

FORM APPROVED COUNTY COUNSEL  
 BY: JAMES E. BROWN  
 DATE: 2/15/15

Departmental Concurrence

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

ade



**FROM:** Economic Development Agency

**SUBMITTAL DATE:**  
 May 7, 2015

**SUBJECT:** Adoption of Resolution 2015-085, Declaring its Intent to Levy and Collect Assessments for Fiscal year 2015-2016 on Assessable Hotels and Motels Located within the Palm Springs Desert Resort Communities Tourism Business Improvement District, District 4, [\$0]

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

1. Approve and adopt Resolution 2015-085, a resolution of the County of Riverside Board of Supervisors declaring its intention to levy and collect assessments for fiscal year 2015-2016 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 2015-2016 advisory committee report from the Hospitality Industry Business Council to support the Tourism BID levy for fiscal year 2015-2016, on file with the Clerk of the Board.

**BACKGROUND**

**Summary** (Commences on Page 2)

*[Signature]*  
 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:** 2015/16

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

APPROVE

BY: *[Signature]*  
 Rohini Dasika

County Executive Office Signature

**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Benoit, seconded by Supervisor Washington and duly carried, IT WAS ORDERED that the above matter is approved as recommended, and is set for public hearing on Tuesday, June 2, 2015, at 9:30 a.m.

Ayes: Jeffries, Washington, Benoit and Ashley  
 Nays: None  
 Absent: Tavaglione  
 Date: May 19, 2015  
 xc: EDA, COB

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

Prev. Agn. Ref.: \_\_\_\_\_ District: 4 Agenda Number: **3-6**

- 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: Adoption of Resolution 2015-085, Declaring its Intent to Levy and Collect Assessments for Fiscal year 2015-2016 on Assessable Hotels and Motels Located within the Palm Springs Desert Resort Communities Tourism Business Improvement District, District 4, [\$0]

**DATE:** May 7, 2015

**PAGE:** 2 of 3

## **BACKGROUND:**

### **Summary**

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 2015-085 begins the process of complying with this requirement for fiscal year 2015-2016. There is no requirement to obtain consent again from the participating cities and none have expressed interest in withdrawing their consent.

Resolution 2015-085 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 2015-2016 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 2015-2016 is approximately \$7.49 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 2015-085 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 2015-085, Declaring its Intent to Levy and Collect Assessments for Fiscal year 2015-2016 on Assessable Hotels and Motels Located within the Palm Springs Desert Resort Communities Tourism Business Improvement District, District 4, [\$0]

**DATE:** May 7, 2015

**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 2015-2016.

It is recommended that the County approve Resolution 2015-085 declaring its intent to continue with the Tourism BID in fiscal year 2015-2016.

**Impact on Citizens and Businesses**

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

**ATTACHMENTS:**

- Resolution No. 2015-085
- The Palm Springs Desert Resort Communities Tourism Business Improvement District Advisory Board Fiscal Year 2015-2016 Annual Report

2  
3 RESOLUTION NO. 2015-085

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 2015-  
6 2016 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,

APPROVED COUNTY COUNSEL  
Aimee Gardner 5/16/15  
GARDNER

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 2015-2016 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 2015-2016 to pay for recommended tourism-related activities within the Tourism  
18 BID; and

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

22  
23 WHEREAS, this Resolution of Intention will commence proceedings under the Act to levy the  
24 annual assessment for fiscal year 2015-2016 within the Tourism BID;

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

28 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 2015-  
2016. 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 2015-2016 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 \$7,490,500 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 2015-  
9 2016, 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 2015-2016.

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 2015-2016 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 2, 2015, 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 (re: Tourism BID), 4080 Lemon  
10 Street, Riverside, CA 92501. Further information concerning the Tourism BID and intended annual  
11 assessment may be obtained from Debi Moore, EDA Development Manager, Riverside County Economic  
12 Development Agency, 3499 10<sup>th</sup> Street, Suite 100, Riverside, CA 92501; telephone number (951) 205-  
13 3892.  
14

15 Pursuant to the Americans with Disabilities Act, if you need special assistance to participate in the  
16 public hearing, or if you need further information relating to the subject hearing, please contact the Clerk of  
17 the Board's Office at (951) 955-1060. Notification at least 48 hours prior to the meeting will assist the  
18 County staff in assuring that reasonable arrangements can be made to provide accessibility.  
19

