

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

647



FROM: Economic Development Agency

SUBMITTAL DATE:
April 24, 2014

SUBJECT: Public Hearing and Resolution No. 2014-109 Confirming the Report of the Advisory Board of the Palm Springs Desert Resort Communities Tourism Business Improvement District and Levying an Assessment for Fiscal year 2014-2015, District 4/District 4, [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Adopt Resolution No. 2014-109 Confirming the Report of the Advisory Board of the Tourism Business Improvement District (BID) and Levying an Assessment for Fiscal Year 2014-2015; and
2. Hold the public hearing and at the conclusion of the public hearing, overrule all protests to the proposed annual assessment levy for fiscal year 2014-2015 and the proposed types of activities, and determine that a majority protest does not exist.

BACKGROUND: (Commences on Page 2)

Robert Field
Assistant County Executive Officer/EDA

FINANCIAL DATA	Current Fiscal Year	Next Fiscal Year	Total Cost:	Ongoing Cost:	POLICY/CONSENT (per Exec. Office)
COST	\$ 0	\$ 0	\$ 0	\$ 0	Consent <input type="checkbox"/> Policy <input checked="" type="checkbox"/>
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0	

SOURCE OF FUNDS: N/A

Budget Adjustment: No
For Fiscal Year: 2014/15

C.E.O. RECOMMENDATION: APPROVE

BY:
Rohini Dasika

County Executive Office Signature

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Benoit, seconded by Supervisor Ashley and duly carried, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Stone, Benoit and Ashley
Nays: None
Absent: Tavaglione
Date: June 3, 2014
xc: EDA

Kecia Harper-Ihem
Clerk of the Board
By:
Deputy

Prev. Agn. Ref.: N/A District: 4/4 Agenda Number:

9-1

APPROVED COUNTY COUNSEL
DALE A. GARDNER
DATE 5/1/14
Departmental Concurrence

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

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

Economic Development Agency

FORM 11: Public Hearing and Resolution No. 2014-109 Confirming the Report of the Advisory Board of the Palm Springs Desert Resort Communities Tourism Business Improvement District and Levying an Assessment for Fiscal Year 2014-2015, District 4/District 4, [\$0]

DATE: April 24, 2014

Page 2 of 2

BACKGROUND:

Summary (continued)

On November 25, 2008, the Riverside County Board of Supervisors adopted Ordinance No. 883 establishing the Tourism BID.

Resolution No. 2014-109, confirms, adopts, and approves the Tourism BID Advisory Board's report for fiscal year 2014-2015, as originally filed with the Clerk of the Board. This report identifies the activities of the Tourism BID, the estimated costs of the activities, and the method and basis of levying of the assessment under the Tourism BID.

The level of the assessment being considered for the fiscal year 2014-2015 Tourism BID will remain at 2% of the sale of overnight room stays and will 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 in fiscal year 2014-2015 is approximately \$6.59 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 that benefit businesses in the area and take place on or in public places within the area; and
4. Activities that benefit businesses located and operating in the area, including but not limited to downtown shopping and promotional programs.

Impact on Residents and Businesses

Tourism provides employment and the greatest amount to the local tax base to the Coachella Valley.

2
3 RESOLUTION NO. 2014-109

4
5 A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE
6 CONFIRMING THE REPORT OF THE ADVISORY BOARD OF THE PALM SPRINGS DESERT
7 RESORT COMMUNITIES TOURISM BUSINESS IMPROVEMENT DISTRICT AND LEVYING AN
8 ASSESSMENT FOR FISCAL YEAR 2014-2015

9
10
11 WHEREAS, the California Legislature adopted the Parking and Business Improvement Area Law
12 of 1989 (Streets & Highways Code § 36500 et, seq.) (the "Act") to authorize 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, to be commonly known as the Palm Springs
17 Desert Resort Communities Tourism Business Improvement District ("Tourism BID"), the purpose of
18 which is to promote tourism within the desert communities and to fund programs that benefit the hotel and
19 motel businesses within the desert communities; and

20 WHEREAS, the territory included in the Tourism BID is coterminous with the operational
21 boundaries of the Palm Springs Desert Resort Communities Convention and Visitors Authority ("CVA"),
22 including unincorporated Coachella Valley and the cities of Cathedral City, Desert Hot Springs, Indian
23 Wells, Indio, La Quinta, Palm Springs, Palm Desert, and Rancho Mirage, which cities have granted the
24 County of Riverside authority to establish the Tourism BID within their jurisdictions; and

25 WHEREAS, lodging businesses within the boundaries of the Tourism BID requested that the Board
26 of Supervisors establish the Tourism BID; and it is the opinion of the Board of Supervisors that the hotel
27 and motel businesses located within the Tourism BID have benefited and will continue to benefit from the
28 activities of the Tourism BID; and

