

MEMORANDUM

COUNTY ADMINISTRATIVE OFFICE



DATE: September 16, 2025

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
Michael Beaton, Assistant County Administrative Officer

FROM: Richard Vaughn, Economic Development Manager

RE: Economic Development Wrap-Up FY2024-25

Following is a list of economic development activities that were accomplished during FY24-25:

1. Economic Development Attraction, Retention and Expansion Projects
 - a. Meeting with Raising Canes regarding their interest in Monterey County.
 - b. Meeting with EvGo regarding their interest in Monterey County.
 - c. Meeting with Dutch Bros regarding their interest in Monterey County.
 - d. Meeting with Sprouts Farmers Market regarding their interest in Monterey County.
 - e. Meeting with Paris Bakery to discuss business resources and SBRLF.
 - f. Meeting with LALA Grill to discuss business resources and financing.
 - g. Meeting with Reservoir Farms regarding business resources.
 - h. Meeting with American Biosciences regarding business resources and SBRLF.
 - i. Meeting with Imperial Fencing Racing to discuss business resources.
 - j. Meeting with CW Energy out of the Country of Turkey to assist with ongoing site opportunities in Monterey County.
 - k. Meeting with Elite Hospitality Staffing to discuss business resources.
 - l. Meeting with Enevi, a recycling manufacturing company to discuss business resources and facilitate connections.
 - m. Meeting with Fleetwerx to discuss business resources and facilitate connections.
 - n. Meeting with developer for Salinas Gateway Center regarding potential hotel development and retailers interested in the center.
 - o. Meeting with Progurt to discuss business resources and facilitate connections.
 - p. Meeting with Prosperos.io to discuss business resources.
 - q. Meeting with Monterey Bay Fisheries Trust to discuss resources, support letter, and partnerships.

- r. Meeting with Director of Trade and Investment for Portugal to discuss potential bi-lateral opportunities.
 - s. Outreach to Ginger People to discuss business resources and mitigation to tariffs.
 - t. Outreach to the founder of Carbon-Free Energy to discuss business resources and facilitate connections.
 - u. Assisted Esquibel Barbershop with business resources and facilitated a connection to our local SBDC and the RLF program.
 - v. GO-Biz RFI Artl sent to all 12 City Partners for attraction efforts.
 - w. GO-Biz RFI Carbotura sent to all 12 City Partners for attraction efforts.
 - x. GO-Biz RFI Chips sent to all 12 City Partners for attraction efforts.
 - y. GO-Biz RFI Cloud sent to all 12 City Partners for attraction efforts.
 - z. GO-Biz RFI Coco sent to all 12 City Partners for attraction efforts.
 - aa. GO-Biz RFI Data Campus sent to all 12 City Partners for attraction efforts.
 - bb. GO-Biz RFI Divert sent to all 12 City Partners for attraction efforts. Collaborated with City of Gonzales to submit a site response.
 - cc. Go-Biz RFI Fusion sent to all 12 City Partners for attraction efforts.
 - dd. GO-Biz RFI Voltify sent to all 12 City Partners for attraction efforts.
 - ee. Attended SIEDI briefings to represent Monterey County Economic Development.
 - ff. Attended Monterey Bay DART symposium to connect with businesses in this industry and provide support.
 - gg. Attended ICSC Monterey 2025 and met with over 20 retailers to market sites in the County.
 - hh. Attended World Agriculture Expo 2025 and met with over 25 investors and businesses to discuss opportunities in Monterey County.
 - ii. Attended Meet the Consultants 2024 to connect with site selectors and market Monterey County.
 - jj. Assisted with developing the County Enhanced Infrastructure Financing District Policy.
 - kk. Represented the County as the Chair of Team California.
 - ll. Awarded a NACo Award for Economic Development 'Building Business Back Program'.
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 approved by the Board of Supervisors.
3. ARPA Programs
- a. Countywide Business Retention Recovery
 - i. MCBC has worked diligently to hold workshops and provide technical assistance to businesses across the County. The program has been extended to December of 2026.
 - ii. The Building Business Back program completed 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 completed its work to develop programs and marketing efforts not previously utilized to assist with the recovery of the hospitality and tourism industry across the County.
- 4. Small Business Revolving Loan Fund
 - a. Loans
 - i. The Small Business Revolving Loan Fund is currently awaiting revolving funds to issue additional loans in FY25-26. During this time the revolving loan fund assisted with creating 17.5 jobs and retaining 9 jobs for local businesses.
 - 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. Provided Economic Development Updates at Monterey Peninsula Chamber of Commerce Business Roundtable Meetings.
 - b. Provided an Economic Development presentation to the several cities in the County.
 - c. 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. Two (2) organizations supported by the committee received funding by the Board of Supervisors.
- 7. Other Economic Development Projects/Programs
 - a. East Garrison Arts District
 - i. Working in partnership with Housing and Community Development to bring awareness of this project to potential developers.
 - b. Monterey Bay Defense Alliance
 - i. Partner with city, non-profit, and military partners to highlight the importance of the defense community in Monterey County.
 - c. 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.
 - d. Jobs First
 - i. Economic Development is continuing to work closely with MBEP on this program. Staff is a member of the advisory committee.
 - e. 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.
 - f. Marketing Collateral
 - i. Economic Development is working in partnership with Nick Pasculli, Director of Communications to develop several hi-resolution marketing materials and business resource guides for economic development purposes.