaners**  
Use safer,  
environmentally  
preferable cleaning  
chemicals



**Avoid Waste**  
Eliminate unnecessary  
packaging, printing, and  
purchasing



**Recycle Materials**  
Divert waste from the  
landfill through reuse,  
recycling and  
composting



**Hire Local Vendors**  
Working locally means  
less vehicle use

# Certification Process

STEP 1 - Business Enrollment and Registration

STEP 2 - Green Business Coordinator Initial Walk-Through and Consultation (Free Technical Assistance)

STEP 3 - Audits from Partners (i.e. utilities and water districts)

STEP 4 - Business Implementation of Measures

STEP 5 - Final Site Visit and Verification

STEP 6 - Certification and Business Promotion!

- 6 week certification cycles



# GOOD COMPANY...in CA

- 50 Green Business Programs
- Over 4,500 recognized businesses
- Over 2,000 interested businesses
- 32 business sectors

Dark green are areas with existing programs  
Light green are areas of growth



# Monterey Program

- 109 Active Green Businesses
- 211 business have participated
- Over 20 businesses enrolled on their own (no outreach)



## FUEL SAVED



214 gallons of  
fuel total \$  
savings of **\$822**

## WATER SAVED



472,707 gallons  
of water total \$  
savings of **\$1,487**

## ELECTRICITY SAVED



511,552 kWh  
total \$ savings of  
**\$51,830**

## The Positive Sustainability Impacts of Participating MoCo Businesses in 2023

## GREENHOUSE GAS EMISSIONS



317,248 lbs of  
CO2 total \$  
savings of **\$539**

## THERMS SAVED



4,216 therms of  
natural gas per  
year total \$  
savings of **\$3,921**

## SOLID WASTE DIVERTED



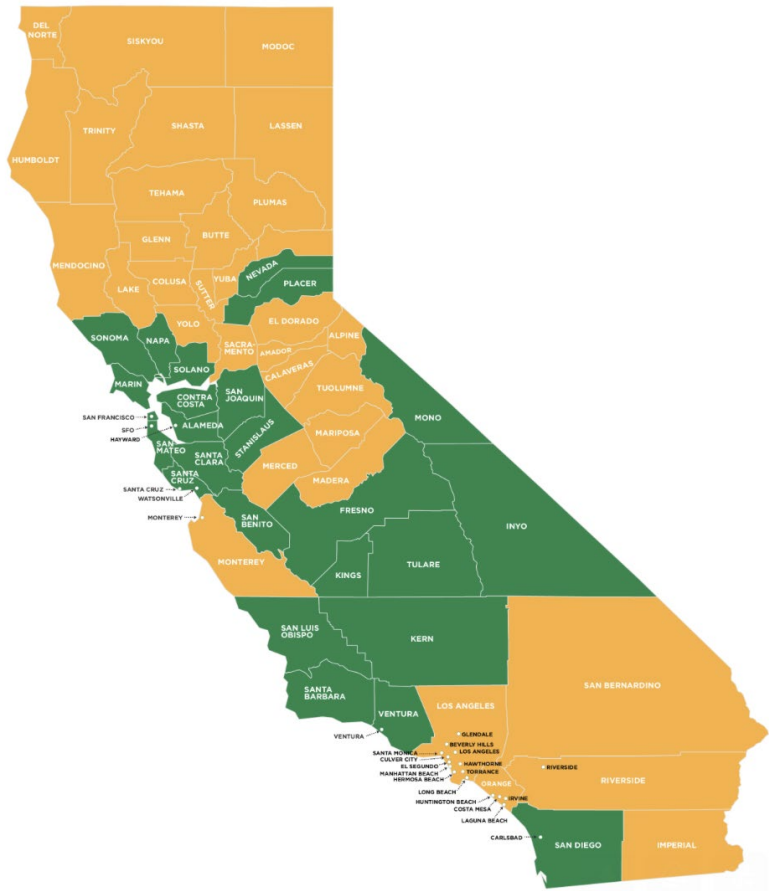
95,130 lbs of  
waste total \$  
savings of **\$6,388**



# Future Programming

The State has cut 2.4 million - which has provided support for communities with no direct support. This means...

1. The areas in yellow will lose their programs.
2. The green areas have been supporting their programs from their inception and will continue.



# Comparisons and Ideals

If Monterey County can cumulatively raise 150K it will keep a program that includes the following:

- Staff
  - Bryan and Jakki are currently supporting Salinas and Monterey County through grants/previous State funding.
  - They would continue and the area covered would grow. Hundreds more businesses would benefit from the program.
- Member benefits
  - Support from grants and other funds to support sustainability transitions
  - Promo material, greenbiz data tracker and fundraising
  - Network support

...benefits by sector: communities, business, regional organizations and customers...

# Alignment with CAP Measures and Strategies

## CA Green Business Network Categories

### Common CAP Measures

#### Energy Use

Transition to zero-emission landscaping equipment.

Increase energy efficiency and electrification in existing residential and nonresidential buildings.

#### Transportation

Transition to low- and zero-emission vehicles.

Reduce passenger vehicle miles traveled.

Reduce vehicle miles traveled and single-occupancy employee commute trips. Encourage use of public and multimodal transportation for employees.

#### Water Use

Retrofit water fixtures to ultra-low-flow.

Increase organic waste diversion.

#### Solid Waste

Increase organic waste diversion.



Hola, mi nombre es Bertha Magaña y soy una pequeña agricultora orgánica. Fui certificada como un negocio verde por cuidar el medio ambiente con las prácticas sustentables que usamos en los suelos. Este programa también nos ayudó financieramente y nos orientó como cuidar la tierra para que sea más eficiente en los materiales que usamos y reduciendo el agua que utilizamos. Estos cambios no solo son para mí y mi familia, sino para todos los que comen nuestros productos. Muchas gracias a las personas que nos apoyan y nos ayudan a cuidar el planeta

Hello, my name is Bertha Magaña and I am a small organic farmer. I was certified as a green business for taking care of the environment with the sustainable practices we use on the soil. This program also helped us financially and guided us on how to care for the earth so that it is more efficient in the materials we use and reducing the water we use. These changes are not only for me and my family, but for everyone who eats our products. Many thanks to the people who support us and help us take care of the planet

Hola, mi nombre es Teresa Anaya y tengo un negocio de provedora de niños en mi hogar. Los productos que obtuvimos fueron de gran ayuda porque así no usamos químicos fuertes para limpiar y también reducimos la basura que hace el negocio porque nos ayudaron comprar platos, vasos y utensilios que son reutilizables. Nos educaron en la importancia de separar basura y el reciclaje para ser mejor con el medio ambiente.

Hello, my name is Teresa Anaya and I have a childcare business in my home. The products we obtained were of great help because we did not use harsh chemicals to clean and we also reduced the trash that the business makes because they helped us buy plates, glasses and utensils that are reusable. They educated us on the importance of separating trash and recycling to be better for the environment.



# Confirmed Supporters





**GREEN**

**CALIFORNIA  
GREEN BUSINESS  
NETWORK**

Is Monterey County willing to work together to support a program that:

- Provides on-the-ground outreach to connect with and support small and medium sized businesses
- Actively monitors and tracks impacts that support multiple Climate Action Plan measures, local and state policy implementation
- Regional, cost-effective, staffing and collaboration

**Monterey County Green Business Program**

Spring, 2024



# County of Monterey

## Item No.5

### Board Report

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

**Legistar File Number: 24-297**

**May 01, 2024**

**Introduced:** 4/17/2024

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** General Agenda Item

Receive a presentation from York School regarding their potential development.

#### RECOMMENDATION:

It is recommended that the Economic Development Committee:

Receive a presentation from York School regarding their potential development.

