

SEE  
MONTEREY



**Economic Development Committee**  
**May 1, 2024**

# See Monterey

## Snapshot

### Destination Vision

*Economic vitality and quality of life for communities and residents*

### Destination Mission

*Generate community prosperity for Monterey County through the responsible promotion and growth of the tourism economy.*

### Partnerships are Critical

10 Jurisdictions

Dozens of County Organizations

More than 1,000 Businesses

### Tourism Economy

26,000 Jobs

430,000 Residents

\$155 Million Tax Revenue

\$3.1 Billion in Economic Impact

# Where We've Been: Mid-Year Overview

## Marketing

9.4 million travel-ready households  
567,000 ad-influenced trips  
\$528,130 in PR ad equivalency  
62,500 partner site conversions

## Business Development

142 group leads  
1,200+ booked room nights  
\$2,018,984 in economic impact

## Community Relations

150+ members  
EOC- Joint Information Center  
Bixby Bridge Task Force

## ROI

Estimated \$6,965,595 in TOT generated  
"Find Your Way Here" campaign is generating familiarity with smaller communities in Monterey County

# Where We're At: Current Programs

## **Crisis Communications**

Big Sur & Highway 1 –  
Locally Regionally and Statewide

## **IPW**

60 Countries  
Monterey Brand Showing Up Bigger  
Major Culinary Activation  
Visit California Plaza

## **Wayfinding Workshops**

Education Series  
Social Media, PR, Sales  
100+ attendees

## **Poppy Awards**

Best Crisis Recovery  
Best Group Meetings Marketing

# Where We're Going: Continued Transformation

## Strategic Roadmap Update

3-5 Year Outlook

1,000 New Hotel Rooms

Resident Sentiment

The Right Path – Responsible Travel

## International

Still Far From “Back”

China / Game Changer

Encuentra Tu Monterey

## New Group/Meetings Brand

Group/Meeting Visitors 158% spend  
of Leisure

New Campaign Launch – Oct 2024

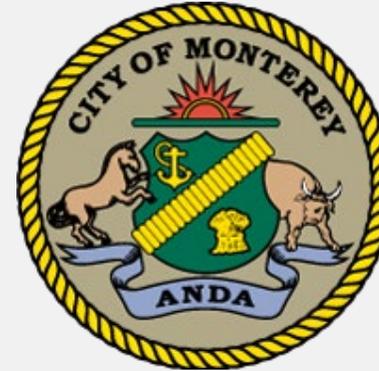
## Transformed Digital Experience

SeeMonterey.com 3.0

Enhanced See Monterey App

Integration of AI

## County-wide Jurisdiction Investment Partners





MONTEREY COUNTY  
**FILM COMMISSION**

*The MCFC mission is to inspire and facilitate film and media production throughout Monterey County, creating positive economic impact.*



# What does MCFC do?

- ★ MCFC maximizes the economic benefits from on-location filming
- ★ We work to see that Monterey County prospers in a highly competitive global marketplace (more than 360 FCs worldwide)
- ★ MCFC publicizes and showcases the variety of film sites and the numerous resources and local crew available for hire
- ★ We are YOUR Monterey County Film Commission



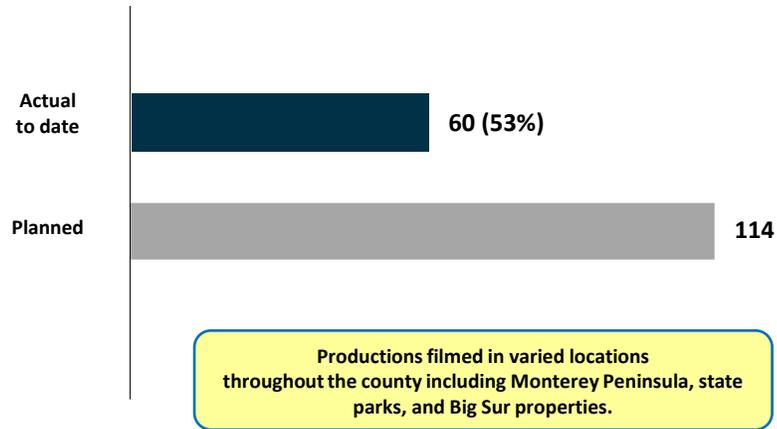
## Highlights from July – December 2023

- ★ Korean TV production, “Unexpected Business”  
at Marina’s Asian Market
- ★ BBC Natural History documentary, “The Americas”  
with Monterey Bay National Marine Sanctuary
- ★ Monterey Bay Chinese-American  
historical documentary
- ★ Banana Republic fashion shoot
- ★ WeatherTech Raceway Laguna Seca  
for auto race event broadcasts

