



# County of Monterey

Item No.

## Board Report

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

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October 07, 2025

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- a. Receive a presentation from Grow America and CVL Economics on the Comprehensive Economic Development Strategy (CEDS) year three (3) annual update; and
- b. Authorize the County Administrative Officer or designee to submit the CEDS year 3 annual update to the U.S. Department of Commerce, Economic Development Administration.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a presentation from Grow America and CVL Economics on the Comprehensive Economic Development Strategy (CEDS) year three (3) annual update; and
- b. Authorize the County Administrative Officer or designee to submit the CEDS year 3 annual update to the U.S. Department of Commerce, Economic Development Administration.

### SUMMARY:

In June 2021, the County of Monterey (County) released the CEDS for the period of 2021-2026. The County must prepare a new CEDS at least every five years for local communities and organizations to qualify for U.S. Economic Development Administration (EDA) funding. More broadly, the CEDS development process provides a vehicle for regional stakeholders including but not limited to community-based organizations, nonprofits, organized labor, local governments, academic institutions, and private industry to chart a path towards greater economic wellbeing. This document serves as the year three (3) update to the economic analysis conducted in the most recent CEDS. The Year 3 update presents new data analysis to provide a snapshot of the current economic landscape across the County and to inform near-term economic development planning.

On January 7, 2025, the Board approved an agreement with Grow America to perform all tasks necessary to conduct a Year 3 CEDS update for the County.

Work on Year 3 Update began in January 2025 with data analysis update for the three target sectors (*Agriculture, Tourism & Hospitality, and Health Care*). The focus of this year's update to Monterey County's CEDS builds on previous years' look at the county's emerging technology ecosystem with respect to agriculture and climate resilience. The project team also met with the Board of Supervisors on an individual basis to gain perspectives and insights into the opportunities and constraints governing technology and innovation ecosystem development.

In collaboration with the County, Grow America and CVL Economics identified additional stakeholders to interview over the course of the project to gain broader insights into challenges, needs, and priorities across multiple economic dimensions. The County also convened one focus groups (one that convened agriculture stakeholders) which served as the narrative basis for this report.

#### DISCUSSION:

The CEDS process analyzes existing regional conditions, opportunities, and global economic conditions, leading to a region-specific strategy-driven plan for economic prosperity. The CEDS must be updated every five years to stay relevant with changing economic conditions and to qualify for EDA funding assistance under its Public Works and Economic Adjustment Assistance programs. Annual assessments of progress to date and plans for the coming year are also required.

The EDA requires the following components be incorporated into the document in some form:

**Background Summary:** The summary presents current, relevant data to describe local economic conditions.

**SWOT Analysis:** This analysis of strengths, weaknesses, opportunities, and threats (SWOT) provides an understanding of a region's capabilities, capacity, and aspirations.

**Strategic Direction / Action Plan:** The strategic direction and associated action plan outlines priorities, goals, objectives, and specific activities to be implemented over a set period.

**Evaluation Framework:** The evaluation framework serves to gauge progress on the successful implementation of the overall CEDS.

**Economic Resilience:** in the context of economic development, "resilience" has three primary attributes: the ability to recover quickly from a shock, the ability to withstand a shock, and the ability to avoid the shock altogether.

Success of the CEDS hinges on the implementation of specific action recommendations. The planning of the CEDS initiated the process of building support among partner agencies and will continue throughout the duration of the five-year CEDS period. Not every CEDS strategy will apply to every jurisdiction in Monterey County. However, each strategy is crafted to have the most impactful results on economies and industries that show the greatest economic potential, thereby having positive results for the region as a whole and allowing other businesses to thrive.

Adoption of the CEDS is a federal requirement that the County, and qualified organizations within the County, must meet to apply to EDA for Public Works or Economic Adjustment Assistance Program grants. EDA has been an important partner in financing economic development projects, extending from King City to Pajaro, and including the reuse of the former Fort Ord and programs at California State University at Monterey Bay.

Since 2011, the Economic Development Division has developed a CEDS in the County.

The County utilizes a consultant team, Grow America and CVL Economics, to conduct the CEDS outreach process, analyze data, and develop the report.

Additionally, the CEDS identifies projects that may be eligible for federal grant funding. Each jurisdiction that completes a CEDS, including the County, is then eligible to prepare individual grant applications for funding.

OTHER AGENCY INVOLVEMENT/COMMITTEE ACTIONS:

Staff consulted with County Counsel.

FINANCING:

Receiving this report has no financial impact.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

*The Comprehensive Economic Development Strategy supports the Board approved strategic plan.*

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

This assists with attracting and retaining businesses that will improve the well-being of County residents.

- ☐ 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:

CEDS Year 3 Update Report

CEDS Year 3 Update Presentation