

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



**FROM:** Economic Development Agency

**SUBMITTAL DATE:**  
June 5, 2006

**SUBJECT:** Funding for Community Economic Development and Tourism Organizations

**RECOMMENDED MOTION:** That the Board of Supervisors:

- a) Allocate \$717,560 in FY 2006/07 funding for community economic development and tourism promotion organizations as specified herein; and
- b) Authorize the Assistant County Executive Officer/EDA or designee to negotiate non-monetary issues and execute agreements with the various organizations, subject to County Counsel approval.

**BACKGROUND:** The Economic Development Agency partners with several non-profit economic development and tourism organizations that foster business recruitment, retention and expansion; small business development; tourism promotion; film industry promotion, and, cultural arts activities. These organizations represent specific activities and economic regions of the county.

Historically we have provided financial support to the Inland Empire Economic Partnership (IEEP).  
(continued on page 2)

Departmental Concurrence

RZ:JC:SM:TG:KF

S:\Marketing\Memberships-Sponsorships\IEEP 2006-07 Form 11b.doc

*Robin Zimpfer*  
\_\_\_\_\_  
Robin Zimpfer

Assistant County Executive Officer/EDA

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 717,560	In Current Year Budget:	YES
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	NO
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2006-07

**COMPANION ITEM ON BOARD OF DIRECTORS AGENDA:**

<b>SOURCE OF FUNDS:</b> CDBG, WIA, RDA, EDA Administration, Aviation	<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
	<b>Requires 4/5 Vote</b>	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:**

**APPROVE**

**County Executive Office Signature**

*James J. Huff*  
\_\_\_\_\_

- Dep't Recomm.:  Policy
- Per Exec. Ofc.:  Policy
- Consent
- Consent

**Prev. Agn. Ref.:**

**District:**

**Agenda Number:**

**BACKGROUND** (continued)

However, several recent developments have occurred relating to our relationship with IEEP:

1. San Bernardino has pulled their financial support
2. Paul Hiller, CEO/President has resigned,
3. This Board has directed and funded the Economic Development Agency (EDA) to increase its economic programs for the county.

For these reasons staff recommends that our support of IEEP be to provide an EDA staff member as an in-kind sponsorship supporting film permitting through IEEP.

Listed below for consideration are the funding recommendations for these organizations in FY 2006/07. All of these organizations were funded by EDA last fiscal year. EDA requests authority to negotiate the non-monetary conditions of County participation, which may include membership benefits, marketing activities input, and County sponsorship recognition. Funding will be provided through a variety of EDA resources including CDBG, RDA, WIA, Aviation, and EDA Administration.

<b>Organization by Amount</b>	<b>Proposed Funding Amount</b>
Inland Empire Economic Partnership (IEEP)	\$125,000*
Coachella Valley Enterprise Zone	\$75,000**
Palm Springs/Desert Resorts Convention and Visitor's Bureau	\$46,540
Idyllwild Chamber of Commerce	\$35,000
Temecula Valley Winegrowers Association	\$35,000
Temecula Valley Balloon & Wine Festival Association	\$40,000
46th District Agricultural Association	\$20,000
Coachella Valley Economic Partnership	\$138,618***
Global Trade Center of the Inland Empire	\$30,000
Valley Economic Development Corporation	\$20,000
Southwest Riverside County Economic Development Corporation	\$96,902****
South I-215 Corridor Event	\$8,000
Economic Council of Pass Area Communities	\$5,000
Palo Verde Economic Partnership	\$5,000
Tri-Tech Small Business Development Center (SBDC)	\$37,500
<b>TOTAL</b>	<b>\$717,560</b>

\*Recommended IEEP funding includes the following: \$90,000 of in-kind staff for the Film Commission and \$35,000 for the Small Business Development Center.

\*\*The Coachella Valley Enterprise Zone will receive \$37,500 for the period of July – December 2006. Upon State approval of the Zone extension, the Coachella Valley Enterprise Zone will receive the balance of \$37,500.

\*\*\*The Coachella Valley Economic Partnership will receive: \$42,000 cash and \$96,618 in-kind staff and rent contributions at the Workforce Development Center in Indio.

\*\*\*\*The Southwest Riverside County EDC is now operating the Southwest Riverside County Alliance, previously a separately funded organization. The Southwest Riverside County EDC will receive \$75,000 cash and \$21,902 in in-kind contributions at the French Valley Airport.