



County of Monterey

Item No.

Board Report

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

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Receive a presentation from two of the four Development Set-Aside Agencies, Monterey County Film Commission (MCFC) and Arts Council for Monterey County (Arts4MC) for FY24-25.

RECOMMENDATION:

It is recommended that the Board of Supervisors receive a presentation from two of the four Development Set-Aside Agencies, Monterey County Film Commission (MCFC) and Arts Council for Monterey County (Arts4MC) for FY24-25.

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 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 Board will receive presentations from Monterey County Film Commission (MCFC), and Arts Council for Monterey County (Arts4MC) to reflect the work being conducted throughout FY24-25. These presentations will include all activities and results of the activities for the current service period.

DISCUSSION:

The Monterey County Film Commission 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 Arts Council for Monterey County 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.

OTHER AGENCY INVOLVEMENT:

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

FINANCING:

Receiving these presentations does not impact the County budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

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

Mark a check to the related Board of Supervisors Strategic Initiatives

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

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Attachments:

PowerPoint