

Funding Jurisdiction Membership

Overview

The Monterey County Convention and Visitors Bureau (MCCVB) is a partnership of the City of Monterey, Carmel-by-the-Sea, Seaside, Marina, Salinas, Monterey County and Pacific Grove. The mission of the MCCVB is to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests and members. The MCCVB Board of Directors oversees the plans, progress and finances of the MCCVB and is the City of Monterey's MCTID Advisory Board.

The MCCVB is funded through Funding Jurisdiction Memberships, Tourism Improvement District assessments and private membership and other revenues. The combined funds are used to execute a robust regional tourism sales and marketing program for Monterey County. A complete business plan and annual report are produced annually for the combined budget.

Jurisdiction Memberships are calculated as a formula of the previous year's actual TOT collections. The City of Monterey and Monterey County invest 6% of the total TOT collections; all other jurisdictions with lodging facilities in them invest 3%.

Benefits

Funding Jurisdiction Members receive the following benefits:

- Inclusion in all regional sales, marketing and communications programs
- Access to MCCVB memberships for Jurisdiction businesses
- Inclusion in advertising, co-op and advertorial opportunities offered to members for the Jurisdiction, its points of interest and CVB business members in the Jurisdiction
- Inclusion of the Jurisdiction and its points of interest in the Official Visitor Guide to Monterey County
- Inclusion of the Jurisdiction, its lodging properties and points of interest on official CVB website, www.seemonterey.com
- Inclusion in trade show representation in leisure and meetings markets
- Inclusion of all members within the Jurisdiction who wish to include information in the El Estero Visitor Center for visitor referrals through calls, visits, letters and emails
- Inclusion in media and staff FAMs when appropriate
- Inclusion in participation in CVB reservations systems
- Inclusion in media relations programs including reactive servicing and proactive pitches
- Inclusion in strategic planning discussions and consultations
- Involvement with municipal government activities, chamber of commerce, panels, committee and events as needed
- Inclusion of Jurisdiction Name on MCCVB stationery and in publications
- Inclusion of Jurisdiction Name in customer and member communications including newsletters and reports for customer groups and stakeholders
- Inclusion of participation opportunities for CVB standing and ad-hoc committees and task forces
- Representation on MCCVB Board of Directors Advisors
- Access to and inclusion in MCCVB image library and B-roll (video)
- Access to all research conducted by MCCVB

Expectations

Funding Jurisdiction Members are asked to provide the following:

- Attendance and active participation in the MCCVB Board, committees and other events as needed
- Collaborate with the MCCVB, other jurisdictions and tourism related businesses within the jurisdiction
- A constant conduit of information and collaboration between and among the jurisdiction and the MCCVB.

April 7, 2016

Economic Opportunity Committee
County of Monterey

Dear Supervisor Potter,

We are grateful for the long-standing partnership between the Monterey County Board of Supervisors, the Monterey County Convention & Visitors Bureau (MCCVB) and partner jurisdictions. Your ongoing investment commitment has produced outstanding results – we have seen tourism jobs in our region grow to more than 23,000, and overall revenues surpass \$2 Billion. In addition, the Transient Occupancy Tax (TOT) has grown, enabling the County to reinvest 6% of it with the MCCVB to ensure continued growth of that fund, and retain the remainder to invest in community services that are important to all of us as residents.

It has come to our attention that there are several scenarios being considered as the County faces certain budget challenges, and that those scenarios entertain limiting or eliminating the County's investment in tourism marketing. We would like to take this opportunity to remind the Economic Opportunity Committee and the Board of Supervisors of a few key points:

- The County's investment ensures that the entire region is marketed to visitors and event planners alike, highlighting both the regions that produce the lion's share of the TOT (Pebble Beach, Big Sur and Carmel Valley) and the rest of the County and its features that appeal to our audience (South County, Salinas Valley, Moss Landing)
- The County's investment yields a \$43:1 return on investment (not including earned media) as demonstrated in quarterly reports published by the MCCVB – growing overall revenues and importantly, the TOT
- The County's investment assures inclusion of the region in all marketing and allows for non-TID businesses to participate in MCCVB programs. Without that investment, MCCVB bylaws prohibit that participation to ensure fairness to all investing jurisdictions honoring the established formula of a percentage of the previous year's TOT collections. Withholding the County's investment would exclude restaurants, retail, services, wineries and tasting rooms from MCCVB programs and initiatives. This would cause a significant hardship for our community as well as our customers

We understand it may be necessary for the County to make adjustments to the portion of the TOT considered for the DSA formula and are happy to work with you in that endeavor. We sincerely hope we will come to a solution that supports the work of the County, and continues the important work of marketing Monterey County as a visitor and meeting destination.

