

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

625



FROM: Executive Office & Treasurer-Tax Collector

SUBMITTAL DATE:
May 4, 2009

SUBJECT: Public hearing regarding Introduction of Ordinance 883.1, an ordinance amending ordinance No. 883 establishing the Palm Springs Desert Communities Tourism Business Improvement District (Tourism BID) and regarding the levy of an annual assessment for fiscal year 2009-2010.

RECOMMENDED MOTION: That the Board of Supervisors

- 1) Hold the public hearing and at the conclusion of the public hearing overrule all protests to the proposed amendment to the BID Ordinance (Ordinance 883.1), the proposed annual assessment levy for fiscal year 2009-2010, and the furnishing of proposed types of activities and determine that a majority protest does not exist;
- 2) Upon the close of the public hearing, introduce Ordinance 883.1, an amendment to ordinance 883 establishing the Tourism BID.

BACKGROUND: On April 21, 2009, (item #3.4) the County Board of Supervisors approved Resolution 2009-157 declaring its intent to establish the Tourism BID in the Coachella Valley. On November 25, 2008 The Board adopted Ordinance No. 883 establishing the Tourism BID.
(Continued)

FORM APPROVED COUNTY COUNSEL
BY: Dale A. Gardner
DATE: 5/15/09
Departmental Concurrence

Don Kent, Treasurer-Tax Collector

Dan Martinez, Deputy County Executive Officer

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	No
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2008/09

SOURCE OF FUNDS: N/A	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE
 County Executive Office Signature BY:
 Gary M. Christmas

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

9.3

Form 11

SUBJECT: Public hearing regarding Introduction of Ordinance 883.1, an ordinance amending ordinance No. 883 establishing the Palm Springs Desert Communities Tourism Business Improvement District (Tourism BID) and regarding the levy of an annual assessment for fiscal year 2009-2010.

Page 2 of 2

The level of assessment being considered for the fiscal year 2009-2010 Tourism BID will remain at two percent (2%) of the sale of overnight room stays and will again apply only to hotels and motels with fifty (50) or more sleeping rooms. There are approximately 70 hotels/motels within the proposed Tourism BID boundaries that fall in this category. The total annual revenue projected to be generated in fiscal year 2009-2010 is approximately \$5.8 million. The revenue collected will be used to fund the following activities to promote tourism for the Tourism BID jurisdictions in the Coachella Valley:

1. Marketing, advertising, and public relations;
2. Brochure development and distribution;
3. Promotion of Public events which benefit businesses in the area and which take place on or in public places within the area; and
4. Activities which benefit businesses located and operating in the area, including but not limited to downtown shopping and promotional programs.

Ordinance 883.1 reflects only one change from the current fiscal year's Tourism BID. This change is being requested by HIBC in their annual report which is on file with the County Clerk of the Board. The change is to the definition of "Gross Rental Charges." The new definition will include exceptions for overnight room rental charges paid by guests that are government employees and for guests that stay for an extended period of more than 28 nights.

The County Treasurer-Tax Collector's office began collecting the Tourism BID assessment effective January 1, 2009, in accordance with County Ordinance No. 883 for fiscal year 2008-2009. The collection process is done on a quarterly basis with the first installment due in April 2009. If approved, the collection process under Ordinance 883.1 will remain the same for fiscal year 2009-2010.

1
2
3 ORDINANCE NO. 883.1
4

5 AN ORDINANCE OF THE COUNTY OF RIVERSIDE AMENDING ORDINANCE NO. 883
6 ESTABLISHING THE PALM SPRINGS DESERT RESORTS COMMUNITIES TOURISM BUSINESS
7 IMPROVEMENT DISTRICT AND LEVYING AN ANNUAL ASSESSMENT THEREIN
8

9 The Board of Supervisors of the County of Riverside ordains as follows:

10 Section 1. Subsection g. of Section 5. of Ordinance No. 883 is amended to read as follows:

11 "g. Gross Rental Charges. Gross Rental Charges shall equal the total dollar amount
12 charged for overnight room rentals to guests (with the exception of government employees and with the
13 exception of long term guests who stay more than twenty-eight consecutive nights at the same Assessable
14 Hotel or Assessable Motel), but shall not include incidental room charges such as room service, video
15 rental, or similar charges. Gross Rental Charges are equal to the total consideration charged for room rental
16 valued in U. S. dollars, whether or not received and whether received in money or other consideration such
17 as goods, labor, property or otherwise."

18 Section 2. This ordinance shall take effect thirty (30) days after its adoption.

19
20 FORM APPROVED COUNTY COUNSEL
BY: Dale A. Gardner 5/5/09
DALE A. GARDNER DATE

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

21 By: _____
22 Chairman

23 ATTEST:

24 CLERK OF THE BOARD:

25 By: _____
26 Deputy

27 (SEAL)
28