

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



**FROM:** Supervisor Jeff Stone and Supervisor Marion Ashley

July 22, 2014

**SUBJECT:** Approval to share twenty-five percent of sales tax generated in the Wine Country to help fund the cost of the necessary infrastructure.

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

Approve the allocation of twenty-five percent of sales tax generated in the Wine Country for the purpose of building infrastructure, including four roundabouts and the signage program in the recently approved Wine Country Plan.

Direct the Auditor Controller to establish a Wine Country Infrastructure Fund for the purpose of receiving and dispensing such sales and use tax, and that the County Executive Office administer this fund.

(continue on page two)

Departmental Concurrence

*Marion Ashley*  
Supervisor Marion Ashley,  
Fifth District Supervisor

*Jeff Stone*  
Supervisor Jeff Stone, Chairman  
Third District Supervisor

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost:	POLICY/CONSENT (per Exec. Office)
COST	\$	\$	\$	\$	Consent <input type="checkbox"/> Policy <input type="checkbox"/>
NET COUNTY COST	\$ 200,000	\$	\$	\$	

**SOURCE OF FUNDS:** Sales Tax specific to Wine Country

**Budget Adjustment:**  
For Fiscal Year:

**C.E.O. RECOMMENDATION:**

**County Executive Office Signature**

**MINUTES OF THE BOARD OF SUPERVISORS**

- A-30
- 4/5 Vote
- Positions Added
- Change Order

**Prev. Agn. Ref.:** \_\_\_\_\_ **District:** \_\_\_\_\_ **Agenda Number:** 3-66

**BACKGROUND:**

In today's economic environment, incentives give an edge to businesses and economic development regionally. The Third District Wine Country represents an economic engine that must be fueled with partnerships, incentives and joint ventures in order to thrive and grow wealth and prosperity for Riverside County. The adoption of the Wine Country Plan has served as a solid foundation to induce growth through zoning and development standards and certainty of a vision for development. The installation of a sewer line was made possible through a partnership with Eastern Municipal Water District and the Wine Growers Association. The results are new opportunities for wineries along Rancho California Road to develop beyond wine tasting into events, hotels and other economic activities that benefit the region and the county.

It is critical that the momentum and synergy generated by the opportunities brought on by the sewer project be used to propel other economic stimulus that furthers the vision for the Wine Country. As development occurs infrastructure will be constructed. However, the cost of infrastructure development may stall the pace at which it happens. The purpose of this request is to generate incentives and form partnerships to stimulate economic growth by providing a small percentage of sales tax to infuse the funds needed for infrastructure and signage identified in the Wine Country Plan. The proposed set-aside funds will reinvest in the area where the funds are generated and fill the funding gap for infrastructure.

This precedent for tax sharing has been set and the proposed use of the funds is for critically needed infrastructure and signage identified in the Wine Country Plan. It will fill the gap to build a circulation network that will have the capacity to accommodate the existing and future level of development allowed by the Wine Country Plan. With the upturn in the economy, the Wine Country generated approximately \$811,712 of sales tax for the fiscal year 2013-2014. While this is not a significant amount it can jumpstart design and construction of the road network and help build monument directional signs in accordance with the Wine Country Plan and other related needs.

**Impact on Citizens and Businesses**

None