



# MONTEREY COUNTY BUSINESS COUNCIL



# 2022-2023

## MCBC Business Programming

- ▶ Monterey County Business Alliance with countywide business organizations
- ▶ Central Coast Broadband Consortium
- ▶ Monterey Bay Defense Alliance
- ▶ Supervisor Speaker Series
- ▶ Monthly Member Luncheons

### MCBC Executive Board:

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

Chairman: Chris Steinbruner, Steinbruner Hill CPAs (Carmel)

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

Secretary: Claudia Warkentin, Republic Services (Monterey County)

Treasurer: Pete Scudder, Scudder Roofing (North County)

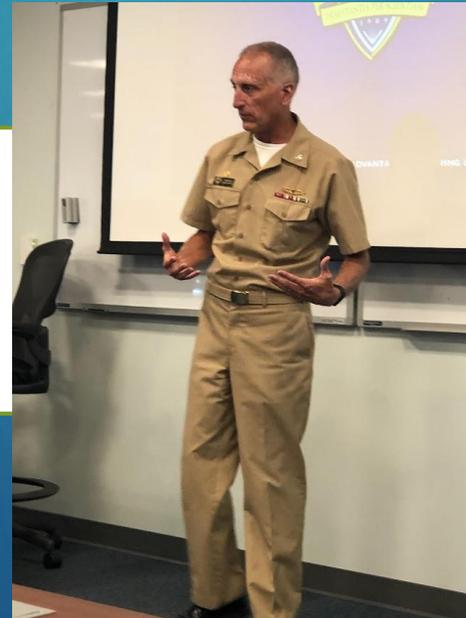
### Supervisor Speaker Series and Monthly Member Luncheons

- April 12, 2023 - [Supervisor Mary Adams, District 5](#) (Sold out!)
- May 19, 2023 - [Supervisor Wendy Root Askew, District 4](#)
- June 16, 2023 - [Monterey County Sheriff-Coroner Tina Nieto](#)
- July 21, 2023 - [Monterey County CAO Sonia Del La Rosa](#)
- Aug. 18, 2023- [Supervisor Glenn Church, District 2](#)
- Sept. 14, 2023 - [Chair Luis Alejo, District 1](#)
- Oct. 20, 2023 - [Supervisor Chris Lopez, District 3](#)

# Leadership Monterey County



Launched in 2018 – 150 Graduates  
Community leaders learning about economic  
drivers in Monterey County  
10-month program – 30 participants each year



# We Mean (& Bring) Business to Monterey County

Contract Awards for  
7/1/2022 - 3/31/2023

**\$21,678,728**

74 Contract Awards  
won by Monterey County businesses.

Total Contract Awards for  
7/1/2022 - 3/31/2023

Women-owned Businesses  
\$5,635,437

Hispanic-owned Business  
\$132,738

Veteran-owned Business  
\$2,122,664

Service-Disabled owned Client  
\$270,000

8(a) Owned Business Clients  
\$11,266,072



New Client Sign Ups  
7/1/2022 - 3/31/2023

**21**

New businesses in Monterey County  
became clients and utilized  
our free services.

# We Mean (& Bring) Business to Small Businesses

Contract Awards for  
7/1/2022 - 3/31/2023

**\$21,678,728**

74 Contract Awards  
won by Monterey County businesses.

Total Contract Awards for  
7/1/2022 - 3/31/2023

**\$600,658,389**

1262 Contract Awards  
won by Monterey Bay APEX clients in the  
14 counties we serve.

California APEX Accelerators



We Appreciate You!



See how our free services and  
support can assist you!



[MontereyBayAPEX.org](http://MontereyBayAPEX.org)

County TOT Contributions					
	FY2018-2019	FY2019-2020	FY2020-2021	FY2021-2022	FY2022-2023*
<b>MCCVB</b>	\$1,263,969	\$1,400,000	\$750,000	\$1,716,473	\$1,400,000
<b>Arts Council</b>	\$421,331	\$420,000	\$247,500	\$566,436	\$420,000
<b>Film Commission</b>	\$202,154	\$202,000	\$118,750	\$271,775	\$202,000
<b>MCBC</b>	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000

13 years – no increase - \$100,000

Board of Supervisors approved MCBC in FY2022-2023: \$200,000

**MCBC FY 2023-2024 REQUEST: \$200,000**

We love serving you!

Thank you for your support!