Best regards,



Rick Aldinger
Chair, Board of Directors



Tammy Blount
President & CEO

SeeMonterey.com



*"Lights, camera,
and economic action..."*

Honorary Chairperson
Clint Eastwood

Director Emeritus
In Memoriam
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Garland Thompson, Jr.
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April 8, 2016

Economic Opportunity Committee
County of Monterey
168 W. Alisal Street
Salinas, CA 93901

Dear Economic Opportunity Committee and Supervisor Potter:

Thank you for your continued support and financial assistance for the DSA program and the Monterey County Film Commission (MCFC) in particular. MCFC works tirelessly to promote Monterey County and to attract out-of-area media productions to film on-location here. This is a very specialized economic activity and MCFC does an outstanding job on a small budget and staff (1.8 FTE). Since our inception, MCFC has tracked more than 90 million dollars of economic impact flowing into our County communities.

To highlight some of our mid-year accomplishments:

- County realized a 23:1 ROI on its DSA-funding of MCFC.
- Monterey County ranked #2 in number of film days on state parks and beaches (Source: California Film Commission 2015 report). Los Angeles County ranked #1.
- 40% increase in total spend from film productions (\$2.31 million) to hotels, restaurants, locations, crew hires, etc. When Monterey County scenes are showcased in commercials and globally distributed films, spin-off tourism results with an added economic boost.
- 45% increase in number of film inquiries.
- 13% increase in Monterey County film locations.
- 17% increase in MCFC film resources guide business listings and 7% increase in local crew listings.
- MCFC is one of only 50 film commissions worldwide with an ACFI (Association of Certified Film Commissioners International) Certified Film Commissioner.

As the EOC and the Monterey County Board of Supervisors consider funding options for the DSA Agencies, we would urge you to maintain the TOT-formula for our organization, so that we can continue as an effective economic engine from the film industry, bringing "lights, camera, and economic action" to Monterey County.

If there are any questions, please do not hesitate to contact our office.

Sincerely,


Jeff Clark
Board President


Karen Nordstrand, ACFI CFC
Director, Marketing & Film Production

Monterey County Film Commission

FILMING MATTERS



**MONTEREY
COUNTY
FILM
COMMISSION**

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Karen@FilmMonterey.org

FilmMonterey.org

Locations

Permits

afci member



About Us

The Monterey County Film Commission is a nonprofit organization that markets Monterey County as a destination for the motion picture, television, and related industries, for the purpose of stimulating economic development, creating jobs, providing and supporting educational opportunities in those areas.

**Created in 1987 and
funded in part by:**



Welcome to "Filming Matters"

February 2016

When it comes to filming, it matters to us that Monterey County comes to mind. So we're sending our "Filming Matters" news to remind you of our film-friendly area, show off our location's film sites, highlight recent productions, and keep you aware of the resources and diversity in our part of California. Please know that we offer free assistance, saving your production time and money. You may be able to take advantage of California's \$330 million film incentive program and get an extra 5% for filming in Monterey County. Looking forward to seeing you here!

Best,
Karen Seppa Nordstrand
AFCI Certified Film Commissioner
Director of Marketing & Film Production
Monterey County Film Commission

HBO's "Big Little Lies" comes to Monterey County



Jean-Marc Vallée, Director; Karen Nordstrand, MCFC's Film Commissioner; and Gregory Alpert, Location Manager.

When producers of an HBO miniseries based on the book "Big Little Lies" were looking for a coastal film location, they found the perfect setting on the Monterey Peninsula. They filmed a week in January, and plan to return in the spring for more. Pacific Grove, Monterey and Carmel Highlands produced the ideal backdrops for actors Nicole Kidman and Reese Witherspoon. Jean-Marc Vallée directs ("Wild").

Stay Connected



Sand sculptor transforms Carmel Beach for commercial

The little village of Carmel-by-the-Sea is famed for its white sand beaches and coastal charms. In January, Carmel's beach became a canvas for Andres Amador in a web and commercial production. Amador, a noted sand sculptor, raked sand into massive floral patterns. His sweeping artistic creation, so temporary, naturally washed away with the rising tide. But it was preserved for all to see in a commercial by House of 8 Media for Dr. Jeanette Kern.



Earthscape artist Andres Amador at Carmel Beach.

BBC/PBS collaborate on "Big Blue Live"



"Big Blue Live" crew at Monterey Bay Aquanum set.

Nearly five million UK viewers watched live scenes from Monterey the first night the TV show "Big Blue Live" aired in late August on BBC One, making it the top-rated show. "Big Blue Live" --a joint production of BBC and PBS -- originated at the Monterey Bay Aquarium. It showcased local marine life with live and pre-recorded segments, spotlighting the bay's amazing creatures from whales to sea lions to orcas and otters. Interviews with local experts and researchers helped explain the environment and the turnaround of Monterey Bay. The DVD is now available.