FORM APPROVED COUNTY COUNSEL
BY: *M. A. Gardner*
DALE A. GARDNER 5/11/14

1 WHEREAS, by adopting Resolution Number 2008-330, on July 1, 2008, the Board of Supervisors
2 appointed the Hospitality Industry and Business Council, Inc. (formerly known as the Hospitality Industry
3 and Business Council of CVA) to serve as the Advisory Board for the Tourism BID; and

4 WHEREAS, the Advisory Board filed an annual report with the Clerk of the Board identifying the
5 activities to be provided for fiscal year 2014-2015 within the Tourism BID, the estimated costs of providing
6 those activities, and the method and basis of levying assessments on assessable businesses within the
7 boundaries of the Tourism BID; and

8 WHEREAS, the Board of Supervisors tentatively approved said report subject to any further
9 modification that might be necessary or desirable based upon recommendations by staff and the public at
10 the public hearing concerning the Tourism BID and the proposed annual levy; and

11 WHEREAS, the public hearing concerning the annual report, the Tourism BID, the proposed
12 activities to be undertaken, the estimated cost of those activities, and the proposed levy of an annual
13 assessment was held on June 3, 2014; and

14 WHEREAS, during the public hearing the Board of Supervisors heard the testimony of all interested
15 persons for or against the Tourism BID, the furnishing of specific types of activities, the estimated cost of
16 those activities, and the proposed levy of an annual assessment for fiscal year 2014-2015; and

17 WHEREAS, at the public hearing, the Board of Supervisors also heard, considered, and overruled
18 all protests against the Tourism BID, the furnishing of specific types of activities, the estimated cost of
19 those activities, and the proposed levy of an annual assessment for fiscal year 2014-2015 and determined
20 that a majority protest did not exist;

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

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

24 Section 2. Annual Report of Advisory Board Confirmed. The Board of Supervisors hereby
25 confirms, adopts, and approves the annual report for fiscal year 2014-2015 as originally submitted and filed
26 by the Advisory Board. The Tourism BID, the activities, the estimated costs of the activities, and the
27 proposed levy of an annual assessment as described in the annual report are confirmed, adopted, and
28 approved.

1 An annual assessment shall be levied on Assessable Hotels and Assessable Motels within the
2 boundaries of the Tourism BID for fiscal year 2014-2015. The method and basis of levying the annual
3 assessment remains unchanged from prior fiscal years. There will be no increase in the annual assessment.
4 The assessment for hotels and motels with fifty (50) or more sleeping rooms is two percent (2 %) of the
5 gross rental charges for overnight room stays. Gross Rental Charges shall equal the total dollar amount
6 charged for overnight room rentals to guests (with the exception of government employees and with the
7 exception of long term guests who stay more than twenty-eight consecutive nights at the same Assessable
8 Hotel or Assessable Motel), but shall not include incidental room charges such as room service, video
9 rental, or similar charges. Gross Rental Charges are equal to the total consideration charged for room rental
10 valued in U. S. dollars, whether or not received and whether received in money or other consideration such
11 as goods, labor, property or otherwise. New hotels and motels that have fifty (50) or more sleeping rooms
12 and are located within the Tourism BID boundaries will not be exempt from the assessment levy pursuant
13 to Section 36531 of the California Streets and Highways Code. For further details, reference is made to the
14 report on file with the Clerk of the Board and to the ordinance establishing the Tourism BID.

15 The adoption of this resolution shall constitute the levy of an assessment for fiscal year 2014-2015.

16 The County Treasurer-Tax Collector shall establish an interest bearing trust fund for deposit of all
17 assessments collected for fiscal year 2014-2015. On a quarterly basis, the County Treasurer-Tax Collector
18 may deduct monies from the trust fund to reimburse itself and other County departments for actual costs
19 associated with the administration of the Tourism BID. On a quarterly basis, after first deducting such
20 administrative costs, the County Treasurer-Tax Collector shall transfer all remaining assessment revenues
21 and interest in the trust account to CVA for expenditure pursuant to and in accordance with the annual
22 report. Transferred assessment revenues shall only be expended for expenditures authorized by the
23 ordinance establishing the Tourism BID and the annual report as confirmed by this resolution.

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1 Section 3. Effective Date. This resolution shall take effect immediately upon its adoption.

2 PASSED AND ADOPTED this 3rd day of June 2014.

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5 ROLL CALL:

6 Ayes: Jeffries, Stone, Benoit and Ashley
7 Nays: None
8 Absent: Tavaglione

9 The foregoing is certified to be a true copy of a resolution duly
10 adopted by said Board of Supervisors on the date therein set forth.