[www.MCBC.biz](http://www.MCBC.biz)

831-216-3000



# “Lights, Camera, *Economic Action*...” for Monterey County!



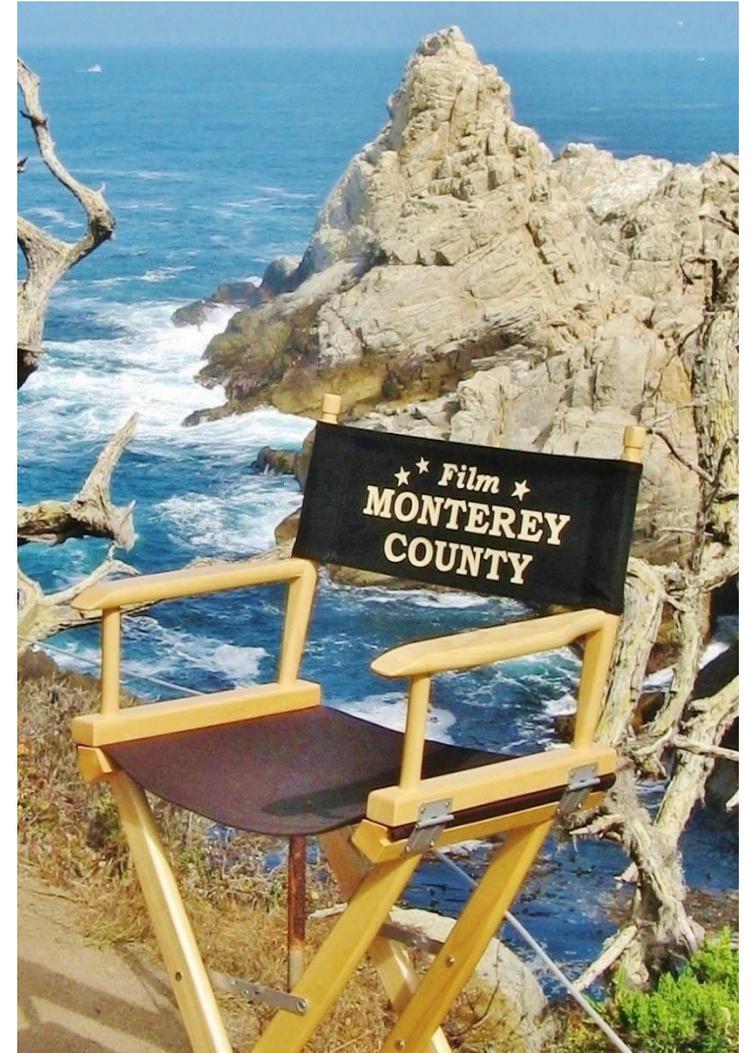
MONTEREY COUNTY  
**FILM COMMISSION**

**Karen Nordstrand**, Film Commissioner  
**Moira LaMountain**, Office Administrator



# Monterey County benefits from Film Business

- ★ More than **\$129 million** has come into Monterey County communities since it was established by the Monterey County Board of Supervisors in 1987.
- ★ Each year more than **100 productions**—films, TV shows, commercials, videos, still ads and more—take away pictures and leave behind dollars in countywide communities in support of hospitality and services, crew hires, rental fees, local small business purchases, and more.
- ★ Filming brings a **quick infusion of new money** into the county, year-round and off-season.
- ★ The film commission's assistance and promotions keep **Monterey County locations top of mind** with increased global competition for the clean industry of film production.

