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



FROM: Economic Development Agency

SUBMITTAL DATE:
 September 11, 2007

SUBJECT: Funding for Community Economic Development and Tourism Organizations

RECOMMENDED MOTION: That the Board of Supervisors:

- a) Allocate \$629,854 in FY 2007/08 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.

BACKGROUND: The Economic Development Agency (EDA) partners with several non-profit economic development, community development and tourism organizations that foster business recruitment, retention and expansion; small business development; tourism promotion; film industry promotion; and, cultural arts/community betterment activities. These organizations represent specific activities and economic regions of the county as well as an organization that represents the western Riverside and San Bernardino Counties region, the Inland Empire Economic Partnership (IEEP).

(continued on page 2)

Deanna Lorson

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 Funding 07.08 Form 11.doc

Deanna Lorson, Managing Director, for Robin Zimpfer,
 Assistant County Executive Officer/EDA

Departmental Concurrence

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 629,854	In Current Year Budget:	YES
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	NO
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2007-08

COMPANION ITEM ON BOARD OF DIRECTORS AGENDA: No

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

BY: *Jennifer L. Sargent*
 Jennifer L. Sargent
 County Executive Office Signature

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

Prev. Agn. Ref.: District: All **Agenda Number:**

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BACKGROUND (continued):

Listed below for consideration are the FY 2007/08 funding recommendations for these organizations. The majority were funded last year with one new addition, the Race for Humanity. 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.

Organization by Amount	Proposed Funding Amount
Inland Empire Economic Partnership (IEEP)	\$75,000*
Coachella Valley Enterprise Zone	\$100,000
Palm Springs/Desert Resorts Convention and Visitor's Bureau	\$57,173
Idyllwild Chamber of Commerce	\$20,000
Temecula Valley Winegrowers Association	\$35,000
Temecula Valley Balloon & Wine Festival Association	\$20,000
46th District Agricultural Association	\$20,000
Coachella Valley Economic Partnership (CVEP)	\$138,618**
Race for Humanity	\$35,000
Valley Economic Development Corporation	\$10,000
Southwest California Economic Alliance	\$68,563***
I-215 South Corridor Economic Development Summit	\$8,000
Economic Council of Pass Area Communities	\$5,000
Tri-Tech Small Business Development Center	\$37,500
TOTAL	\$629,854

*Recommended IEEP funding includes \$40,000 direct funding for the Film Commission and \$35,000 for the Small Business Development Center.

**Recommended CVEP funding includes \$42,000 cash and \$96,618 in-kind staff and rent contributions at the Workforce Development Center in Indio.

***The Southwest California Economic Alliance is now a separate organization from the EDC of Southwest California, which previously operated the Alliance programs. Recommended funding for the Alliance is \$60,000 cash and \$8,563 in in-kind contributions at the French Valley Airport.