11 KECIA HARPER-IHEM, Clerk of said Board

12 By  _____

13 Deputy

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

406



FROM: Economic Development Agency

SUBMITTAL DATE:
April 24, 2014

SUBJECT: Adoption of Resolution 2014-086, Declaring its Intent to Levy and Collect Assessments for Fiscal year 2014-2015 on Assessable Hotels and Motels Located within the Palm Springs Desert Resort Communities Tourism Business Improvement District, District 4/District 4, [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve and adopt Resolution 2014-086, a resolution of the County of Riverside Board of Supervisors declaring its intention to levy and collect assessments for fiscal year 2014-2015 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 the public hearing and giving notice of same; and
2. Approve the fiscal year 2014-2015 advisory committee report from the Hospitality Industry Business Council to support the Tourism BID levy for fiscal year 2014-2015, on file with the Clerk of the Board.

BACKGROUND: (Commences on Page 2)

Robert Field
Assistant County Executive Officer/EDA

FORM APPROVED COUNTY COUNSEL
BY: Dale A. Gardner 4/21/14
DATE
Departmental Concurrence

FINANCIAL DATA	Current Fiscal Year	Next Fiscal Year	Total Cost	Ongoing Cost	POLICY/CONSENT (per Exec. Office)
COST	\$ 0	\$ 0	\$ 0	\$ 0	
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0	Consent <input type="checkbox"/> Policy <input checked="" type="checkbox"/>

SOURCE OF FUNDS: N/A

Budget Adjustment: No
For Fiscal Year: 2014/15

C.E.O. RECOMMENDATION:

APPROVE

BY:
Rohini Dasika

County Executive Office Signature

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Stone, seconded by Supervisor Benoit and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended, and is set for public hearing on Tuesday, June 3, 2014, at 9:30 a.m.

Ayes: Jeffries, Tavaglione, Stone, Benoit and Ashley
Nays: None
Absent: None
Date: May 6, 2014
xc: EDA, COB

Kecia Harper-Ihem
Clerk of the Board
By:
Deputy

Prev. Agn. Ref.: N/A

District: 4/4

Agenda Number:

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

5-0

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

Economic Development Agency

FORM 11: Adoption of Resolution 2014-086, Declaring its Intent to Levy and Collect Assessments for Fiscal Year 2014-2015 on Assessable Hotels and Motels Located within the Palm Springs Desert Resort Communities Tourism Business Improvement District, District 4/District 4, [\$0]

DATE: April 24, 2014

Page 2 of 3

BACKGROUND:

Summary (continued)

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 2014-086 begins the process of complying with this requirement for fiscal year 2014-2015. There is no requirement to obtain consent again from the participating cities and none have expressed interest in withdrawing their consent.

Resolution 2014-086 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 2014-2015 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 2014-2015 is approximately \$6.59 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 2014-086 reflects no changes from the current fiscal year's Tourism BID.

(Continued)

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

Economic Development Agency

FORM 11: Adoption of Resolution 2014-086, Declaring its Intent to Levy and Collect Assessments for Fiscal Year 2014-2015 on Assessable Hotels and Motels Located within the Palm Springs Desert Resort Communities Tourism Business Improvement District, District 4/District 4, [\$0]

DATE: April 24, 2014

Page 3 of 3

BACKGROUND:

Summary (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 2014-2015.

It is recommended that the County approve Resolution 2014-086 declaring its intent to continue with the Tourism BID in fiscal year 2014-2015.

Impact on Residents and Businesses

Tourism provides employment and the greatest amount to the local tax base to the Coachella Valley.

2
3 RESOLUTION NO. 2014-086

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 2014-
6 2015 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: DALE A. GARDNER
DATE: 4/8/14

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 2014-2015 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 2014-2015 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 2014-2015 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 2014-
28 2015. 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 2014-2015 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 \$6,594,270 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

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

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 2014-
9 2015, 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 2014-2015.

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 2014-2015 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 3, 2014, 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

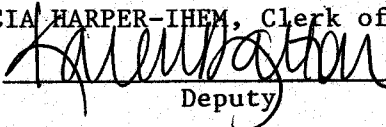
7 Section 9. Effective Date. This resolution shall take effect immediately upon its adoption.

8 PASSED AND ADOPTED this 6th day of May, 2014.

9
10 ROLL CALL:

11 Ayes: Jeffries, Tavaglione, Stone, Benoit and Ashley
12 Nays: None
13 Absent: None

14 The foregoing is certified to be a true copy of a resolution duly
15 adopted by said Board of Supervisors on the date therein set forth.

