

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

421



FORM APPROVED COUNTY COUNSEL
Departmental Concurrence 4/11/13
DALE A. GARDNER
DATE

FROM: Economic Development Agency

SUBMITTAL DATE:
April 11, 2013

SUBJECT: Adoption of Resolution 2013-100, Declaring its Intent to Levy and Collect Assessments for Fiscal Year 2013-2014 on Assessable Hotels and Motels Located within the Palm Springs Desert Resort Communities Tourism Business Improvement District

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve and adopt Resolution 2013-100, a Resolution of the County of Riverside Board of Supervisors declaring its intention to levy and collect assessments for fiscal year 2013-2014 on assessable hotels and motels located within the Palm Springs Desert Resort Communities Tourism Business Improvement District (BID), approving the annual report by the district and advisory board and setting the time and place of a public hearing and giving notice of same; and
2. Approve the fiscal year 2013-2014 advisory committee report from the Hospitality Industry Business Council to support the Tourism BID levy for fiscal year 2013-2014, on file with the Clerk of the Board.

BACKGROUND: (Commences on Page 2)

Robert Field
Assistant County Executive Officer/EDA

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	N/A
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	N/A
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2013/14

COMPANION ITEM ON BOARD AGENDA: No

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

BY:
Jennifer E. Sargent

County Executive Office Signature

BY:
Don Kent, Treasurer-Tax Collector
Office of the Treasurer-Tax Collector

Dept's Recomm.: Consent Policy
Per Exec. Ofc.: Consent Policy

2013 APR 30 6W 11:12
RECEIVED BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, CALIFORNIA

Prev. Agn. Ref.:

District: 4/4, 5/4

Agenda Number:

3-6

BACKGROUND:

In June 2008, the Palm Springs Desert Resort Communities Convention and Visitors Authority (CVA) requested that the County form the Palm Springs Desert Resort Communities Tourism BID in the Coachella Valley.

The Parking and Business Improvement Area Law of 1989, requires that the Tourism BID be approved and implemented on a fiscal year basis. The attached Resolution 2013-100 begins the process of complying with this requirement for fiscal year 2013-2014. There is no requirement to obtain consent again from the participating cities and none have expressed interest in withdrawing their consent.

Resolution 2013-100 includes a complete description of the Tourism BID and sets the date, time and place for the required public hearing. It also directs the Clerk of the Board to publish a copy of the resolution in newspapers within the boundaries of the BID. The boundaries of the Tourism BID include the County unincorporated area of the Coachella Valley and the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, and Rancho Mirage.

The Tourism BID is a type of assessment district that is publicly sanctioned but privately directed. The assessment is not considered a tax under Proposition 218 because businesses are being assessed, not property. It is a public/private partnership where private businesses agree to assess themselves in exchange for the authority to use the funds to benefit their business. Other California counties that have created multi-jurisdictional BIDs include Mendocino County, San Luis Obispo County, and Sonoma County.

Tourism is the Coachella Valley's number one industry. Tourism provides the most jobs and contributes the greatest amount to the local tax base for that area. The Tourism BID provides a stable source of marketing dollars that enhances the area's ability to plan and implement marketing and sales programs. It also provides more control to hospitality professionals on the use of funds generated from their businesses. This source of funds allows the Tourism BID member jurisdictions in the Coachella Valley to be more competitive in the tourism market.

The level of assessment being considered for the fiscal year 2013-2014 Tourism BID will remain at 2% of the sale of overnight room stays and will again apply only to hotels and motels with 50 or more sleeping rooms. There are approximately 75 hotels/motels within the proposed Tourism BID boundaries that fall in this category. The total annual revenue projected to be generated in fiscal year 2013-2014 is approximately \$6.54 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.

Resolution 2013-100 reflects no changes from the current fiscal year's Tourism BID.

(Continued)

BACKGROUND: (Continued)

The County Treasurer-Tax Collector's office began collecting the Tourism BID assessment effective July 1, 2010, in accordance with County Ordinance No. 883.2 for fiscal year 2010-2011. The collection process is done on a quarterly basis. If approved, the collection process will remain the same for fiscal year 2013-2014.

It is recommended that the County approve Resolution 2013-100 declaring its intent to continue with the Tourism BID in fiscal year 2013-2014.

2
3 RESOLUTION NO. 2013-100

4 A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE
5 DECLARING ITS INTENTION TO LEVY AN ANNUAL ASSESSMENT FOR FISCAL YEAR 2013-
6 2014 ON CERTAIN HOTELS AND MOTELS LOCATED WITHIN THE BOUNDARIES OF THE
7 PALM SPRINGS DESERT RESORT COMMUNITIES TOURISM BUSINESS IMPROVEMENT
8 DISTRICT AND SETTING THE TIME AND PLACE OF A PUBLIC HEARING AND GIVING
9 NOTICE OF SAME

10
11 WHEREAS, the California Legislature in adopting the Parking and Business Improvement Area
12 Law of 1989 (Streets & Highways Code § 36500 et, seq.) (the "Act") authorized cities and counties to levy
13 assessments on businesses in order to promote economic revitalization and tourism, to create jobs, attract
14 new businesses and prevent erosion of business districts; and

15 WHEREAS, the Board of Supervisors of the County of Riverside (the "Board of Supervisors")
16 established a business improvement district, under the Act, commonly known as the Palm Springs Desert
17 Resort Communities Tourism Business Improvement District ("Tourism BID"), the purpose of which is to
18 promote tourism within the desert communities and to fund programs that benefit the hotel and motel
19 businesses within the desert communities; and

20
21 WHEREAS, the benefitted hotel and motel businesses within the Tourism BID boundaries
22 requested the Board of Supervisors to establish the Tourism BID and to levy annual assessments to fund
23 and support certain tourism-related activities; and

24
25 WHEREAS, the territory included within the boundaries of the Tourism BID is coterminous with
26 the operational boundaries of the Palm Springs Desert Resorts Convention and Visitors
27 Authority ("CVA") which includes the geographical area within unincorporated Coachella Valley and the
28 cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert,

