

## ECONOMIC OPPORTUNITY COMMITTEE

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| <b>MEETING:</b>    | June 14, 2017   | <b>AGENDA NO.:</b> 4 |
| <b>SUBJECT:</b>    | Recommend adding the UC MBEST 270+/- acre site into the OppSites data base for business recruitment purposes. |                      |
| <b>DEPARTMENT:</b> | <b>Economic Development Department</b>  |                      |

### **RECOMMENDATION:**

It is recommended the Economic Opportunity Committee:

1. Consider adding one or more industrial, commercial and business real estate parcels into the Central Coast Marketing Team's on-line data base titled OppSites for business attraction.

### **SUMMARY/DISCUSSION:**

The County of Monterey is a member of the Central Coast Marketing Team that has entered into an agreement with a real estate data base, titled OppSites, that Site Location Consultants frequently use when searching for a business expansion site for their respective clients. The service is free to the Office of Economic Development and today we can add any parcel we see fit to market as a potential job generating or revenue generating site possible.

The UC Monterey Business and Educational Technology Park is completing their Specific Plan in conjunction with the City of Marina's Specific Plan for the Airport area, that includes most of these properties. One parcel is on the East side of Blanco Road that lies within the County unincorporated area and comprises approximately 270 acres. The General Plan lists the parcel as a Business Park.

Currently, our office receives about twelve (12) inquiries per year from Site Location Consultants to the Governor's Office of Economic Development, fondly referred to as the GO-Biz Office. By adding OppSites to our marketing program, we will have the ability to reach out to 100 national and international Site Location Consultants, over 300 corporate real estate offices and to push out sites and buildings to a subscriber list who cooperate with OppSites. OppSites is in Oakland, California, and provides this service to regional, State, County and Cities across the United States and Canada.

### **OTHER AGENCY INVOLVEMENT:**

Central Coast Marketing Team.

### **FINANCING:**

Funding will be provided by a Board Order under the approved FY 2017-18 approved Budget.

Prepared by:

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