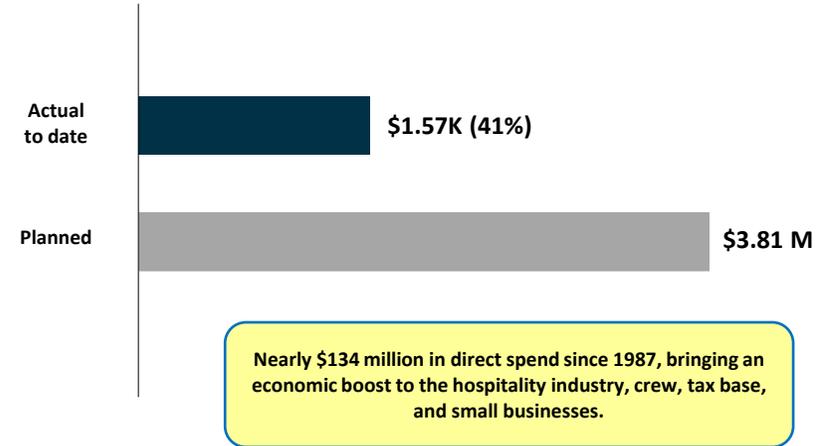


# Mid-year Summary of Performance Goals (6 months)

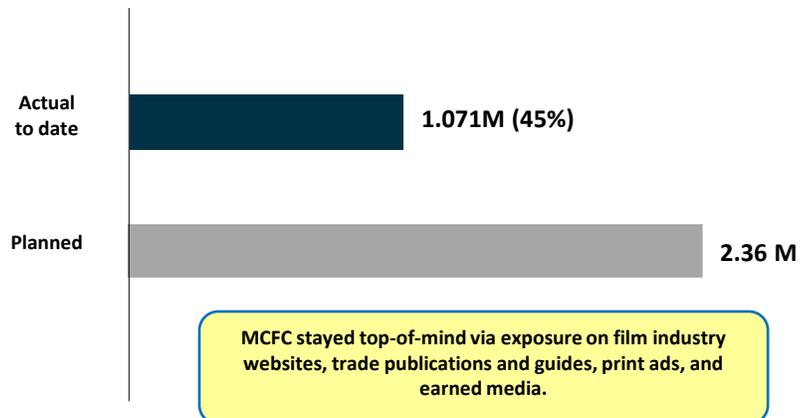
## Film Productions — 53% of Goal



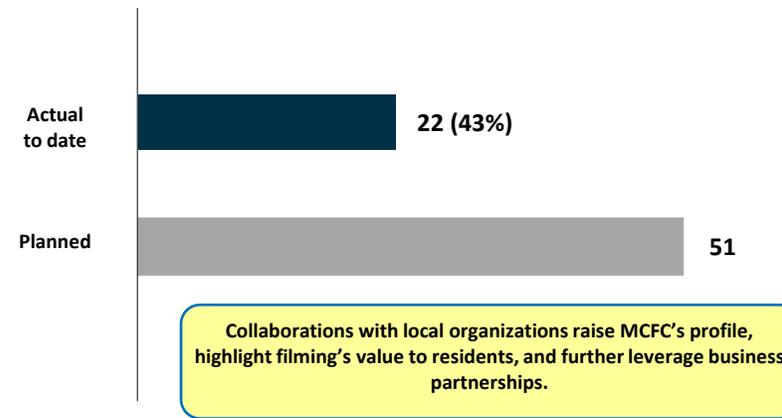
## Total Local Spend — 41% of Goal



## Expand Reach of Advertising & Promotions — 45% of Goal



## Collaborations & Partnerships — 43% of Goal



# MCFC's film industry advertising with global reach

Salinas Valley crops

Old barn, Salinas Valley

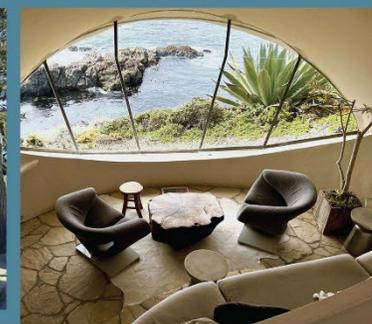
Carmel Beach

Big Sur vista

Steinbeck House, Salinas

*Make the Scene*  
in Monterey County, California

You'll find such varied and stunning locations here.  
Plus get free help with locations and resources!  
FilmMonterey.org • Karen@FilmMonterey.org