Monterey County goes international at FOCUS Tradeshow



Monterey County exhibited at London's Islington Design Center for FOCUS Tradeshow.

A new tradeshow aimed at the commercial, feature film and TV industries put the Monterey County Film Commission in touch with international professionals looking for film locations. The FOCUS exhibition in London was a great opportunity to showcase Monterey County's varied looks and production resources. MCFC shared a booth with FilmLA and the Berkeley Film Office, highlighting the diversity of California.

Locations, locations, locations



Salinas Valley ranch setting for fashion shoots.

Photo: locationsscouting.com

While Monterey County's dazzling coastal looks are known worldwide, we have to work harder to tell the rest of the story of what filmmakers will find appealing in our area. The rural and ranch looks in the Salinas Valley have a special beauty, and have provided dramatic backgrounds for recent fashion shoots like American Eagle, Old Navy and others. Contact us for ideas for rustic and agricultural settings.

BIG SUR COASTLINE

Reel California

MONTEREY COUNTY



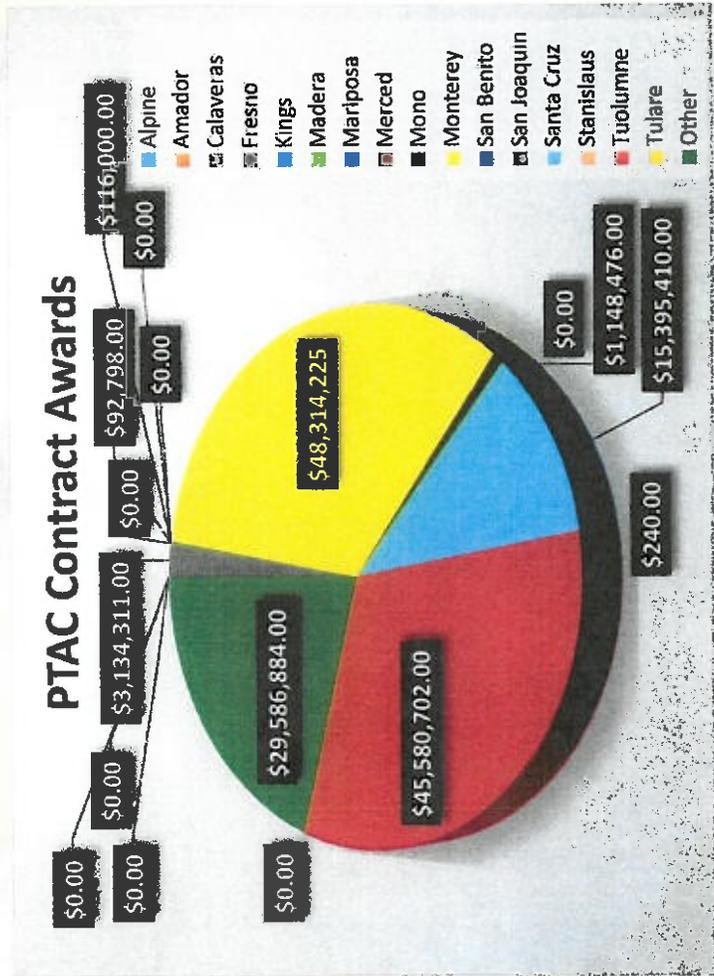
Find the real thing in Monterey County. From Big Sur to Monterey to Salinas, Pacific Grove to Moss Landing and Carmel Valley, it's all about your reel visions. Take advantage of California's \$330 million film incentive program and get an extra 5% for filming in Monterey County. (831) 646-0910 or FilmMonterey.org

MONTEREY
COUNTY
FILM
COMMISSION



PTAC Client Contract Awards

406 Awards worth \$143,369,046



PTAC Client Awards as of April 11, 2016

County	Amount	Awards	Highest Individual Award	County	Amount	Awards	Highest Individual Award
Monterey	\$8,314,225	65	\$2,300,000	Monterey	\$40,000,000	IDIQ	\$40,000,000
Alpine	\$0	0	\$0	Mono	\$0	0	\$0
Amador	\$0	0	\$0	San Benito	\$0	0	\$0
Calaveras	\$0	0	\$0	San Joaquin	\$1,148,476	4	\$568,930
Fresno	\$3,134,311	16	\$134,236	Santa Cruz	\$15,395,410	15	\$6,500,000
Kings	\$0	0	\$0	Stanislaus	\$240	1	\$240
Madera	\$92,798	8	\$92,798	Tuolumne	\$45,580,702	15	\$30,000,000
Mariposa	\$116,000	1	\$116,000	Tulare	\$0	0	\$0
Merced	\$0	0	\$0	Other	\$29,586,884	281	\$12,661,832

*Percentages are based on total client awards.