

San Benito County

Economic Development
August 24, 2021



April 13, 2021: Identifying Econ. Development Opportunities

- Cannabis
- Commercial Development/ Streaming Processes
- Sales Tax Initiative
- Lobbyist
- American Rescue Plan Act
- Tourism
- Broadband
- Wastewater Treatment Plan



Economic Development Ad hoc Progress

- Lobbyist (April 13, 2021)
 - Delegated Authority to County Administration Officer to enter into negotiations and contract with a lobbying firm within CAO's contracting limits
 - Retained Michelle Rubalcava, Nielsen Merksamer Parrinello Gross & Leoni LLP
- Tourism (May 11, 2021)
 - Tourism Ad hoc composed of Supervisors Gonzales & Hernandez upon recommendation.
 - More focused approach to Tourism and its development within San Benito County
 - August 10, 2021, Approved moving forward with TEN & Civitas for facilitating a business symposium with local businesses/entities.
- Broadband (May 11, 2021)
 - Delegated to the I.T. committee
 - Collaborating with Regional Council of Rural Counties (RCRC) & Economic Development Administration (EDA) – Countywide Broadband Strategic Plan



Economic Development Ad hoc Progress Cont.

- Cannabis
 - Moved forward with retail storefront
 - Planning Commission met July 21st for discussion and adopted resolution recommending the adoption of the cannabis retail storefront for up to five outlets in C-1 or C-2 zoning districts with a conditional use permit.
 - Continued to August 18th meeting, planning commission is set to discuss further amendments to streamline cannabis regulations and authorization of outdoor cultivation. Recommendations submitted to the Board for consideration and adoption of ordinance.
- Commercial Development
 - Resource Management Agency (RMA) staff is working collaboratively with Geographic Information System (GIS) staff to properly display & list parcels of C-1/C-2 zoning areas.



Economic Development Ad hoc Progress Cont.

- Sales Tax Initiative (July 29, 2021)
 - KNN Public Finance provided a Sales Tax & Debt Affordability Analysis
 - Board gave direction to proceed with a 1% sales tax initiative
- American Rescue Plan Act (ARPA) (July 29, 2021)
 - Discussed the ARPA guidelines, requirements, potential projects, eligible and ineligible expenditures of ARPA funding etc.
 - Received direction from the board to bring item back for further consideration.
- Wastewater Treatment Plan
 - RMA staff working to bring detailed information and recommendation for the Board's consideration



THANK YOU



QUESTIONS