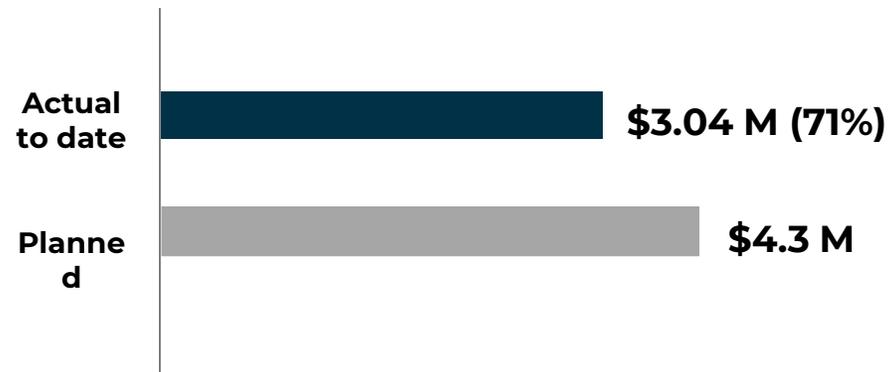


# Goal 1: Film Industry Outreach and Facilitation

## Film Productions – 93% of Goal - YTD



## Total Local Spend — 71% of Goal - YTD



# Monterey County ranked #2 in film days on CA State Parks and Beaches



COUNTY	2020		2021		2022		
	PERMITS	FILM DAYS	PERMITS	FILM DAYS	PERMITS	FILM DAYS	
Contra Costa	11	38	15	30	19	55	
Humboldt	5	9	10	18	17	41	
Los Angeles	320	378	458	565	499	636	#1
Marin	9	12	26	28	22	28	
Mendocino	0	0	11	19	7	19	
<b>Monterey</b>	<b>30</b>	<b>85</b>	<b>80</b>	<b>215</b>	<b>91</b>	<b>302</b>	#2
Nevada	23	47	25	90	27	68	
Orange	111	165	196	324	229	265	#3
Placer	9	15	10	38	12	29	
Sacramento	11	24	15	29	14	33	
San Diego	28	40	41	71	45	66	
San Luis Obispo	21	36	37	50	38	49	
San Mateo	9	13	28	74	26	42	
Santa Cruz	25	64	61	88	56	75	
Sonoma	19	25	26	35	31	49	
Ventura	58	70	145	182	124	141	#4

# Film crew and business opportunities: Keeping locals hired and skills updated

★ Local crew and services marketing to film productions via the **MCFC Film Resources Guide** with free and enhanced listings.

★ Location scouts, production assistants, extras, caterers, gas stations, retail stores, hotels and more all get an economic boost from filming on-location in Monterey County.



# Goal 2: Expanding Industry Marketing and Promotion

Expand Reach of Advertising 81% of Goal - YTD



Carmel-by-the-Sea

*Picture perfect...*  
**MONTEREY COUNTY**

You'll find camera-ready locations in Monterey County. From the coastal Monterey Peninsula to the Salinas Valley's "Steinbeck Country," we're picture perfect! Call on us for locations, permits, crew and resources referrals. 831-646-0910 FilmMonterey.org Karen@FilmMonterey.org

**YOU WON'T BELIEVE YOUR EYES**

**Film Monterey County, California**

From majestic coastlines to rural farmlands, you'll see it all in our part of California's Central Coast. Focus on towns like Carmel and Monterey, and places like Big Sur and the Salinas Valley. Visualize the variety on our website's location sizzle reel at [FilmMonterey.org](http://FilmMonterey.org).

We're looking forward to making it easy to film here. 831-646-0910 or [Karen@FilmMonterey.org](mailto:Karen@FilmMonterey.org)

South Monterey County

*Picture perfect...*  
**MONTEREY COUNTY**

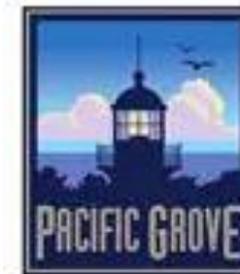
You'll find camera-ready locations in Monterey County, California. From the rugged coastline and the Monterey Peninsula to the rural farmlands in the Salinas Valley, we're picture perfect! Check out our online "You Won't Believe Your Eyes" location sizzle reel for a taste of our diverse looks for filming. 831-646-0910 FilmMonterey.org Karen@FilmMonterey.org

# Goal 3: Expand Countywide Collaboration

Collaborations & Partnerships — 85% of Goal - YTD

Actual to date 41 (85%)

Planned 48



**ARTS COUNCIL**  
for Monterey County

CHAMBER OF COMMERCE  
& TOURIST CENTERS



**KING CITY**  
CHAMBER OF COMMERCE  
& AGRICULTURE



**Salinas Valley**  
CHAMBER OF COMMERCE



# Promo Reel showcases Monterey County locations





MONTEREY COUNTY  
**FILM COMMISSION**

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



# ARTS COUNCIL

## for Monterey County

FY 2022-23

*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 help strengthen the County's economic base
- Designated Monterey County's Official Arts Agency

## *County of Monterey's Investment in the Arts*



### **1. Economic Development**

*Public funding of the arts is an investment with high yields. For every dollar invested in the arts, \$6 are returned in state and local tax revenue. Since 1985, over \$10 million in funding has been awarded to arts organizations, averaging \$263k per year for a return of \$60 million in state and local taxes*

### **2. Tourism**

*The arts make communities vibrant, welcoming, and desirable to visitors from all over the world. 80% of festival attendees are from out of the county, contributing to the county's TOT.*

### **3. Workforce/Business Development**

*The arts are a dynamic contributor to the small-business sector. Artists are nearly 3.5 times more likely than the total U.S. work force to be self-employed (33.6% vs. 9.8%).*