FORM APPROVED COUNTY COUNSEL
BY: *Walter A. Gardner*
DALE A. GARDNER
DATE: 4/25/13

1 and Rancho Mirage, which cities have granted the County of Riverside consent to establish the Tourism
2 BID within their jurisdictions; and

3 WHEREAS, the Hospitality Industry and Business Council, Inc. was designated by the Board of
4 Supervisors pursuant to Streets and Highways Code Section 36530 as the advisory board to the Tourism
5 BID (“Advisory Board”) which makes recommendations concerning the Tourism BID, its operations, the
6 expenditures of revenues derived from assessments levied by the County of Riverside related to the
7 Tourism BID and which is authorized to incur obligations against funds derived from those assessments in
8 accordance with policy guidelines established by the Board of Supervisors; and

9
10 WHEREAS, the Advisory Board has filed an annual report with the Clerk of the Board; and

11 WHEREAS, the Advisory Board’s annual report recommends the levy of an annual assessment for
12 fiscal year 2013-2014 on assessable hotel and motel businesses located within the Tourism BID to pay for
13 recommended tourism-related activities that will benefit the assessable hotel and motel businesses located
14 within the Tourism BID; and

15
16 WHEREAS, the Board of Supervisors approves the annual report and intends to levy an annual
17 assessment for fiscal year 2013-2014 to pay for recommended tourism-related activities within the Tourism
18 BID; and

19 WHEREAS, it is the opinion of the Board of Supervisors that all of the assessable hotel and motel
20 businesses located within the Tourism BID will benefit from the activities of the Tourism BID; and

21
22 WHEREAS, this Resolution of Intention will commence proceedings under the Act to levy the
23 annual assessment for fiscal year 2013-2014 within the Tourism BID;

24 NOW, THEREFORE, the Board of Supervisors of the County of Riverside does hereby resolve,
25 find, determine and order as follows:

26 Section 1. Recitals are True and Correct. The recitals set forth herein are true and correct.

27 Section 2. Intent to Levy and Collect Assessments within the Tourism BID for fiscal year 2013-
28 2014. Pursuant to and under authority of the Act, except where funds are otherwise available, the Board of

1 Supervisors declares its intent to levy and collect an annual assessment for fiscal year 2013-2014 within the
2 boundaries of the Tourism BID to fund the tourism-related activities recommended in the Advisory Board's
3 annual report on file with the Clerk of the Board. Pursuant to the Act and Ordinance No. 883, an annual
4 assessment is intended to be levied on all hotels and motels that have fifty (50) or more sleeping rooms and
5 are located within the Tourism BID boundaries. It is estimated that approximately \$6,540,515 in revenue
6 will be raised by the intended annual assessment.
7

8 Section 3. Method and Basis of Levy. The method and basis of levying the intended annual
9 assessment remains unchanged from prior fiscal years. There will be no increase in the annual assessment.
10 The method and basis of levying the intended annual assessment follows:

11 a. The assessment for hotels and motels with fifty (50) or more sleeping rooms is two percent
12 (2 %) of the gross rental charges for overnight room stays. Gross Rental Charges shall equal the total
13 dollar amount charged for overnight room rentals to guests (with the exception of government employees
14 and with the exception of long term guests who stay more than twenty-eight consecutive nights at the same
15 Assessable Hotel or Assessable Motel), but shall not include incidental room charges such as room service,
16 video rental, or similar charges. Gross Rental Charges are equal to the total consideration charged for room
17 rental valued in U. S. dollars, whether or not received and whether received in money or other
18 consideration such as goods, labor, property or otherwise.
19

20 b. New hotels and motels that have fifty (50) or more sleeping rooms and are located within
21 the Tourism BID boundaries will not be exempt from the assessment levy pursuant to Section 36531 of the
22 California Streets and Highways Code.
23

24 Section 4. Types of Activities To Be Funded. The proposed type or types of activities to be funded
25 by and through the annual levy of assessments on assessable hotel and motel businesses within the Tourism
26 BID are as follows:

- 27 a. Marketing, advertising, and public relations;
28 b. Brochure development and distribution;

- 1 c. Promotion of public events which benefit businesses in the area and which take place
2 on or in public places within the area;
- 3 d. Activities which benefit businesses located and operating in the area, including but
4 not limited to downtown shopping and promotional programs.

5 No improvements are intended to be funded by the annual assessment.

6
7 Section 5. Reference to Annual Report. Reference is made to the annual report on file with the
8 Clerk of the Board for a full and detailed description of the activities to be provided for fiscal year 2013-
9 2014, as well as the boundaries of the Tourism BID and the proposed annual assessment to be levied upon
10 businesses within the Tourism BID for fiscal year 2013-2014.

11 Section 6. Approval of Advisory Board's Annual Report. The Board of Supervisors approves the
12 annual report subject to any further modification that may be necessary or desirable based upon future
13 recommendations by staff and the public at the public hearing.

14
15 Section 7. Notice of Time and Place of Public Hearing.

16 NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of Riverside will hold a
17 Public Hearing on the intended levy of an annual assessment for fiscal year 2013-2014 within the Tourism
18 BID.

19 The time and place of the public hearing on the intended levy of the annual assessment shall be at
20 9:30 a.m., June 4, 2013, or as soon thereafter as this matter may be heard, at the Board of Supervisor's
21 Chambers, located on the first floor of the County Administrative Center, 4080 Lemon Street in Riverside,
22 California 92501. The public hearing may be continued from time to time as necessary.

