

County of Monterey Economic Development

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Photos provided by the Monterey County Convention & Visitors Bureau



DSA History

◆ Historical Information:

- ◆ The Board of Supervisors for the County of Monterey established the Development Set-Aside (DSA) Program (Program) in 1985 to promote and expand tourism, economic and agriculture development and cultural art activities that strengthen and broaden the County's economic base. At the time the Board designated the Monterey County Travel and Tourism Alliance (MCTTA), Economic Development Corporation of Monterey County (EDC), Monterey County Film Commission (MCFC) and the Cultural Council for Monterey County (CCMC) to serve as the County's partners to implement the Program. The Program underwent revisions in 1994, 2002-2006, and 2007 and involved multiple agencies. The most recent change introduced a formula-based, non-competitive funding approach for the Program, aiming to streamline funding and ensure cost-effective delivery of essential services supporting the county's economic development goals.

DSA Review

- ❖ In May 2023, the Board of Supervisors requested that the Economic Development Committee review the DSA Program and provide recommendations at or before the budget hearings in May 2024.
- ❖ On November 6th, 2023, the Economic Development Committee created an Ad hoc committee led by Supervisor Adams to conduct a comprehensive review of the DSA Program, revise allocations to DSA agencies, develop updated guidelines, and determine if the Program should be open to additional industry sectors.
- ❖ The Ad hoc committee met three (3) times to review and revise the DSA Program. Recommendations were made to the Economic Development Committee on February 7th, 2024.
- ❖ On February 7th, the Economic Development Committee met and recommended two separate actions to ultimately be taken to the BOS as options to be selected from.
- ❖ On March 28th, staff presented the recommendations from the Economic Development Committee to the Budget Committee.
- ❖ On April 2nd, staff presented the recommendations to the Board during Budget Workshop. The Board request that staff work with the CAO to bring back an additional option based on comments.
- ❖ On May 7th, staff presented three (3) options to the BOS and one was approved resulting in new DSA allocations for FY2024-25. The Board also directed staff to review the DSA Program to potentially add additional organizations and include an RFP process for FY25-26.
- ❖ On August 20th, 2024 staff presented the revised options requested by the BOS to include new agencies and an RFP process. During the presentation, the BOS elected to retain the previous decision regarding DSA formula funding and provided direction to make additional revisions to the DSA guidelines.



Board Direction

◆ May 7th Board Direction

- ◆ The Board of Supervisors elected to include the Monterey County Business Council to the DSA funding formula at 0.50%, while adjusting the overall DSA program percentage from 8.93% to 9.19% of TOT, utilize funds for Community Benefits Projects, and re-distribute the remaining funds (\$215,862) to the DSA agencies.
- ◆ The following DSA agencies received a reduction in percentage allocation, but an increase in funding.
 - ◆ Monterey County Business Council 0.46% (NA)
 - ◆ See Monterey 4.66% (6%)
 - ◆ Arts Council 1.47% (1.98%)
 - ◆ Film Commission 0.71% (0.95%)
- ◆ The Board of Supervisors elected to utilize 1.89% of DSA funding for the following Community Benefit Projects
 - ◆ Prunedale Senior Center - \$5,000
 - ◆ Shuman Heart House - \$100,000
 - ◆ Salinas Valley Promise - \$200,000
 - ◆ Salinas Soccer Complex - \$200,000

◆ August 20th Board Direction

- ◆ Economic Development staff provided options to the BOS for potential RFP.
- ◆ The Board of Supervisors elected to remain with the previously approved funding formula on May 7th, 2024 and requested that Economic Development staff revise the criteria in the DSA Program Guidelines and bring back to the BOS at a later date. The BOS also revised the reporting to one presentation to the BOS and one annual report. Economic development staff is currently revising the guidelines.



Current DSA Program

- ❖ The current DSA Program agencies are listed below along with their funding amounts. An additional \$215,862 was re-distributed to the DSA agencies.
- ❖ Monterey County Convention and Visitor Bureau (See Monterey) - \$1,913,494
- ❖ Arts Council for Monterey County (Arts for MC) - \$603,164
- ❖ Monterey County Film Commission (MCFC) - \$289,724
- ❖ Monterey County Business Council (MCBC) - \$188,593



FY23-24 vs. FY24-25 DSA Program

FY23-24

- ❖ See Monterey - \$1,775,580
- ❖ Arts4MC - \$559,691
- ❖ MCFC - \$268,842
- ❖ MCBC - \$175,000

FY24-25

- ❖ See Monterey - \$1,913,494
- ❖ Arts4MC - \$603,164
- ❖ MCFC - \$289,724
- ❖ MCBC - \$188,593





Discussion/Questions?