16 By 
17 Deputy
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OFFICE OF
CLERK OF THE BOARD OF SUPERVISORS
1st FLOOR, COUNTY ADMINISTRATIVE CENTER
P.O. BOX 1147, 4080 LEMON STREET
RIVERSIDE, CA 92502-1147
PHONE: (951) 955-1060
FAX: (951) 955-1071

KECIA HARPER-IHEM
Clerk of the Board of Supervisors

KIMBERLY A. RECTOR
Assistant Clerk of the Board

May 14, 2014

THE DESERT SUN
ATTN: LEGALS
P.O. BOX 2734
PALM SPRINGS, CA 92263

FAX (760) 778-4731
E-MAIL: legals@thedesertsun.com

RE: NOTICE OF PUBLIC HEARING: RESOLUTION NO. 2014-086

To Whom It May Concern:

Attached is a copy for publication in your newspaper for **ONE (1) SUNDAY, MAY 18, 2014.**

We require your affidavit of publication immediately upon completion of the last publication.

Your invoice must be submitted to this office in duplicate, **WITH TWO CLIPPINGS OF THE PUBLICATION.**

NOTE: PLEASE FORMAT INTO A 1/8TH PAGE DISPLAY AD

Thank you in advance for your assistance and expertise.

Sincerely,

Cecilia Gil

Board Assistant to:
KECIA HARPER-IHEM, CLERK OF THE BOARD

Gil, Cecilia

From: Moeller, Charlene <CMOELLER@palmspri.gannett.com>
Sent: Wednesday, May 14, 2014 9:39 AM
To: Gil, Cecilia
Subject: RE: FOR PUBLICATION: Res. 2014-086

Hi Cecilia & Good Morning,
This ad will probably run a little bigger than a 1/8 pg because of the amount of text.

Ad received and will publish on date(s) requested.

Charlene Moeller | Media Sales Legal Notice Coordinator

The Desert Sun Media Group
750 N. Gene Autry Trail, Palm Springs, CA 92262
t 760.778.4578 | f 760.778.4731
legals@thedesertsun.com / dpwlegals@thedesertsun.com

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This email and any files transmitted with it are confidential and intended for the individual to whom they are addressed. If you have received this email in error, please notify the sender and delete the message from your system

From: Gil, Cecilia [<mailto:CCGIL@rcbos.org>]
Sent: Wednesday, May 14, 2014 8:33 AM
To: tds-legals
Subject: FOR PUBLICATION: Res. 2014-086

Good morning! Attached is a Notice of Public Hearing, for publication on a 1/8th page display Ad, for Sunday, May 18, 2014. Please confirm. THANK YOU!

Cecilia Gil
Board Assistant
Clerk of the Board
951-955-8464
MS# 1010

NOTICE OF PUBLIC HEARING BEFORE THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE

RESOLUTION NO. 2014-086

A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE DECLARING ITS INTENTION TO LEVY AN ANNUAL ASSESSMENT FOR FISCAL YEAR 2014-2015 ON CERTAIN HOTELS AND MOTELS LOCATED WITHIN THE BOUNDARIES OF THE PALM SPRINGS DESERT RESORT COMMUNITIES TOURISM BUSINESS IMPROVEMENT DISTRICT AND SETTING THE TIME AND PLACE OF A PUBLIC HEARING AND GIVING NOTICE OF SAME

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

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

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

WHEREAS, the territory included within the boundaries of the Tourism BID is coterminous with the operational boundaries of the Palm Springs Desert Resorts Convention and Visitors Authority ("CVA") 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, which cities have granted the County of Riverside consent to establish the Tourism BID within their jurisdictions; and

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

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

WHEREAS, the Advisory Board's annual report recommends the levy of an annual assessment for fiscal year 2014-2015 on assessable hotel and motel businesses located within the Tourism BID to pay for recommended tourism-related activities that will benefit the assessable hotel and motel businesses located within the Tourism BID; and

WHEREAS, the Board of Supervisors approves the annual report and intends to levy an annual assessment for fiscal year 2014-2015 to pay for recommended tourism-related activities within the Tourism BID; and

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

WHEREAS, this Resolution of Intention will commence proceedings under the Act to levy the annual assessment for fiscal year 2014-2015 within the Tourism BID;

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

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

Section 2. Intent to Levy and Collect Assessments within the Tourism BID for fiscal year 2014-2015. Pursuant to and under authority of the Act, except where funds are otherwise available, the Board of Supervisors declares its intent to levy and collect an annual assessment for fiscal year 2014-2015 within the boundaries of the Tourism BID to fund the tourism-related activities recommended in the Advisory Board's annual report on file with the Clerk of the Board. Pursuant to the Act and Ordinance No. 883, an annual assessment is intended to be levied on all hotels and motels that have fifty (50) or more sleeping rooms and are located within the Tourism BID boundaries. It is estimated that approximately \$6,594,270 in revenue will be raised by the intended annual assessment.

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

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

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

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

- 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;
- d. Activities which benefit businesses located and operating in the area, including but not limited to downtown shopping and promotional programs.