23
24 At the public hearing set forth above, the Board of Supervisors will hear the testimony of all
25 interested persons for or against the Tourism BID, the furnishing of specific types of improvements or
26 activities within the Tourism BID boundaries, and the intended levy of an annual assessment within the
27 Tourism BID.
28

1 At the public hearing, the Board of Supervisors will also hear and consider all oral and written
2 protests made by any owner of any assessable hotel or assessable motel located within the Tourism BID
3 boundaries against the Tourism BID, against the furnishing of specific types of improvements or activities
4 within the Tourism BID, and against the intended levy of an annual assessment within the Tourism BID.
5 At the conclusion of the public hearing the Board of Supervisors will determine whether or not a majority
6 protest exists under the Act.
7

8 Any person who wishes to be heard regarding the Tourism BID may appear at the public hearing or
9 may send written comments to: Kecia Harper-Ihem, Clerk of the Board, 4080 Lemon Street, Riverside, CA
10 92501. Further information concerning the Tourism BID and intended annual assessment may be obtained
11 from Debi Moore, EDA Development Manager, Riverside County Economic Development Agency, 3499
12 10th Street, Suite 100, Riverside, CA 92501; telephone number (951) 205-3892.
13

14 Pursuant to the Americans with Disabilities Act, if you need special assistance to participate in the
15 public hearing, or if you need further information relating to the subject hearing, please contact the Clerk of
16 the Board's Office at (951) 955-1060. Notification at least 48 hours prior to the meeting will assist the
17 County staff in assuring that reasonable arrangements can be made to provide accessibility.

18 The Clerk of the Board is authorized and directed to publish a copy of this resolution in a
19 newspaper or newspapers of general circulation within the unincorporated area of the Coachella Valley of
20 the County and within each of the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La
21 Quinta, Palm Desert, Palm Springs, and Rancho Mirage once per week for one week. Said publication
22 shall be a display advertisement of at least one-eighth page and shall be published no later than seven days
23 prior to the date of the public hearing.
24

25 Section 8. Protests. At the public hearing, the Board of Supervisors will consider all protests
26 against the Tourism BID, against the furnishing of specific types of improvements or activities within the
27 Tourism BID, and against the intended levy of an annual assessment within the boundaries of the Tourism
28

1 BID. The form and manner of written protests shall comply with California Streets and Highways Code
2 Sections 36524 and 36525. The following rules shall apply to all protests:

- 3 a. A protest may be made orally or in writing by any interested person. Any protest
4 pertaining to the regularity or sufficiency of the proceedings shall be in writing and
5 shall clearly set forth the irregularity or defect to which the objection is made.
6
- 7 b. Every written protest shall be filed with the Office of the Clerk of the Board, located
8 at County Administrative Center, 4080 Lemon Street, 1st Floor, Riverside,
9 California 92501, at or before the time fixed for the public hearing as set forth
10 above.
- 11 c. The Board of Supervisors may waive any irregularity in the form or content of any
12 written protest, and at the public hearing, may correct minor defects in the protest.
13
- 14 d. A written protest may be withdrawn in writing at any time before the conclusion of
15 the public hearing set forth above.
- 16 e. Each written protest shall contain a description of the business in which the person
17 subscribing the protest is interested, sufficient to identify the business, and if a
18 person subscribing is not shown on the official records of the County of Riverside as
19 the owner of the business, the protest shall contain or be accompanied by written
20 evidence that the person subscribing is the owner of the business. A written protest
21 that does not comply with this paragraph shall not be counted in determining a
22 majority protest.
- 23
- 24 f. If written protests are received from the owners of businesses in the Tourism BID
25 which will pay fifty percent (50 %) or more of the assessments intended to be levied
26 and protests are not withdrawn so as to reduce the protests to less than the fifty
27 percent (50 %), no further proceedings on the proposal to levy the intended annual
28 assessment within the Tourism BID boundaries shall be taken by the Board of

1 Supervisors for a period of one year from the date of the filing of a majority protest.
2 However, if the majority protest is only against the furnishing of a specified type or
3 types of improvements or activities within the Tourism BID, those types of
4 improvements or activities shall be eliminated and the intended annual assessment
5 shall be levied.
6

7 Section 9. Effective Date. This resolution shall take effect immediately upon its adoption.

8 PASSED AND ADOPTED this 7th day of May, 2013.

9
10 ATTEST:

11
12 _____
13 Kecia Harper-Ihem, Clerk of the Board

14 _____
15 John Benoit, Chairman, Board of Supervisors
16 of the County of Riverside
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THE PALM SPRINGS DESERT RESORT COMMUNITIES
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD
FISCAL YEAR 2013-2014
ANNUAL REPORT

TO BE FILED WITH THE OFFICE OF THE CLERK OF RIVERSIDE COUNTY
PURSUANT TO STREETS AND HIGHWAYS CODE SECTION 36533

RIVERSIDE COUNTY CLERK
RECEIPT AND FILE
STAMP

I.
BACKGROUND

Advisory Board

The Hospitality Industry and Business Council ("HIBC") of the Palm Springs Desert Resort Communities Convention and Visitors Authority, commonly referred to as the Greater Palm Springs Convention & Visitors Bureau (CVB), was appointed by the Riverside County Board of Supervisors pursuant to Government Code Section 36530 to serve as the Advisory Board for the Palm Springs Desert Resort Communities Tourism Business Improvement District (TBID) which was established by the Board of Supervisors pursuant to the Parking and Business Improvement Area Law of 1989 (Streets & Highways Code § 36500 et, seq.) (the "Act").

The Advisory Board makes recommendations concerning the TBID, its operations, the expenditures of revenues derived from assessments levied by the County of Riverside related to the TBID and is authorized to incur obligations against funds derived from those assessments in accordance with policy guidelines established by the Board of Supervisors.

B. Boundaries

The boundaries of the TBID is coterminous with the operational boundaries of the CVB which includes the geographical area within unincorporated Coachella Valley and the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert, and Rancho Mirage ("Greater Palm Springs"). All of the above cities have granted the County of Riverside consent to establish the TBID within their jurisdictions.

