



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: AUGUST 22, 2023
DEPARTMENT: ADMINISTRATION
FROM: STEVEN S. CARRIGAN, CITY MANAGER
BY: PATRICIA M. BARAJAS, CITY CLERK
TITLE: FORBES REINVENTING AMERICA SUMMIT 2024

RECOMMENDED MOTION:

Receive informational report regarding the proposed 5th Annual Forbes Reinventing America Summit in collaboration with the Agriculture and Land-Based Training Association (ALBA) and provide direction to staff.

EXECUTIVE SUMMARY:

The City of Salinas hosted its first Forbes Reinventing America Summit in 2015 as part of its economic development efforts. Forbes wishes to partner with the City for its 5th annual summit in 2024. Staff request direction from Council with respect to the City's participation in the event.

BACKGROUND:

The 1st Annual Forbes Reinventing America Summit was held in the City of Salinas on July 2015 and subsequent years with approximately 400-600 attendees from across the region and nationally. The event took place on the 100 Block of Main Street with the Steinbeck Center used as an extension to allow for indoor and outdoor conference components.

While Forbes was the primary sponsor and responsible for the conference itself, it was incumbent upon the local entities to make arrangements for parts of the conference as well as arrangements for boarding, transportation, event design, and other conference logistics working alongside Forbes marketing team.

Annually, the City of Salinas contributed \$250,000 for four consecutive years. Due to the pandemic which led to the cancellation of the 2019/20 Summit, the City's contribution towards the summit was not expended by Forbes. Forbes has reached out to the City of Salinas expressing interest in hosting a 5th Annual Forbes Reinventing America Summit in the Spring of 2024.

City Administration is open to hosting the event, with the addition of a training component which would include collaboration with ALBA. ALBA's participation in the summit can create

opportunities for field laborer through land-based training in farm managed and help them advance their careers towards farm ownership. Additionally, the city, along with other local agriculture-based organizations will work together to enhance the laborers' opportunities around business education, business management, workforce development and access.

Staff requests the City Council consider the City's participation in the 5th Annual Forbes Reinventing America Summit.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

The Forbes AgTech Summit and continued collaboration with ALBA supports the City Council Goal of Economic Development by continuing to develop and Agriculture Technology Plan, engaging community to manage impacts to housing, community and jobs.

DEPARTMENTAL COORDINATION:

Contingent upon City Council direction, the City Manager's Office is committed to continue working in collaboration with all City departments, community organizations, and the community at large to plan a successful 2024 Forbes/ALBA AgTech Summit.

FISCAL AND SUSTAINABILITY IMPACT:

No additional fiscal impact. Forbes retained the 2019/20 \$250,000 city contribution and will utilize existing funds toward all planning efforts.

ATTACHMENTS:

None.