

2024



MONTEREY COUNTY
**BUSINESS
COUNCIL**

IN REVIEW

DEDICATED
TO DRIVING ECONOMIC DEVELOPMENT
AND EMPOWERING BUSINESS GROWTH

COMMITTED
TO BUILDING A SUPPORTIVE AND
INCLUSIVE BUSINESS COMMUNITY



7 ANNUAL REPORT

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Message from the President & CEO



In 2024, the Monterey County Business Council expanded its programs to support a thriving local economy. We proudly secured the contract to operate the Small Business Development Center (SBDC) for Monterey and San Benito Counties. The center offers multilingual business advisors and helps local businesses access capital—at no cost.

The Building Business Back program, now in its final year, has supported critical studies such as Industries and Economic Trends in Monterey County and the South County Retail Assessment. Additionally, through our APEX Accelerator program, our Monterey County clients secured over \$81 million in government contracts.

As we enter 2025, we thank you for your support and engagement—our success depends on partnerships with people like you.



KIMBLEY CRAIG

President & CEO

Monterey County Business Council

2024 Board of Directors



CHRIS STEINBRUNER
Chair



AMY IVEY
Secretary/Treasurer



JOE FOSTER
Vice Chair



PETE SCUDDER
Director



MEGAN HUNTER
Director



LUIS ALVAREZ
Director



MONTEREY COUNTY
**BUSINESS
COUNCIL**



Membership

92	Members
10	New Members
10	Cities & Counties
8	Trailblazers
29	Executive
45	Startup

Events

9	Membership Luncheons
4	Supervisor Speaker Series

Marketing

2.1k	Facebook Followers
1.5k	Instagram Followers

FOLLOW



HELPING BUSINESSES
BID AND WIN
GOVERNMENT CONTRACTS



**MONTEREY
BAY
APEX
ACCELERATOR**

OUR MISSION

The mission of the Monterey Bay APEX Accelerator is to create jobs and enhance the economic vitality of the Central California region by supporting small businesses in securing and successfully fulfilling Federal, State, and Local government contracts.

We achieve this mission by offering no-cost, confidential procurement technical assistance, empowering businesses to navigate the government contracting process. Through counseling and education, we help businesses effectively bid on and win government contracts, to sell their products or services.

MAKING AN IMPACT

\$81M+

Contract Awards Won by
Monterey County
Businesses

1,688

Jobs Retained or
Created in Monterey
County

62

Contracts Won by
Monterey County
Businesses

35

Procurement
Webinars Hosted

203 Monterey County Businesses Served

45 Woman Owned

41 Hispanic Owned

47 Veteran Owned

27 Service-Disabled Veteran Owned

10 8(a) or Disadvantaged Business Enterprise

27 Businesses Located in a HUBZone



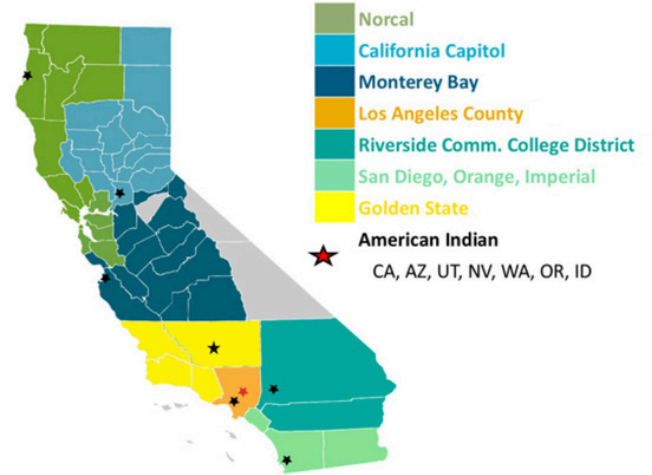
MontereyBayAPEX.com

WHOM WE SERVE

The Monterey Bay APEX Accelerator serves a 14-county region spanning California's **Central Coast** and **Central Valley**.

