



County of Monterey

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

Board Report

File #: A 14-181, **Version:** 1

- a. Approve the FY 2014-15 Development Set-Aside Agency Standard Agreement with the Monterey County Business Council; and
- b. Authorize the Economic Development Director to execute the Agreement with the Monterey County Business Council for the period of one (1) year, for the term July 1, 2014 through June 30, 2015, in an amount not to exceed \$87,210.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve the FY 2014-15 Development Set-Aside Agency Standard Agreement with the Monterey County Business Council; and
- b. Authorize the Economic Development Director to execute the Agreement with the Monterey County Business Council for the period of one (1) year, for the term July 1, 2014 through June 30, 2015, in an amount not to exceed \$87,210.

SUMMARY:

In March 2003, the Monterey County Business Council in partnership with the County, launched the Competitive Clusters (C²) Initiative, a strategic project designed to implement near term economic development and provide an economic vision and strategic framework to guide development efforts in the future. Since its inception, the C² has brought together over 6,800 leaders to identify critical issues and challenges facing the industry in six on-going Clusters: 1) Agriculture, 2) Tourism, 3) Higher Education & Research, 4) Green Building & Design, 5) Wellness & Lifestyle, and 6) Creative & Technology.

The purpose of the Agreement is to continue efforts to develop and facilitate the Competitive Clusters (C²) Project, as well as to implement key cluster initiatives and projects. The C² Project also compliments the County's four key economic pillars: 1) Tourism, 2) Agriculture, 3) Small Business, and 4) Higher Education/Marine Research.

The Board's Economic Development Committee reviews and provides oversight in the distribution, funding, and performance auditing of the Monterey County Business Council. Monitoring includes the 4-Month, 8-Month and 12-Month Reports, Annual Work Plan and performance measurements identified in the Scope of Services attachment to the Monterey County Business Council Agreement.

DISCUSSION:

Per direction from the Board's Economic Development Administrative Subcommittee, staff worked with the Monterey County Business Council to align the recommended Agreement with the economic strategic planning process. The recommended Agreement compliments existing economic priorities of the Board of Supervisors and initiatives identified as part of the County's existing strategic planning effort.

As outlined in the Agreement, the Monterey County Business Council will continue to develop and facilitate the Monterey County Competitive Clusters Project, and to support the four key economic pillars by accelerating development of small business in the region, as well as maintaining a focus on key initiatives.

In addition to the Competitive Clusters Project, the Monterey County Business Council is engaged in economic

activities that support business retention, attraction/expansion, and outreach. Its activities include; 1) Monterey Bay Economic Partnership (MBEP); 2) Monterey County Economic Report/Competitive Clusters Status Report; 3) Regional Economic Forum and Public-Private Partnership Awards; 4) Economic Vitality Awards Gala, and 5) the Monterey Bay Procurement Technical Assistance Center (PTAC).

OTHER AGENCY INVOLVEMENT:

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

FINANCING:

Funds for the Monterey County Business Council, in the amount of \$87,210, 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 to the Department Budget with this recommendation.

Prepared by:

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Approved by:

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Attachment:
MCBC Agreement