



MONTEREY COUNTY
**BUSINESS
COUNCIL**

Driving **Economic** Development

**FY 2024-25
Annual Report**

Dear Partners and Stakeholders,

The team at Monterey County Business Council (MCBC), is proud to share this year’s Annual Report—a reflection of our unwavering commitment to advancing economic development and supporting business growth in our region.

This year, MCBC continued to deliver high-impact programs and services designed to empower local businesses and promote a thriving economy. From one-on-one business advising to strategic partnerships and free support, our work remains rooted in the belief that a strong business community is essential to the prosperity of Monterey County.

Thank you for being a part of this journey.

-The MCBC Team



Our Team

PAUL FARMER
CEO
Monterey County Business Council

JENNY MCADAMS
Director of Operations
Monterey County Business Council

MARIE HISLOP
Content Creator
Monterey County Business Council

LAURA PRUNEDA
Special Projects
Monterey County Business Council

JENNY MCADAMS
Executive Director
Leadership Monterey County

MITCHELL FRIEDMAN
Program Facilitator
Leadership Monterey County

ROGER B. GILBERT
Executive Director
Central Coast SBDC

JOSE LUIS BARAJAS
Program Manager
Central Coast SBDC

JESUS ESCUTIA
Client Relations Manager
Central Coast SBDC

VICTOR VALDEZ
Program Director
Monterey Bay APEX Accelerator

RHONDA DEVITO
Procurement Counselor
Monterey Bay APEX Accelerator

JORDAN CABALLERO
Procurement Counselor
Monterey Bay APEX Accelerator

Our Board

AMY IVEY
Chair
Amy Ivey Consulting

MEGAN HUNTER
Vice Chair
City of Soledad

PETE SCUDDER
Director
Scudder Roofing

CHRIS STEINBRUNER
Director
Steinbruner Hill CPAs

LUIS ALVAREZ
Secretary & Treasurer
Alvarez Technology Group, Inc.

Our Programs



The MCBC team supports local businesses and drives economic development through the following programs:

- **MONTEREY BAY APEX ACCELERATOR** – Helping businesses pursue and secure government contracts through no-cost advising, workshops, and training.
- **CENTRAL COAST SMALL BUSINESS DEVELOPMENT CENTER (SBDC)** – Providing no-cost expert business advising, workshops, access to capital, and other resources.
- **LEADERSHIP MONTEREY COUNTY (LMC)** – Building future leaders through a 10-month program focused on local industry sectors, civic engagement, and community collaboration.
- **SUPERVISOR SPEAKER SERIES & SPECIAL EVENTS**– Creating opportunities for civic leaders, public agencies, elected leaders, and the private sector to engage in meaningful community dialogue and business networking.
- **REGIONAL COLLABORATION** – Elevating local business voices and working with regional partners to strengthen economic and workforce development.



Joint Outreach in Salinas
with See Monterey



Jordan (APEX Procurement
Counselor) with Clients at the
Fresno SBA Office



Leadership Monterey County
2025 Cohort at Joby Aviation



This last fiscal year, the Monterey Bay APEX Accelerator team continued to support small businesses in navigating and succeeding in the government contracting space. Through one-on-one advising, procurement training, and strategic partnerships, we helped Monterey County businesses secure new opportunities and build capacity for long-term success.

Our Impact

July 1, 2024 - June 30, 2025

\$143,033,623

Value of Federal Contracts Won by
Monterey County APEX Clients in FY 2024-25
July 1, 2024 - June 30, 2025

145

Federal Contracts Won
by Monterey County
APEX Clients

235

APEX Clients Served in
Monterey County

Client Demographics

53	Women-Owned
58	Hispanic-Owned
54	Veteran-Owned
32	Service-Disabled Veteran-Owned
11	8(a) or DBE
33	HUB Zone

FY2024-25 District Results



**MONTEREY
BAY
APEX
ACCELERATOR**

D1

\$1,890,038

6 CLIENTS
7 CONTRACTS WON

D2

\$3,143,271

38 CLIENTS
15 CONTRACTS WON

D3

\$407,665

13 CLIENTS
7 CONTRACTS WON

D4

\$4,517,762

66 CLIENTS
19 CONTRACTS WON

D5

\$132,930,925

112 CLIENTS
97 CONTRACTS WON



**District 1
Supervisor Alejo**



**District 2
Supervisor Church**



**District 3
Supervisor Lopez**



**District 4
Supervisor Askew**



**District 5
Supervisor Daniels**

Serving Monterey and San Benito Counties

Our Impact

July 1, 2024 - June 30, 2025

In its first full year of service, the Central Coast SBDC supported businesses and entrepreneurs across Monterey and San Benito Counties, delivering hundreds of hours of personalized, one-on-one advising. From Soledad to Monterey, our Outreach Centers have helped make these resources accessible to more communities than ever before. Together, our clients secured over \$1.6 million in capital funding and won \$300,000 in government contracts—fueling local tax revenue and creating jobs. This year marked several exciting firsts for our region: we proudly hosted our first-ever SBDC Day Business Expo, bringing together small businesses, community partners, and resource providers to connect and grow. We celebrated our first SBDC Business of the Year, shining a light on local entrepreneurial success. And, in partnership with the Monterey Bay APEX Accelerator, we hosted the inaugural Central Coast Procurement Expo—opening doors for small businesses to access government contracting opportunities. Alongside these milestones, we continued to serve veteran-owned businesses, home-based businesses, and a client base that is 50% women entrepreneurs. Through it all, our team remains committed to empowering our region's small businesses with the startup support, guidance, funding readiness, and resources they need to thrive.