*Make the Scene*  
in Monterey County, California

Picture perfect: The enchanting village of Carmel-by-the-Sea offers a stunning coastline and varied architectural looks in the Monterey Peninsula. Call on us for location connections.



FilmMonterey.org • 831.646.0910



Congratulations to all 2023 LMGI Awards winners, nominees, and honorees...



Like you, our locations are winners!  
Come make a scene in Monterey County.  
FilmMonterey.org



# CA Film Incentive Program: \$330 million to keep film production dollars in the state



Most entertainment jobs in California are created by small businesses with **fewer than ten** employees.

#filmworksca



California's Film & Television Tax Credit Program has encouraged film producers to spend **\$24 billion** in state.

#filmworksca



Making a \$2 million movie in California will create **59 jobs** and generate **\$215,000** in state and local tax revenue.

#filmworksca

# Film production means jobs and business support

## Crew/Production

Actors/Models/Voice-Over  
Art Director  
Assistant Director  
Assistant Editor  
Camera Operator  
Carpenter/Construction  
Director  
Director of Photography  
Editor  
Grip/Lighting  
Location Assistant  
Location Scout/Manager  
Make-up/Hair Styling  
Music Composer/Scoring  
Photographer- Still, Aerial,  
and Underwater  
Post Production Manager  
Production Assistant  
Production Company  
Production Coordinator  
Production Designer  
Prop Master  
Recording Engineer

Screenwriter  
Set Construction  
Set Decorator  
Sound Designer/Technician  
Transportation Coordinator  
Union/Guilds  
Videographer  
Wardrobe/Costume Design

## Equipment/Facilities

Audio Visual Equipment  
Editing Equipment/Software  
Expendables  
Grip/Lighting Equipment  
Motorhomes  
Portable Toilets  
Production Equipment  
Recording Studios  
Screening Venues  
Stages/Studios  
Stock Footage/Images  
Teleprompters

Underwater Equipment  
Video Post Facilities  
Water Trucks

## Support Services

Accommodations  
Advertising/PR Agencies  
Aerial Services/Drones  
Airports/Airlines  
Animals/Trainers  
Auto/Van/Truck Rental  
Casting/Talent Agencies  
Catering/Craft Services  
Delivery Services  
Disposal/Janitorial  
Event Production/Party Planning  
Fitness Trainer  
Graphics/Visual Effects  
Insurance  
Limousine/Shuttles  
Marine Services  
Massage Therapist

Medical Services  
Props/Prop Rental  
Realtors/Home Rentals  
Secretarial/Temp Agencies  
Security  
Studio Teacher/Childcare  
Traffic Control/Signage  
Translation Services  
Vintage Cars/Ships/Aircraft

## Things to Do

Dining/Nightlife  
Events  
Film Festivals  
Golf  
Museums/Aquarium  
Shopping  
Sightseeing Tours  
Spa/Health  
Sports/Recreation  
Wine Tasting

# How productions spend on location

## “Big Little Lies” (Season 2) Local Spend in Monterey County: \$3,692,000



# County of Monterey benefits from MCFC

- ★ Brings year-round economic boost (+TOT revenue) from on-location film productions
- ★ Keeps Monterey County top-of-mind as a positive filming option
- ★ Provides immediate, professional responses in the fast-moving, highly competitive market
- ★ Helps locals get jobs and updated work experience
- ★ Has an AFCI certified Film Commissioner representing our area (one of 40 globally)



## What film people are saying...

*“We all wanted to thank you so much for being so helpful and supportive to our production. You and your staff are unbelievably responsive and a real resource to us filmmakers. If given the opportunity we will definitely be coming back up north to shoot.”*

-- E.V., Head of Film Production, Los Angeles



**Questions? Thank you for your continued support!**



MONTEREY COUNTY  
**BUSINESS  
COUNCIL**

# Monterey County Business Council Economic Development Committee Report

Q3 REPORT: JANUARY 1- MARCH 31, 2024  
2023-2024 FISCAL YEAR

# Overview

Monterey County Business Council (MCBC) has continued their business programming and continues to grow and thrive throughout the year. MCBC has maintained their connections in small business advocacy, outreach in multiple cities within the county, and achieved their overall goals with their APEX Accelerator program.