Alpine County
Amador County
Fresno County
Kings County
Madera County
Mariposa County
Merced County

Monterey County
San Benito County
San Joaquin County
Stanislaus County
Santa Cruz County
Tulare County
Tuolumne County



ENHANCING ECONOMIC VITALITY

\$1.355 Billion

Contract Awards Won by Our Clients
Across All 14 Counties Served

19,104

Jobs Retained or Created
Across Our Service Area

CENTRAL COAST PROCUREMENT EXPO

Our team hosted its first Procurement Expo this year and it was a success!

13+ exhibitors represented government buyers, prime contractors, and business support organizations

100+ attendees from various business sectors

"The expo was valuable...I made meaningful connections with the contracts folks at the City of Salinas and County of Monterey."

Justin Loza, DKomplex



MontereyBayAPEX.com



Serving Monterey & San Benito Counties

MCBC AWARDED SBDC DESIGNATION

After a competitive bid process, MCBC was awarded the contract for the Small Business Development Center (SBDC) for Monterey and San Benito Counties.

A local match of \$165,000 is required to run the SBDC, so MCBC has partnered with multiple jurisdictions and nonprofits to ensure its success. And in addition to a home office in Salinas, MCBC has opened new, bilingual Outreach Centers in Soledad and Monterey open every Monday.

OUR FUNDING PARTNERS

County of Monterey
City of Monterey
City of Soledad
Community Foundation for Monterey County
City of Pacific Grove
City of Carmel
City of Del Rey Oaks

City of Greenfield
City of Gonzales
City of King City
City of Marina
City of Sand City
City of San Juan Bautista
City of Seaside



Serving Monterey & San Benito Counties

07/01/24 - 11/30/24

160

Active
Clients

36

Businesses
Started

222

Advising Hours
Provided

130

Clients Served in
Historically Underserved
Communities

WHAT ARE WE?

A federal program with over 1,000 locations

We stimulate economic growth through business development

A proud resource partner of the U.S. Small Business
Administration (SBA)

We offer FREE business advising, workshops and resources to
small businesses and entrepreneurs in Monterey and San Benito
counties.

We have bilingual staff in English and Spanish that serve our
main office in Salinas and Outreach Centers in Monterey and
Soledad.

Our business advisors speak English, Spanish, Japanese,
Portuguese and Arabic. Other languages and accommodations
are available upon request.



CentralCoastSBDC.com



A PROGRAM OF

IN PARTNERSHIP WITH



Since this program was started in 2022, our team has made 8,333 visits with local businesses. With an emphasis on South County and unincorporated areas, we are the friendly people who help small businesses cross the digital divide, accessing resources to grow their businesses.

Thanks to our partnership with the County of Monterey, we have funded and overseen several impactful studies, including a Retail Market Assessment for South County and the first Industries & Economic Trends Report for Monterey County that relies on data from the EDD. Download them for free on our website.

Information Hub

Our website serves as a central hub of information for all things business. We regularly update our website with resources available to Monterey County businesses.

Business Workshops

Our team hosts workshops on a number of topics of interest to business owners in a hybrid format with interpretation into Spanish. Some workshops are held solely in Spanish.

Technical Support

We provide technical assistance in order to facilitate access to resources. Our team helps businesses with few digital and computer skills fill out and prepare applications.



MontereyCountyBusiness.com

Helping Businesses Recover & Grow



**8,333
BUSINESS VISITS**

**100+
DISASTER RELIEF
REFERRALS**

**25
COMMUNITY PARTNERSHIPS**

DIGITAL LITERACY

Digital literacy was key during the pandemic when life suddenly transitioned online. Our team became a Grow with Google partner to help local businesses get online.

MEHKO

Collaborated with various organizations to host workshops across Monterey County to inform the community about the new opportunity to start a food business from home.

BACK TO BUSINESS

Partnered with The Pearl Works in Monterey to offset the costs to co-working space for Monterey County businesses and entrepreneurs.

SOUTH COUNTY ROUNDTABLE

Seeing a need for regional collaboration on economic development among the four South County cities, our team brings together City Managers and Economic Development staff to collectively address the region's challenges.

