

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

143



FROM: Economic Development Agency

SUBMITTAL DATE:
October 20, 2003

SUBJECT: Temecula Valley Wine Country Beautification Project

RECOMMENDED MOTION: That the Board of Supervisors:

- 1) Approve a project budget of \$1,200,000;
- 2) Approve and authorize the Chairman to execute the attached agreement with RHA Landscape Architects, Inc. for design and construction administration services for \$155,000;
- 3) Allocate \$600,000 in Economic Development Agency funds for 50% of the project budget;
- 4) Allocate \$600,000 in Third District Developer Agreement Public Facility Funds for 50% of the project budget;
- 5) Approve and direct the Auditor-Controller to make the following budget adjustments:
 -Increase Estimated Revenue in account #32710-1900100000-722000 by \$1,200,000 (Mitigation Fund);
 -Increase Appropriations in account #32710-1900100000-542060 by \$1,200,000 (Mitigation Fund) and;
- 6) Direct the Executive Office to transfer \$600,000 from fund 30558-1103500000 to fund 32710-1900100000-722000.

BACKGROUND: Page 2

Bradley J. Hudson
Bradley J. Hudson, Assistant CEO/EDA

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FINANCIAL DATA	Current F.Y. Total Cost:	\$ 1,200,000	In Current Year Budget:	NO
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	YES
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2003-04

SOURCE OF FUNDS: Third District Developer Agreement Public Facility Fund & Economic Development Agency Funds	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input checked="" type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

**FORM APPROVED
COUNTY COUNSEL**

NOV 03 2003

County Executive Office Signature

Debra Cournoyer
BY *Lee A. Vinson*

- Policy
 Consent
 Policy
 Consent

Prev. Agn. Ref.: 5/21/02; 3.7

District: 3

Agenda Number:

3.17

FISCAL PROCEDURES APPROVED
ROBERT E. BYRD, Auditor-Controller

BY *Lee A. Vinson* 11/17/03
Deputy
Departmental Controller

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BACKGROUND:

The Economic Development Agency, working with the Temecula Valley Wine Growers Association (Association), identified a need to improve the streetscape along Rancho California Road between Butterfield Stage Road and Anza Road in an effort to stimulate and increase tourism and tourism revenue in the area. The Association and County formed a partnership whereby the County agreed to pay for the design and construct the improvements if the property owners in the area would pay for the on-going maintenance of the improvements. On May 21, 2002, the Board executed an agreement for preliminary design services with RHA Landscape Architects, Inc. for the Temecula Valley Wine Country Project. The proposed project includes; irrigated landscaping, major and minor entry monuments, fencing, and directional signage. On September 23, 2003, property owners within County Service Area No. 149 (Zone A) elected to assess themselves \$2,750.00 annually to fund the maintenance of these proposed improvements. Staff recommends that the Board approve the recommended motions in order to move forward with full design of the project.