C. Purpose

The TBID levies assessments on certain businesses in order to promote tourism within Greater Palm Springs and to fund programs that benefit the hotel and motel businesses within Greater Palm Springs. Specifically, the type of activities to be funded by the TBID assessments include the following: (a) marketing, advertising, and public relations; (b) brochure development and distribution; (c) promotion of public events which benefit businesses in the area and which take place on or in public places within

the area; and (d) activities which benefit businesses located and operating in the area, including but not limited to shopping and promotional programs. No capital improvements are intended to be funded by the TBID annual assessment.

D. Assessment

Pursuant to the Act and Ordinance No. 883, as amended through 883.1, an annual assessment was levied on all hotels and motels that have fifty (50) or more sleeping rooms and are located within the TBID boundaries. The assessment for these hotels and motels is two percent (2%) of the gross rental charges for overnight room stays. Gross rental charges equal the total dollar amount charged for overnight room rentals to guests (with the exception of government employees and long term guests who stay more than 28 consecutive nights) and not including incidental room charges such as room service, video rental, or similar charges. Gross rental charges are basically equal to the total consideration charged for room rentals valued in U. S. dollars, whether or not received and whether received in money or other consideration such as goods, labor, property or otherwise.

All hotels and motels that have fifty (50) or more sleeping rooms and are located within the TBID boundaries will be subject to the assessment levy pursuant to Section 36531 of the California Streets and Highways Code.

E. Annual Report

Pursuant to Riverside County Ordinance No. 833, as amended through 883.1, the Advisory Board must present an Annual Report to the Board of Supervisors for its approval that includes a program of activities intended to be implemented within the TBID together with an estimate of related expenditures. The Advisory Board must also include in the Annual Report an outline of the previous year's revenues and how those revenues were expended.

Since the establishment of the TBID, no contributions have been paid to or made to the TBID from sources other than the TBID assessments levied pursuant to Ordinance No. 883, as amended through Ordinance No. 883.1. All voluntary contributions made by private businesses or individuals in the form of CVB membership or partnership fees, and all public monies voluntarily made or provided by public taxing agencies are provided to the CVB for either specified programs or activities that may also be included in the TBID program of activities.

F. Relationship with CVB

The CVB is a joint powers authority that was established, pursuant to California Government Code section 6500 et seq., to *"jointly encourage, promote and to do such other things as might be necessary to enhance, to the greatest extent possible, all aspects of hospitality, convention and tourism industry in the Coachella Valley and to attract visitors to the area from a world-wide market, all to the benefit of the member organizations and their citizens."* Like the TBID, the "Member Organizations" of the CVB consist of the County of Riverside (with respect to the geographical area within unincorporated Coachella Valley) and the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Springs, Palm Desert, and Rancho Mirage. Each of the CVB's Member Organizations contribute a portion of their respective transient occupancy tax ("TOT") revenue, pursuant to an established formula, to fund the CVB's General Fund which is used to pay for the general operations of the CVB. The CVB General Fund is segregated from the Tourism Business Improvement District Fund which contains the revenue generated by the TBID assessments, which is a restricted "Special Revenue Fund."

In an effort to reduce the amount of TOT contributions of each of the CVB's Member Organizations to the CVB General Fund, each of the cities that comprise Greater Palm Springs granted consent to the County of Riverside to include their cities within the proposed boundaries of the TBID. The revenue which is generated by the TBID assessments are intended to fund independent tourism-related activities and/or to supplement funding of certain CVB tourism-related activities, as may be permitted pursuant to the Act and Ordinance No. 883, as amended through 883.1.

II. TBID ASSESSMENT REVENUE

A. Fiscal Year 2012-2013 TBID Assessment Revenue and Expenditures

For Fiscal Year 2013-2014 (July 1, 2013 through June 30, 2014), TBID assessment revenue is projected to be \$6,540,515.

B. Recommendation

The Advisory Board recommends the Board of Supervisors confirm this Annual Report and continue to levy the annual continuation of the TBID annual assessment for Fiscal Year 2013-2014 pursuant to the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code section 36500 et seq.), subject to the following findings and recommendations:

- 1) That the boundaries of the TBID area should remain the same, with the recognition that the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage have not withdrawn their consent to include them in the boundaries of the TBID.
- 2) That the HIBC be appointed by the Board of Supervisors pursuant to Government Code Section 36530 to continue to serve as the Advisory Board for the TBID.
- 3) That the HIBC, in its capacity as the Advisory Board, formally adopted a Conflict of Interest Code which requires all members to complete and submit an annual Form 700, Conflict of Interest Statement, to the CVB.
- 4) That the annual assessment be levied on all hotels and motels that have fifty (50) or more sleeping rooms and are located within the TBID boundaries.
- 5) That the assessment for the subject hotels and motels remain at two percent (2%) of the gross rental charges for overnight room stays.
- 6) That the gross rental charges equal the total dollar amount charged for overnight room rentals to guests (with the exception of government employees and long term guests who stay more than the consecutive nights for TOT collection as defined by the city ordinance) but not include incidental room charges such as room service, video rental, or similar charges.
- 7) That gross rental charges be equal to the total consideration charged for room rentals valued in U.S. dollars, whether or not received and whether received in money or other consideration such as goods, labor, property or otherwise.
- 8) That the revenues generated by the assessment be used to promote tourism and to fund programs that benefit the hotel and motel businesses within the TBID area.
- 9) That the type of activities to be funded by the TBID assessments include the following: (a) marketing, advertising, and public relations; (b) brochure development and distribution; (c) promotion of public events which benefit businesses in the area and which take place on or in public places within the area; and (d) activities which benefit businesses located and operating in the area, including but not limited to downtown shopping and promotional programs.
- 10) That none of the revenue generated by TBID assessments be used to fund any capital improvements.
- 11) That TBID assessment revenue is projected to be \$6,540,515 for Fiscal Year 2013-2014 (July 1, 2013 through June 30, 2014).
- 12) That the CVB has retained the services of Mayer Hoffman McCann, P.C., an independent certified public accounting firm, to audit the TBID finances and it concluded in its Independent Auditor's Report that there were no material weaknesses or significant audit findings in relation to the CVB or the TBID.

