

ECONOMIC OPPORTUNITY COMMITTEE

MEETING:	June 14, 2017	AGENDA NO.: 5
SUBJECT:	Accept and approve the Development Set-Aside (DSA) Agencies FY 2017-18 Work Plans: 1.Monterey County Convention and Visitors Bureau (MCCVB); 2.Arts Council for Monterey County (ACMC); 3.Monterey County Film Commission (MCFC); and 4.Monterey County Business Council (MCBC).	
DEPARTMENT:	Economic Development Department	

RECOMMENDATION:

It is recommended the Economic Opportunity Committee:

Accept and approve the Development Set-Aside (DSA) Agencies FY 2017-18 Work Plans:

- 1.Monterey County Convention and Visitors Bureau (MCCVB);
- 2.Arts Council for Monterey County (ACMC);
- 3.Monterey County Film Commission (MCFC); and
- 4.Monterey County Business Council (MCBC).

SUMMARY/DISCUSSION

On June 5th, the Board of Supervisors approved funding the DSA Agencies at the same allocation as FY 2016-17, in a cumulative amount of \$ \$1,875,396.32 for FY 2017-18.

The DSA Work Plans outline performance measures that will be included in the FY 2017-18 Agreements, which provide specific performance measures on their project goals promoting economic vitality in Monterey County. The DSA Agencies provide quarterly reports that address their performance measures and their accomplishments.

Attached are the DSA Agencies FY 2017-18 Work Plans that highlight their Key Programs/Projects that further economic development opportunities in the Monterey County Region”.

MCCVB Work Plan Overview

The MCCVB is the official destination marketing organization for Monterey County. The partnerships have been aligned to maximize the economic opportunities that bring tourism dollars to the region. The Work Plan focuses on sales and marketing programs that drive business opportunities and grown the region’s tourism economy through the following programs: 1) Marketing and Communication; 2) Group Sales and Strategic Services, and 3) Visitor Services.

ACMC Work Plan Overview

The ACMC is the catalyst providing programs and services that drive the region forward through the arts. The Work Plan identifies Key Programs/Projects that 1) Support the Development of Jobs and Business Opportunities, 2) Development Public/Private Partnerships – Tourism, Agriculture and Education, 3) Increase Workforce Development Opportunities, 4) Improve Business Climate, and 5) Leverage County Investment.

MCFC Work Plan Overview

The MCFC is the organization that markets the region as a destination for the motion picture, television and related industries to stimulate economic development. The Work Plan outlines the following goals: 1) Increase Film Industry Outreach and Local Facilitation Efforts, 2) Expand Industry Marketing and Promotion Opportunities, and 3) Expand Countywide Collaboration and Film Education.

MCBC Work Plan Overview

The MCBC is an alliance comprised of professionals from business, government and education working together on countywide issues. The Work Plan highlights their Key Programs/Projects that promotes economic development and strengthens the workforce: 1) Monterey Bay Procurement Technical Assistance Center (PTAC); and 2) Increase Small and Medium Size Business Outreach Efforts.

OTHER AGENCY INVOLVEMENT:

None

FINANCING:

Funding for the DSA Agencies, in a cumulative amount of \$1,875,396.32 will be in the Economic Development Set-Aside Budget Unit for FY 2017-18, per Board direction.

Prepared by:

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Attachments:

MCCVB FY 2017-18 Work Plan

ACMC FY 2017-18 Work Plan

MCFC FY 2017-18 Work Plan

MCBC FY 2017-18 Work Plan