



County of Monterey

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

Board Report

File #: A 14-214, **Version:** 1

Continued from July 29, 2014

- a. Approve the FY 2014-15 Development Set-Aside (DSA) Agencies Standard Agreements for the Monterey County Convention and Visitors Bureau (MCCVB), Arts Council for Monterey County (ACMC), and Monterey County Film Commission (MCFC);
- b. Authorize the Economic Development Director to execute an Agreement with the MCCVB for the period of one (1) year, for the term July 1, 2014 through June 30, 2015, in an amount not to exceed \$1,076,729;
- c. Authorize the Economic Development Director to execute an Agreement with the ACMC for the period of one (1) year, for the term July 1, 2014 through June 30, 2015, in an amount not to exceed \$355,320 ; and
- d. Authorize the Economic Development Director to execute an Agreement with the MCFC for the period of one (1) year, for the term July 1, 2014 through June 30, 2015, in an amount not to exceed \$170,482.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve the FY 2014-15 Development Set-Aside (DSA) Agencies Standard Agreements for the Monterey County Convention and Visitors Bureau (MCCVB), Arts Council for Monterey County (ACMC), and Monterey County Film Commission (MCFC);
- b. Authorize the Economic Development Director to execute an Agreement with the MCCVB for the period of one (1) year, for the term July 1, 2014 through June 30, 2015, in an amount not to exceed \$1,076,729;
- c. Authorize the Economic Development Director to execute an Agreement with the ACMC for the period of one (1) year, for the term July 1, 2014 through June 30, 2015, in an amount not to exceed \$355,320 ; and
- d. Authorize the Economic Development Director to execute an Agreement with the MCFC for the period of one (1) year, for the term July 1, 2014 through June 30, 2015, in an amount not to exceed \$170,482.

SUMMARY:

The Development Set-Aside (DSA) Program was established by the Board of Supervisors to support and promote economic development through tourism promotion, filmmaking, and cultural arts programs that strengthen and broaden the County's economic base.

The recommended Agreements will implement the County's Development Set-Aside (DSA) Program to further economic development opportunities consistent with the County's four economic pillars: 1) Tourism, 2) Agriculture, 3) Small Business, and 4) Higher Education/Marine Research. The Agreements are funded from the General Fund - Transient Occupancy Tax Revenue, and are based on a formula allocation approved by the Board.

The Board's Economic Opportunity Committee reviews and provides oversight in the distribution, funding, and performance auditing of the DSA Agencies. Performance monitoring includes the reports, annual work plans, and performance measurements summarized in the Scope of Services attachment to the Standard Agreements.

DISCUSSION:

Per the direction of the Board's Economic Opportunity Administrative Subcommittee, staff has worked to align

the recommended Agreements with the County's economic strategic planning process. As recommended, the Agreements will provide funding for programmatic efforts which compliment existing economic priorities of the Board of Supervisors, and which support initiatives identified as part of the existing strategic planning effort. The following information summarizes the services to be provided by the DSA Agencies:

The Monterey County Convention and Visitors Bureau will continue to develop and implement programs that will promote Monterey County as a preferred leisure and meeting destination to generate overnight visitors and increase hotel occupancy, thereby creating and maintaining hospitality and tourism industry jobs. In addition, these programs expand the County's revenue base through Transient Occupancy Tax and Sales Tax generated by visitors.

The Arts Council will continue to focus on cultural arts programs that provide arts enrichment and education through community based arts programs, such as kids dance, theatre, arts classes/programs. The Arts Council leverages the County's funding by re-granting to local community based organizations that increase partnerships and collaboration to serve youth and families with the greatest needs. The Arts Council provides economic opportunities for County youth by engaging them in arts programs and activities that provide cultural enrichment and educate them to better serve our community. In addition, the Arts Council will oversee the Annual Revolving Art Exhibit in the Government Center - Administration Building.

The Film Commission will continue to develop and implement programs that promote Monterey County as a filmmaking destination, and to generate increased business, revenues and jobs through film, television, motion and still commercials for the purpose of stimulating our local economy. This past year more than 70 film productions came to Monterey County, including independent films, TV shows, documentaries, commercials, stills, videos and more. Film production boosted the local economy through hotel tax, sales tax, permit fees, and personal spending. In addition, jobs are provided to both the skilled and unskilled labor force, from movie extras to technicians, and training is provided to student filmmakers.

OTHER AGENCY INVOLVEMENT:

The Board Economic Opportunity Committee supports this recommendation. County Counsel has approved the Agreements as to legal form.

FINANCING:

Funds for these Agreements, in the amount of \$1,602,531, have been included in FY 2014-15 Adopted Budget, via the Economic Development Department's Development Set-Aside Unit 001-8043-DE0019. There are no additional fiscal impacts with this recommendation.

Prepared by:

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Approved by:

David L. Spaur, CEcD, EDFP
Director Economic Development

Attachments:

MCCVB Agreement
ACMC Agreement
MCFC Agreement

Attachments on file with the Clerk of the Board Office