#### SUMMARY/DISCUSSION:

York School was established in 1959 and moved to its current location in 1964. In 1994, after the closure of Fort Ord and the creation of the Fort Ord Reuse Authority (FORA), York School applied for the rights to use land adjacent to the school and in early 2000 FORA agreed to lease 30 acres to York School for its athletic programs. In 2002, York School invested \$3 million to develop the two existing soccer fields and a running track on the land. In 2011, 101 acres was transferred to York School. In 2021 the York School Board of Trustees began discussions on a Master Plan for the 101 acres to improve the educational experience of York students while also providing a community resource for the general Monterey County population.

In 2023, York School began discussions with Santa Cruz Breakers F.C., a 501c3 nonprofit organization founded in 1993, about a cooperative effort to enhance and improve the existing soccer fields to meet current requirements and today's standards. A York Master Plan was drafted for the 101 acres of land that includes 80-100 units of much needed workforce housing, an outdoor educational environment center, an athletic facility with regulation high school track field, and a 3,500-seat soccer complex. Breakers F.C. agreed to partner with York School to build a state-of-the-art sporting facility that supports a commitment to York's athletic program and to youth soccer in Monterey County. The intended use for the York School soccer fields and facility includes York School's soccer program, Breakers F.C. youth soccer academy for up to 200 youth and semi-pro players, practice games, and approximately 15-20 tournament games per year.

The York School Master Plan Project will provide long term financial stability for the school. It will advance the school's goals and ambitions while also helping meet the overall needs to Monterey County residents. The onsite workforce housing will provide York School the ability to attract more teachers and the additional housing will also help Monterey County meet its Regional Housing Needs Allocation (RHNA) mandate. The cooperative partnership with Breakers FC will enhance York School's current soccer program, help boost enrollment, and enable the school to attract scholar athletes. The Breakers FC elite Youth Soccer Academy will provide the opportunity for underprivileged youth in Monterey County to participate in a soccer program.

*Legistar File Number: 24-297*

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OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed this staff report.

FINANCING:

Receiving this report does not impact the County budget.

Prepared by: Isela Sandoval, Management Analyst II, x7214

Approved by: Richard Vaughn, Economic Development Manager, x5602

DocuSigned by:  
*Richard Vaughn*  
154D340C87824B7...

Attachments:

York School Presentation





## **DEVELOPING YORK SCHOOL'S 101 ACRES FOR FUTURE GENERATIONS**

ECONOMIC DEVELOPMENT COMMITTEE  
MONTEREY COUNTY

DOUG KEY  
HEAD OF SCHOOL

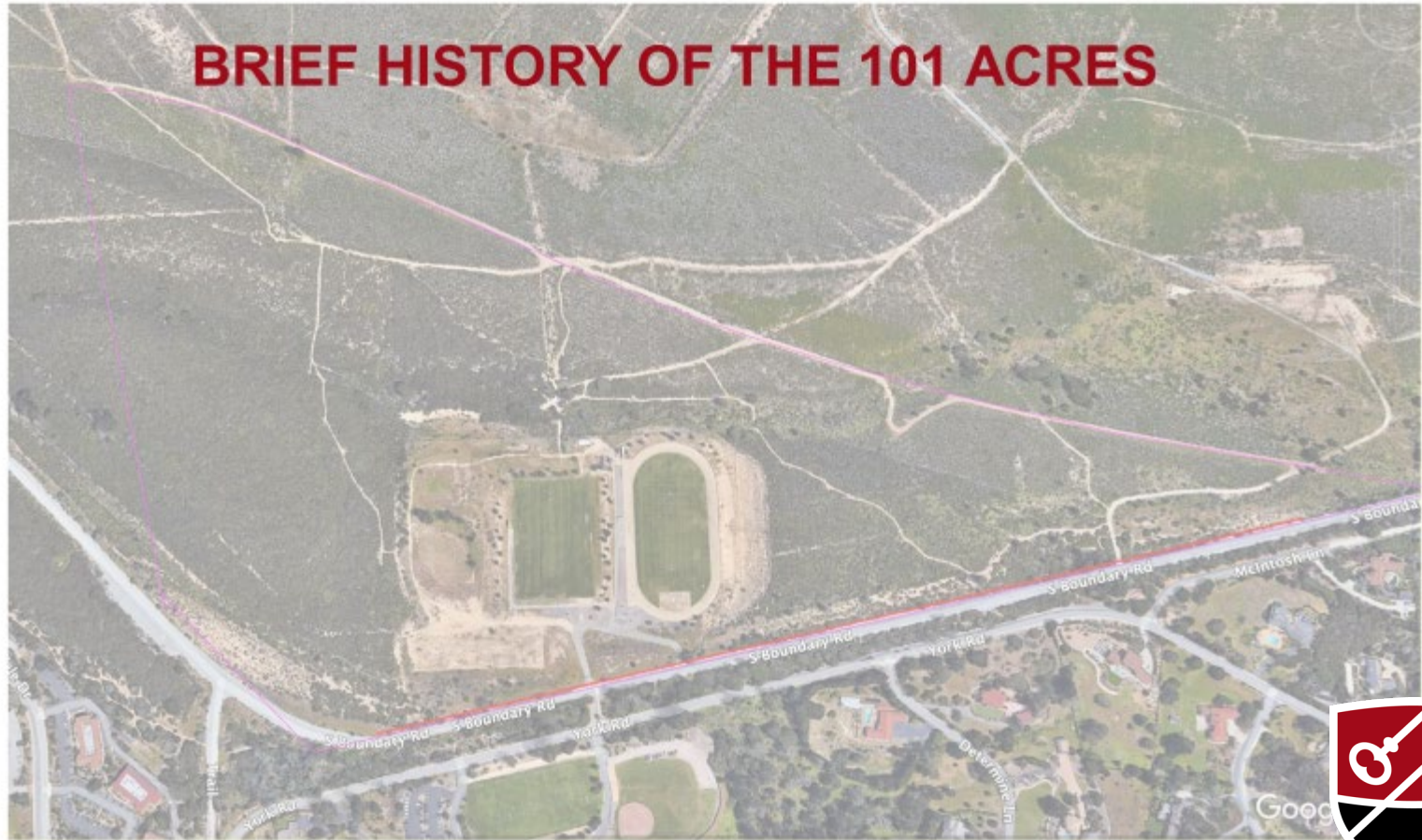
MAY 1, 2024

# YORK SCHOOL

Founded in 1959, located on a scenic hillside terrain in California's Monterey Bay area, York School is a college preparatory, coeducational, independent day school for grades 8-12. York is an intentionally small school with a rigorous academic program, exceptional faculty, and a distinctive campus culture.