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

Section 5. Reference to Annual Report. Reference is made to the annual report on file with the Clerk of the Board for a full and detailed description of the activities to be provided for fiscal year 2014-2015, as well as the boundaries of the Tourism BID and the proposed annual assessment to be levied upon businesses within the Tourism BID for fiscal year 2014-2015.

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

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

NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of Riverside will hold a Public Hearing on the intended levy of an annual assessment for fiscal year 2014-2015 within the Tourism BID.

The time and place of the public hearing on the intended levy of the annual assessment shall be at 9:30 a.m., June 3, 2014, or as soon thereafter as this matter may be heard, at the Board of Supervisor's Chambers, located on the first floor of the County Administrative Center, 4080 Lemon Street in Riverside, California 92501. The public hearing may be continued from time to time as necessary.

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

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

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

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

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

Section 8. Protests. At the public hearing, the Board of Supervisors will consider all protests against the Tourism BID, against the furnishing of specific types of improvements or activities within the Tourism BID, and against the intended levy of an annual assessment within the boundaries of the Tourism BID. The form and manner of written protests shall comply with California Streets and Highways Code Sections 36524 and 36525. The following rules shall apply to all protests:

- a. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.
- b. Every written protest shall be filed with the Office of the Clerk of the Board, located at County Administrative Center, 4080 Lemon Street, 1st Floor, Riverside, California 92501, at or before the time fixed for the public hearing as set forth above.
- c. The Board of Supervisors may waive any irregularity in the form or content of any written protest, and at the public hearing, may correct minor defects in the protest.
- d. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing set forth above.
- e. Each written protest shall contain a description of the business in which the person subscribing the protest is interested, sufficient to identify the business, and if a person subscribing is not shown on the official records of the County of Riverside as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest that does not comply with this paragraph shall not be counted in determining a majority protest.
- f. If written protests are received from the owners of businesses in the Tourism BID which will pay fifty percent (50 %) or more of the assessments intended to be levied and protests are not withdrawn so as to reduce the protests to less than the fifty percent (50 %), no further proceedings on the proposal to levy the intended annual assessment within the Tourism BID boundaries shall be taken by the Board of Supervisors for a period of one year from the date of the filing of a majority protest. However, if the majority protest is only against the furnishing of a specified type or types of improvements or activities within the Tourism BID, those types of improvements or activities shall be eliminated and the intended annual assessment shall be levied.

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

ROLL CALL:

Ayes: Jeffries, Tavaglione, Stone, Benoit and Ashley
Nays: None
Absent: None

The foregoing is certified to be a true copy of a resolution duly adopted by said Board of Supervisors on May 6, 2014.

KECIA HARPER-IHEM, Clerk of said Board
By: Cecilia Gil, Board Assistant

Any person affected by the above matter(s) may submit written comments to the Clerk of the Board before the public hearing or may appear and be heard in support of or opposition to the project at the time of the hearing. If you challenge the above item(s) in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence, to the Board of Supervisors at, or prior to, the public hearing.

Dated: May 14, 2014

Kecia Harper-Ihem, Clerk of the Board
By: Cecilia Gil, Board Assistant

**Riverside County Board of Supervisors
Request to Speak**

Submit request to Clerk of Board (right of podium),
Speakers are entitled to three (3) minutes, subject
to Board Rules listed on the reverse side of this form.

SPEAKER'S NAME: Paul Jacobs

Address: _____
(only if follow-up mail response requested)

City: Temecula **Zip:** _____

Phone #: _____

Date: 6/3/14 **Agenda #** 9-1

PLEASE STATE YOUR POSITION BELOW:

Position on "Regular" (non-appealed) Agenda Item:

_____ **Support** _____ **Oppose** _____ **Neutral**

Note: If you are here for an agenda item that is filed
for "Appeal", please state separately your position on
the appeal below:

_____ **Support** _____ **Oppose** _____ **Neutral**

I give my 3 minutes to: _____

BOARD RULES

Requests to Address Board on "Agenda" Items:

You may request to be heard on a published agenda item. Requests to be heard must be submitted to the Clerk of the Board before the scheduled meeting time.

Requests to Address Board on items that are "NOT" on the Agenda:

Notwithstanding any other provisions of these rules, member of the public shall have the right to address the Board during the mid-morning "Oral Communications" segment of the published agenda. Said purpose for address must pertain to issues which are under the direct jurisdiction of the Board of Supervisors. YOUR TIME WILL BE LIMITED TO THREE (3) MINUTES.

Power Point Presentations/Printed Material:

Speakers who intend to conduct a formalized Power Point presentation or provide printed material must notify the Clerk of the Board's Office by 12 noon on the Monday preceding the Tuesday Board meeting, insuring that the Clerk's Office has sufficient copies of all printed materials and at least one (1) copy of the Power Point CD. Copies of printed material given to the Clerk (by Monday noon deadline) will be provided to each Supervisor. If you have the need to use the overhead "Elmo" projector at the Board meeting, please insure your material is clear and with proper contrast, notifying the Clerk well ahead of the meeting, of your intent to use the Elmo.

