



County of Monterey

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

Board Report

File #: 20-114, Version: 1

Receive a presentation from the Monterey County Convention and Visitors Bureau (MCCVB) on marketing activities related to the County, including the Big Sur Stewardship Plan and the Non-Peninsula Marketing Campaign for Supervisorial Districts 1, 2, and 3.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Receive a presentation from the Monterey County Convention and Visitors Bureau (MCCVB) on marketing activities related to the County, including the Big Sur Stewardship Plan and the Non-Peninsula Marketing Campaign for Supervisorial Districts 1, 2, and 3.

SUMMARY/DISCUSSION:

The MCCVB is one of the Development Set-Aside (DSA) Agencies partners that develops and executes initiatives that promote the Monterey County brand and influence extending stays and spending through content management, advertising, public relations, group business development, and client and visitor services.

Through the DSA Program, the Board approved funding, in the amount of \$1,400,000, allocated in the FY 2019-20 Budget to the MCCVB. As part of the FY 2019-20 MCCVB Agreement (Attachment A), the Board specifically allocated \$150,000 to the Non-Peninsula Marketing Campaign for Districts 1, 2, and 3, and \$150,000 to the Big Sur Stewardship Plan.

The MCCVB presentation (Attachment B) will include:

- An overview of all County-related marketing activities;
- An update on Non-Peninsula Marketing Campaign, Districts 1,2, and 3;
- An overview of broader opportunities associated with the Board Referral regarding the Salinas Valley Wine Trail; and
- An update on the Big Sur Stewardship Plan.

In addition to their countywide marketing program, the MCCVB has developed a comprehensive marketing communications plan focused on increasing awareness on designated areas of the County including non-peninsula Board of Supervisor Districts 1, 2 and 3. The plan development included consultative discussions with Districts 1, 2, and 3, the Board of Supervisors, and their respective staff. (Second Quarter Performance Report Attachment C)

In response to Board Referral #2019.09, Install Signage for the Salinas Valley Wine Trail to Enhance Agri-Tourism, Viticulture & Economic Prosperity in the Salinas, CAO and RMA staff are coordinating this effort and have met with the MCCVB and Monterey County Vintners & Growers Association representatives to discuss both a marketing strategy for the Salinas Valley Wine Trail and branding the region to build awareness and drive tourism to the Salinas Valley.

(Board Memo Attachment D & E)

The MCCVB is also providing oversight for, and is participating in, the development of a report containing analysis and recommendations for a Sustainable Tourism Destination Stewardship Plan for Big Sur. This project and plan will be developed and conducted by the Community Association of Big Sur, in collaboration with Big Sur residents, businesses and oversight agency members of Big Sur Multi-Agency Advisory Council. (MCCVB Agreement with CABS attached). (CABS Agreement Attachment F)

OTHER AGENCY INVOLVEMENT:

None

FINANCING:

Funds for the MCCVB Agreement have been included in the FY 2019-20 Adopted Budget, Fund 001, Department 1050, Unit 8512. There are no additional fiscal impacts with this recommendation.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The Development Set-Aside economic development programs and services support these Board approved Strategic Initiatives:

Mark a check to the related Board of Supervisors Strategic Initiatives

X Economic Development

 Administration

X Health & Human Services

X Infrastructure

X Public Safety

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Attachments:

Board Report

Attachment A - MCCVB_Executed_Agreement_2019-20

Attachment B - MCCVB Presentation

Attachment C - DSA_Perf Rept FY2019-20 MCCVB Q2

Attachment D - BOS_Memo_Board_Referral_#2019_9

Attachment E - MCVGA_Attachment_2_2020

Attachment F - MCCVB and CABS Agreement FY2019-20