## Highlights FY 2022-23



Affordable Studio Space for Local Emerging Artists

**SALINAS – Coming Soon!**

*\$185,000 in funding provided to 40 organizations this fiscal year to date to build capacity and strengthen our cultural sector.*

District 1: *National Steinbeck Center, Salinas City Improvement Association, Salinas Valley Pride*

District 2: *Prunedale Senior Center, Marine Life Studies, Pajaro Valley Ohlone Indian Council*

District 3: *Sol Treasures, Monterey County Dance Foundation*

District 4: *Palenke Arts, West End Celebration, MusikiWest*

District 5: *Big Sur Fiddle Camp, Monterey Museum of Art, Carl Cherry Center for the Arts*



*Free quarterly marketing and professional development programs for 160 artists and arts leaders this year:*

Jul 2022 - The Art of Social Media

Oct 2022 - How to Propose Large-Scale Projects

Jan 2023 - Gallery Talk - From Portfolio to Representation



## Highlights FY 2022-23

# MONTEREY

GRAB LIFE BY THE MOMENTS®

Improve repeat visitation through greater visitor engagement and greater participation in hospitality efforts campaigns - by supporting grantees and partners to cross promote with MCCVB/Monterey County brand through links to their website on our websites and active participation in their social media efforts.

*This year to date we have recruited 8 arts organizations to join and cross promote with MCCVB; and we continuously update our Cultural Road Trip which MCCVB features on their SeeMonterey app.*



**Provided funding to the Monterey Jazz Festival, a 2.5 day event in Sept 2022, which yielded approximately \$30 million in economic impact on Monterey County**

*“With the rich heritage and array of cultural activities that are offered in Monterey County, the arts are a tool for economic development as well as a resource that enhances the quality of life for the residents.”*

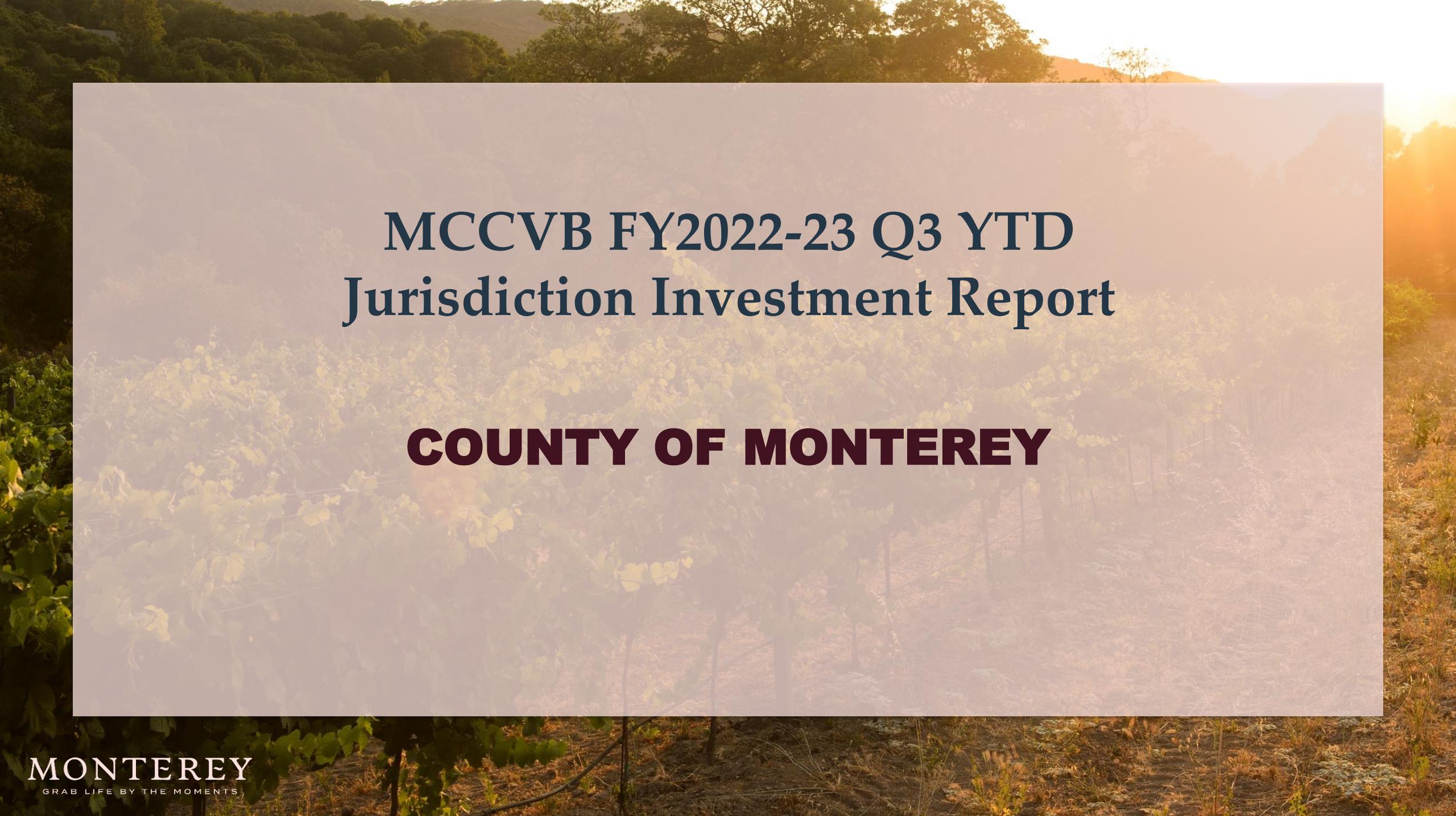
(Monterey County Development Set-Aside Program, 1990)