20 The Clerk of the Board is authorized and directed to publish a copy of this resolution in a  
21 newspaper or newspapers of general circulation within the unincorporated area of the Coachella Valley of  
22 the County and within each of the cities of Cathedral City, Desert Hot Springs, Indian Wells, Indio, La  
23 Quinta, Palm Desert, Palm Springs, and Rancho Mirage once per week for one week. Said publication  
24 shall be a display advertisement of at least one-eighth page and shall be published no later than seven days  
25 prior to the date of the public hearing.  
26

27 Section 8. Protests. At the public hearing, the Board of Supervisors will consider all protests  
28 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



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. Every written protest shall be clearly marked "re: Tourism BID."  
11
- 12 c. The Board of Supervisors may waive any irregularity in the form or content of any  
13 written protest, and at the public hearing, may correct minor defects in the protest.  
14
- 15 d. A written protest may be withdrawn in writing at any time before the conclusion of  
16 the public hearing set forth above.  
17
- 18 e. Each written protest shall contain a description of the business in which the person  
19 subscribing the protest is interested, sufficient to identify the business, and if a  
20 person subscribing is not shown on the official records of the County of Riverside as  
21 the owner of the business, the protest shall contain or be accompanied by written  
22 evidence that the person subscribing is the owner of the business. A written protest  
23 that does not comply with this paragraph shall not be counted in determining a  
24 majority protest.
- 25 f. If written protests are received from the owners of businesses in the Tourism BID  
26 which will pay fifty percent (50 %) or more of the assessments intended to be levied  
27 and protests are not withdrawn so as to reduce the protests to less than the fifty  
28 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

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

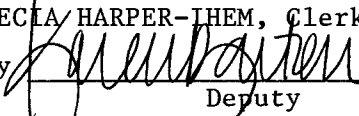
7 Section 9. Effective Date. This resolution shall take effect immediately upon its adoption.

8 PASSED AND ADOPTED this 19<sup>th</sup> day of May, 2015.  
9

10  
11 ROLL CALL:

12 Ayes: Jeffries, Washington, Benoit and Ashley  
13 Nays: None  
14 Absent: Tavaglione

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

17 KECLA HARPER-IHEM, Clerk of said Board  
18 By  Deputy  
19  
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28



THE PALM SPRINGS DESERT RESORT COMMUNITIES  
TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD  
FISCAL YEAR 2015-2016  
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**

**A. Advisory Board**

The Hospitality Industry and Business Council ("HIBC"), also known as the CVB Board of Directors, 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 room rental revenue for overnight room stays. Gross room rental revenue 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 room rental revenue is 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 2015-2016 TBID Assessment Revenue and Expenditures**

For Fiscal Year 2015-2016 (July 1, 2015 through June 30, 2016), TBID assessment revenue is projected to be \$7,490,500.

### **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 2015-2016 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 (also known as the CVB Board of Directors) 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 room rental revenue for overnight room stays.
- 6) That gross room rental revenue shall mean the total dollar amount charged for overnight room rentals to guests who are subject to the payment of transient occupancy tax, as required by the assessed business's local taxing agency responsible for collecting the assessed business's transient occupancy taxes, but shall not include the amount of the District assessment or charges exempt from transient occupancy tax under local ordinance.
- 7) That gross room rental revenue 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 \$7,490,500 for Fiscal Year 2015-2016 (July 1, 2015 through June 30, 2016).
- 12) That the CVB has retained the services of Vavrinek, Trine, Day & Co., LLP, 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 166,000 room nights, 794 qualified meeting and convention leads and 278 event bookings during Calendar Year 2015.

#### **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 166,000 room nights and 794 qualified meeting and convention leads. It is expected that Travel Industry Sales will generate 150 qualified hotel and non-hotel business leads and 1,000 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 Florida 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 2015-2016, 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 74.5% 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**

Overhead costs will be funded with 2.7% of the TBID assessment revenue.

**III.**  
**TBID ASSESSMENT REVENUE**

**A. Fiscal Year 2014-2015 TBID Assessment Revenue and Expenditures**

During Fiscal Year 2014-2015 (July 1, 2014 through June 30, 2015), TBID Assessment revenue is projected to amount to a total of \$7,306,262. As of January 31, 2014, the TBID Assessment revenue collected totaled \$3,073,176. Of the \$3,073,176, all has been expended thus far.

