



# COUNTY OF MONTEREY COVID-19 MEMORIAL

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BOARD REFERRAL NO. 2021.05



# Today's Actions

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- Receive a status update on Board Referral 2021.05 (Alejo) to create a permanent memorial honoring the COVID-19 victims of Monterey County
  - Fundraising Campaign Efforts
  - Project Timeline
  - Project Budget
- Board of Supervisors support continued efforts needed to achieve campaign goals to raise funds for The County of Monterey COVID-19 Memorial Project

# Fundraising Campaign Efforts

- Community Foundation for Monterey County (CFMC) launched landing page
- [Shared campaign flyer](#) as part of outreach to key community stakeholders
- CFMC included an article with details of the County's COVID-19 Memorial Project and Fund in their newsletter with link to the Fund website
- Added the "Consider Supporting the COVID-19 Memorial Fund" article in the County of Monterey CAO Rundown newsletter each month beginning in October 2022
- Shared a [social media campaign graphics](#) throughout the County's social media pages
- Worked with KSBW to produce a :30 second [community outreach campaign TV spot](#) in English and Spanish to promote the Fund website and Project

[\*\*Total Project funds raised as of this report will be \\$133,831\*\*](#)



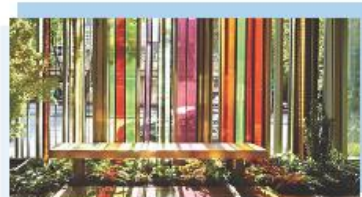
# Campaign Flyer

## COVID-19 MEMORIAL FUND

GIVE TODAY



The COVID-19 Community Memorial Fund page is now live on the Community Foundation for Monterey County's website. Residents, companies, and community based organizations can now make a tax deductible donation\* to complete the installation of the beautiful Sculpture to honor and remember all those impacted by COVID-19. You are invited to share the short link internally or externally to help support this important community effort.



SCAN  
ME

FOR MORE INFORMATION, VISIT:  
[www.cfmco.org/COVID19Memorial](http://www.cfmco.org/COVID19Memorial)

\*The Community Foundation of Monterey County is a 501(c)3 nonprofit organization, Tax ID #94-1615897. Please consult your tax advisor.



## FONDO CONMEMORATIVO COVID-19

DONE HOY



La página del Comunitaria del Fondo Conmemorativo de COVID-19 ya está disponible en el sitio web de la Fundación Comunitaria del Condado de Monterey. Residentes, empresas y organizaciones comunitarias ahora pueden hacer una donación deducible de impuestos\* para completar la instalación de la hermosa escultura para honrar y recordar a todos los afectados por COVID-19. Le invitamos a compartir el enlace para ayudar a apoyar este importante esfuerzo de la comunidad.



ESCANEARME

PARA MÁS INFORMACIÓN, VISITE:  
[www.cfmco.org/COVID19Memorial](http://www.cfmco.org/COVID19Memorial)

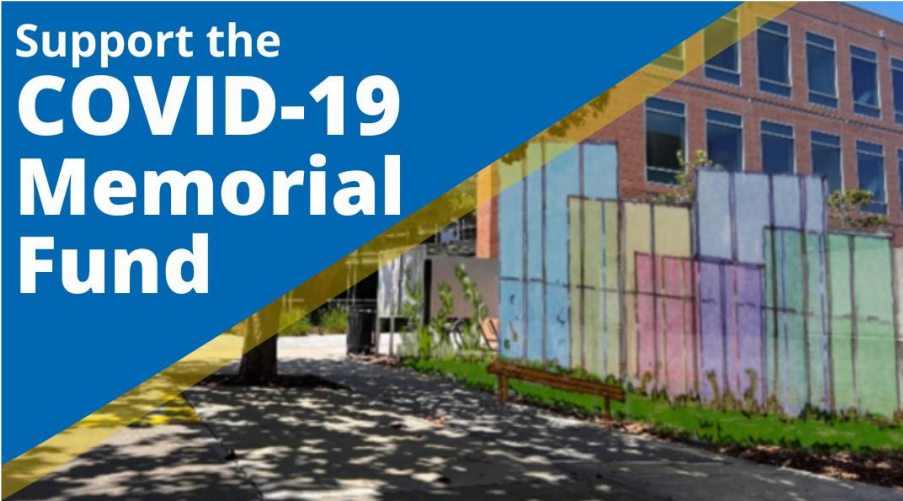
\*La Fundación Comunitaria del Condado de Monterey es una organización sin fines de lucro 501(c)3, con número de identificación fiscal 94-1615897. Por favor, consulte a su asesor fiscal.