 **ARTS COUNCIL**  
for Monterey County



**Thank you for your partnership!**



MCCVB FY2022-23 Q3 YTD  
Jurisdiction Investment Report

**COUNTY OF MONTEREY**

# NEW LONG-TERM STRATEGIC ROADMAP

## MCCVB VISION

A thriving tourism economy that enriches Monterey County's economic vitality and **quality of life**

## MISSION

To generate **community prosperity** for Monterey County through the *responsible promotion* and growth of the tourism economy

## GENERATE IDEAL VISITATION

Focus on lower occupancy months and midweek bookings; influence longer stays

## BRAND REFINEMENT

Research, refine and relaunch our destination brand

## GROUP BUSINESS DEVELOPMENT

Utilize research to target best fit groups and meetings

## RESPONSIBLE TRAVEL PROMOTION

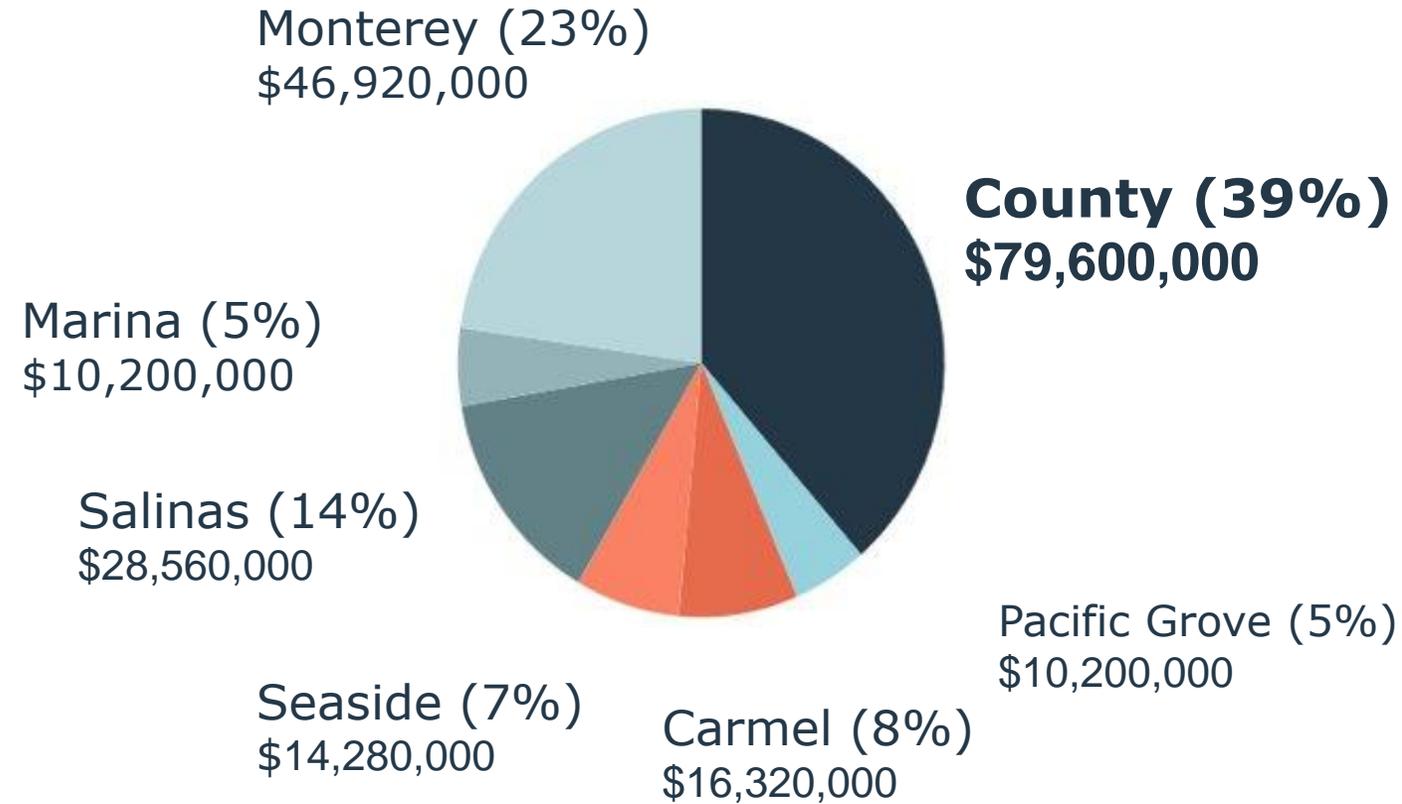
Continue to include responsible travel expectations in messaging