C. Program of Activities, Marketing, Advertising and Public Relations

The type of activities intended to be funded by the TBID assessments include: (a) marketing, advertising, and public relations; (b) brochure development and distribution; (c) promotion of public events which benefit businesses in the area and which take place on or in public places within the area; and (d) activities which benefit businesses located and operating within the TBID area.

1. Advertising Placement and Production

TBID assessment revenue will assist the CVB with developing new marketing and promotional campaigns targeting regional, national and international markets. The campaigns are intended to further increase visitation and generate "room night" bookings with a goal of increasing market share and positively impacting the local economy. These programs will consist of print, digital, outdoor, radio, social media and promotions. These funds will be utilized to produce the materials and purchase media for placement. Additional details can be referenced in attachment A.

2. Digital Marketing

The CVB's marketing campaign will have more of an emphasis on digital marketing of the businesses within the TBID area and will be targeted toward specific groups and consumer markets via the internet and electronic mail. This activity is intended to improve search engine optimization and improve alliances with third-party booking sources and to improve marketing efforts to increase market share for the businesses within the TBID area. The objective of developing and enhancing the CVB's website is to provide the general public with fast, efficient and increased access to the website for purposes related to enhancing public transparency and promoting the assessed businesses and general hospitality industry within the TBID area.

3. Collateral Materials and Brochure Development and Distribution

The TBID assessment revenue will assist the CVB with developing visitor guides, print promotional brochures and maps that will be targeted toward the leisure market, travel industry trade and professional organizations at the regional, national and international levels. Informational brochures will also be produced for the purpose of providing travel professionals, such as but not limited to travel agents and tour operators, with the necessary information to effectively and efficiently plan pleasure and business travel itineraries for their respective clients.

4. Familiarization Tours (FAMs)

TBID assessment revenue will assist the CVB with hosting familiarization tours and site visits arranged and conducted by the CVB's Convention Sales, Travel Industry Sales and Marketing Departments. The purpose of these tours and site visits are to introduce, educate and assist professional organizations, tour operators, travel trade and media from regional, national and international markets. These familiarization trips assist the CVB and businesses within the TBID area to attract new business opportunities and increase market share. These activities are also intended to help generate 179,000 room nights, 697 qualified meeting and convention leads and 287 event bookings during Calendar Year 2013.

5. Tradeshows, Sales Missions, Travel & Lodging

The TBID assessment revenue will assist the CVB with funding tradeshows, sales missions and client events. These events will include attendance by qualified meeting planners from across the United States and Canada. These activities are intended to help generate 179,000 room nights and 697 qualified meeting and convention leads. It is expected that Travel Industry Sales will generate 200 qualified hotel and non-hotel business leads and 900 client service requests from Tour Operators for those hospitality/tourist related businesses within the TBID area. The TBID assessment revenue will assist with funding the operation of satellite sales offices in Southern California, Washington DC and Virginia with the objective of specifically targeting meeting and convention business.

6. Special Promotions

TBID assessment revenue will assist the CVB with implementing events in targeted markets, with the purpose of increasing market share and enabling the hotels, resorts, attractions and other hospitality entities to conduct business in markets that are not reachable as a single entity or business. The target markets include Seattle, Portland, San Francisco, Sacramento, Los Angeles, Orange County, San Diego, Scottsdale/Phoenix, Chicago, Denver, Dallas, Minneapolis, Washington D.C., and New York, as well as Canada, Australia, Germany, France, China and the United Kingdom.

7. Event Hosting

TBID assessment revenue will assist the CVB with supporting major local events that provide a direct impact to hotel occupancy while supporting the CVB's Convention Sales, Marketing and Travel Industry Sales Strategies. Primary consideration is given to major events that produce room nights and increase media exposure for the destination.

8. Research

In Fiscal Year 2013-2014, TBID assessment revenue will assist the CVB with conducting and/or purchasing tourism research.

9. Labor-Personnel Cost Summary

The TBID assessment revenue will be used in part to cover 72.9% of the CVB's labor costs that will enable the CVB to promote the assessed motels and hotels and general hospitality-related businesses within the TBID area. 95% of the Market Development, Partnership, Travel Industry Sales and Convention Sales labor costs will be funded by the TBID assessment revenue. The remainder of the budgeted labor costs including Partnership Sales and Administration labor will be funded by the CVB's General Fund and private funding sources.

10. Overhead Supplies, Utilities & Fees

100% of overhead costs will be funded by the CVB's General Fund and private funding sources.

III. TBID ASSESSMENT REVENUE

A. Fiscal Year 2012-2013 TBID Assessment Revenue and Expenditures

During Fiscal Year 2012-2013 (July 1, 2012 through June 30, 2013), TBID Assessment revenue is projected to amount to a total of \$6,216,894. As of January 31, 2012, the TBID Assessment revenue collected totaled \$2,457,315. Of the \$2,457,315, \$1,551,318 has been expended thus far. It is projected that at the end of Fiscal Year 2012-2013 (June 30, 2013) all TBID Assessment revenue will be spent and there will not be a carryover of revenue to the next fiscal year.

B. Fiscal Year 2012-2013 Reporting Metrics

	Fiscal Year-to-Date: (7/1/12- 2/28/13)	Forecast: (3/1/13- 6/30/13)	Total:	Fiscal Year Goal:	%
Convention Sales:					
Booked Room Nights	100,890	59,667	160,577	172,500	93.1%
New Business (Leads)	434	233	667	694	96.1%
Travel Industry Sales:					
FAMs & Site Visits	30	15	45	48	93.8%
New Business (Leads)	75	67	143	153	93.5%
Client Reach	3,952	1,400	5,352	3,850	139%
Partner Referrals	771	300	1,071	925	115.8%
Media Relations:					
Publication Value (Print)	\$3,252,153	\$1,166,667	\$4,418,820	\$3,500,000	126%
Publication Value (Digital)	\$1,956,866	\$833,333	\$2,790,199	\$2,500,000	111%
Media Assists	377	200	577	600	96%
Circulation (Print)*	43,953,814	24,821,443	68,775,257	N/A	N/A
Reach (Digital)*	2,275,254,264	1,120,792,814	3,396,047,078	N/A	N/A

Please note: performance goals are established on a calendar basis. The CVB combined six months of the 2012 calendar goal (July – December) and six months of the 2013 calendar goal (January – June) to establish the above metrics and comparisons.

