

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



**FROM:** Supervisor John J. Benoit and Supervisor Jeff Stone      **SUBMITTAL DATE:** January 24, 2012

**SUBJECT:** Authorization to negotiate and sign the Canadian California Business Council bilateral agreement

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

- 1) Directs the County Office of Foreign Trade-EDA to negotiate a bilateral agreement with the Canadian California Business Council (CCBC) that will promote the County of Riverside as a business and travel destination within Canada and all of its provinces
- 2) Authorizes members of the Board of Supervisors and the office of Foreign Trade-EDA, to sign said agreement on Saturday, February 11, 2012 and authorizes various elected officials representing the County of Riverside in state, federal office or local elected office to attest to said agreement
- 3) Works closely with the Canadian California Business Council to promote Riverside County as a destination for business investment and tourism by our friends from Canada, following the signing of the agreement.

**BACKGROUND:** The County of Riverside has worked diligently with the Canadian California Business Council since March 2011 to successfully relocate the association's charitable fundraising golf tournament from the County of Los Angeles. With the assistance of the Canadian government and diplomats within the Canadian Trade Commissioners Offices, on May 17, 2011 the County and the Canadian California Business Council entered into a letter of intent to host the tournament in Riverside County. The Canada California Business Council Celebrity Golf Classic will be held February 10-11 at the Canadian-owned Desert Dunes Golf Club adjacent to the City of Desert Hot Springs.

(Continued on next page)

John J. Benoit, Fourth District Supervisor

Jeff Stone, Third District Supervisor

Dep't Recomm.:  Consent

Per Exec. Ofc.:  Consent

Prev. Agn. Ref.:

District: 4

Agenda Number:

3.43

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This tournament will benefit the Canadian March of Dimes, with many internationally known athletes, entertainers and Canadian business leaders participating. The County of Riverside, along with Canada's C-100, is cosponsoring the event, which is open to the public. The tournament is expected to be televised live by the Canadian Broadcasting Company, assisting the county's efforts to attract investment, create jobs and promote tourism.

Canadian firms employ thousands of workers in Riverside County. According to Claremont McKenna College, Canada is the county's top export destination for goods produced in the county. Fully 44 percent of goods made here are purchased by Canadian residents.

The county enjoys an excellent working relationship with the Canadian government and, in 2010, the two parties resolved a North American Free Trade Agreement duty issue in favor of county exporters from the wine country.

Any and all funds used to promote the tournament or sponsorship are strictly limited to \$5,000 in 2012 and 2013