



# County of Monterey

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

## Board Report

---

**File #: 23-299, Version: 1**

---

Receive a follow up response by the Economic Development Manager to Board Referral No. 2022.19 determining the possibility of the County of Monterey joining various Chambers of Commerce throughout the County.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- 1) Receive a follow up response to Board Referral No. 2022.19 and;
  - a) Direct staff to proceed with completion of referral based on description in this report; or
  - b) Direct staff to:
    - i) Proceed with completion of referral based on modifications by the Board of Supervisors; or
    - ii) Return to the Board with a more comprehensive analysis of referral and anticipated effort for completion; or
    - iii) Receive referral response as complete.
- 2) Provide further direction, as appropriate.

### REFERRAL SUMMARY AND BACKGROUND:

Referral 2022.19 was submitted by Supervisor Lopez and assigned by the County Administrative Office (“CAO”) on 09/20/2022. The referral seeks to determine the possibility of the County of Monterey joining the Salinas Valley, Monterey Peninsula, and King City Chambers of Commerce. Currently, several County departments/offices are members of each of these Chambers of Commerce. At this time, neither the County nor the CAO are a member of any chamber of commerce.

On February 24, 2023, the Economic Development Manager presented a preliminary response to the Board of Supervisors determining the possibility of the County of Monterey joining the Salinas Valley, Monterey Peninsula, and King City Chambers of Commerce. The Board of Supervisors took the following actions: 1) Directed staff to return to the Board in April 2023 with a more comprehensive analysis of referral and anticipated effort for completion.

With direction given by the Board of Supervisors staff conducted additional research and analysis, reached out to all chambers, met with various chambers within County, and prepared membership options for review by the Board of Supervisors.

**Big Sur Chamber of Commerce:** The Big Sur Chamber of Commerce was founded just over 50 years ago to represent the interests of the Big Sur business community. Over the years, the Chamber has been a consistent and steadfast advocate for the business community as a chart member of the Big Sur Multi-Agency Advisory Council.

**Carmel Chamber of Commerce:** The Carmel Chamber provides services, programs, workshops, and networking to nearly 500 members. The Carmel Chamber of Commerce will promote businesses, marketing, and networking opportunities to benefit its members professionally and economically.

**King City Chamber of Commerce:** The King City Chamber of Commerce & Agriculture is a group of

businesspeople joined together for the purpose of promoting King City and business community, and making King City a better place to live, work and do business. The mission of the King City Chamber of Commerce & Agriculture is to promote, inform and serve the markets through the successful implementation of programs.

**Marina Chamber of Commerce:** The mission of the Marina Chamber of Commerce is to preserve the competitive enterprise system of business; to help ensure business and community growth and development; and to develop civic, social, and cultural programs that will enhance the values of the community.

**Monterey Peninsula Chamber of Commerce:** The mission of the Monterey Peninsula Chamber of Commerce is to support member success and promote the regional economy. They are an essential resource to their members, a valuable advocate for the business community and the driver of inclusivity, innovation, and prosperity for Monterey County.

**Moss Landing Chamber of Commerce:** Moss Landing Chamber of Commerce is a membership-based organization of business owners and operators in the Historic community of Moss Landing, located on California Highway 1.

**North Monterey County Chamber of Commerce:** Serving both the Castroville and Prunedale communities, the North Monterey County Chambers of Commerce offer a variety of benefits for all businesses large and small.

**Pacific Grove Chamber of Commerce:** The Pacific Grove Chamber of Commerce mission is to promote the prosperity of local businesses and the well-being of the community as a whole. The Pacific Grove Chamber of Commerce is dedicated is strengthening businesses by providing advocacy, resources, and opportunities that otherwise wouldn't have access to.

**Salinas Valley Chamber of Commerce:** The mission of the Salinas Valley Chamber of Commerce is to build a strong local economy by promoting sound government and an informed membership and community. Their vision is a thriving, welcoming Salinas Valley where people, families, and businesses succeed via economic opportunity and growth.