# Social Media Graphics

Support the  
**COVID-19  
Memorial  
Fund**



Make a tax deductible donation\* to complete the installation of this beautiful sculpture to honor and remember all those impacted by COVID-19



FOR MORE INFORMATION, VISIT:  
[www.cfmco.org/COVID19Memorial](http://www.cfmco.org/COVID19Memorial)



\*Please consult your tax advisor

Apoye el Fondo  
Conmemorativo  
**COVID-19**



Haga una donación deducible de impuestos para completar la instalación de esta hermosa escultura para honrar y recordar a todos los afectados por COVID-19



PARA MÁS INFORMACIÓN, VISITE:  
[www.cfmco.org/COVID19Memorial](http://www.cfmco.org/COVID19Memorial)



\*Por favor consulte a su asesor fiscal

# TV Spot Community Campaign



County of Monterey  
Administrative Office  
County Communications

ADVERTISER: County of Monterey

LENGTH: :30

DATES TO AIR: ASAP

TITLE: MC COVID Memorial Fund (psa)

|           |                                                                    |
|-----------|--------------------------------------------------------------------|
| 1         | WE MADE A PROMISE THAT WE WOULD NOT FORGET THE COUNTLESS LIVES     |
| 2         | THAT WERE IMPACTED OR LOST TO COVID NINETEEN. WE WANT TO HONOR THE |
| <b>3</b>  | VICTIMS, THE HEROS, AND OUR COMMUNITY FOR THEIR SACRIFICES. THE    |
| 4         | COUNTY OF MONTEREY IN PARTNERSHIP WITH THE COMMUNITY FOUNDATION    |
| 5         | FOR MONTEREY COUNTY IS CREATING A PLACE TO SHARE REMEMBRANCES OF   |
| 6         | ALL IMPACTED BY THE PANDEMIC. WE ARE ASKING INDIVIDUALS AND        |
| 7         | BUSINESSES TO SUPPORT THE CREATION OF SUCH A PLACE BY GENEROUSLY   |
| <b>8</b>  | DONATING TO THE COVID NINETEEN COMMUNITY MEMORIAL FUND. TOGETHER   |
| 9         | WE SPREAD HOPE.                                                    |
| 10        |                                                                    |
| 11        |                                                                    |
| 12        |                                                                    |
| 13        |                                                                    |
| 14        |                                                                    |
| <b>15</b> |                                                                    |

:10 = 3 LINES

:30 = 8 LINES

:60 = 15 LINES

TEXT IN FONT SIZE 12 AND ALL CAPITAL LETTERS.

# Proposed Estimated Project Timeline

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| Task Name                            | Duration | Start       | Finish       |
|--------------------------------------|----------|-------------|--------------|
| Fundraising                          | 325 days | Mon 10/3/22 | Fri 12/29/23 |
| Art Selection & Planning             | 110 days | Mon 7/10/23 | Fri 12/8/23  |
| Design & Construction Documents      | 105 days | Mon 10/9/23 | Fri 3/1/24   |
| Board Report - Approve Plans & Specs | 25 days  | Mon 3/4/24  | Fri 4/5/24   |
| Bidding & Procurement                | 40 days  | Mon 4/8/24  | Fri 5/31/24  |
| Board Report - Approve Contract      | 25 days  | Mon 6/3/24  | Fri 7/5/24   |
| Construction                         | 105 days | Mon 7/8/24  | Fri 11/29/24 |

