



County of Monterey

Item No.50

Board Report

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

Legistar File Number: A 26-309

July 07, 2026

Introduced: 6/24/2026

Current Status: General Government -
Consent

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the County Purchasing Agent or designee to execute an Agreement for FY 2026-27 Development Set-Aside Agencies Standard Agreement with Monterey County Destination Marketing Organization, Inc. (See Monterey) to develop and implement marketing programs that promote Monterey County as a travel and leisure destination, for the period of one (1) year, for the term of July 7, 2026 through June 30, 2027, in the amount not to exceed \$2,019,475; and
- b. Approve and authorize the County Purchasing Agent or designee to execute an Agreement for FY 2026-27 Development Set-Aside Agencies Standard Agreement for the Arts Council for Monterey County (Arts4MC) to develop and implement cultural arts programs for Monterey County residents and visitors, for the period of one (1) year, for the term of July 7, 2026 through June 30, 2027, in the amount not to exceed \$634,348; and
- c. Approve and authorize the County Purchasing Agent or designee to execute an Agreement for FY 2026-27 Development Set-Aside Agencies Standard Agreement for Monterey County Film Commission (MCFC) to develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue and jobs throughout Monterey County, for the period of one (1) year, for the term of July 7, 2026 through June 30, 2027, in the amount not to exceed \$305,130; and
- d. Approve and authorize the County Purchasing Agent or designee to execute an Agreement for FY 2026-27 Development Set-Aside Agencies Standard Agreement for Monterey County Business Council (MCBC) to perform all tasks necessary to create and/or retain at least 100 jobs in Monterey County, for the period of one (1) year, for the term of July 7, 2026 through June 30, 2027, in the amount not to exceed \$200,743.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the County Purchasing Agent or designee to execute an Agreement for FY 2026-27 Development Set-Aside Agencies Standard Agreement with Monterey County Destination Marketing Organization, Inc. (See Monterey) to develop and implement marketing programs that promote Monterey County as a travel and leisure destination, for the period of one (1) year, for the term of July 7, 2026 through June 30, 2027, in the amount not to exceed \$2,019,475; and
- b. Approve and authorize the County Purchasing Agent or designee to execute an Agreement for FY 2026-27 Development Set-Aside Agencies Standard Agreement for the Arts Council for Monterey County (Arts4MC) to develop and implement cultural arts programs for Monterey County residents and visitors, for the period of one (1) year, for the term of July 7, 2026 through June 30, 2027, in the amount not to exceed \$634,348; and

c. Approve and authorize the County Purchasing Agent or designee to execute an Agreement for FY 2026-27 Development Set-Aside Agencies Standard Agreement for Monterey County Film Commission (MCFC) to develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue and jobs throughout Monterey County, for the period of one (1) year, for the term of July 7, 2026 through June 30, 2027, in the amount not to exceed \$305,130; and

d. Approve and authorize the County Purchasing Agent or designee to execute an Agreement for FY 2026-27 Development Set-Aside Agencies Standard Agreement for Monterey County Business Council (MCBC) to perform all tasks necessary to create and/or retain at least 100 jobs in Monterey County, for the period of one (1) year, for the term of July 7, 2026 through June 30, 2027, in the amount not to exceed \$200,743.

SUMMARY:

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, small business outreach that strengthens 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 current DSA Agencies are See Monterey (formerly the Monterey County Convention and Visitors Bureau), Arts Council for Monterey County (Arts4MC), Monterey County Film Commission (MCFC), and Monterey County Business Council (MCBC). These fiscal year agreements provide funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors strategic initiatives.

DISCUSSION:

These Agreements provide funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors strategic initiatives as described below:

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.

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.

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.

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/COMMITTEE ACTIONS:

The Office of the County Counsel has approved this report as to form.

FINANCING:

Funds for the DSA Agreements, in the cumulative amount of \$3,159,696 have been included in the FY 2026-27 Adopted Budget, Fund 1001, Department 1050, Unit 105026.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

The Development Set-Aside agencies provide programs and services that support the Board-approved Strategic Plan Goals.

Mark a check to the related Board of Supervisors Strategic Plan Goals:

- Well-Being and Quality of Life
- Sustainable Infrastructure for the Present and Future
- Safe and Resilient Communities
- Diverse and Thriving Economy

Link to the Strategic Plan:

<https://www.countyofmonterey.gov/home/showdocument?id=139569>

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Approved by: Deborah Paolinelli, Assistant County Administrative Officer, x5309

Attachments:

- See Monterey FY2026-27 Standard Agreement
- Arts4MC FY2026-27 Standard Agreement
- MCFC FY2026-27 Standard Agreement
- MCBC FY2026-27 Standard Agreement