The following programs were implemented during Q3 2023/2024:

- APEX Accelerator counseling and webinars for businesses
- Small Business Development Center (SBDC) awarded to MCBC this quarter!
- Leadership Monterey County
- Member Monthly Luncheons
- Monterey County Business Alliance
- Monterey Bay Defense Alliance

## MCBC Executive Board:

Past Chairman: Luis Alvarez, Alvarez Technology Group (Salinas)

Chairman: Chris Steinbruner, Steinbruner Hill CPAs (Carmel)

Vice Chair: , Joe Foster, Kaiser Permanente (Monterey County)

Secretary: Megan Hunter, City of Soledad (Soledad)

Treasurer: Amy Ivey, Bay Federal Credit Union (Salinas)

Member at Large: Pete Scudder, Scudder Roofing (North County)

# Leadership Monterey County Hospitality Day February 23, 2024

► The hospitality industry is a critical driver of the economy in Monterey County. Given its importance, the 2024 Leadership Monterey County (LMC) program kicked off with an exploration of the inner workings of this multifaceted industry. On Friday, February 23, 2024, LMC participants heard from industry leaders who shared their experiences and insight into ongoing operational challenges as well as efforts to market the County of Monterey as a tourist destination. Speakers included leaders from Intercontinental the Clement Monterey Hotel; the Monterey County Hospitality Association; See Monterey; and the Monterey Conference Center, Lunch was served at the Paper Wing Theater, located on Cannery Row in Monterey, and featured presentations on jobs and careers in the hospitality industry. The day concluded with a briefing on the culture and operations of The Pebble Beach Company, followed by a walking tour.



# Leadership Monterey County Education Day



The second session of the 2024 Leadership Monterey County (LMC) program, held on Friday, March 22, 2024, focused on education. The day's events highlighted critical ties between this sector and the hospitality industry (the focus of LMC's February 23, 2024 session) and agriculture (the focus of LMC's April 26, 2024 session). Moreover, longstanding structural changes affecting public and private institutions alike, not to mention the ongoing challenges posed by the pandemic and other challenges, loomed large throughout the day's conversations. Speakers on March 22 included leaders from California State University Monterey Bay (CSUMB), Hartnell College, the County of Monterey Office of Education; and Monterey Peninsula College (MPC). Speakers representing the three postsecondary education institutions (CSUMB, Hartnell College, and MPC) in addition highlighted their ongoing efforts to prepare students for careers by partnering with local business and other community members—with the goal to provide opportunities for students to cultivate professional skills, whether through internships, experiential and service learning projects, and other arrangements.

# APEX ACCELERATOR COUNSELING REPORT

CONTRACT AWARDS for Q3 - 1/1/2024 to 3/31/2024

Monterey County

Reporting Date: 1/1/2024-3/31/2024

**There were a total of three (3) Monterey County businesses who received three (3) government contract awards in 3rd Quarter for an amount of \$1,723,888.06.**

# APEX ACCELERATOR COUNSELING REPORT

## ▶ Monterey County Business APEX Accelerator Client Demographics

- ▶ There are a total of 195 APEX Accelerator clients in Monterey County.
- ▶ There are a total of 43 Women-Owned Businesses in Monterey County.
- ▶ There are a total of 39 Hispanic-owned Businesses in Monterey County.
- ▶ There are a total of 46 Veteran Owned Businesses in Monterey County.
- ▶ There are a total of 27 Service-Disabled Veteran Owned Businesses in Monterey County.
- ▶ There are a total of 10 businesses that are 8 (a) or DBE in Monterey County.
- ▶ There are a total of 25 businesses that are in a HUB zone in Monterey County.