**B. Fiscal Year 2014-2015 Reporting Metrics**

	Fiscal Year-to-Date: (7/1/14-2/28/15)	Forecast: (3/1/15-6/30/15)	Total:	Fiscal Year Goal:	%
<b>Convention Sales:</b>					
Booked Room Nights	156,805	55,332	212,137	200,381	105.87%
New Business (Leads)	512	196	708	755	93.84%
<b>Travel Industry Sales:</b>					
New Business (Leads)	81	60	141	180	78.33%
Client Reach	3,872	1,200	5,072	4,725	107.34%
Client Services	517	375	892	1,000	89.20%
<b>Media Relations:</b>					
Media Value	\$9,402,233	\$3,916,667	\$13,318,900	\$10,125,000	131.54%
Media Assists	466	430	896	900	99.56%

*Please note: performance goals are established on a calendar basis. The CVB combined six months of the 2014 calendar goal (July – December) and six months of the 2015 calendar goal (January – June) to establish the above metrics and comparisons.*

**Calendar Year 2014 Reporting Metrics**

	Calendar Year-End:	Calendar Year Goal:	%
<b>Convention Sales:</b>			
Booked Room Nights	157,306	146,303	107.52%
New Business (Leads)	774	715	108.25%
<b>Travel Industry Sales:</b>			
New Business (Leads)	149	210	70.95%
Client Reach	5,266	4,500	117.02%
Client Services	896	1,000	89.60%
<b>Media Relations:</b>			
Media Value	\$11,274,262	\$8,500,000	133%
Media Assists	939	800	117%



**Attachment A**

**Greater Palm Springs Convention & Visitors Bureau  
 TBID Funding FY 2015-2016**

	<b>2014 Year End Actual 07/01/13 - 06/30/14</b>	<b>2015 Budget 07/01/14 - 06/30/15</b>	<b>2015 Forecast as of 02/01 07/01/14 - 06/30/15</b>	<b>2016 Proposed Budget 07/01/15 - 01/31/16</b>
<b>Revenue</b>				
BID - Riverside County Public	7,455,262	6,439,270	7,229,762	7,410,000
Tribe Contribution	<u>153,878</u>	<u>155,000</u>	<u>76,500</u>	<u>80,500</u>
<b>Total BID Revenue</b>	<b>7,609,140</b>	<b>6,594,270</b>	<b>7,306,262</b>	<b>7,490,500</b>
<b>Expenses</b>				
Advertising Production	0	176,000	467,514	155,734
Advertising Placement	0	0		
Air Service Development	0	550,000	325,000	500,000
Digital Marketing	0	201,600	111,165	213,600
Collateral Material/Brochures	9,128	87,000	86,398	85,800
Familiarization Trips	234,126	329,500	406,134	435,500
Tradeshows/Sales Missions	760,349	672,500	812,931	824,500
Travel and Lodging	6,563	53,350	27,228	35,000
Special Promotions	403,419	319,500	474,776	413,200
Event Hosting	213,560	346,500	478,234	608,500
Research	42,437	72,800	162,480	167,800
Labor - Personnel Cost	3,271,485	3,605,729	3,599,451	3,848,808
Overhead - Supplies - Utilities - Fees	<u>797,957</u>	<u>179,791</u>	<u>354,951</u>	<u>202,058</u>
<b>Total Expenses</b>	<b>5,739,024</b>	<b>6,594,270</b>	<b>7,306,262</b>	<b>7,490,500</b>
<b>Net Change in Fund Balance</b>	<b>1,870,116</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Fund Balance at beginning of year</b>	<u><b>0</b></u>	<u></u>	<u><b>1,870,116</b></u>	<u><b>1,870,116</b></u>
<b>Fund Balance at end of year</b>	<u><u><b>1,870,116</b></u></u>	<u><u></u></u>	<u><u><b>1,870,116</b></u></u>	<u><u><b>1,870,116</b></u></u>

**Attachment A (Cont.)**

**Advertising Production FY 2015-2016**

<b>Advertising production</b>	<b>Budget</b>
Branding Creative	28,734.00
Travel Industry Creative	35,000.00
General Creative	60,000.00
Content Writing	32,000.00
<b>Total</b>	<b>155,734.00</b>