*While Print Circulation and Digital Reach are tracked, there are no established goals for these numbers.

C. Calendar Year 2012 Reporting Metrics

	Calendar Year-End:	Calendar Year Goal:	%
Convention Sales:			
Booked Room Nights	173,803	166,000	105%
New Business (Leads)	697	690	101%
Travel Industry Sales:			
FAMs & Site Visits	48	50	96%
New Business (Leads)	78	105	74%
Client Reach	4,769	3,500	136%
Partner Referrals	1,233	950	130%
Media Relations:			
Publication Value (Print)	\$4,423,238	\$3,000,000	147.4%
Publication Value (Digital)	\$2,765,176	\$1,500,000	184.3%
Media Assists	603	600	100.5%
Circulation (Print)*	74,464,331	N/A	N/A
Reach (Digital)*	3,362,378,444	N/A	N/A

**While Print Circulation and Digital Reach are tracked, there are no established goals for these numbers.*

Attachment A

**Greater Palm Springs Convention & Visitors Bureau
 TBID Funding FY 2013-2014**

	2012 Year End Actual 07/01/11 - 06/30/12	2013 Annual Budget 07/01/12 - 06/30/13	2013 Forecast as of 02/01 07/01/12 - 06/30/13	2014 Proposed Budget 07/01/13 - 01/31/14
Revenue				
TBID - Riverside County Public Tribal Contribution	6,352,086	6,168,367	6,216,894	6,375,515 165,000
Total TBID Revenue	6,352,086	6,168,367	6,216,894	6,540,515
Expenses				
Advertising Production	305,699	194,278	234,085	300,000
Advertising Placement	940,942	1,201,000	1,069,970	1,100,000
Digital Marketing	213,703	262,845	334,626	451,520
Collateral Material/Brochures	35,533	54,992	87,104	68,850
Familiarization Trips	275,706	177,300	250,872	279,000
Trade Shows/Sales Missions	471,071	456,926	527,870	538,500
Travel and Lodging	136,694	32,200	36,858	53,350
Special Promotions	258,671	250,502	349,288	299,775
Event Hosting	293,293	150,900	299,120	297,500
Research	89,499	94,100	96,329	55,100
Labor - Personnel Cost	2,911,779	2,894,132	2,969,743	3,096,920
Overhead - Supplies - Utilities - Fees	686,863	399,192	220,229	0
Total Expenses	6,619,453	6,168,367	6,476,094	6,540,515
Net Change in Fund Balance	(267,367)	0	-259,200	0
Fund Balance at beginning of year	526,567		259,200	
Fund Balance at end of year	259,200		0	

Attachment A (Cont.)

Advertising Production FY 2013-2014

Advertising production	Budget
Advertising Production and Development	200,000.00
Video Development	50,000.00
Brand Photography	50,000.00
Total	300,000.00

Advertising Placement FY 2013-2014

Advertising Placement - Consumer	
Drive Market (Southern Cal)	350,000.00
North America Fly Markets	450,000.00
Advertising Trade	
Meeting	75,000.00
Co-op Program	
Brand USA	25,000.00
Visit California	200,000.00
Total	1,100,000.00

Digital Marketing FY 2013-2014

Digital Marketing	Budget
Paid Search	82,500.00
BrightEdge (SEO Service License)	17,700.00
Digital Marketing	180,000.00
Social Media Promotions	24,000.00
Email Marketing	10,000.00
Miscellaneous Creative	12,000.00
Domain Name Registrations	2,000.00
OAS (Ad Serving Platform)	1,120.00
Smart Tagging	10,000.00
Website Updates/Changes	60,000.00
API Integration/Annual	3,500.00
Online Content	15,000.00
SmartView (RUF)	15,000.00
Simpleview Online Modules	18,700.00
Total	451,520.00

Collateral Material Brochures FY 2013-2014

Collateral Material	Budget
Press Kits	5,000.00
General Printing	19,000.00
Collateral Fulfillment	25,850.00
International Lures - TIS	10,000.00
Destination Profiles - One-Sheets	9,000.00
Total	68,850.00

Attachment A (Cont.)

Familiarization Trips & Site Visits/Amenities FY 2013-2014

Familiarization Trips & Site Visits/Amenities	Month	Budget
Australian TIS FAM(s)	Aug/Sept/Oct	3,500.00
German TIS FAM(s)	Nov/March	3,500.00
China TIS FAM(s)	Sept/Oct/March	3,500.00
United Kingdom TIS FAM(s)	Sept/April/June	5,000.00
French TIS FAM(s)	Aug/Sept/Oct	1,500.00
Canadian TIS FAM(s)	Dec/May	5,000.00
US Motor Coach/Agents TIS FAM(s)	Oct/April	7,500.00
NTA Convention Pre/Post FAM(s)	February 2014	3,000.00
US Consortium Travel Trade FAM(s)	Feb/May	7,500.00
Visit California Office TIS FAM(s)	Sept/Dec/May	2,000.00
International Misc. FAM(s)	Oct/Dec/March	1,500.00
American Golf Holidays Pro-AM	November 2013	1,500.00
Humana Golf Challenge TIS FAM(s)	January 2014	3,500.00
TIS Client Sites/Meetings	On-Going	1,500.00
TIS Client Gifts	On-Going	15,000.00
Australia Inbound Media FAM(s)	April 2014	5,000.00
German Group Media FAMS(s)	September 2013	5,000.00
UK Inbound Media FAM(s)	November 2013	5,000.00
SF Inbound Media FAM(s)	September 2013	5,000.00
Lifestyle Bloggers Media FAM	December 2013	2,000.00
Outdoor Adventure Media FAM	November 2013	4,000.00
Arts & Culture Media FAM	February 2014	2,500.00
Canada Inbound Press Media FAM	September 2013	8,000.00
Meetings Press Inbound Media FAM	January 2014	5,000.00
Summer Campaign Writers Media FAM	June 2014	3,000.00
Inbound Press - Domestic / Int'l Media FAM	On-Going	15,000.00
Marketing Media Gifts	On-Going	10,000.00
Convention Sales Client Meetings/Sites	On-Going	4,000.00
PS Film Fest Convention Sales FAM	January 2014	12,500.00
BNP Paribas Convention Sales FAM - Mar 2013	March 2014	28,000.00
Convention Sales (CAB) Advisory Board	March 2014	60,000.00
Airline Tickets - "You Fly, We Buy"-Site Visits	On-Going	35,000.00
Convention Sales - Client Support	On-Going	5,000.00
Total FAM Trips & Site Trips/Amenities FY 2013-2014		279,000.00

