

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



**FROM:** Supervisor John J. Benoit  
Supervisor Jeff Stone

**SUBMITTAL DATE:**  
August 12, 2013

**SUBJECT:** Reauthorization of Partnership with the Canada California Business Council

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

1. The Office of Foreign Trade—EDA to extend the bilateral trade agreement with the Canada California Business Council up to five more years or until 2018; and
2. That the goals and objectives of the bilateral agreement, as originally submitted and approved by the Board of Supervisors on January 24, 2012 (Item 3.43), remain in force.

**BACKGROUND:** The County executed a bilateral agreement with the Canada California Business Council (CCBC) as directed in 2012. This model agreement has been instrumental in bringing a major golf tournament and business meetings, international media attention, a very successful job fair, international investment-project specific financing, helped create a EB-5 Regional Investment Center, produced a trade mission introducing Riverside based Phenix Technologies and their product line to Canadians, inspired Canada Day at the National Date Festival which yielded significant revenue increases to the fair along with attendance, assisted in accomplishing the County Film Ordinance, established inroads with the Toronto Film Festival, and yielded a bilateral agreement with Vancouver, Province of British Columbia, Canada. The extension of this agreement affords the county the opportunity to renew its membership in the organization, collaborate on business development opportunities, and promote products manufactured or grown in Riverside County. The county has invested less than \$10,000 per year in this partnership via membership and sponsorship. However, hotel revenues, transient occupancy taxes, and sales taxes generated by the three day tournament alone justify reauthorization and reinvestment in this partnership. Global and domestic media impressions have presented the county and its partner in a highly favorable manner and have drawn praise from Fox News, CBS Evening News, ABC News, CBC News, LA Times, and many more, making membership and sponsorships an excellent investment with good yields. Reauthorization of this partnership is a benefit to the county and its residents. Economic Development Agency is authorized to invest up to \$11,500.00 per year with the CCBC. Canada continues to be the leading destination for goods and services produced in Riverside County. Forty percent of manufactured products and services; and 9-percent of our agriculture products are sold to Canada and her provinces, making Canada our number one country for exports.

Departmental Concurrence

  
\_\_\_\_\_  
John J. Benoit, Chairman of the Board  
Fourth District

  
\_\_\_\_\_  
Jeff Stone, Vice Chairman of the Board  
Third District