

MEMORANDUM

COUNTY ADMINISTRATIVE OFFICE



DATE: November 12, 2024

TO: Board of Supervisors
Sonia M. De La Rosa, County Administrative Officer
Nick E. Chiulos, Chief Assistant County Administrative Officer
Debbie Paolinelli, Assistant County Administrative Officer
Ezequiel Vega, Assistant County Administrative Officer

FROM: Richard Vaughn, Economic Development Manager

RE: Economic Development Wrap-Up FY2023-24

Following is a list of economic development activities that were accomplished during FY23-24:

1. Economic Development Attraction, Retention and Expansion Projects
 - a. Meeting with Parklane Investments regarding their interest in Monterey County.
 - b. Meeting with Automobili Mottola regarding their interest in Monterey County.
 - c. Meeting with Book the Community regarding business resources.
 - d. Meeting with Avant Garden and Home to discuss business resources and SBRLF.
 - e. Meeting with HawkTower VC regarding business resources.
 - f. Meeting with House of Cardoon regarding business resources and SBRLF.
 - g. Meeting with Allen Berg Racing to discuss business resources.
 - h. Assisted with business resources and facilitated a connection to our local SBDC and the RLF program.
 - i. Meeting with CW Energy out of the Country of Turkey to assist with a site search for a facility on Monterey County.
 - j. Meeting with Elite Hospitality Staffing to discuss business resources.
 - k. Meeting with Enevi, a recycling manufacturing company to discuss business resources and facilitate connections.
 - l. Meeting with Farm NG to discuss business resources and facilitate connections.
 - m. Meeting with Anabasis Group regarding potential affordable housing developments.
 - n. Meeting with Chris Foudy to discuss business resources and facilitate connections.
 - o. Meeting with Mujeres en Accion and Building Healthy Communities to discuss resources and facilitate connections.
 - p. Meeting with Rancho Cielo regarding economic development efforts.
 - q. Meeting with Moss Landing Marine Labs to discuss resources, support letter, and partnerships.

- r. Connected with founder of Carbon-Free Energy to discuss business resources and facilitate connections.
 - s. Presented to Monterey Peninsula Chamber of Commerce regarding Economic Development efforts and resources.
 - t. GO-Biz RFI Civil sent to all 12 City Partners for attraction efforts.
 - u. GO-Biz RFI E sent to all 12 City Partners for attraction efforts.
 - v. GO-Biz RFI Energy Campus sent to all 12 City Partners for attraction efforts.
 - w. GO-Biz RFI Green sent to all 12 City Partners for attraction efforts.
 - x. GO-Biz RFI Hedron sent to all 12 City Partners for attraction efforts.
 - y. GO-Biz RFI Papillon Monarque sent to all 12 City Partners for attraction efforts.
 - z. GO-Biz RFI Sunny sent to all 12 City Partners for attraction efforts.
 - aa. Go-Biz RFI Taurus sent to all 12 City Partners for attraction efforts.
 - bb. GO-Biz RFI Thunderbolt sent to all 12 City Partners for attraction efforts.
 - cc. GO-Biz RFI Titan Spaceport sent to all 12 City Partners for attraction efforts.
 - dd. GO-Biz RFI Tulip sent to all 12 City Partners for attraction efforts.
 - ee. GO-Biz Zero Petroleum sent to all 12 City Partners for attraction efforts.
 - ff. Attended SIEDI briefing to represent Monterey County Economic Development.
 - gg. Attended Monterey Bay DART symposium to connect with businesses in this industry and provide support.
 - hh. Attended ICSC Monterey 2024 and met with over 15 retailers to market sites in the County.
 - ii. Assisted with revising the County Facilities Artwork Policy.
 - jj. Represented the County and all cities in the County as the Vice Chair of Team California.
2. DSA Program
- a. Worked closely with the Economic Development Committee to review and provide a recommendation for the Development Set-Aside Program.
 - b. Guidelines and criteria for the program were developed and approved by the Board of Supervisors.
 - c. New allocations of funding were approved by the Board of Supervisors.
 - d. Staff is currently working on a revision to the program guidelines as directed by the Board of Supervisors.
3. ARPA Programs
- a. Countywide Business Retention Recovery
 - i. MCBC has worked diligently to develop the Build Business Back website, workshops and technical assistance to businesses affected by covid across the County in the first year of the program.
 - ii. The Building Business Back program has initiated a retail study in South County to address the lack of retail and commercial businesses in the region.
 - iii. The Building Business Back program has initiated a workforce study across the County to obtain real time data for the major industry sectors across the County.
 - b. Countywide Hospitality/Tourism Recovery

- i. MCCVB has worked diligently to develop programs and marketing efforts not previously utilized to assist with the recovery of the hospitality and tourism industry across the County.
 - c. Wine Signage Program
 - i. MCVGA has worked diligently to partner with local vendors, wineries, cities, and County departments to design and plan for sign locations.
 - ii. Update regarding this program is planned for September 2024 Committee meeting.
- 4. Small Business Revolving Loan Fund
 - a. Loans
 - i. The Small Business Revolving Loan Fund issued seven (7) loans to six (6) businesses totaling \$1.05M.
 - b. Marketing
 - i. Economic Development along with Cal Coastal continued with marketing efforts to engage small businesses throughout the County.
- 5. City Partner Collaborations
 - a. Continuing to engage with the City of Marina & University of California Santa Cruz regarding MBEST Initiative.
 - b. Regularly attend Central Coast Marketing Team (CCMT) quarterly meetings.
 - c. Provided Economic Development Updates at Monterey Peninsula Chamber of Commerce Business Roundtable Meetings.
 - d. Provided an Economic Development presentation to the South County Cities.
 - e. Actively working with all City Partners to identify economic development initiatives where the County can actively collaborate.
- 6. Economic Development Committee
 - a. Staff assisted with preparation of four committee meetings in the fiscal year.
 - b. Several letters of support were provided by the committee.
 - c. Development Set-Aside Program update and recommendations.
- 7. Other Economic Development Projects/Programs
 - a. Joby Retention Project
 - i. Working in partnership with MBDART, MBEP, City of Marina, Marina Airport, GO-Biz, UCSC and other stakeholders to retain Joby aviation in Monterey County. Joby announced its expansion of 250KSF and nearly 600 new jobs at its City of Marina location.
 - b. Cal Recycle – Recycling Market Development Zone Program (RMDZ)
 - i. Partnering with neighboring Counties to re-instate the Central Coast RMDZ.
 - ii. This program offers special incentives to manufacturers who use recycled material and locate within the zone.
 - c. Community Economic Resiliency Fund (CERF)
 - i. Economic Development is continuing to work closely with MBEP on this program. Staff is a member of the steering committee.
 - d. Central Coast Marketing Team

- i. Continuing to work with the Central Coast Marketing Team to identify the goals and initiatives for the group and develop a way to make the group inclusive of all 12 cities in the County.
- e. Marketing Collateral
 - i. Economic Development is working in partnership with Nick Pasculli, Director of Communications to develop several hi-resolution marketing materials for economic development purposes.