253

Monterey County
Businesses Served

20

San Benito County
Businesses Served

13

Veteran-Owned
Businesses

107

Home-Based
Businesses

\$1.6M Capital Funding
Secured

721 Hours of One-on-One
Business Advising

\$300K Government
Contracts Won

50% Woman-Owned
Businesses & Entrepreneurs

Top Business Sectors Served

1. Arts, Entertainment, and Recreation
2. Professional, Scientific, and Technical Services
3. Accommodation and Food Services

Top Services Requested

1. Startup Support
2. Marketing and Sales
3. Funding and Loan Readiness

Funded in part by the State of California and a Cooperative Agreement with the U.S. Small Business Administration (SBA) and through a grant from the California Office of the Small Business Advocate (CalOSBA). All opinions, conclusions and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA, CalOSBA, the State of California, or the Central California SBDC Network.

Home-Based Childcare

As the region's trusted, no-cost source for business advising and technical support, the Central CA SBDC Network understands that access to quality childcare is one of the biggest barriers families and employers face today. Recognizing this, our lead center at UC Merced partnered with Nurture—a statewide nonprofit dedicated to expanding childcare choices for families across California—to launch the Nurture Home-Based Childcare Entrepreneurship program. This innovative partnership goes beyond training; it empowers individuals to open licensed home-based childcare businesses in just 12 weeks, pairing practical business education with real startup support.

By helping aspiring providers navigate licensing, business planning, and operations—and awarding a \$1,000 grant to help them get started—we're growing the pipeline of qualified childcare options where they're needed most. Every new home-based childcare business means more local parents can find safe, nurturing care close to home, more employers have a reliable workforce, and more young children have a chance to thrive in enriching early learning environments. Together, this program is not only filling a critical gap in our communities but also creating meaningful economic opportunity for local entrepreneurs ready to build a business that gives back in one of the most impactful ways possible.

- 117** Program Participants
- 48** Grants Issued to Licensed Providers*
**Grant funds have been exhausted*
- 40** Providers at Capacity
- 8** Providers Accepting New Enrollment
- 75** Spanish-Speaking Participants
- 42** English-Speaking Participants



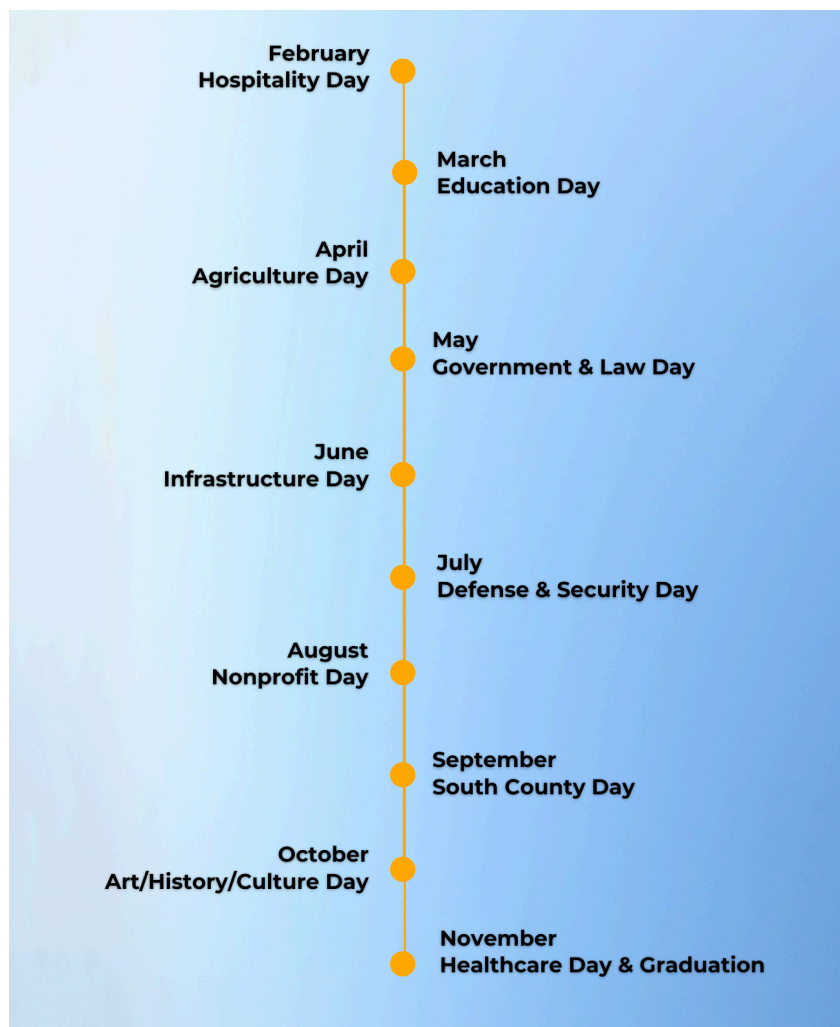
Leadership Monterey County is a 10-month program designed to cultivate informed, engaged leaders who shape the future of our community. Through in-depth sessions on key local issues, participants gain a broad understanding of regional challenges, connect with influential leaders, and build a robust professional network.

30 Cohort
Participants

65 Guest
Speakers

35 Monterey County
Site Visits

GRADUATES LEAD IN NONPROFITS, BUSINESS, AND GOVERNMENT, DRIVING POSITIVE CHANGE ACROSS MONTEREY COUNTY.



Let's Continue Our Work Together



29th Annual Gala & Economic Development Awards



123 Capitol St, Ste B
Salinas, CA 93901



(831) 216-3000



info@mcbc.biz