# APEX ACCELERATOR COUNSELING REPORT

## Jobs Created and/or Retained

According to officials at the Defense Logistics Agency (DLA) the customary practice in government contracting is to value one job from \$50K - \$200K. In addition, according to the US Bureau of Labor and Statistics, the 2023 median value of a US job was \$61,412. And according to the Bureau of Labor Statistics (BLS), the median wage for workers in the United States in the third quarter of 2023 was \$1,181 per week or \$61,412 per year for a 40-hour workweek.

Therefore, according to slide 5 where Monterey County APEX Accelerator procured **\$1,723,888.06 in contract awards from January 1, 2024 to March 31, 2024; 28 jobs were either created and/or retained in the 3rd Quarter.**

In addition, APEX Accelerator clients in all 14 counties\* were awarded \$134,226,538.09 in government contracts from January 1, 2024, to March 31, 2024 resulting in 2186 jobs being either created and/or retained out of an average employed population of 2,151,940 persons.

# APEX ACCELERATOR COUNSELING REPORT

UPDATE – 2<sup>nd</sup> Quarter (Oct-Dec 2023) Contracts  
(closed after reporting date)

UPDATE: Previous Reporting Date: 10/1/2023-12/31/2023

Monterey County businesses received an additional nine (9) late second quarter awards: \$2,484,145.61

**New second quarter totals: 9 clients receiving \$3,225,891.26 in contract awards**

Update: PREVIOUS Q2 (October 1- December 31, 2023) Job Creation

Monterey County APEX Accelerator procured \$3,225,891.26 in contract awards from October 1, 2023 to December 31, 2023; an **ADDITIONAL 40 jobs** were either created and/or retained in Monterey County in the 2nd Quarter (recorded after the Q2 report deadline.)

In addition, **APEX Accelerator clients in all 14 counties\* were awarded \$144,649,389.86** in government contracts from October 1, 2023 to December 31, 2023 resulting in 2355 jobs being either created and/or retained out of an average employed population of 2,151,940 persons.

# MCBC AWARDED SMALL BUSINESS DEVELOPMENT CENTER (SBDC) BY SMALL BUSINESS ADMINISTRATION

After a competitive bid process, Monterey County Business Council was awarded the contract for the Small Business Development Center (SBDC) for Monterey and San Benito Counties.

A local match of \$165,000 is required to run the SBDC, so MCBC has partnered with multiple jurisdictions and nonprofits to ensure its success. And in addition to the home office in Salinas, MCBC plans to have new, bilingual satellite offices in Soledad and Monterey as well.

Our funding partners include:

County of Monterey - \$64,000  
Community Foundation - \$5,000  
MBEP - \$25,000  
City of San Juan Bautista - \$5,000  
City of Monterey - \$10,000  
City of Soledad - \$10,000  
City of Marina - \$5,000  
City of Seaside - \$5,000

City of Carmel - \$5,000  
City of Pacific Grove - \$5,000  
City of Del Rey Oaks - \$5,000  
City of Sand City - \$5,000  
City of Greenfield - \$5,000  
City of King City - \$5,000  
City of Gonzales - \$5,000



MCBC  
Business  
Programming  
Funded by  
County of  
Monterey

REQUESTING FOR 2024-2025

Inclusion in DSA Formula – 0.5% = \$190,000

- ▶ \$100,000 – APEX Accelerator program
- ▶ \$65,000 – SBDC Local Match
- ▶ \$25,000 – Leadership Monterey County and Business programming



# ARTS COUNCIL for Monterey County



The mission of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts.

**DSA Partner since 1985**  
*to provide arts & cultural programs to  
strengthen our economic base*



## Economic Development

**\$233,700** in funding provided to 54 art organizations this fiscal year to date to build capacity and strengthen our cultural sector.

**District 1:** Alisal Center for the Fine Arts, United Way of Monterey County, Ciclovía Salinas

**District 2:** Prunedale Senior Center, Marine Life Studies, Enchantrix Theater

**District 3:** Sol Treasures, Monterey County Dance Foundation, Urban Arts Collective

**District 4:** Palenke Arts, New Canon Theater, Supporting Indigenous Communities Group

**District 5:** Monterey Museum of Art, Henry Miller Library, Monterey Symphony

**ARTS COUNCIL**  
for Monterey County

**ARTS & CULTURAL  
IMPACT GRANT** **APPLY TODAY!**

Receive up to \$5,000 for your nonprofit organization towards a public arts and culture project or program!