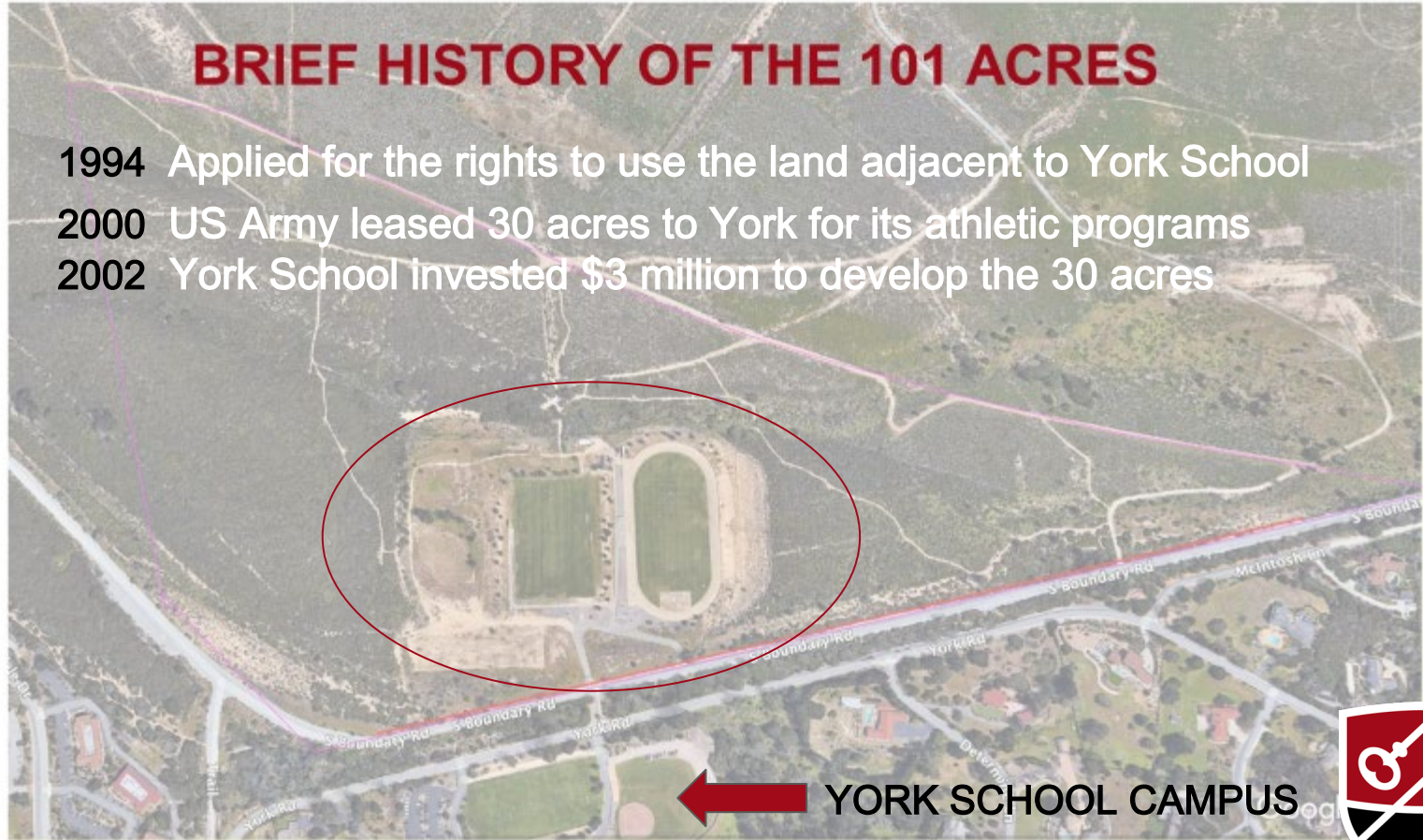
# BRIEF HISTORY OF THE 101 ACRES





## BRIEF HISTORY OF THE 101 ACRES

- 1994 Applied for the rights to use the land adjacent to York School
- 2000 US Army leased 30 acres to York for its athletic programs
- 2002 York School invested \$3 million to develop the 30 acres



YORK SCHOOL CAMPUS



# **YORK SCHOOL MASTER PLAN COMPONENTS**

## **1. Community Workforce Housing**

### **1. Innovation and Sustainability Curriculum and Program:**

- **Regenerative Agriculture and Robotics Site (AgTech)**
- **The Wilderness: Environmental Research Site and Center**
- **Innovation and Sustainability Center**

## **1. York Athletics Upgrades**

### **1. Breakers FC Soccer Academy – A Community Youth Development Program**









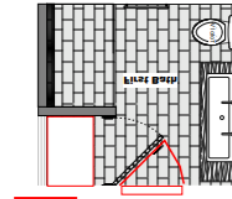
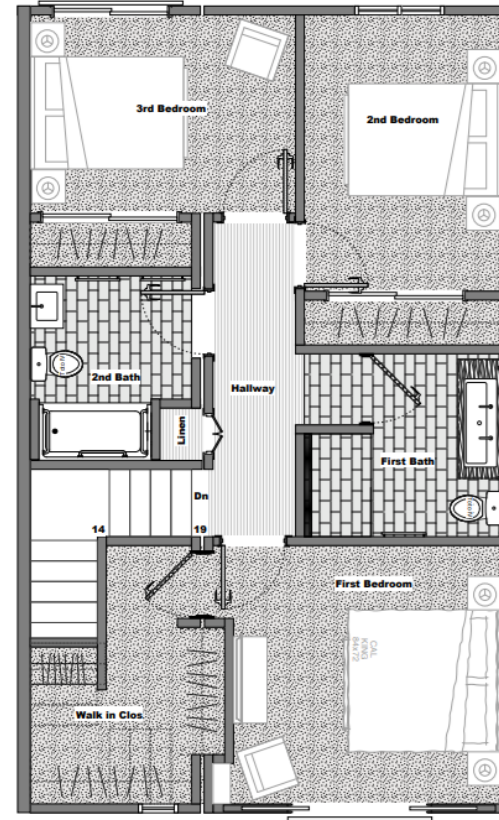
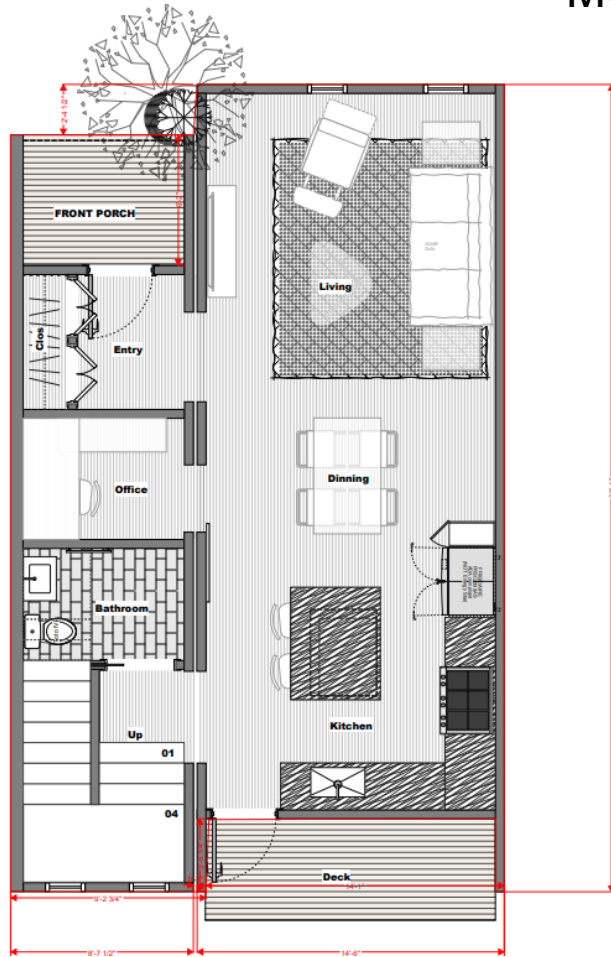
# COMMUNITY WORKFORCE HOUSING