Attachment A (Cont.)

**Tradeshows/Sales Missions/Travel
 Media Relations and Travel Industry Sales
 FY 2013-2014**

Tradeshows/Sales Missions/Travel – Media & TIS	Month	Budget
UK Travel Trade TIS SalesMission	July 2013	12,000.00
MLT University Trade Show - TIS	September 2013	6,000.00
Chicago Sales TIS Mission	September 2013	6,000.00
NY Trade Show - TIS	September 2013	2,500.00
Southern CA TIS Trade Show Events	September 2013	15,000.00
AAA Costa Mesa - TIS	October 2013	1,200.00
Canada Travel Trade Sales Mission - TIS	October 2013	35,000.00
World Travel Market - TIS	November 2013	10,000.00
Signature Travel Network - TIS	November 2013	4,000.00
Ensemble Travel - TIS	November 2013	4,000.00
Pacific Northwest Travel Trade Sales Mission - TIS	November 2013	6,000.00
Consortium LA Sales Calls - TIS	December 2013	1,500.00
New York TIS Sales Mission	January 2014	10,000.00
National Tour Association - TIS	January 2014	5,000.00
Go West Summit - TIS	February 2013	4,500.00
LA Trade Show - TIS	February 2013	1,500.00
Bank Travel - TIS	March 2013	3,500.00
ITB - TIS	March 2013	10,000.00
Spotlight on Southwest	April 2013	3,000.00
International Pow Wow (IPW)	April 2013	38,000.00
California Cup	April 2013	4,500.00
TAP Dance - TIS	June 2013	2,500.00
IAGTO - TIS	June 2013	3,500.00
Visit California NYC - Marketing	March 2014	3,600.00
Visit California LA Media Reception	September 2013	2,000.00
Visit California SF Media Reception	April 2014	2,000.00
World Travel Market	November 2013	5,500.00
NYC Event with TIS	January 2014	8,000.00
Visit California - Toronto	May 2014	2,500.00
San Francisco Media Event	September 2013	9,000.00
Los Angeles Media Event	February 2014	9,000.00
UK Media Dinner	November 2013	8,000.00
2014 Pow Wow - Media	April 2014	4,000.00
Chicago Media Event	September 2013	10,000.00
Canada Media Event	October 2013	8,000.00
Sub-Total Media Relations & TIS Tradeshows/Travel		260,800.00

Attachment A (Cont.)

Tradeshows/Sales Missions/Travel (Continued)
Convention Sales
FY 2013-2014

Tradeshows/Sales Missions/Travel – Convention Sales	Month	Budget
Teams	October 2012	10,000.00
Imex America	October 2012	10,000.00
Rejuvenate	October 2012	7,500.00
FICP	November 2012	10,000.00
SmartMart 1	November 2012	3,000.00
Site - So Cal	November 2012	5,000.00
CALSAE Seasonal	December 2012	10,000.00
Holiday Showcase	December 2012	10,000.00
PCMA	January 2013	5,000.00
RCMA	January 2013	10,000.00
Helms Briscoe Annual	February 2013	5,000.00
Destination Showcase	February 2013	12,000.00
Conference Direct Annual	April 2013	6,000.00
SmartMart 2	April 2013	3,000.00
CALSAE Annual	April 2013	10,000.00
Springtime	April 2013	10,000.00
Smart Meetings Annual	April 2013	6,000.00
AIBTM	April 2013	16,000.00
SmartMart 3	April 2013	3,000.00
No. East Sales Mission	July 2013	13,000.00
Mountain States Sales Mission	October 2013	6,000.00
DC Sales Mission/GM Event	October 2012	1,200.00
So East Sales Mission	TBD	5,000.00
No. Calif Sales Mission	TBD	15,000.00
So. Calif Sales Mission	TBD	18,000.00
Texas Sales Mission	May 2013	4,000.00
Pacific NW Sales Mission	June 2013	8,000.00
Midwest Sales Mission	June 2013	20,000.00
Sales Calls - General	On-Going	7,000.00
Tradeshow Booth Storage	On-Going	4,000.00
ASAE	August 2013	15,000.00
Incentive Works	August 2013	10,000.00
Sub-Total Convention Sales Tradeshows/Travel		277,700.00
Tradeshows/Sales Missions/Travel Total:		538,500.00
Training/Sales/Travel & DMO Meetings		53,350.00

Attachment A (Cont.)

