

Tourism Subcommittee Charter

The Subcommittees charter is to:

Clarify the role and outcomes of tourism opportunities and issues in Monterey County.

The goal of the subcommittee is to add value, delineate priorities that drive jobs and revenue to the economy. To outline actions that can deliver results and produce a tangible Return-On-Investment (ROI). To measure results and report out results to our elected officials so that; they may make informed decisions.

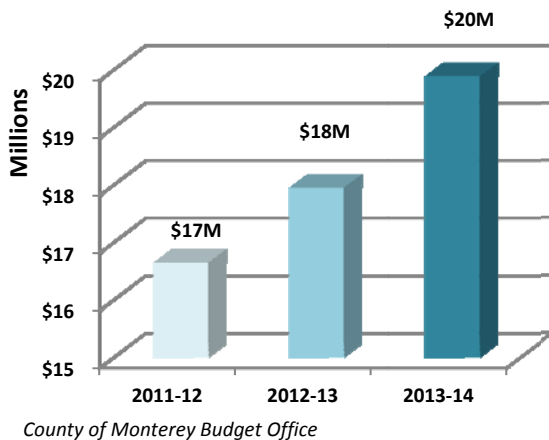
Economic Pillar	Appointed Chair	Notes
Tourism	Gill Campbell and Dan Limesand	The committee will track and measure MCCVB and Special Events in Monterey County

Return On Investment

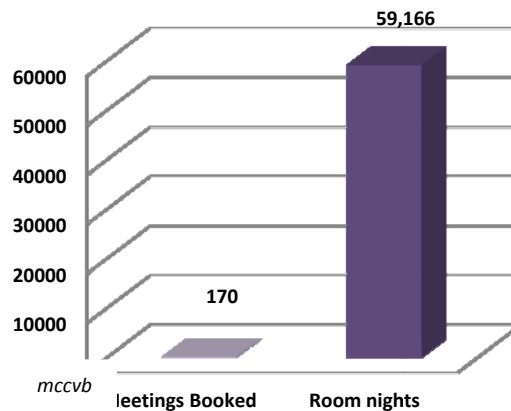
In addition to tracking unemployment, the Ag Ad Hoc committee will track TOT revenue, Sales Tax revenue and return on investment from special event and make recommendations on events that are most beneficial to Monterey County.

Tourism:

Monterey County TOT Revenues



2013-14 Meeting & Lodging Bookings



Goals to be determine by the Committee

Roles and Responsibilities of the Ad Hoc Subcommittee

A minimum of two-three people typically meet regularly to plan projects, produce work plans, update minutes/reports, or manage financial projections:

- Knows and supports a pro-active collaborative approach;
- Has a genuine desire to serve on the Ad Hoc Subcommittee;
- Expresses self clearly, yet eagerly exchanges ideas with others;
- Keeps an open mind about new ideas;
- Thinks about the "big picture," yet also concentrates on the details;
- Knows when to be decisive and come to closure;
- Cooperates willingly in a team effort;
- Stays focused on the task at hand;
- Has a basic understanding of the economic circumstances of small business;
- Rolls up sleeves willingly and pitches in to do the Ad Hoc Subcommittee's work;
- Has skills or knowledge about the Economic Pillar Focus Area; and
- Carries out plans and projects in a timely and professional manner.

Roles and Responsibilities of staff to the Ad Hoc Subcommittee

Staff participates in the committee's work in the following areas. The Resource Inventory listing on the following pages are broken out by County economic pillar category. The organizations and agencies may have qualified stakeholder volunteers interested in working with the Ad Hoc Subcommittee. In the case of tourism extra measurement tools may be required such as IMPLAN model or ROI model to measure the actual benefit.

Resource Organization/Agency	Ag	Research	Tourism	Education
Arts Council for Monterey County (ACMC)			○	
Big Sur Chamber of Commerce			○	
California Welcome Center			○	
Carmel Chamber of Commerce			○	
Carmel Valley' Chamber of Commerce			○	
Monterey County Convention & Visitor Bureau (MCCVB)			○	
Monterey County Economic Development Department			○	
Monterey County Film Commission (MCFC)			○	
Monterey County Hospitality Association (MCHA)			○	
Monterey County Vintners & Grower Association (MCVGA)			○	
Monterey Peninsula Chamber of Commerce			○	
Monterey Peninsula College			○	
Moss Landing Chamber of Commerce			○	
Pacific Grove Chamber of Commerce			○	
Salinas Valley Chamber of Commerce			○	

TOURISM RESOURCE LIST

#	Resources	Contact Name	E- mail Address	Telephone	Web Address
1	Arts Council for Monterey County (ACMC)	Paulette Lynch,	paulette@arts4mc.org	831-622-9060	http://arts4mc.org/
2	Big Sur Chamber of Commerce		info@bigsurcalifornia.org	831-667-2100	http://www.bigsurcalifornia.org/
3	California Welcome Center	Craig Kaufman	craig@SVTVB.org	(831) 757-8687	http://www.visitcalifornia.com/California-Welcome-Centers/Salinas/
4	Carmel Chamber of Commerce	Monta Potter, CEO	monta@carmelcalifornia.org	831-624-2522	www.carmelcalifornia.org
5	Carmel Valley' Chamber of Commerce		info@carmelvalleychamber.com	831-659-4000	http://www.carmelvalleychamber.com/
6	Monterey County Convention & Visitor Bureau (MCCVB)	Tammy Blount	tammy@seemonterey.com	831-657-6409	http://www.seemonterey.com/
7	Monterey County Economic Development Department	David L. Spaur	SpaurD@co.monterey.ca.us	831-755-5390	http://www.co.monterey.ca.us/EconomicDevelopment/
8	Monterey County Film Commission (MCFC)	Karen Nordstrand	Karen@filmmonterey.org	831-646-0910	http://www.filmmonterey.org/
9	Monterey County Hospitality Association (MCHA)	Bonnie Adams	info@mcha.net	831- 626-8636	http://www.mcha.net/
10	Monterey County Vintners & Grower Association (MCVGA)	Kim Stemler	kim@montereywines.org	831-375-9400	http://www.montereywines.org/
11	Monterey Peninsula Chamber of Commerce	Jody Hansen	info@montereychamber.com	831-648-5360	http://www.montereychamber.com/
12	Monterey Peninsula College	Tribley, Walter	wtribley@mpc.edu	831-646-4002 or 831-646-4007	http://www.mpc.edu/
13	Moss Landing Chamber of Commerce		MossLandingChamber.com	831-633-4501	http://www.mosslandingchamber.com/
14	Pacific Grove Chamber of Commerce	Moe Ammar	moeammar@pacificgrove.org	831-373-3304	http://www.pacificgrove.org/
15	Salinas Valley Chamber of Commerce	Paul Farmer	President@SalinasChamber.com	831-751-7725	http://www.salinaschamber.com/