



County of Monterey

Item No.4

Board Report

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

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Receive a presentation from the Development Set-Aside Agencies, the Arts Council for Monterey County (Arts4MC), the Monterey County Convention and Visitors Bureau (See Monterey), the Monterey County Film Commission (MCFC) and the Monterey County Business Council (MCBC) on FY24-25 results.

RECOMMENDATION:

It is recommended that the Economic Development Committee receives a presentation from the Development Set-Aside Agencies, the Arts Council for Monterey County (Arts4MC), the Monterey County Convention and Visitors Bureau (See Monterey), the Monterey County Film Commission (MCFC) and the Monterey County Business Council (MCBC) on FY24-25 results.

SUMMARY/DISCUSSION:

The Development Set-Aside (DSA) Program was established by the Board of Supervisors to support and promote economic development through tourism promotion, filmmaking, cultural arts programs, agriculture and small business outreach that strengthen the workforce, and through other programs that broaden the County's economic base to increase revenue and promote the creation and retention of jobs. The organizations that administer these services provide an annual presentation to the Board of Supervisors detailing their efforts and performance.

The Economic Development Committee will receive a presentation from the DSA agencies, Arts4MC, See Monterey, MCFC and MCBC.

Arts4MC

- The Arts4MC shall develop jobs and business opportunities in the art sector through creative impact grants, training, and promotion to artists' networks and associations. It shall increase public/private partnerships with partner hotels, partner districts, and partner schools to broaden the customer base of partner businesses. It shall leverage County investment by increasing funding from foundations, small businesses, and individuals, and swelling earned revenue from the sale of artwork. It works to expand workforce development opportunities that focus on increasing the number of students ready to work in the arts.

See Monterey

- See Monterey acts as the County's marketing channel to maximize the benefits of tourism to the County of Monterey by implementing programs that promote the Monterey County brand. The primary goal of See Monterey's Marketing Communications department is to inspire and increase overnight visitation amongst Leisure, Group and International travelers. See Monterey shall market Monterey County through public relations, social media, and advertising programs to increase awareness and desire to visit Monterey County. It will do so by increasing web visits and earned media; by procuring group sales and group bookings; and through providing visitor information services with focus on increasing Transient Occupancy Tax revenue by persuading visitors to extend their stays.

Monterey County Film Commission

- The Monterey County Film Commission (MCFC) shall boost film industry outreach by increasing the number of inquiries that have positive results; tracking the number of media productions occurring in Monterey County, and raising the total funds spent in Monterey County from film production. It shall expand education and workforce opportunities by increasing the number of Monterey County film site locations and enhancing film-related job skills.

Monterey County Business Council

- The Monterey County Business Council (MCBC) shall create or retain jobs through business expansion and businesses receiving assistance from the Monterey Bay APEX Accelerator and assist small businesses and local entrepreneurs to secure government contracts. MCBC shall continue to educate and engage the public through events, e.g., the Annual Higher Education & Research Summit and Annual Economic Vitality Awards, and host various business advocacy events, Leadership Monterey County, and business luncheons.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed this staff report.

FINANCING:

Receiving this report does not impact the County budget.

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Attachments:

DSA FY2024-25 Annual Report

See Monterey FY2024-25 Year-End Investment Report

MCBC FY2024-25 Annual Report

MCFC FY2024-25 Annual Report