# MCCVB LEISURE MARKETING CAMPAIGN MID-YEAR RESULTS

MCCVB's campaign generated  
**\$204 Million** in Influenced Visitor  
Spending  
July – December 2022

145,000 room nights

Over 25% of room demand



# MCCVB INVESTMENT RESULTS: FY2022-23 Q3 YTD SUMMARY

## Marketing Communications

**Total Web Visitation:** 878,475 unique visits

**Partner Site Conversions:** 124,700 clicks to business sites from SeeMonterey.com to businesses in the County

**Social Engagements:** 1.16 M likes, comments, shares, and link clicks

**Advertising Equivalency:** \$7.3 Million

## Group Business Development

### **Leads- 280**

- 44,345 Room Nights
- 34,233 new business (77%)

### **Bookings in unincorporated County properties**

- 9 Groups
- 1,298 Room Nights

**GBD Economic Impact:** \$1,405,656

**County of Monterey**  
**\$1,050,000 YTD**  
**Jurisdiction Investment**  
**July 2022 – March 2023**  
*(3/4 of annual investment)*

Posted on: Thursday, March 9, 2023 10:00 AM by Emily Evans

## WEBSITE – MONTEREY COUNTY FEATURES & INCLUSIONS

### Top Pages

- [Big Sur destination page](#)
- [Moss Landing itinerary](#)
- [7 best hikes in Big Sur blog](#)

### Blog Posts with Monterey County featured

- [Inside Monterey with Jane Hayes of Monterey Farms](#)
- [Monterey County Artichoke Trail](#)

- **Baja Cantina Grill & Filling Station (Carmel Valley)**

- Bite Into a Monterey Bay Quesadilla, served with grilled prawns, artichoke hearts, Jack cheese, guacamole, pico de gallo, sour cream, tartar and dill sauce.



- **Restaurant at Big Sur River Inn (Big Sur)**

- Dig into a plate of Pasta Castrovilla, made with fettuccini pasta, artichoke hearts, pesto sauce, zucchini, yellow squash, carrots and mushrooms.



Monterey County CVB is excited to announce the launch of the [Artichoke Trail](#), turning the spotlight to the region's edgiest of veggles in the run-up to National Artichoke Hearts Day on March 16. The Artichoke Trail incorporates over 20 stops, including restaurants, farm stands, and attractions that highlight the numerous ways visitors can enjoy and experience this unique vegetable in Monterey County.



