



County of Monterey

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

Board Report

File #: 22-228, Version: 1

Adopt a Resolution to:

- a. Authorize the County Administrative Officer or the designee to execute an Agreement for ARPA Economic Recovery Hospitality and Tourism Standard Agreement for Monterey County Convention and Visitors Bureau to perform all tasks necessary to develop and implement hospitality and tourism support services in Monterey County, for the period of three (3) years, for the term March 29, 2022 through December 31, 2024, in the amount not to exceed \$1,800,000; and
- b. Authorize the Auditor-Controller to amend the FY 2021-22 County Administrative Office Development Set-Aside Adopted Budget 001-1050-CAO036-8512 to increase appropriations by \$300,000, financed by an increase in non-program revenue 001-1050-CAO019-8041 funded by ARPA revenue (4/5th vote required).

RECOMMENDATION:

It is recommended that the Board of Supervisors adopt a resolution to:

- a. Authorize the County Administrative Officer or the designee to execute an Agreement for ARPA Economic Recovery Hospitality and Tourism Standard Agreement for Monterey County Convention and Visitors Bureau to perform all tasks necessary to develop and implement hospitality and tourism support services in Monterey County, for the period of three (3) years, for the term March 29, 2022 through December 31, 2024, in the amount not to exceed \$1,800,000.
- b. Authorize the Auditor-Controller to amend the FY 2021-22 County Administrative Office Development Set-Aside Adopted Budget 001-1050-CAO036-8512 to increase appropriations by \$300,000, financed by an increase in non-program revenue 001-1050-CAO019-8041 funded by ARPA revenue (4/5th vote required).

SUMMARY/DISCUSSION

On June 2, 2021, the Board approved ARPA funding allocation for Economic Recovery support. The remaining allocated amounts subject to these agreements is estimated at \$4.8 million of which \$1,800,000 is allocated for Monterey County Hospitality and Tourism Recovery. In total the County has allocated \$9.6 million in ARPA funds towards economic endeavors which are required to be utilized within the next three years or be subject to return.

On February 23, 2022, the Budget Committee considered this item and recommended that the Board of Supervisors approve the recommendation.

These services are designed to assist with the economic recovery of Small Businesses and Tourism/Hospitality Industry, with a focus on business in the hospitality/tourism industry that were negatively affected by COVID-19. The Monterey County Convention and Visitors Bureau has created flexible programming which can expand if other APRA allocated funds should become available.

The American Rescue Plan Act provides funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors strategic initiatives.

The ARPA Economic Recovery Countywide Hospitality and Tourism Agreement, Exhibit A and B provide the detailed services, programs, and performance measures.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has approved the Agreements as to form. The budget committee has approved the recommendation.

FINANCING:

If this action is approved, funding in the amount of \$300,000 will be provided by using ARPA funds previously authorized by the Board of Supervisors for economic recovery.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The American Rescue Plan Act funding for Countywide Hospitality/Tourism recovery will provide services that support the Board approved strategic initiatives.

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

Prepared by: Richard Vaughn, Economic Development Manager

Approved by: Dewayne Woods, Assistant County Administrative Officer

Attachments:

- ARPA_Economic Recovery_Hospitality and Tourism_Board Report
- ARPA_Economic Recovery_Hospitality and Tourism_Standard Agreement
- ARPA_Economic Recovery_Hospitality and Tourism_Exhibit A
- ARPA_Economic Recovery_Hospitality and Tourism_Exhibit B