



County of Monterey

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

Board Report

File #: 12-772, Version: 1

- a. Approve the FY 2012-13 Development Set-Aside (DSA) Agency/Professional Services Agreement (“Agreement”), Scope of Services and Work Plans for the Monterey County Destination Marketing Organization dba Monterey County Convention and Visitors Bureau (MCCVB); and
- b. Authorize the Interim Assistant CAO of the County of Monterey to execute the Agreement for the term of July 1, 2012 through June 30, 2013, in an amount not to exceed \$826,737.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve the FY 2012-13 Development Set-Aside (DSA) Agency/Professional Services Agreement (“Agreement”), Scope of Services and Work Plans for the Monterey County Destination Marketing Organization dba Monterey County Convention and Visitors Bureau (MCCVB); and
- b. Authorize the Interim Assistant CAO of the County of Monterey to execute the Agreement for the term of July 1, 2012 through June 30, 2013, in an amount not to exceed \$826,737.

SUMMARY:

The recommended Agreements will implement the County's Development Set-Aside (DSA) Program to further economic development efforts by promoting tourism, filmmaking, and cultural arts by entering into Professional Services Agreements with these entities. The MCCVB is funded from the General Fund - Transient Occupancy Tax Revenue, based on a formula approved by the Board of Supervisors.

Staff, the Economic Development Administrative Subcommittee and Economic Development Committee recommends approval.

DISCUSSION:

Per direction of the Board of Supervisors Economic Development Committee, staff has been working to align the recommended Agreements with the economic strategic planning process. As recommended, the contracts would provide funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors, support initiatives thus far identified as part of the existing strategic planning effort, and provide opportunity for future refinement as part of a required six-month review to be completed in partnership with the Economic Development Administrative Committee. The following information summarizes the services to be provided by the MCCVB.

The MCCVB 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 through advertising and website development, increasing group sales of those who have the ability to bring their business to Monterey County, and increasing and improving visitor service resources to provide opportunity to “upsell”, and have direct influence on extending visitor stays and spending. The cumulative effect of these programs acts to expand the revenue base through Transient Occupancy Tax and Sales Tax generated by visitors.

Contractor will report to the Administrative and Economic Opportunity Committee their progress on activities and performance measures in accordance with the reporting requirements noted in Exhibit-A, Monthly

Performance Reports, Section B3.

OTHER AGENCY INVOLVEMENT:

The Economic Development Ad Hoc Working Group reviewed Staff's recommended Professional Services Agreement, recommended approval, and forwarded the item to the Economic Development Committee. This matter is being forwarded to the Board of Supervisors without a formal recommendation from the Economic Development Committee due to the lack of a Committee quorum.

FINANCING:

Funds for these Agreements have been included in FY 2012-13 Adopted Budget, Fund 001, Development Set-Aside Budget Unit 8043, in the amount of \$826,737. There are no additional fiscal impacts with this recommendation.

Prepared by:

Approved by:

Jerry Hernandez, Analyst, 5393

Gene Rogers, Interim Assistant CAO, 5384

Attachments:

PSA Agreement (MCCVB) is on file with the Clerk of the Board's Office

Exhibit-A Scope of Services/Payment Provisions

Exhibit-B MCCVB FY 2012-13 Work Plan

Exhibit-C Justification: Professional Liability