**SPRING APPLICATIONS**  
**MAR. 4 - MAY 15, 2024** Funding provided by 

# Arts & Cultural Impact Grant

## 2023 Fall Cycle Awardees



Palenke Arts



United Way of  
Monterey County



Monterey County  
Dance Foundation





262 Main Street



Come join us for our open studio  
on Saturday, March 30th 11-4 pm  
1123 North Fremont Blvd.

Shagufta Khan



Michelle Robertson



Carly Ganley



Andrew Jackson



**Monterey County Government Center  
“Raising Awareness of Monterey County’s Native  
Habitats, Animals, and Plant Life” Exhibition**



Annual Art Installation and Exhibition with 30 artists and more than 60 original pieces of art on display through December 2024. **Reception Tuesday, May 14<sup>th</sup> 4pm**



## Tourism

# CULTURAL ROAD TRIP

THE ARTS COUNCIL'S  
GUIDE TO A CULTURAL  
ROAD TRIP THROUGH  
MONTEREY COUNTY





**80%** of attendees to these two festivals are from outside Monterey County, providing over \$64 million in economic impact





## Workforce/Business Development

*Free quarterly marketing and professional development programs for artists, arts leaders and arts organization this year to date:*

**Jul 2023** - Business Resources to Thrive as an Artist

**Oct 2023** - Mural Talk: Planning & Proposing Large-Scale Projects

**Jan 2024** - Pricing ArtWork & Attracting Collectors



**Business Works**  
SOLUTIONS FOR BUSY CREATIVES

PRESENTS:  
**PRICING ARTWORK &  
ATTRACTING COLLECTORS**

Learn what to consider when pricing your artwork and the best way to attract collectors.



**Jennifer Perlmutter**  
JENNIFER PERLMUTTER GALLERY  
@jenperlmuttergallery

FRIDAY, JANUARY 19, 2024 | 10:00 AM  
COMMUNITY FOUNDATION FOR MONTEREY COUNTY  
2354 GARDEN ROAD, MONTEREY, CA 93940

REGISTRATION ENCOURAGED  
SO WE HAVE ENOUGH COFFEE AND PASTRIES!  
[BIT.LY/RSVPBIZWORKS](https://bit.ly/rsvpbizworks)





**ARTS COUNCIL**  
for Monterey County



**Youth Poet Laureate**



**Poet Laureate**

NEW for 2024-25



**OPEN STUDIOS**

**A r t T o u r**

*A program of Arts Council for Monterey County*

October 12th & 13th and October 19<sup>th</sup> & 20th

# NEW for 2024-25

## District 2

Welcome to Pajaro Sign  
and Crosswalk Mural



Welcome  
to

P

A

J

A

R

O

## District 3

Mural in Chualar  
honoring Braceros



September 2023 was the 60th Anniversary of the Chualar train crash where 32 bracero workers were killed and a couple dozen injured when the train hit the makeshift bus they were in. This would be an amazing project in that community. Only public artwork on the central coast on that important part of our history.

# In Summary

Supporting the arts enhances the economic vitality, cultural richness, and overall well-being of a community.

It strengthens the community's identity, creates opportunities for education and artistic expression, and contributes to the broader cultural and economic landscape.

Communities that invest in the arts recognize the significant positive impact these investments have on their residents and visitors

ART WORK IS REAL WORK. [WWW.ARTS4MC.ORG](http://WWW.ARTS4MC.ORG)

## Questions?



Learn more at [Arts4MC.org](http://Arts4MC.org)



**CHAMPIONS OF THE ARTS**

# SAVE THE DATE

**CHAMPIONS OF THE ARTS**

**Friday, August 9, 2024**  
ANNUAL BREAKFAST | 9:00 AM  
MONTEREY MARRIOTT FERRANTE ROOM  
350 CALLE PRINCIPAL, MONTEREY

The graphic features a photograph of a woman and a man smiling and holding awards. The woman is on the left, wearing a grey blazer, and the man is on the right, wearing a dark suit and glasses. They are both holding clear, circular awards with the Arts Council of Monterey County logo. The background of the photo is a yellow and orange gradient with the text 'CHAMPIONS OF THE ARTS' and 'ARTS COUNCIL OF MONTEREY COUNTY' visible. The overall design is framed by a white and orange border.



Thank you for your partnership!