Individual Speaker Limits:

Individual speakers are limited to a maximum of three (3) minutes. Please step up to the podium when the Chairman calls your name and begin speaking immediately. Pull the microphone to your mouth so that the Board, audience, and audio recording system hear you clearly. Once you start speaking, the "green" podium light will light. The "yellow" light will come on when you have one (1) minute remaining. When you have 30 seconds remaining, the "yellow" light will begin flash, indicating you must quickly wrap up your comments. Your time is up when the "red" light flashes. The Chairman adheres to a strict three (3) minutes per speaker. **Note: If you intend to give your time to a "Group/Organized Presentation", please state so clearly at the very bottom of the reverse side of this form.**

Group/Organized Presentations:

Group/organized presentations with more than one (1) speaker will be limited to nine (9) minutes at the Chairman's discretion. The organizer of the presentation will automatically receive the first three (3) minutes, with the remaining six (6) minutes relinquished by other speakers, as requested by them on a completed "Request to Speak" form, and clearly indicated at the front bottom of the form.

Addressing the Board & Acknowledgement by Chairman:

The Chairman will determine what order the speakers will address the Board, and will call on all speakers in pairs. The first speaker should immediately step to the podium and begin addressing the Board. The second speaker should take up a position in one of the chamber aisles in order to quickly step up to the podium after the preceding speaker. This is to afford an efficient and timely Board meeting, giving all attendees the opportunity to make their case. Speakers are prohibited from making personal attacks, and/or using coarse, crude, profane or vulgar language while speaking to the Board members, staff, the general public and/or meeting participants. Such behavior, at the discretion of the Board Chairman may result in removal from the Board Chambers by Sheriff Deputies.

The Desert Sun

mydesert.com

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 Palm Springs, CA 92262
 Billing Inquiries: (866) 875-0854
 Main Office: (760) 322-8889

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 PO BOX 1147
 RIVERSIDE CA 92502-1147

Customer No.	Invoice No.
RIV069	0004966938
For the Period	Thru
05/05/14	06/01/14
Due Date	Amount Due
06/16/14	10,478.24
AMOUNT PAID	

PLEASE RETURN THIS TOP SECTION WITH PAYMENT IN THE ENCLOSED ENVELOPE AND INCLUDE YOUR CUSTOMER NUMBER ON REMITTANCE.

Date	EDT	Class	Description	Times Run	Col	Depth	Total Size	Rate	Amount								
0505			BALANCE FORWARD						9,726.16								
0509			PAYMENT - THANK YOU						1,149.42-								
0528			CREDIT CARD CHARGE						2,686.88-								
0427	CLS	0001	CECILIA NO 0676 NOTICE O	6	2	202.00	2424.00		1,327.08								
0511	CLS	0001	CECILIA GIL NO 0774 BOARD OF	2	2	630.00	2520.00		1,379.40								
0517	CLS	0001	CECILIA NO 0804 NOTICE O	2	2	233.00	932.00		513.94								
0518	CLS	0001	CECILIA NO 0792 - RES NO	1	4	16.00	64.00		976.64								
0518	CLS	0001	CECILIA NO 0811 NOTICE O	2	2	56.00	224.00		128.08								
0601	CLS	0001	CECILIA NO 0896 NOTICE O	2	2	118.00	472.00		263.24								
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:25%; vertical-align: top;"> <p><u>0676</u> EDA / Facilities 3-10 of 04/08/14 \$ 1,327.08</p> </td> <td style="width:25%; vertical-align: top;"> <p><u>0774 - Waste</u> 12-3C of 05/06/14 \$1,379.40</p> </td> <td style="width:25%; vertical-align: top;"> <p><u>0804 - Planning</u> 16-1 of 06/17/14 \$ 513.94</p> </td> <td style="width:25%; vertical-align: top;"> <p>2014 JUN 12 AM 11:55 RIVERSIDE COUNTY BOARD OF SUPERVISORS</p> </td> </tr> <tr> <td style="vertical-align: top;"> <p><u>0792 - EDA</u> 3-6 of 05/06/14 \$ 976.64</p> </td> <td style="vertical-align: top;"> <p><u>0811 - Waste</u> 12-1C of 05/06/14 \$128.08</p> </td> <td style="vertical-align: top;"> <p><u>0896 - Env. Health</u> 3-24 of 05/20/14 \$ 263.24</p> </td> <td></td> </tr> </table>										<p><u>0676</u> EDA / Facilities 3-10 of 04/08/14 \$ 1,327.08</p>	<p><u>0774 - Waste</u> 12-3C of 05/06/14 \$1,379.40</p>	<p><u>0804 - Planning</u> 16-1 of 06/17/14 \$ 513.94</p>	<p>2014 JUN 12 AM 11:55 RIVERSIDE COUNTY BOARD OF SUPERVISORS</p>	<p><u>0792 - EDA</u> 3-6 of 05/06/14 \$ 976.64</p>	<p><u>0811 - Waste</u> 12-1C of 05/06/14 \$128.08</p>	<p><u>0896 - Env. Health</u> 3-24 of 05/20/14 \$ 263.24</p>	
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Current	Over 30 Days	Over 60 Days	Over 90 Days	Over 120 Days	Total Due												
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Contract Type	Contract Qty.	Expiration Date	Current Usage	Total Used	Quantity Remaining	Salesperson											
						OPEN 0030											