**Air Service Development FY 2015-2016**

<b>Air Service Development</b>	
Air Service Minimum Revenue Guarantee	500,000.00
<b>Total</b>	<b>500,000.00</b>

**Digital Marketing FY 2015-2016**

<b>Digital Marketing</b>	<b>Budget</b>
Paid Search	100,000.00
SEO Services	36,300.00
SEM Services	9,000.00
Email Marketing	12,000.00
Domain Names	2,000.00
API Annual License	3,500.00
Event Annual License	1,800.00
CRM Online Modules	20,000.00
Social Media - Weibo (China)	5,000.00
International Language Websites	24,000.00
<b>Total</b>	<b>213,600.00</b>

**Collateral Material Brochures FY 2015-2016**

<b>Collateral Material</b>	<b>Budget</b>
Press Kits	4,000.00
Presentation Folders	6,800.00
Destination Maps	10,000.00
Business System	5,000.00
Economic Brochure	5,000.00
Business Plan	7,000.00
Annual Report	3,000.00
General Printing	30,000.00
International Printed Brochures - TIS	15,000.00
<b>Total</b>	<b>85,800.00</b>

**Attachment A (Cont.)**

**Familiarization Trips & Site Visits/Amenities FY 2015-2016**

<b>Travel Industry Sales</b>	<b>Month</b>	<b>Budget</b>
Australian TIS FAM(s)	July/December/April	5,000.00
German TIS FAM(s)	July/December/April	5,000.00
Asia (Japan/China) FAM(s)	July/December/April	6,000.00
United Kingdom TIS FAM(s)	July/December/April	10,000.00
UK and Ireland Super FAM	September/October	4,000.00
French TIS FAM(s)	Aug/Sept/Oct	5,000.00
Canadian TIS FAM(s)	September/October	5,000.00
Latin America TIS FAM(s)	September/October	5,000.00
US Consortium TIS FAM(s)	September/October	6,000.00
Domestic/Receptive Travel Trade FAM(s)	September/October	5,000.00
Visit California Office TIS FAM(s)	September/October	3,000.00
International Misc. TIS FAM(s)	September/October	3,000.00
Golf Tour Operator FAM(s)	June 2016	5,000.00
Signature Event FAM(s)	January/February/March	10,000.00
Brand USA Mega FAM(s)	October/May	5,000.00
TIS Client Sites/Meetings	On-Going	2,500.00
TIS Client Amenities	On-Going	15,000.00

<b>Media Relations</b>	<b>Month</b>	<b>Budget</b>
Australian Media FAM(s)	On-Going	5,000.00
German Media FAM(s)	On-Going	5,000.00
China Media FAM(s)	On-Going	5,000.00
United Kingdom Media FAM(s)	On-Going	5,000.00
Canadian Media FAM(s)	On-Going	5,000.00
International Media FAM(s)	On-Going	10,000.00
Domestic Media FAM(s)	On-Going	10,000.00
Meetings Media FAM(s)	November 2015	5,000.00
Lifestyle Blogger FAM(s)	November 2015	2,500.00
Summer Campaign Media FAM	May 2016	3,000.00
Golf Media FAM(s)	November 2015	10,000.00
Arts and Architecture	October 2015	10,000.00
Tennis - BNP	March 2016	8,000.00
Outdoor Adventure Media FAM(s)	October 2015	5,000.00
Media Amenities	On-Going	10,000.00

<b>Convention Sales</b>	<b>Month</b>	<b>Budget</b>
Destination Summer FAM	August 2015	30,000.00
Strategic Site Selection	November 2015	25,000.00
Destination Winter FAM	January 2016	57,000.00
PSCC FAM Assistance	January 2016	4,000.00
Millennial Focus Group	TBD	31,000.00
Airline Tickets - "You Fly, We Buy - Site Visits	On-Going	45,000.00
Convention Sales Client Meetings/Sites	On-Going	10,500.00
Client Amenities	On-Going	35,000.00

<b>Total FAM Trips &amp; Site Trips/Amenities FY 2014-2015</b>		<b>435,500.00</b>
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**Attachment A (Cont.)**