# SOCIAL MEDIA AND SEE MONTEREY APP

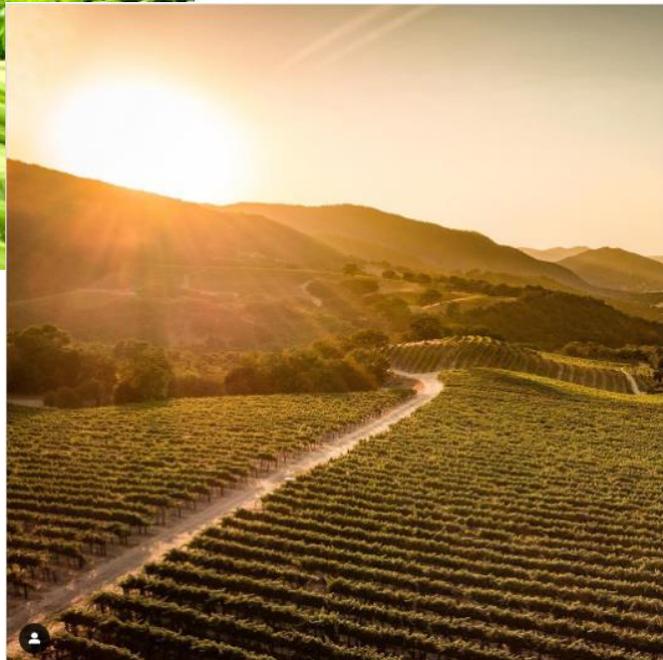


 **seemonterey**  
Salinas Valley, CA

 **seemonterey** This week is #nationalagweek! Did you know that the Salinas Valley grows two thirds of the Nations lettuce and half of its broccoli and celery? Thank you to the incredible, hardworking and dedicated Ag professionals who help nourish our communities day in and day out. It's

[View insights](#)

[Boost post](#)



 **seemonterey**  
Carmel Valley, California

 **seemonterey** It's not hard to believe that Carmel Valley wines taste as good as the views look 🍷 Sip for yourself! Learn more on our website (link in bio) #seemonterey

Photo courtesy of @joullianvineyards  
7w

 **bridgetbahmannart** Stunning scene 🌅  
7w 1 like Reply

 **phillipterravista** 🍷  
7w 1 like Reply ...

[View insights](#)

[Boost post](#)

🍷 Liked by seangravem and 667 others  
FEBRUARY 25

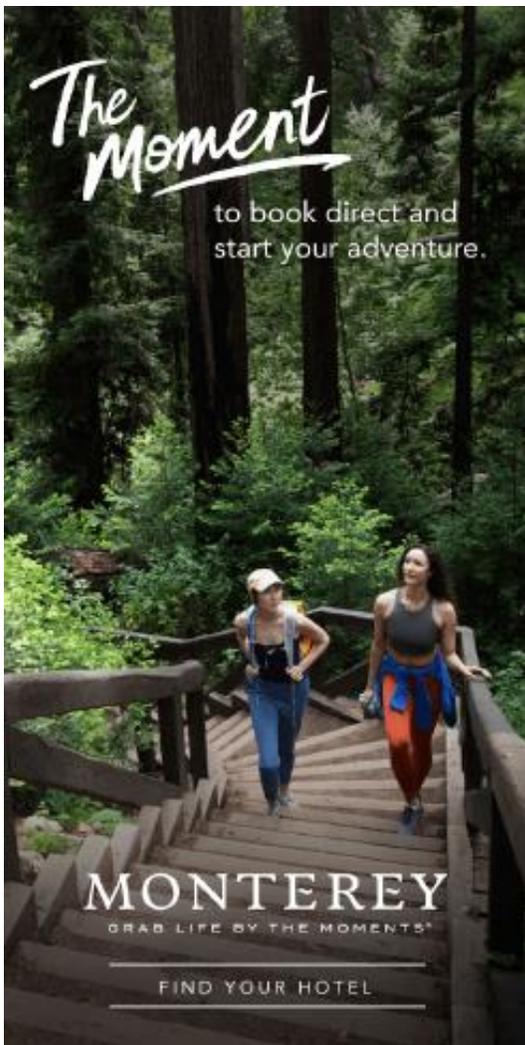
 Add a comment... [Post](#)

**704** cross-channel posts featuring Monterey County

**1.16 Million** Social Engagements



# THE COUNTY IN MARKETING PROGRAMS FEATURES & INCLUSIONS



Big Sur



Salinas Valley



Carmel Valley Ranch

- "The Moment" spring campaign and "ALL IN" Luxury winter campaign, paid display ads
- Book Direct Campaign
- 'Monterey Pro V Pro' video content series



# SUSTAINABILITY AND RESPONSIBLE TRAVEL

Smartmeetings

Hotels & Destinations

## California: Golden Moments

by JT Long | January 5, 2023

- **A Sustainable Ethos:** When surrounded by nature, meeting green comes naturally. [Palisades Tahoe](#) (formerly Resort at Squaw Creek), a AAA Four Diamond resort with 33,000 sq. ft. of indoor venue space and 14,750 sq. ft. in the great outdoors, dramatically cut back on plastic usage at the resort and launched mountain-wide revegetation projects at the former Olympic venue. In the tranquil bay of Monterey County, [Monterey Bay Aquarium](#) is the authority for sustainable, educational research and education. Dining with the sharks is a dramatic way to punctuate a conference with corporate social responsibility that resonates.