The Advertiser shall make payment within 15 days of the billing date indicated on Company's statement, and, in the event that it fails to make payment within such time, Company may reject advertising copy and / or immediately cancel this contract and Advertiser agrees to indemnify Company for all expenses incurred in connection with the collection of amounts payable under this contract, including but not limited to collection fees, attorney's fees and court costs. If this agreement is cancelled due to Advertiser's failure to make timely payment, Company may rebill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable.

TO ENSURE PROPER CREDIT, PLEASE RETURN THE TOP SECTION AND INCLUDE YOUR CUSTOMER NUMBER ON REMITTANCE.

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RIV069	RIVERSIDE COUNTY-BOARD OF SUP.	0004966938	

0792
The Desert Sun
750 N Gene Autry Trail
Palm Springs, CA 92262
760-778-4578 / Fax 760-778-4731

State Of California ss:
County of Riverside

Advertiser:

RIVERSIDE COUNTY-BOARD OF SUP.
4080 LEMON ST
RIVERSIDE CA 925013

2000434840

I am over the age of 18 years old, a citizen of the United States and not a party to, or have interest in this matter. I hereby certify that the attached advertisement appeared in said newspaper (set in type not smaller than non pariel) in each and entire issue of said newspaper and not in any supplement thereof on the following dates, to wit:

Newspaper: .The Desert Sun

5/18/2014

I acknowledge that I am a principal clerk of the printer of The Desert Sun, printed and published weekly in the City of Palm Springs, County of Riverside, State of California. The Desert Sun was adjudicated a newspaper of general circulation on March 24, 1988 by the Superior Court of the County of Riverside, State of California Case No. 191236.

I declare under penalty of perjury that the foregoing is true and correct. Executed on this 18th day of May, 2014 in Palm Springs, California.


Declarant's Signature

NOTICE OF PUBLIC HEARING BEFORE THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE

RESOLUTION NO. 2014-086

A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE DECLARING ITS INTENTION TO LEVY AN ANNUAL ASSESSMENT FOR FISCAL YEAR 2014-2015 ON CERTAIN HOTELS AND MOTELS LOCATED WITHIN THE BOUNDARIES OF THE PALM SPRINGS DESERT RESORT COMMUNITIES TOURISM BUSINESS IMPROVEMENT DISTRICT AND SETTING THE TIME AND PLACE OF A PUBLIC HEARING AND GIVING NOTICE OF SAME

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

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

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

WHEREAS, the territory included within the boundaries of the Tourism BID is coterminous with the operational boundaries of the Palm Springs Desert Resorts Convention and Visitors Authority ("CVA") 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, which cities have granted the County of Riverside consent to establish the Tourism BID within their jurisdictions; and

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WHEREAS, the Advisory Board has filed an annual report with the Clerk of the Board; and WHEREAS, the Advisory Board's annual report recommends the levy of an annual assessment to pay for recommended tourism-related activities that will benefit the assessable hotel and motel businesses located within the Tourism BID; and

WHEREAS, the Board of Supervisors approves the annual report and intends to levy an annual assessment for fiscal year 2014-2015 to pay for recommended tourism-related activities within the Tourism BID; and

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Section 7. Notice of Time and Place of Public Hearing.
NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of Riverside will hold a Public Hearing on the intended levy of an annual assessment for fiscal year 2014-2015 within the Tourism BID.

The time and place of the public hearing on the intended levy of the annual assessment shall be 9:30 a.m., June 3, 2014, or as soon thereafter as this matter may be heard, at the Board of Supervisor Chambers, located on the first floor of the County Administrative Center, 4080 Lemon Street in Riverside, California 92501. The public hearing may be continued from time to time as necessary.

