

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

636



FROM: Economic Development Agency

SUBMITTAL DATE:
August 4, 2011

SUBJECT: Funding for Community Economic Development and Tourism Organizations

RECOMMENDED MOTION: That the Board of Supervisors authorize the Assistant County Executive Officer/EDA, or designee, to negotiate and execute agreements with various economic development and tourism organizations for sponsorships and/or other economic development activities, subject to County Counsel approval, with individual agreements not-to-exceed \$50,000 and cumulative obligations not-to-exceed \$500,000.

BACKGROUND: The Economic Development Agency partners with multiple non-profit economic development and tourism organizations that foster business recruitment, retention, and expansion; small business development; tourism promotion; film industry promotion, and cultural arts activities. These organizations represent specific activities and economic regions of the county aligned with agency and county goals.

(Continued)

Robert Field

Robert Field
Assistant County Executive Officer/EDA

| | | | | |
|-----------------------|-------------------------------|------------|-------------------------|---------|
| FINANCIAL DATA | Current F.Y. Total Cost: | \$ 500,000 | In Current Year Budget: | Yes |
| | Current F.Y. Net County Cost: | \$ 0 | Budget Adjustment: | No |
| | Annual Net County Cost: | \$ 0 | For Fiscal Year: | 2011/12 |

COMPANION ITEM ON BOARD OF DIRECTORS AGENDA: No

| | | |
|--|---|--------------------------|
| SOURCE OF FUNDS: Economic Development Memberships/Sponsorships and Activities Set-Aside Fund. | Positions To Be Deleted Per A-30 | <input type="checkbox"/> |
| | Requires 4/5 Vote | <input type="checkbox"/> |

C.E.O. RECOMMENDATION: APPROVE

BY: *Jennifer L. Sargent*
Jennifer L. Sargent

County Executive Office Signature

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Buster, seconded by Supervisor Stone and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Buster, Tavaglione, Stone, Benoit and Ashley
Nays: None
Absent: None
Date: August 16, 2011
xc: EDA, Auditor

Kecia Harper-Ihem
Clerk of the Board
By: *Kecia Harper-Ihem*
Deputy

Prev. Agn. Ref.: 3.18 of 11/2/10 | District: ALL | Agenda Number: **3.26**

FISCAL PROCEDURES APPROVED
 PAUL ANGULO, CPA, AUDITOR-CONTROLLER
 BY: *Samuel Wong*
 SAMUEL WONG
 COUNTY COUNSEL
 ANITA C. WILLIS
 7-27-11

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

BACKGROUND: (Continued)

EDA requests authority to negotiate conditions of county participation, which may include membership benefits, economic development planning input, and county sponsorship recognition. Some organizations that have been funded in prior years are:

Palm Springs Desert Resorts Communities Convention and Visitors Authority
Coachella Valley Economic Partnership
Pass Economic Development Association
Inland Empire Economic Partnership
Temecula Valley Balloon and Wine Festival Association