



MONTEREY COUNTY BUSINESS COUNCIL

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STAFF:

Mary Claypool
Executive Director

Bob Rice
Director of Education/
Communications

Kim Ha
Director of
Competitive Clusters



Dear William:

RE: Membership renewal:

We want to thank you for your support of the Council during the past year. As you know, we made significant progress over the past year and we continue to develop programs and partnerships that promote the organization and the business community. Below is a brief summary of our progress:


- Recognition of our Monterey County Golf Pioneers during the Annual Awards Gala
- Facilitation of Monterey County Competitive Clusters and implementation of Action Initiatives
- \$135,000 grant from Monterey County to continue facilitation of Competitive Clusters (C²) and to fund the addition of a sixth cluster "Technology / Creative Cluster"
- Preparation and distribution of the semi-annual Economic Report – 2500 distributed
- Preparation and distribution of the C2 Status Report – 1,000 distributed
- Eggs & Issues quarterly breakfast forums to discuss key community issues
- Annual Economic Forum and Public/Private Partnership Awards Program
- Higher Ed / Research President's Dinner to increase collaboration

The following goals will be implemented in 2008:

- Identify and secure alternative revenue sources of \$100,000 or more
- Increase membership by 25%
- Continue current five competitive cluster groups and add Technology / Creative Cluster
- Develop stronger relationship with Small Business Development Centers to enhance assistance to businesses
- Continue to identify workforce needs of businesses and develop partnerships that will result in improved or additional programs that promote a high quality workforce
- Identify and support policies that create additional workforce housing
- Continue to compile & distribute Economic Report semi-annually
- Hold four topical issue forums
- Develop referral process for technical & financial resource assistance to small businesses
- Create partnerships with chambers that support and further MCBC's mission
- Work with the cities and county to develop a seminar for planners / building officials, etc.

To keep the momentum going, we are requesting your continued support and attached is an invoice for your annual membership renewal. Thank you for joining us in our efforts to improve the economic vitality of Monterey County. If you have any questions please feel free to call either of the undersigned.

Sincerely yours,



Mary Ann Leffel
President



Mary Claypool
Executive Director