Special Promotions FY 2013-2014

Special Promotions	Budget
Partner Luncheon - Fall	30,000.00
Member Meetings & Functions	4,000.00
Special Partner Event Promotion	10,000.00
Travel Alliance Partnership (TAP)	3,500.00
Tour Operator Sponsorship Domestic	5,000.00
NTA Convention Sponsorship	5,000.00
US Travel Association	25,975.00
UK/Ireland - Black Diamond	39,000.00
MSI - Germany	27,500.00
Aviareps - China	45,000.00
Gate7 - Australia	28,000.00
Misc Representation (International)	5,000.00
Air France Training Day	800.00
UK - In-Market Promotion	7,000.00
Australia - In-Market Promotion	7,000.00
Feeder Market - NYC	20,000.00
Contractual Housing Services	32,000.00
Local Registration Assist	5,000.00
Total	299,775.00

Research FY 2013-2014

Research	Budget
VOCUS (Media Monitoring)	30,000.00
Smith Travel Research	9,400.00
DMAI-MINT REPORTS (IACVB)	3,600.00
Trend Analysis Projections (TAP)	12,100.00
Total	55,100.00

Labor-Personnel Cost FY 2013-2014

Administration	0.00
Community Relations	180,202.18
Marketing	823,314.03
Travel Industry Sales	430,524.66
Convention Sales and Service	1,662,878.97
Total	3,096,919.84

Event Hosting FY 2013-2014

Event Hosting	Budget
Tourism Week Event	30,000.00
CVB Fall Mixer	4,000.00
Holiday Business Reception	10,000.00
Membership Orientation/Onsite Functions	1,500.00
Partnership Events - New Opportunities	6,000.00
Television	30,000.00
SATW Canada	10,000.00
Spencer Hart Event	10,000.00
Good Day LA	10,000.00
Today Show	30,000.00
The Guardian Travel Awards - TIS	25,000.00
TIS Vision	2,500.00
Champion to Champion - TIS	10,000.00
Western Assoc. of Travel Agents Event - TIS	3,500.00
Large Conference Incentives & Contract Rebate	70,000.00
Uniglobe	5,000.00
Synapse Sports/LACROSSE	15,000.00
USA Petathalon (Feb 13)	5,000.00
CVB Promotion - Client Pre-Events	20,000.00
Total	297,500.00

**Public Safety Realignment Funding
Community Corrections Partnership Executive Committee (CCPEC)**

Three Year Funding Summary

	FY 2011/12	FY 2012/13	Estimated FY 2013/14	Total
CCPEC Oper Funds	\$ 21,074,467	\$ 43,183,181	\$ 51,243,570	\$ 115,501,218
CCPEC One Time	\$ 1,487,050	\$ -	\$ -	\$ 1,487,050
CCPEC Growth*			\$ 3,628,643	\$ 3,628,643
District Attorney/ Public Defender	\$ 755,421	\$ 852,762	\$ 1,004,480	\$ 2,612,663
DA/DP Growth**			\$ 303,680	\$ 303,680
Superior Court	\$ 662,000	\$ 344,651		\$ 1,006,651
CCPEC Training	\$ 200,000	\$ 200,000		\$ 400,000
Total	\$ 24,178,938	\$ 44,580,594	\$ 56,180,373	\$ 124,939,905

* Note: FY 2013/14 includes FY 2011/12 sales tax growth of \$3.6M

**Note: FY 2013/14 includes FY 2011/12 sales tax growth of \$0.3M

Summary of FY 2011/12 Awards (CCPEC Oper Funds and One-Time Funds)

Department	FY 2011/12 Allocation	Contingency @ 3.5%	One-Time Funds	Final Allocation	Percent	Carryover Funds
Probation	\$ 5,638,441	\$ (197,345)	\$ 397,858	\$ 5,838,955	27%	\$ 1,824,761
Sheriff	\$ 9,700,000	\$ (339,500)	\$ 684,448	\$ 10,044,948	46%	\$ 3,462,103
District Attorney	\$ 570,109	\$ (19,954)	\$ 40,228	\$ 590,383	3%	\$ 304,453
Public Defender	\$ 435,917	\$ (15,257)	\$ 30,759	\$ 451,419	2%	\$ 438,188
Mental Health	\$ 4,000,000	\$ (140,000)	\$ 282,247	\$ 4,142,247	19%	\$ 2,441,407
Police	\$ 730,000	\$ (25,550)	\$ 51,510	\$ 755,960	3%	\$ 337,715
Total	\$ 21,074,467	\$ (737,606)	\$ 1,487,050	\$ 21,823,911	100%	\$ 8,808,627

Notes: DA/DP split an additional allocation of \$755,421, fully spent as of June 30, 2012

Superior Court had a separate state allocation of \$662,000

CCPEC received \$200,000 for planning, \$40,129 spent on County Counsel and CCPEC training; \$159,871 remains.

Summary of FY 2012/13 Awards (CCPEC Oper Funds)

Department	FY 2012/13 Allocation	FY 2011/12 Contingency Carry Forward	FY 2011/12 Carry Forward	Final Allocation	Percent	Estimated Carry Forward (1)
Probation	\$ 10,350,000	\$ 197,345	\$ 1,824,761	\$ 12,372,106	23%	\$ 1,317,500
Sheriff	\$ 17,952,137	\$ 339,500	\$ 3,462,103	\$ 21,753,740	41%	\$ -
District Attorney	\$ 797,863	\$ 19,954	\$ 304,453	\$ 1,122,270	2%	TBD
Public Defender	\$ -	\$ 15,257	\$ 438,188	\$ 453,445	1%	\$ 43,806
Mental Health	\$ 9,952,644	\$ 140,000	\$ 2,441,407	\$ 12,534,051	24%	\$ 3,851,845
Police	\$ 1,056,675	\$ 25,550	\$ 337,715	\$ 1,419,940	3%	\$ -
Contingency	\$ 3,073,862			\$ 3,073,862	6%	\$ 3,073,862
Total	\$ 43,183,181	\$ 737,606	\$ 8,808,627	\$ 52,729,414	100%	\$ 8,287,013

(1) Estimated FY 2012/13 c/f \$8.3M will be added to FY 2013/14 \$51.2M + \$3.6M = \$54.8M, Total available funding \$63.1M.

Notes: DA/DP split an additional allocation of \$852,462, projected to be fully spent as of June 30, 2013

Superior Court has a separate state allocation of \$344,651

CCPEC received \$200,000 for planning and CCPEC training, plus \$159,871 c/f, total available \$359,871