**Tradeshows/Sales Missions/Travel FY 2015-2016**

<b>Travel Industry Sales</b>	<b>Month</b>	<b>Budget</b>
UK Sales Mission and Client Events	July 2015	20,000.00
Southern California Sales Mission & Events	July 2015	15,000.00
AMEX Platinum Call Center Trainings	July 2015	5,000.00
Virtuoso Travel Week	August 2015	6,000.00
ESTO Conference	August 2015	5,000.00
Chicago/Minneapolis Sales Mission & Events	September 2015	12,000.00
WACVB Conference	September 2015	4,000.00
German Sales Day	September 2015	10,000.00
IGTM Show	September 2015	10,000.00
Canada Sales Mission & Events	October 2015	40,000.00
Pacific Northwest Sales Mission & Events	October 2015	10,000.00
Domestic Sales Mission and Client Event	October 2015	20,000.00
LA Receptive Sales Calls (USA/Asia)	October/May	10,000.00
World Travel Market	November 2015	20,000.00
Signature Travel Network & Call Center Training	November 2015	5,000.00
Consortium LA Sales Calls	December 2015	2,000.00
New York Sales Mission & Events	January 2016	12,000.00
National Tour Association	January 2016	5,000.00
Go West Summit	January 2016	6,000.00
Visit California Outlook Forum	February 2016	4,000.00
LA Tradeshow	February 2016	3,000.00
Active America	March 2016	4,000.00
ITB & France Sales Day	March 2016	15,000.00
Canada Sales Day & Events	April 2016	8,000.00
China Product Launches & Trainings	March/April 2016	8,000.00
Mexico Sales Mission & Events	May 2016	10,000.00
IPW Trade Show	June 2016	40,000.00
California Event – International Clients	June 2016	5,000.00
IAGTO	June 2016	4,000.00
<b>Sub-Total TIS Tradeshows/Sales Missions/Travel</b>		<b>318,000.00</b>

**Attachment A (Cont.)**

**Tradeshows/Sales Missions/Travel FY 2015-2016 (continued)**

<b>Media Relations</b>	<b>Month</b>	<b>Budget</b>
Visit California Australia/NZ - PR Mission	August 2015	7,000.00
Chicago Media Event	August 2015	8,000.00
BATW Event	August 2015	2,500.00
SATW - National Conference	September 2015	4,500.00
Canada Event	September 2015	6,000.00
Visit California Los Angeles	October 2015	2,000.00
Los Angeles Media Dinner	October 2015	9,000.00
San Francisco Media Dinner	October 2015	9,000.00
World Travel Market	November 2015	4,500.00
UK Media Event	November 2015	8,000.00
Chicago Media Event	January 2016	8,000.00
Minneapolis/St. Paul	January 2016	5,000.00
Visit California NYC	March 2016	3,500.00
Visit California Vancouver	April 2016	3,500.00
2015 IPW - Media Marketplace	April 2016	5,000.00
NY Media Event	March 2016	9,000.00
Visit California Toronto	June 2016	3,500.00
<b>Sub-Total Media Tradeshows/Sales Missions/Travel</b>		<b>98,000.00</b>

**Attachment A (Cont.)**

**Tradeshows/Sales Missions/Travel FY 2015-2016 (continued)**

<b>Convention Sales</b>	<b>Month</b>	<b>Budget</b>
IMN Annual Meeting	July 2015	17,000.00
HPN Annual Meeting	August 2015	3,000.00
Experient E-4 Conference	August 2015	9,500.00
ASAE Annual Meeting	August 2015	11,000.00
Incentive Works Canada	August 2015	22,000.00
Collinson Sports/Association Marketplace	August 2015	10,000.00
Kellen Annual Summit	August 2015	7,000.00
MSR Annual Meeting	September 2015	5,000.00
IMEX Las Vegas	October 2015	35,000.00
Sine - So Cal	December 2015	10,000.00
CALSAE Seasonal	December 2015	15,500.00
Holiday Showcase	December 2015	25,000.00
Client Event - Orange County	December 2015	45,000.00
PCMA	January 2016	8,000.00
RCMA	January 2016	11,500.00
Experient Envision	March 2016	10,000.00
Destination Showcase	March 2016	18,000.00
Northern California Sales Mission	March 2016	20,000.00
Conference Direct Annual Partner Meeting	April 2016	7,000.00
CALSAE Annual	April 2016	12,000.00
Smart Meetings Annual	April 2016	10,000.00
HelmsBriscoe Annual Business Conference	May 2016	6,000.00
CVB Virtual Tradeshow	May 2016	17,000.00
Smart Meeting California	May 2016	8,000.00
Midwest Sales Mission	June 2016	20,000.00
Sales Calls - General	On-Going	45,000.00
Tradeshow Booth Storage	On-Going	1,000.00
<b>Sub-Total Convention Tradeshow/Sales Missions/Travel</b>		<b>408,500.00</b>
<b>Total Tradeshows/Sales Missions/Travel:</b>		<b>824,500.00</b>
<b>Travel &amp; DMO Meetings</b>		<b>35,000.00</b>