YORK SCHOOL MASTER PLAN



# MODULAR HOMES





## MODULAR HOMES



# MODULAR HOMES





# INNOVATION AND SUSTAINABILITY PROGRAM: AGTECH



YORK SCHOOL MASTER PLAN





# INNOVATION AND SUSTAINABILITY PROGRAM: ENVIRONMENTAL SCIENCE





# RESEARCH





# AGTECH





# FARMBOT



# ON-SITE RESEARCH AND TEACHING CENTER



INNOVATION AND SUSTAINABILITY CENTER

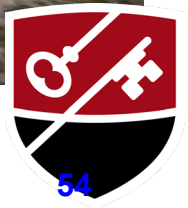




# YORK ATHLETICS UPGRADES

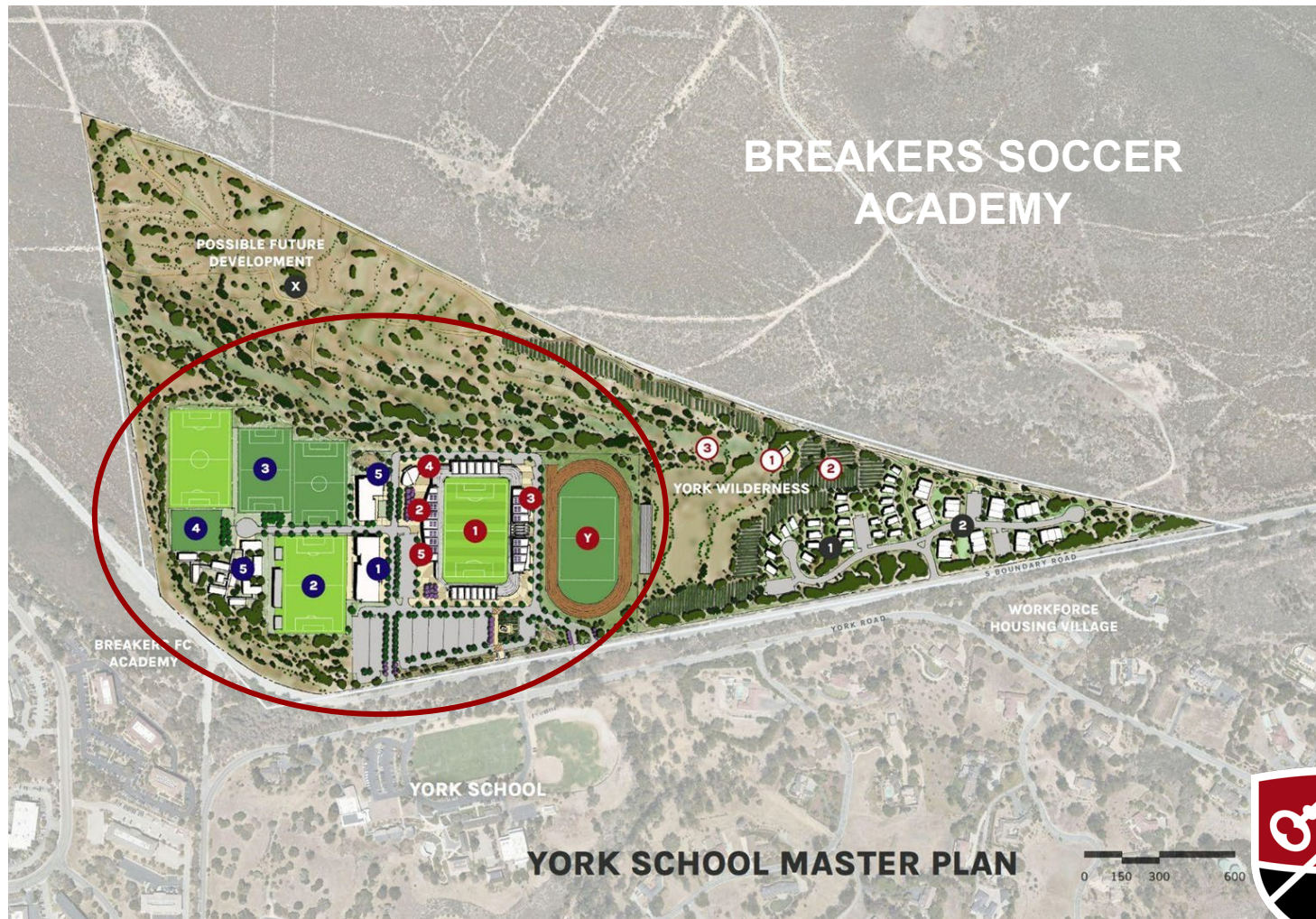


# FIELD AND TRACK UPGRADES





# BREAKERS SOCCER ACADEMY



YORK SCHOOL MASTER PLAN



# EXHIBITION PITCH

PHASE 1 MASTER PLAN | FIFA WORLD CUP 2026

## YORK PAVILION







# Outdoor Weight & Fitness Pitch-side

## EQUIPMENT

CARDIO  
Stationary Bicycles  
Treadmills  
Ellipticals  
Steppers

RESISTANCE TRAINING  
Resistance Training Machines

## FREE WEIGHTS

OTHER  
Bars & Bands  
Hurdles & Speed Ladders  
Plyometric Boxes  
Fitness Mats & Balls

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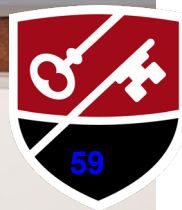






# ACCOMMODATIONS

PHASE 1 MASTER PLAN | FIFA WORLD CUP 2026 | VIEW OF SOUTHWEST



# COMMUNITY BENEFITS

1. **Innovative Community Educational Opportunities for York as well as Elementary and Middle Schools in the Area**
1. **Modern Athletic Facilities for York and the Wider Community**
1. **Opportunities for Underprivileged Youth to Participate in the Breakers Academy**
1. **Much Needed Affordable Housing for Local Teachers and Other Essential Personnel**





# KEY DEVELOPMENT ISSUES

## 1. Water

- York has 32 acre feet on the property
- Requested an additional allocation from Marina Coast

## 1. Opening South Boundary Road

## 1. Getting Approval for the Master Plan in the Airport Influence Area

## 1. Transfer Agreement



# QUESTIONS AND COMMENTS

*Thank you for your time and consideration*





# County of Monterey

**Item No.**

## Board Report

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

**Legistar File Number: 24-294**

**May 01, 2024**

**Introduced:** 4/16/2024

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** General Agenda Item

- a. Receive a presentation from the Development Set-Aside Agencies, the Arts Council for Monterey County (Arts4MC), the Monterey County Convention and Visitors Bureau (See Monterey), the Monterey County Film Commission (MCFC) and the Monterey County Business Council (MCBC).

### RECOMMENDATION:

It is recommended that the Economic Development Committee:

- a. Receive a presentation from the Development Set-Aside Agencies, the Arts Council for Monterey County (Arts4MC), the Monterey County Convention and Visitors Bureau (See Monterey), the Monterey County Film Commission (MCFC) and the Monterey County Business Council (MCBC).

### 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, agriculture and 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. The organizations that administer these services provide an annual presentation to the Board of Supervisors detailing their efforts and performance.

The Economic Development Committee will receive a presentation from the DSA agencies, Arts4MC, See Monterey, MCFC and MCBC.

Arts4MC

- The Arts4MC 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 works to expand workforce development opportunities that focus on increasing the number of students ready to work in the arts.

See Monterey

- See Monterey 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 See Monterey's Marketing Communications department is to inspire and

Legistar File Number: 24-294

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increase overnight visitation amongst Leisure, Group and International travelers. See Monterey 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.

#### Monterey County Film Commission

- The Monterey County Film Commission (MCFC) 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.

#### Monterey County Business Council

- The Monterey County Business Council (MCBC) shall create or retain jobs through business expansion and businesses receiving assistance from the Monterey Bay APEX Accelerator 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.

#### OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed this staff report.

#### FINANCING:


Receiving this report does not impact the County budget.