EMPLOYMENT RETENTION TAX CREDIT

Assisted Monterey County businesses with applying for and winning over \$837,000 in ERC to local businesses.

EMPLOYMENT TRENDS REPORT

In collaboration with the County of Monterey, provided the first-ever report on EDD data analyzing employment trends pre and post pandemic.





THE PREMIER COURSE
FOR EMERGING
LEADERS IN MONTEREY
COUNTY

This year, Leadership Monterey County continued to empower emerging leaders to create meaningful change in our region. We are proud of the strides our alumni and current cohort have made in addressing key issues facing Monterey County, from sustainability to economic development. A special thank you to PG&E for their generous sponsorship, helping us advance our mission and support the next generation of leaders.

Ready to elevate your leadership journey? Apply for Leadership Monterey County's 2025 cohort and be part of shaping a brighter future for our community!

28

Program
Graduates

65

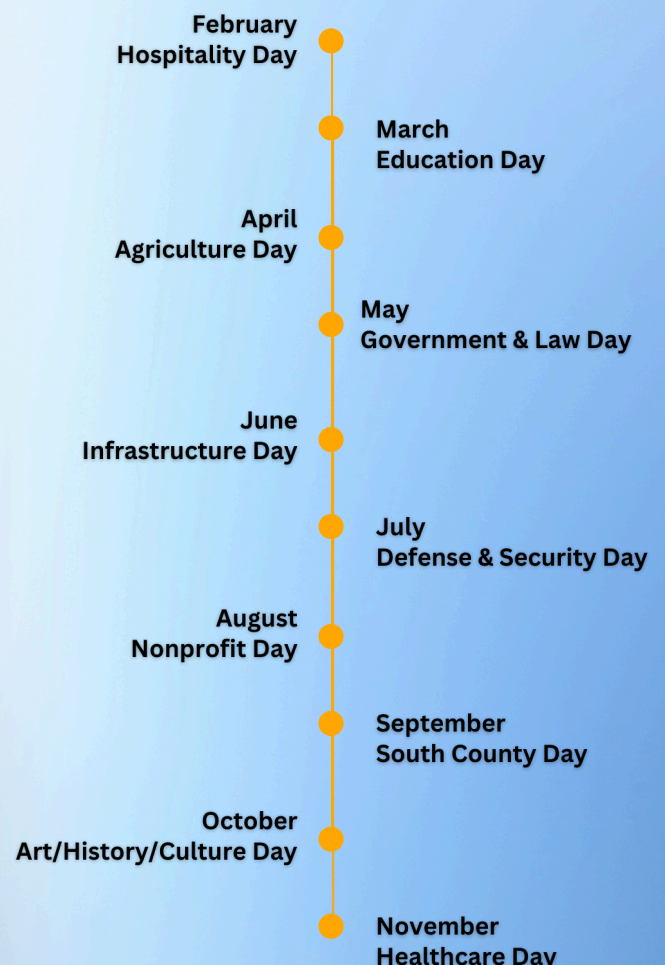
Guest
Speakers

35

Monterey County
Site Visits

4

Scholarship
Recipients



Meet Your Team



KIMBLEY CRAIG
President & CEO



PAUL J. FARMER
Chief Operations Officer



JENNY MCADAMS
Director of Operations



VICTOR VALDEZ
Director



RHONDA DEVITO
Procurement Counselor



JORDAN CABALLERO
Procurement Counselor



ROGER B. GILBERT
Director



JESUS ESCUTIA
Program Manager



JOSE LUIS BARAJAS
Business & Community
Relations Liaison



MITCHELL FRIEDMAN
Program Facilitator

MARIE HISLOP
Special Projects

BLAKE HOLIDAY
Special Projects

LAURA PRUNEDA
Special Projects



MONTEREY COUNTY
**BUSINESS
COUNCIL**

Let's Continue Our Work Together



Phone

(831) 216-3000



Email

info@mcabc.biz



Website

www.mcabc.biz

