MEMORANDUM

DATE: November 27, 2006

TO: Board of Supervisors

FROM: Lew C. Bauman
       County Administrative Officer

SUBJECT: County Administrative Officer’s Weekly Report for November 27, 2006

This is the weekly report by the County Administrative Officer to the Board of Supervisors. This report provides information on issues affecting the County and the progress of County activities.

CAO- Economic Development

The Development Set-Aside budget provides funding for tourism in Monterey County through the Monterey County Convention and Visitors Bureau (MCCVB). The MCCVB, in association with local organizations such as the Monterey Peninsula Chamber of Commerce, implements destination-marketing programs to attract new and repeat visitors to Monterey County.

The Monterey Peninsula Chamber of Commerce has announced the upcoming feature of Monterey County in the March 2007 issue of Hemispheres, the award winning in-flight magazine of United Airlines. This unparalleled exposure is a perfect opportunity to inform a global audience of Monterey County’s rich history, natural beauty and world-renowned attractions. The exposure also offers the opportunity to build the Monterey brand on a global basis, driving millions of United Airline passengers to experience the distinct personalities and diversity of our destination.

According to MCCVB, Hemispheres selected Monterey County because our region has a remarkable story to tell – a story that we want to share with the world. The 32 plus page editorial section entitled Insight: Monterey will be available to more than 6 million passengers traveling to over 210 destinations in 26 countries and will showcase the Monterey County area as one of the nation’s best places to live, work and vacation. In addition to the March feature,
Insight: Monterey will be available for one year on the United Hemisphere’s website (www.hemishperesmagazine.com).

The MCCVB and the Monterey Peninsula Chamber of Commerce are pleased to support this special opportunity to present Monterey County to the world. The timing of this feature is especially significant given the momentum created by the formation of the Monterey County Tourism Improvement District (TID). Now is the time to build on Monterey County’s visibility and Insight: Monterey will provide a venue to do just that.

According to MCCVB, over the next ten weeks, the United Hemisphere’s editorial and marketing teams will investigate the economic drivers that shape Monterey County. Individuals interested in obtaining more information on the Insight: Monterey feature may contact Hemisphere representatives Kelley Bradley (Kelley.Bradley@paceco.com, 336-633-9227) or Layne Straka (Layne.Straka@paceco.com, 336-392-8348) or Shannon Marshall of the Monterey County Convention and Visitors Bureau (Shannon@mccvb.org, 831-657-6409) regarding editorial and/or advertising opportunities.

This concludes the CAO report.