Prepared by:

Isela Sandoval, Management Analyst II, x7214

Reviewed by:

Richard Vaughn, Economic Development Manager, x5602

DocuSigned by:  
  
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Attachments:

DSA Partner Presentations



# **Economic Development Committee**

## **May 1, 2024**



# See Monterey

## Snapshot

### **Destination Vision**

*Economic vitality and quality of life  
for communities and residents*

### **Destination Mission**

*Generate community prosperity for  
Monterey County through the  
responsible promotion and growth of  
the tourism economy.*

### **Partnerships are Critical**

10 Jurisdictions  
Dozens of County Organizations  
More than 1,000 Businesses

### **Tourism Economy**

26,000 Jobs  
430,000 Residents  
\$155 Million Tax Revenue  
\$3.1 Billion in Economic Impact

# Where We've Been: Mid-Year Overview

## **Marketing**

9.4 million travel-ready households  
567,000 ad-influenced trips  
\$528,130 in PR ad equivalency  
62,500 partner site conversions

## **Business Development**

142 group leads  
1,200+ booked room nights  
\$2,018,984 in economic impact

## **Community Relations**

150+ members  
EOC- Joint Information Center  
Bixby Bridge Task Force

## **ROI**

Estimated \$6,965,595 in TOT generated  
"Find Your Way Here" campaign is  
generating familiarity with smaller  
communities in Monterey County

## Where We're At: Current Programs

### **Crisis Communications**

Big Sur & Highway 1 –  
Locally Regionally and Statewide

### **IPW**

60 Countries  
Monterey Brand Showing Up Bigger  
Major Culinary Activation  
Visit California Plaza

### **Wayfinding Workshops**

Education Series  
Social Media, PR, Sales  
100+ attendees

### **Poppy Awards**

Best Crisis Recovery  
Best Group Meetings Marketing



# Where We're Going: Continued Transformation

<p><b><u>Strategic Roadmap Update</u></b></p> <p>3-5 Year Outlook</p> <p>1,000 New Hotel Rooms</p> <p>Resident Sentiment</p> <p>The Right Path – Responsible Travel</p>	<p><b><u>International</u></b></p> <p>Still Far From “Back”</p> <p>China / Game Changer</p> <p>Encuentra Tu Monterey</p>
<p><b><u>New Group/Meetings Brand</u></b></p> <p>Group/Meeting Visitors 158% spend of Leisure</p> <p>New Campaign Launch – Oct 2024</p>	<p><b><u>Transformed Digital Experience</u></b></p> <p>SeeMonterey.com 3.0</p> <p>Enhanced See Monterey App</p> <p>Integration of AI</p>

## County-wide Jurisdiction Investment Partners





MONTEREY COUNTY  
**FILM COMMISSION**

*The MCFC mission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.*





# What does MCFC do?

- ★ MCFC maximizes the economic benefits from on-location filming
- ★ We work to see that Monterey County prospers in a highly competitive global marketplace (more than 360 FCs worldwide)
- ★ MCFC publicizes and showcases the variety of film sites and the numerous resources and local crew available for hire
- ★ We are YOUR Monterey County Film Commission



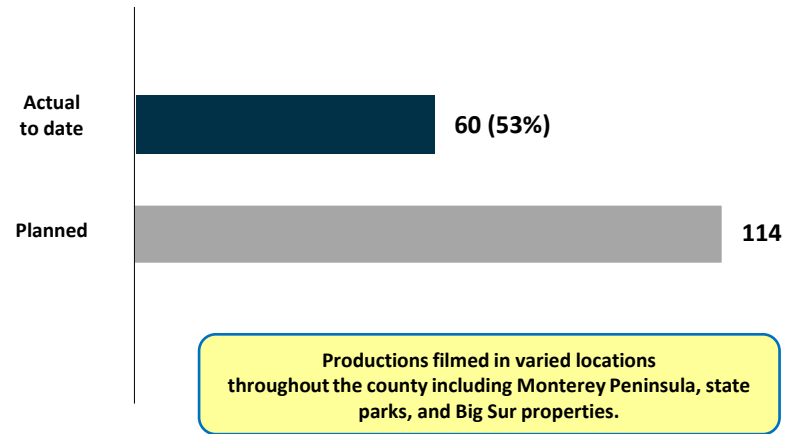
## Highlights from July – December 2023

- ★ Korean TV production, “Unexpected Business”  
at Marina’s Asian Market
- ★ BBC Natural History documentary, “The Americas”  
with Monterey Bay National Marine Sanctuary
- ★ Monterey Bay Chinese-American  
historical documentary
- ★ Banana Republic fashion shoot
- ★ WeatherTech Raceway Laguna Seca  
for auto race event broadcasts

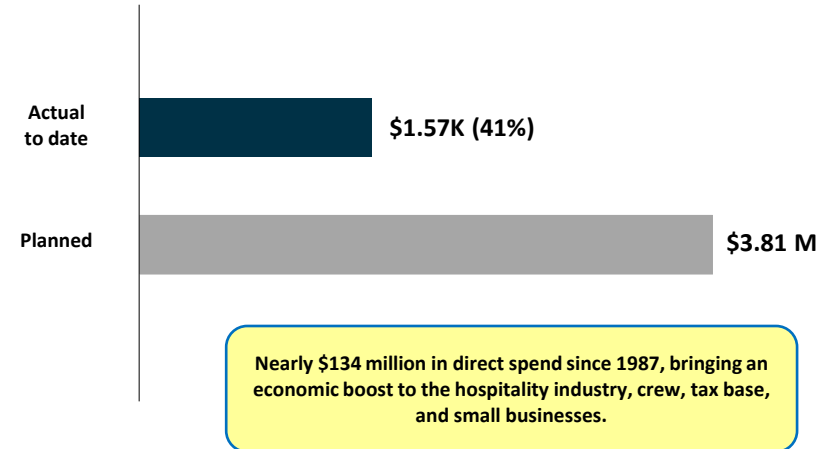


# Mid-year Summary of Performance Goals (6 months)

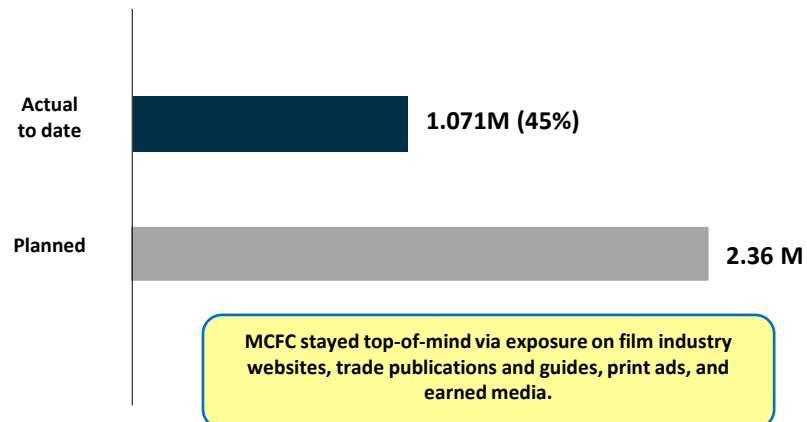
## Film Productions — 53% of Goal



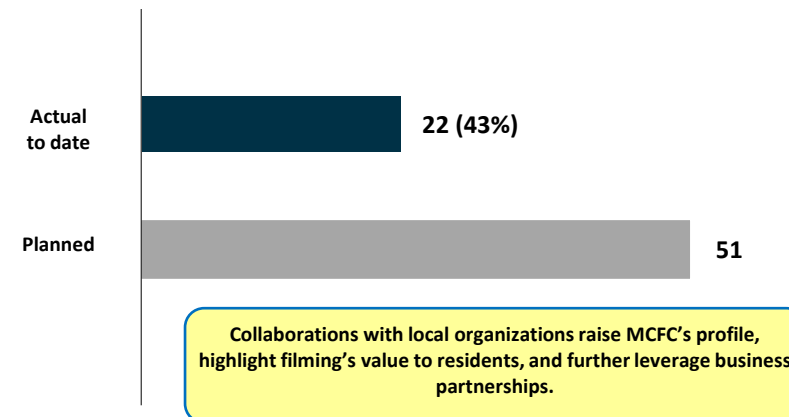
## Total Local Spend — 41% of Goal



## Expand Reach of Advertising & Promotions — 45% of Goal



## Collaborations & Partnerships — 43% of Goal





# MCFC's film industry advertising with global reach



*Make the Scene*  
in Monterey County, California

Picture perfect: The enchanting village of Carmel-by-the Sea offers a stunning coastline and varied architectural looks in the Monterey Peninsula. Call on us for location connections.