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

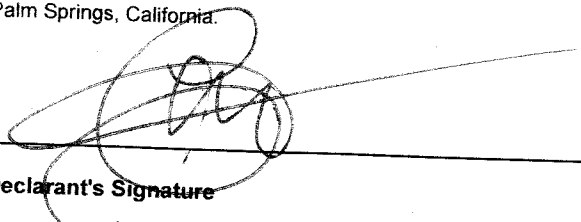
At the public hearing, the Board of Supervisors will also hear and consider all oral and written protests made by any owner of any assessable hotel or assessable motel located within the Tourism BID boundaries against the Tourism BID, against the furnishing of specific types of improvements or activities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

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

Pursuant to the Americans with Disabilities Act, if you need special assistance to participate in the public hearing, please contact the Clerk of the Board at (951) 205-3892.

I acknowledge that I am a principal clerk of the printer of The Desert Sun, printed and published weekly in the City of Palm Springs, County of Riverside, State of California. The Desert Sun was adjudicated a newspaper of general circulation on March 24, 1988 by the Superior Court of the County of Riverside, State of California Case No. 191236.

I declare under penalty of perjury that the foregoing is true and correct. Executed on this 18th day of May, 2014 in Palm Springs, California.



Declarant's Signature

approximately \$6,594,270 in revenue will be raised by the intended annual assessment.

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

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

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

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

- 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;
 - d. Activities which benefit businesses located and operating in the area, including but not limited to downtown shopping and promotional programs.
- No improvements are intended to be funded by the annual assessment.

Section 5. Reference to Annual Report. Reference is made to the annual report on file with the Clerk of the Board for a full and detailed description of the activities to be provided for fiscal year 2014-2015, as well as the boundaries of the Tourism BID and the proposed annual assessment to be levied upon businesses within the Tourism BID for fiscal year 2014-2015.

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

Section 7. Notice of Time and Place of Public Hearing.
NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of Riverside will hold a Public Hearing on the intended levy of an annual assessment for fiscal year 2014-2015 within the Tourism BID.

The time and place of the public hearing on the intended levy of the annual assessment shall be at 9:30 a.m., June 3, 2014, or as soon thereafter as this matter may be heard, at the Board of Supervisor's Chambers, located on the first floor of the County Administrative Center, 4080 Lemon Street in Riverside, California 92501. The public hearing may be continued from time to time as necessary.

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

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

Any person who wishes to be heard regarding the Tourism BID may appear at the public hearing or may send written comments to: Kecia Harper-Ihem, Clerk of the Board, 4080 Lemon Street, Riverside, CA 92501. Further information concerning the Tourism BID and intended annual assessment may be obtained from Debi Moore, EDA Development Manager, Riverside County Economic Development Agency, 3499 10th Street, Suite 100, Riverside, CA 92501, telephone number (951) 205-3882.

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

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

Section 8. Protests. At the public hearing, the Board of Supervisors will consider all protests against the Tourism BID, against the furnishing of specific types of improvements or activities within the Tourism BID, and against the intended levy of an annual assessment within the boundaries of the Tourism BID. The form and manner of written protests shall comply with California Streets and Highways Code Sections 36824 and 36825. The following rules shall apply to all protests:

- a. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.
- b. Every written protest shall be filed with the Office of the Clerk of the Board, located at County Administrative Center, 4080 Lemon Street, 1st Floor, Riverside, California 92501, at or before the time fixed for the public hearing as set forth above.
- c. The Board of Supervisors may waive any irregularity in the form or content of any written protest, and at the public hearing, may correct minor defects in the protest.
- d. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing set forth above.
- e. Each written protest shall contain a description of the business in which the person subscribing the protest is interested, sufficient to identify the business, and if a person subscribing is not shown on the official records of the County of Riverside as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest that does not comply with this paragraph shall not be counted in determining a majority protest.
- f. If written protests are received from the owners of businesses in the Tourism BID which will pay fifty percent (50 %) or more of the assessments intended to be levied and protests are not withdrawn so as to reduce the protests to less than the fifty percent (50 %), no further proceedings on the proposal to levy the intended annual assessment within the Tourism BID boundaries shall be taken by the Board of Supervisors for a period of one year from the date of the filing of a majority protest. However, if the majority protest is only against the furnishing of a specified type or types of improvements or activities within the Tourism BID, those types of improvements or activities shall be eliminated and the intended annual assessment shall be levied.

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

ROLL CALL:
Ayes: Jeffries, Tavaglione, Stone, Benoit and Ashley
Nays: None
Absent: None

The foregoing is certified to be a true copy of a resolution duly adopted by said Board of Supervisors on May 6, 2014.

KECIA HARPER-IHEM, Clerk of said Board
By: Cecilia Gil, Board Assistant

Any person affected by the above matter(s) may submit written comments to the Clerk of the Board before the public hearing or may appear and be heard in support of or opposition to the project at the time of the hearing. If you challenge the above item(s) in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence, to the Board of Supervisors at, or prior to, the public hearing.

Dated: May 14, 2014
Kecia Harper-Ihem, Clerk of the Board
By: Cecilia Gil, Board Assistant