[Monterey Plaza Hotel & Spa](#) floats above the bay with easy access to Cannery Row and 30,000 sq. ft. of indoor/outdoor event space.



[Monterey Conference Center](#) added a 10,000-square-foot Immersive Design Studio for virtual or hybrid meetings. The second-floor space in Steinbeck Ballroom is equipped with 360-degree wraparound screens and employs CANVAS software.



- [Smart Meetings: California: Golden Moments \(January\)](#)
- [In-Market MST Bus Side Ads](#)
- [Responsible Travel Digital & Display Ads](#)

Big Sur

**See Monterey**  
Sponsored · 🌐

While you're here, please help us protect Monterey County by staying on designated trails, picking up trash, and keeping our wildlife wild.

SEEMONTEREY.COM  
**Now is the moment to respect wildlife**  
Please Explore Responsibly

[Learn more](#)

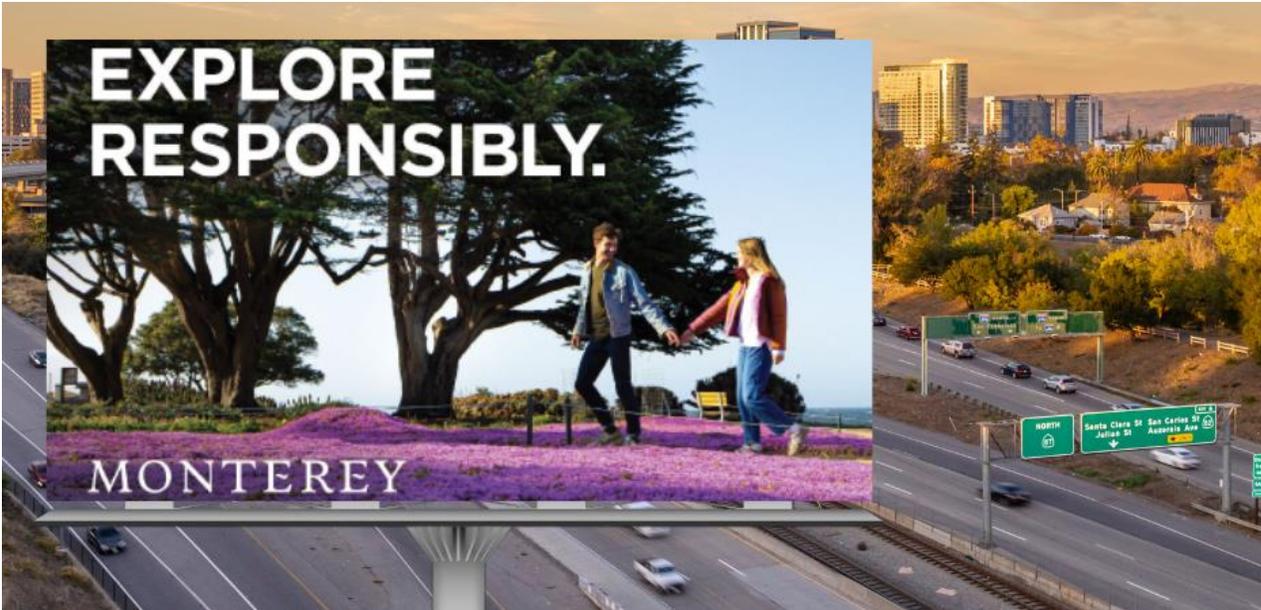
Moss Landing

# RESPONSIBLE/SUSTAINABLE TRAVEL

## EDUCATE BEFORE & REMIND DURING

**New Billboards  
Bay Area / Highway 101**

**MST Responsible  
Travel Ads**



# FY2023-24 WORKPLAN REQUEST: 6% OF PROJECTED TOT

## INITIATIVES AND PROGRAMS

### Marketing Communications:

- Rebrand Launch
- Leisure and Group Campaigns
- Social and Digital Platforms
- Media Hosting and Story Pitching
- Responsible/Sustainable Travel Messaging

### Business Development:

- Group Lead Generation and Distribution
- Client and Destination Services

### Community Relations:

- Crisis Response and Messaging
- Resident and Business Collaborations

## RETURN ON INVESTMENT

### County of Monterey:

- Estimated **\$500+M in visitor spending** influenced countywide annually
- **Incremental TOT and Sales Tax revenue** generated by MCCVB influenced overnight stays
- Est. 30,000+ direct and indirect jobs are a part of the tourism economy countywide