FilmMonterey.org • 831.646.0910





# CA Film Incentive Program: \$330 million to keep film production dollars in the state



Most entertainment jobs in California are created by small businesses with **fewer than ten** employees.

#filmworksca



California's Film & Television Tax Credit Program has encouraged film producers to spend **\$24 billion** in state.

#filmworksca



Making a \$2 million movie in California will create **59 jobs** and generate **\$215,000** in state and local tax revenue.

#filmworksca

# Film production means jobs and business support

## **Crew/Production**

Actors/Models/Voice-Over  
Art Director  
Assistant Director  
Assistant Editor  
Camera Operator  
Carpenter/Construction  
Director  
Director of Photography  
Editor  
Grip/Lighting  
Location Assistant  
Location Scout/Manager  
Make-up/Hair Styling  
Music Composer/Scoring  
Photographer- Still, Aerial,  
and Underwater  
Post Production Manager  
Production Assistant  
Production Company  
Production Coordinator  
Production Designer  
Prop Master  
Recording Engineer

Screenwriter  
Set Construction  
Set Decorator  
Sound Designer/Technician  
Transportation Coordinator  
Union/Guilds  
Videographer  
Wardrobe/Costume Design

## **Equipment/Facilities**

Audio Visual Equipment  
Editing Equipment/Software  
Expendables  
Grip/Lighting Equipment  
Motorhomes  
Portable Toilets  
Production Equipment  
Recording Studios  
Screening Venues  
Stages/Studios  
Stock Footage/Images  
Teleprompters

Underwater Equipment  
Video Post Facilities  
Water Trucks

## **Support Services**

Accommodations  
Advertising/PR Agencies  
Aerial Services/Drones  
Airports/Airlines  
Animals/Trainers  
Auto/Van/Truck Rental  
Casting/Talent Agencies  
Catering/Craft Services  
Delivery Services  
Disposal/Janitorial  
Event Production/Party Planning  
Fitness Trainer  
Graphics/Visual Effects  
Insurance  
Limousine/Shuttles  
Marine Services  
Massage Therapist

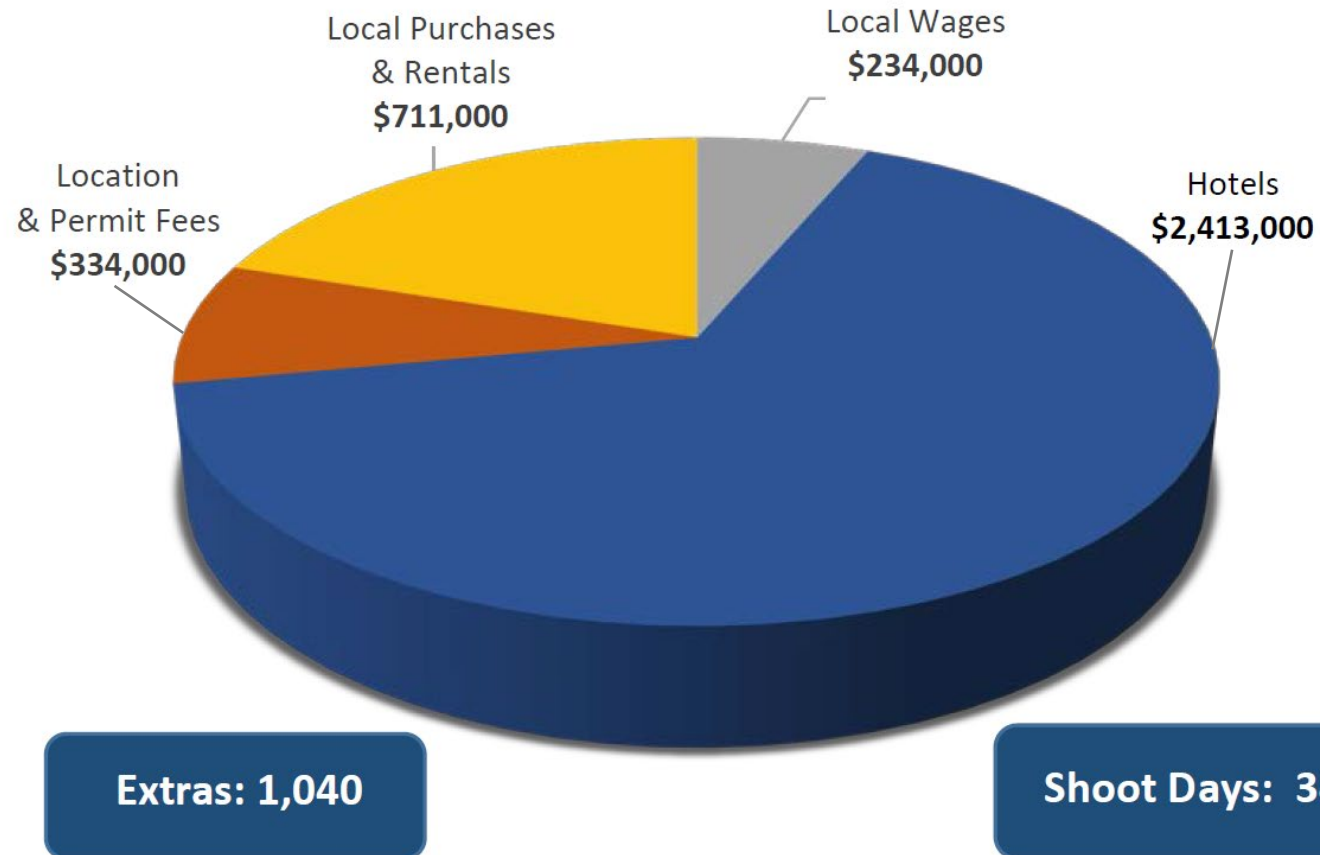
Medical Services  
Props/Prop Rental  
Realtors/Home Rentals  
Secretarial/Temp Agencies  
Security  
Studio Teacher/Childcare  
Traffic Control/Signage  
Translation Services  
Vintage Cars/Ships/Aircraft

## **Things to Do**

Dining/Nightlife  
Events  
Film Festivals  
Golf  
Museums/Aquarium  
Shopping  
Sightseeing Tours  
Spa/Health  
Sports/Recreation  
Wine Tasting

# How productions spend on location

## **“Big Little Lies” (Season 2) Local Spend in Monterey County: \$3,692,000**



# County of Monterey benefits from MCFC

- ★ Brings year-round economic boost (+TOT revenue) from on-location film productions
- ★ Keeps Monterey County top-of-mind as a positive filming option
- ★ Provides immediate, professional responses in the fast-moving, highly competitive market
- ★ Helps locals get jobs and updated work experience
- ★ Has an AFCI certified Film Commissioner representing our area (one of 40 globally)





## What film people are saying...

*“We all wanted to thank you so much for being so helpful and supportive to our production. You and your staff are unbelievably responsive and a real resource to us filmmakers. If given the opportunity we will definitely be coming back up north to shoot.”*

-- E.V., Head of Film Production, Los Angeles



**Questions? Thank you for your continued support!**



# Monterey County Business Council Economic Development Committee Report

Q3 REPORT: JANUARY 1- MARCH 31, 2024  
2023-2024 FISCAL YEAR



# Overview

Monterey County Business Council (MCBC) has continued their business programming and continues to grow and thrive throughout the year. MCBC has maintained their connections in small business advocacy, outreach in multiple cities within the county, and achieved their overall goals with their APEX Accelerator program.

