



# County of Monterey

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

## Board Report

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**File #:** FAA 12-006, **Version:** 1

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- 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 Film Commission (MCFC); and
- b. Authorize the Interim Assistant CAO of the County of Monterey to execute an Agreement with the MCFC for the term of July 1, 2012 through June 30, 2013, in an amount not to exceed \$130,900.

### 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 Film Commission (MCFC); and
- b. Authorize the Interim Assistant CAO of the County of Monterey to execute an Agreement with the MCFC for the term of July 1, 2012 through June 30, 2013, in an amount not to exceed \$130,900.

### SUMMARY:

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

Staff, of 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 Monterey Council Film Commission.

The MCFC will continue to develop and implement programs that promote Monterey County as a filmmaking destination, and generate increased business, revenues and jobs through Film Industry outreach and local facilitation, marketing and promotion, education and workforce development and expanding collaborations.

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 Board of Supervisors Economic Development Committee and Administrative Subcommittee have

approved these recommendations. County Counsel has approved the Agreements as to legal form.

**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 \$130,900. There are no additional fiscal impacts with this recommendation.

Prepared by:

Approved by:

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Jerry Hernandez, Analyst, 5393

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Gene Rogers, Interim Assistant CAO, 5383

**Attachments:**

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

Exhibit-A Scope of Services/Payment Provisions

Exhibit-B MCFC FY 2012-13 Work Plan

Exhibit-C Justification: Professional Liability