**Attachment A (Cont.)**

**Special Promotions FY 2015 - 2016**

<b>Partnership</b>	<b>Budget</b>
Special Partner Event Promotion	10,000.00
Member Meetings & Functions	5,000.00
<b>Media (PR)</b>	
Aviareps - China	20,000.00
Black Diamond - UK	25,000.00
Canada/NY/LA - DCI	15,000.00
Gate 7 - Australia	20,000.00
Mexico	15,000.00
MSI - Germany	17,500.00
<b>TIS (Trade)</b>	
Travel Trade Industry Sponsorship	10,000.00
US Travel Association	25,000.00
UK/Ireland - Black Diamond	40,000.00
MSI - Germany	30,000.00
Aviareps - China	40,000.00
Gate7 - Australia	30,000.00
Latin America (Mexico)	15,000.00
Air France Training Day	1,500.00
Brand USA Events	10,000.00
<b>Convention Sales</b>	
Contractual Housing Assist	41,200.00
CD/HB/HPN/Experient Partnerships	31,000.00
Local Registration Assist	5,000.00
CVENT Partnership	7,000.00
<b>Total</b>	<b>413,200.00</b>

**Research FY 2015 - 2016**

<b>Research</b>	<b>Budget</b>
VOCUS (Media Monitoring)	34,000.00
Smith Travel Research	9,400.00
DMAI-MINT REPORTS (IACVB)	3,500.00
CVENT Platform	13,900.00
Trend Analysis Projections (TAP)	12,000.00
Visa Vue - Domestic and International	8,000.00
Beresford - Visitor Intercept Study	39,000.00
Strategic Database Institute	48,000.00
<b>Total</b>	<b>167,800.00</b>

**Labor-Personnel Cost FY 2015 - 2016**

<b>Labor-Personnel</b>	<b>Budget</b>
Administration	0.00
Marketing	1,140,813.09
Travel Industry Sales	477,520.91
Destination Services	570,830.27
Convention Sales	1,659,643.57
<b>Total</b>	<b>3,848,807.84</b>

**Overhead-Supplies-Fees Costs FY 2015 - 2016**

<b>Overhead</b>	<b>Budget</b>
Professional Fees	121,560.00
Dues	36,322.00
Postage & Shipping	34,225.00
Subscriptions	9,951.00
<b>Total</b>	<b>202,058.00</b>

**Event Hosting FY 2014-2015**

<b>Partnership</b>	<b>Budget</b>
Tourism Week Event	35,000.00
Annual Tourism Outlook/Holiday Reception	35,000.00
Membership Orientation/Onsite Functions	1,500.00
Partnership Events - New Opportunities	6,000.00
Media Promotion for Stage Coach	2,500.00
<b>Media (PR)</b>	
Event Promotions	15,000.00
Network Hosting/Promotions	20,000.00
European Promotion	10,000.00
Australian Promotion	10,000.00
Outdoor Recreation Promotion	15,000.00
<b>TIS</b>	
Travel Trade Events (In Market Hosting)	25,000.00
UK/Ireland SuperFAM Finale	15,000.00
TIS Vision	3,000.00
Tour Operator/Partner Workshops	5,000.00
Industry Events & Seminars	5,000.00
Signature Event Sponsorships (CVB)	15,000.00
<b>Convention Sales</b>	
Meetings & Convention Magazine	100,000.00
American Society of Assn Executives	22,000.00
Professional Convention Mgmt. Assn.	25,000.00
Contingency	50,000.00
Lacrosse event support	27,000.00
CUE event support	5,000.00
Golf FAM	5,500.00
CVB Reps	5,000.00
Hosting Opportunities	25,000.00
Outdoor Recreation FAM	6,000.00
Meetings & Conventions Support	120,000.00
<b>Total</b>	<b>608,500.00</b>