The following programs were implemented during Q3 2023/2024:

- APEX Accelerator counseling and webinars for businesses
- Small Business Development Center (SBDC) awarded to MCBC this quarter!
- Leadership Monterey County
- Member Monthly Luncheons
- Monterey County Business Alliance
- Monterey Bay Defense Alliance

## MCBC Executive Board:

Past Chairman: Luis Alvarez, Alvarez Technology Group (Salinas)

Chairman: Chris Steinbruner, Steinbruner Hill CPAs (Carmel)

Vice Chair: , Joe Foster, Kaiser Permanente (Monterey County)

Secretary: Megan Hunter, City of Soledad (Soledad)

Treasurer: Amy Ivey, Bay Federal Credit Union (Salinas)

Member at Large: Pete Scudder, Scudder Roofing (North County)



# Leadership Monterey County Hospitality Day February 23, 2024

► The hospitality industry is a critical driver of the economy in Monterey County. Given its importance, the 2024 Leadership Monterey County (LMC) program kicked off with an exploration of the inner workings of this multifaceted industry. On Friday, February 23, 2024, LMC participants heard from industry leaders who shared their experiences and insight into ongoing operational challenges as well as efforts to market the County of Monterey as a tourist destination. Speakers included leaders from Intercontinental the Clement Monterey Hotel; the Monterey County Hospitality Association; See Monterey; and the Monterey Conference Center, Lunch was served at the Paper Wing Theater, located on Cannery Row in Monterey, and featured presentations on jobs and careers in the hospitality industry. The day concluded with a briefing on the culture and operations of The Pebble Beach Company, followed by a walking tour.





# Leadership Monterey County Education Day



The second session of the 2024 Leadership Monterey County (LMC) program, held on Friday, March 22, 2024, focused on education. The day's events highlighted critical ties between this sector and the hospitality industry (the focus of LMC's February 23, 2024 session) and agriculture (the focus of LMC's April 26, 2024 session). Moreover, longstanding structural changes affecting public and private institutions alike, not to mention the ongoing challenges posed by the pandemic and other challenges, loomed large throughout the day's conversations. Speakers on March 22 included leaders from California State University Monterey Bay (CSUMB), Hartnell College, the County of Monterey Office of Education; and Monterey Peninsula College (MPC). Speakers representing the three postsecondary education institutions (CSUMB, Hartnell College, and MPC) in addition highlighted their ongoing efforts to prepare students for careers by partnering with local business and other community members—with the goal to provide opportunities for students to cultivate professional skills, whether through internships, experiential and service learning projects, and other arrangements.



# APEX ACCELERATOR COUNSELING REPORT

CONTRACT AWARDS for Q3 - 1/1/2024 to 3/31/2024

Monterey County

Reporting Date: 1/1/2024-3/31/2024

**There were a total of three (3) Monterey County businesses who received three (3) government contract awards in 3rd Quarter for an amount of \$1,723,888.06.**



# APEX ACCELERATOR COUNSELING REPORT

## ▶ Monterey County Business APEX Accelerator Client Demographics

- ▶ There are a total of 195 APEX Accelerator clients in Monterey County.
- ▶ There are a total of 43 Women-Owned Businesses in Monterey County.
- ▶ There are a total of 39 Hispanic-owned Businesses in Monterey County.
- ▶ There are a total of 46 Veteran Owned Businesses in Monterey County.
- ▶ There are a total of 27 Service-Disabled Veteran Owned Businesses in Monterey County.
- ▶ There are a total of 10 businesses that are 8 (a) or DBE in Monterey County.
- ▶ There are a total of 25 businesses that are in a HUB zone in Monterey County.



# APEX ACCELERATOR COUNSELING REPORT

## Jobs Created and/or Retained

According to officials at the Defense Logistics Agency (DLA) the customary practice in government contracting is to value one job from \$50K - \$200K. In addition, according to the US Bureau of Labor and Statistics, the 2023 median value of a US job was \$61,412. And according to the Bureau of Labor Statistics (BLS), the median wage for workers in the United States in the third quarter of 2023 was \$1,181 per week or \$61,412 per year for a 40-hour workweek.

Therefore, according to slide 5 where Monterey County APEX Accelerator procured **\$1,723,888.06 in contract awards from January 1, 2024 to March 31, 2024; 28 jobs were either created and/or retained in the 3rd Quarter.**

In addition, APEX Accelerator clients in all 14 counties\* were awarded \$134,226,538.09 in government contracts from January 1, 2024, to March 31, 2024 resulting in 2186 jobs being either created and/or retained out of an average employed population of 2,151,940 persons.



# APEX ACCELERATOR COUNSELING REPORT

UPDATE – 2<sup>nd</sup> Quarter (Oct-Dec 2023) Contracts  
(closed after reporting date)

UPDATE: Previous Reporting Date: 10/1/2023-12/31/2023

Monterey County businesses received an additional nine (9) late second quarter awards: \$2,484,145.61

**New second quarter totals: 9 clients receiving \$3,225,891.26 in contract awards**

Update: PREVIOUS Q2 (October 1- December 31, 2023) Job Creation

Monterey County APEX Accelerator procured \$3,225,891.26 in contract awards from October 1, 2023 to December 31, 2023; an **ADDITIONAL 40 jobs** were either created and/or retained in Monterey County in the 2nd Quarter (recorded after the Q2 report deadline.)

In addition, **APEX Accelerator clients in all 14 counties\* were awarded \$144,649,389.86** in government contracts from October 1, 2023 to December 31, 2023 resulting in 2355 jobs being either created and/or retained out of an average employed population of 2,151,940 persons.

# MCBC AWARDED SMALL BUSINESS DEVELOPMENT CENTER (SBDC) BY SMALL BUSINESS ADMINISTRATION

After a competitive bid process, Monterey County Business Council was awarded the contract for the Small Business Development Center (SBDC) for Monterey and San Benito Counties.

A local match of \$165,000 is required to run the SBDC, so MCBC has partnered with multiple jurisdictions and nonprofits to ensure its success. And in addition to the home office in Salinas, MCBC plans to have new, bilingual satellite offices in Soledad and Monterey as well.

Our funding partners include:

County of Monterey - \$64,000  
Community Foundation - \$5,000  
MBEP - \$25,000  
City of San Juan Bautista - \$5,000  
City of Monterey - \$10,000  
City of Soledad - \$10,000  
City of Marina - \$5,000  
City of Seaside - \$5,000

City of Carmel - \$5,000  
City of Pacific Grove - \$5,000  
City of Del Rey Oaks - \$5,000  
City of Sand City - \$5,000  
City of Greenfield - \$5,000  
City of King City - \$5,000  
City of Gonzales - \$5,000





# MCBC Business Programming Funded by County of Monterey

## REQUESTING FOR 2024-2025

Inclusion in DSA Formula – 0.5% = \$190,000

- ▶ \$100,000 – APEX Accelerator program
- ▶ \$65,000 – SBDC Local Match
- ▶ \$25,000 – Leadership Monterey County and Business programming





# ARTS COUNCIL for Monterey County



The mission of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts.