### **Proposed Project Description**

Currently the County of Monterey nor the CAO are a member of any chamber of commerce. Chambers of commerce are significant supportive organizations to the businesses in their respective communities. Each provide essential resources, advocacy, and programs to help businesses thrive throughout Monterey County. The mission of each of these chambers of commerce are in alignment with the mission, values, and goals of the County of Monterey. It would be a benefit for Economic Development to become a member of these chambers as it would provide additional marketing outlets and direct access to the broader business community. Economic development has received and implemented input from the Board of Supervisors to develop a more comprehensive analysis and anticipated effort for completion.

The chamber of commerce membership program would include ten (10) members from the County of Monterey selected by the County Administrative Officer or his/her designee. The program would be expanded to include any chamber of commerce in the County interested in being part of this program. Interested chamber of commerce would need to provide their proof of non-profit status and business membership list. Economic development is proposing two membership options for review by the Board of Supervisors. These options include tiered rates based on chamber of commerce business member totals. Each of these tiered membership rates are associated with specific benefits and deliverables each chamber of commerce must adhere to. County

Counsel provided assistance to develop a restriction on lobbying and public funds form to accompany chamber membership and alleviate political/advocacy concerns (See Exhibit A). Economic development recommends that this membership program does not impact other county department chamber memberships.

**Estimated Project Cost:** This project has several costs associated with it, including travel, membership, and additional staff time.

**Membership costs & benefits:**

Number of Members 500+

Premium Membership \$10,000

- Listed as a sponsor for five (5) events of choice
- (10) tickets per event, programs, seminar, or workshop series
- Plus, all the benefits listed below

Basic Membership \$5,000

- Listed as a sponsor for three (3) events of choice
- (5) tickets to one signature event
- Plus, all the benefits listed below

Number of Members 250-499

Premium Membership \$5,000

- Reserved seat on advisory board(s)/committee(s)
- County logo visible on chamber website
- Recognition in each Journal issue
- (10) tickets per event, programs, seminar, or workshop series
- Plus, all the benefits listed below

Basic Membership \$2,500

- Reserved seat on advisory board(s)/committee(s)
- County logo visible on chamber website
- Recognition in each Journal issue
- (5) tickets to one signature event.
- Plus, all the benefits listed below

Number of Members 1-249

Premium Membership \$2,500

- Article on a county department/office or leader in the publication of choice
- Opportunity to speak to Chamber Board & Staff
- Highlighted business listing on website
- Access to no and low-cost marketing
- Business listing and in member directory on website
- Opportunity to serve on committee
- (10) tickets per event, programs, seminar, or workshop series

Basic Membership \$1,250

- Article on a county department/office or leader in the publication of choice
- Opportunity to speak to Chamber Board & Staff
- Highlighted business listing on website
- Access to no and low-cost marketing
- Business listing and in member directory on website
- Opportunity to serve on committee
- (5) tickets to one signature event

Staff Time:

- An estimated 10-20 hours a month is anticipated to be spent between the various chamber meetings and events.
- A total of ten (10) County individuals to participate for an unknown number of hours per month.

**Staffing level estimate:** Staffing will involve the Economic Development Manager as the lead member for an estimated staff time of 10-20 hours a month.

**Departmental Challenges:** Funding is not currently budgeted in the Economic Development division to join as a member of each of the several chambers of commerce in the County. Chamber of commerce memberships are renewed annually, which would cause the need for additional future funding.

**Proposed Response Date:** Depending on Board direction, staff proposes response back to the Board in August 2023.

OTHER AGENCY INVOLVEMENT:

Staff has consulted with County Counsel.

FINANCING:

There are fiscal impacts associated with the recommended actions. Funding is not currently budgeted in the Economic Development division to join as a member of the various chambers of commerce.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The opportunity for the County of Monterey to become a member of the various chambers of commerce supports the Board approved strategic initiatives.

Mark a check to the related Board of Supervisors Strategic Initiatives

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by: Richard Vaughn, Economic Development Manger

Approved by: Dewayne Woods, Assistant County Administrative Officer

Attachments:

Board Referral No. 2022.19

Board Report

Board Referral No. 2022.19 PowerPoint

Exhibit A