**COUNTY OF MONTEREY  
DEPARTMENT OF PUBLIC WORKS, FACILITIES, & PARKS (PWFP)  
COVID-19 MEMORIAL PROJECT**

**PROJECT BUDGET**

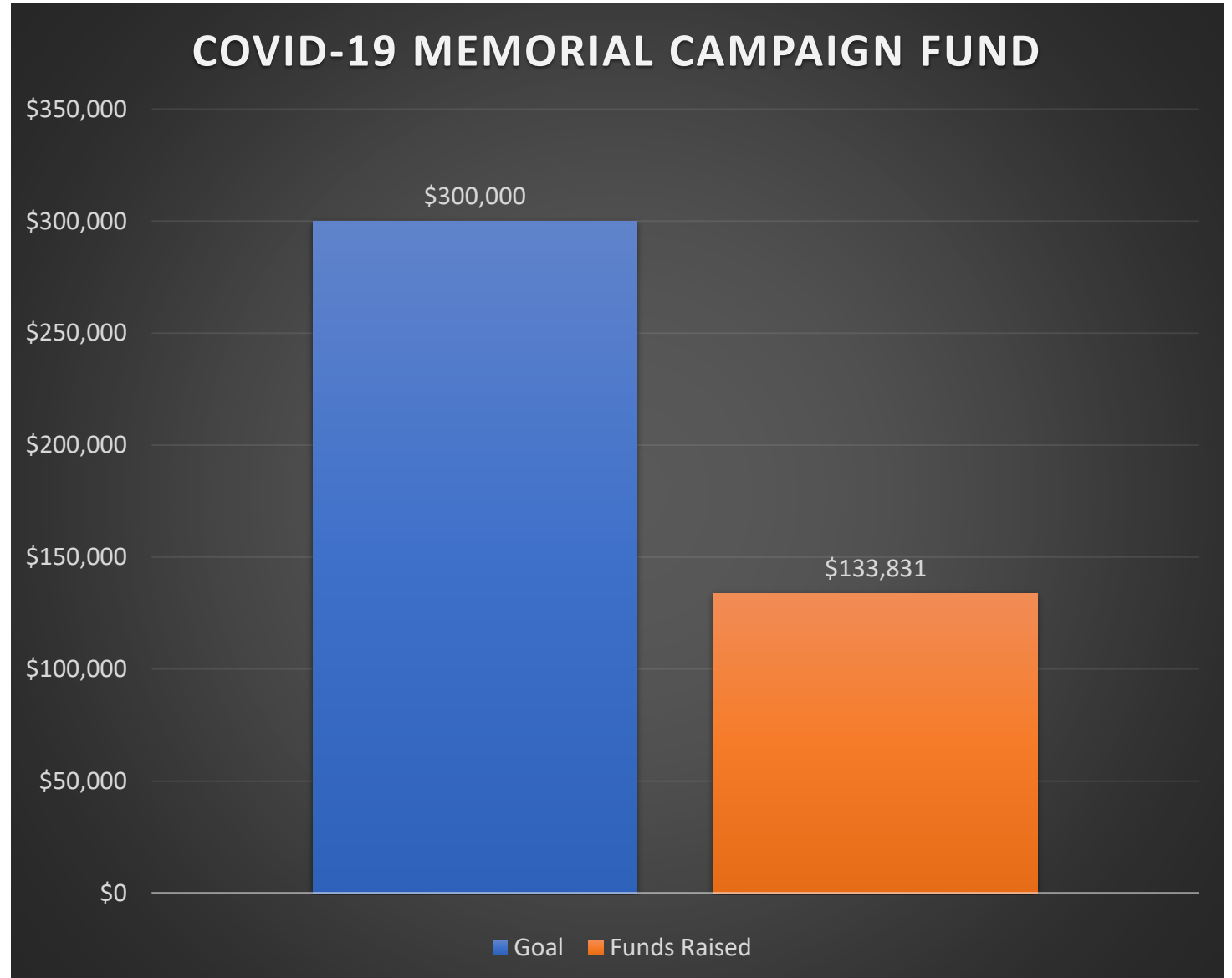
|                                             |                   |
|---------------------------------------------|-------------------|
| <b><u>ARCHITECTURAL/ENGINEERING</u></b>     | <b>\$ 76,463</b>  |
| <b><u>CONSTRUCTION MANAGEMENT</u></b>       | <b>\$ 19,342</b>  |
| <b><u>CONSTRUCTION</u></b>                  | <b>\$ 128,948</b> |
| <b><u>FURNITURE, FIXTURE, EQUIPMENT</u></b> | <b>\$ 3,869</b>   |
| <b><u>PROJECT CONTINGENCY</u></b>           | <b>\$ 71,378</b>  |
| <b>Total Project Budget</b>                 | <b>\$ 300,000</b> |



# Ongoing Fundraising Efforts

Staff's efforts to date have produced 44% of funds needed to implement the Project. However, continued support to meet the Project goals is critical.

Staff requests the Board of Supervisors collaborate to identifying ways to promote the Project and encourage donations needed to complete the work.



**LUIS ALEJO**  
DISTRICT 1 SUPERVISOR