**DSA Partner since 1985**  
*to provide arts & cultural programs to  
strengthen our economic base*



## Economic Development

**\$233,700** in funding provided to 54 art organizations this fiscal year to date to build capacity and strengthen our cultural sector.

**District 1:** Alisal Center for the Fine Arts, United Way of Monterey County, Ciclovía Salinas

**District 2:** Prunedale Senior Center, Marine Life Studies, Enchantrix Theater

**District 3:** Sol Treasures, Monterey County Dance Foundation, Urban Arts Collective

**District 4:** Palenke Arts, New Canon Theater, Supporting Indigenous Communities Group

**District 5:** Monterey Museum of Art, Henry Miller Library, Monterey Symphony



**ARTS COUNCIL**  
for Monterey County



**ARTS & CULTURAL  
IMPACT GRANT**

**APPLY TODAY!**



Receive up to \$5,000 for your nonprofit organization towards a public arts and culture project or program!

**SPRING APPLICATIONS**  
**MAR. 4 - MAY 15, 2024**

Funding provided by 



# Arts & Cultural Impact Grant

## 2023 Fall Cycle Awardees



Palenke Arts



United Way of  
Monterey County



Monterey County  
Dance Foundation







Come join us for our open studio  
on Saturday, March 30th 11-4 pm  
1123 North Fremont Blvd.

Shagufta Khan



Michelle Robertson



Carly Ganley



Andrew Jackson



**Monterey County Government Center  
“Raising Awareness of Monterey County’s Native  
Habitats, Animals, and Plant Life” Exhibition**



Annual Art Installation and Exhibition with 30 artists and more than 60 original pieces of art on display through December 2024. **Reception Tuesday, May 14<sup>th</sup> 4pm** 95





## Tourism

# CULTURAL ROAD TRIP

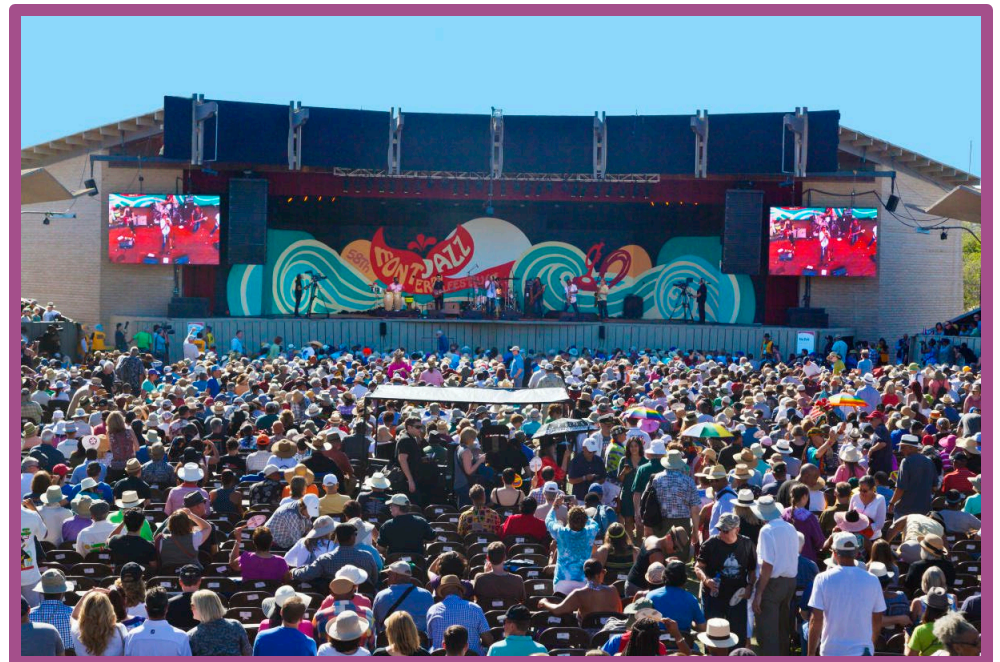
THE ARTS COUNCIL'S  
GUIDE TO A CULTURAL  
ROAD TRIP THROUGH  
MONTEREY COUNTY







**80%** of attendees to these two festivals are from outside Monterey County, providing over \$64 million in economic impact





## Workforce/Business Development

*Free quarterly marketing and  
professional development programs for  
artists, arts leaders and arts  
organization this year to date:*

**Jul 2023** - Business Resources to Thrive as an  
Artist

**Oct 2023** - Mural Talk: Planning & Proposing  
Large-Scale Projects

**Jan 2024** - Pricing ArtWork & Attracting  
Collectors

# Business Works

SOLUTIONS FOR BUSY CREATIVES

PRESENTS:

## PRICING ARTWORK & ATTRACTING COLLECTORS

Learn what to consider when pricing your artwork and the best way to attract collectors.

**Jennifer Perlmutter**  
JENNIFER PERLMUTTER GALLERY  
@jenperlmuttergallery



FRIDAY, JANUARY 19, 2024 | 10:00 AM  
COMMUNITY FOUNDATION FOR MONTEREY COUNTY  
2354 GARDEN ROAD, MONTEREY, CA 93940

REGISTRATION ENCOURAGED  
SO WE HAVE ENOUGH COFFEE AND PASTRIES!  
[BIT.LY/RSVPBIZWORKS](https://bit.ly/rsvpbizworks)



**ARTS COUNCIL**  
for Monterey County







**ARTS COUNCIL**  
for Monterey County



**Youth Poet Laureate**



**Poet Laureate**



NEW for 2024-25



**OPEN STUDIOS**

**A r t T o u r**

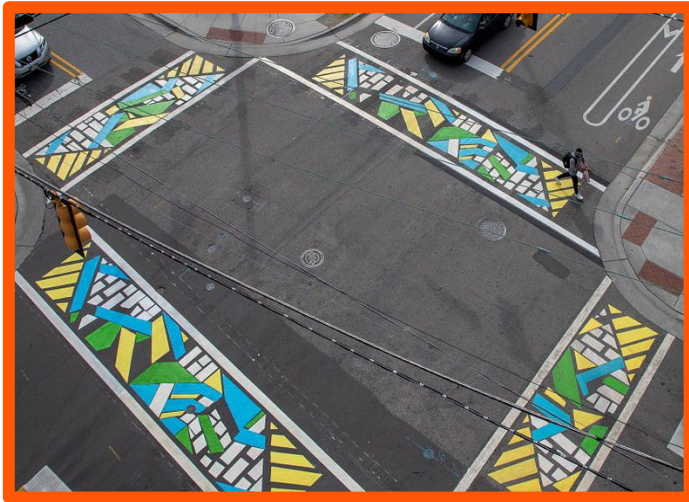
*A program of Arts Council for Monterey County*

October 12th & 13th and October 19<sup>th</sup> & 20th

# NEW for 2024-25

## District 2

Welcome to Pajaro Sign  
and Crosswalk Mural



Welcome  
to

P

A

J

A

R

O

## District 3

Mural in Chualar  
honoring Braceros



September 2023 was the 60th Anniversary of the Chualar train crash where 32 bracero workers were killed and a couple dozen injured when the train hit the makeshift bus they were in. This would be an amazing project in that community. Only public artwork on the central coast on that important part of our history.

# In Summary

Supporting the arts enhances the economic vitality, cultural richness, and overall well-being of a community.

It strengthens the community's identity, creates opportunities for education and artistic expression, and contributes to the broader cultural and economic landscape.

Communities that invest in the arts recognize the significant positive impact these investments have on their residents and visitors

ART WORK IS REAL WORK. [WWW.ARTS4MC.ORG](http://WWW.ARTS4MC.ORG)

## Questions?



Learn more at [Arts4MC.org](http://Arts4MC.org)







Thank you for your partnership!

