

**County of Monterey – 2025 CSAC Challenge Awards****Executive Summary
Business Programs and Incentives Guide**

OVERVIEW – The County of Monterey developed a robust business resource guide to have a single document to display all resources available to support the business community.

CHALLENGE – The challenge with this effort is that there are many resources at the Federal, State, and Local level that contribute to this large undertaking. The County of Monterey Economic Development team consists of only two staff and the governmental agencies that display their resources vary. The development of this program took staff nearly 4 months to compile all relevant information and even after compiling the information, much of it is not easily understood by the business community. Our small but mighty team took time to review each resource and carefully craft language to make it understandable. Another challenge was ensuring that staff had basic knowledge of each resource to be able to provide the right level of assistance to businesses in need of support.

SOLUTION – In order to address these challenges the economic development team attended several webinars, met with individuals with vast knowledge of specific resources, and spent countless hours reviewing and understanding each resource. Our team also partnered with our communications team for the graphics and design of our business resource guide.

INNOVATION – This is innovative among counties in California because of the scope of this project and compilation of federal, state, and local resources in one place. This resource guide focused on innovative efforts that connects all 12 cities in Monterey County to resources focused on areas of need for business owners and programs to assist them in retaining their business (grant programs, access to capital, workforce development programs, tax incentives, and business support organizations).

RESULTS – The project has increased the amount of interactions and requests for support by the business community across the county. Our office went from nearly 75 business interactions the previous year to over 150 direct requests for assistance and support. The business programs & incentives guide resulted in all 12 cities within the County of Monterey being able to access the document, which led to many of these

cities utilizing the document to assist many small or start-up businesses within their city. The project has assisted many local business in providing a list of Federal, State, and Local grant programs to help their business grow along with providing a variety of industry and region-specific programs that helped access funding for many local businesses.

REPLICABILITY – The process, highlighted through research and analysis that included verifying updated programs, is a process that is easily replicable in any city/county. We also partnered with our communications team who were able to provide the graphics and design for the guide.

CONTACT

Richard Vaughn, Economic Development Manager
Monterey County Administrative Office
168 West Alisal Street, Salinas, CA 93901
(831) 784-5602 | VaughnR@countyofmonterey.gov

ADDITIONAL MATERIALS

- [County of Monterey Business Programs and Incentives Guide](#)