

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



**ITEM  
2.17  
(ID # 9858)**

**MEETING DATE:**  
Tuesday, June 4, 2019

**FROM :** ECONOMIC DEVELOPMENT AGENCY (EDA):

**SUBJECT:** ECONOMIC DEVELOPMENT AGENCY (EDA): Receive and File the Temecula Wine Country Tourism Marketing District 2018-2019 Annual Report, District 3, [\$0]

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

1. Receive and file the Temecula Wine Country Tourism Marketing District 2018-2019 Annual Report.

**ACTION:** Consent

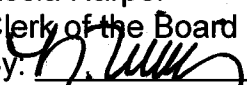
Robert Field, Assistant County Executive Officer/ECD 5/21/2019

---

**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Jeffries, seconded by Supervisor Spiegel and duly carried by unanimous vote, IT WAS ORDERED that the above matter is received and filed as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt  
Nays: None  
Absent: None  
Date: June 4, 2019  
xc: EDA

Kecia Harper  
Clerk of the Board  
By:   
Deputy

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

<b>FINANCIAL DATA</b>	<b>Current Fiscal Year:</b>	<b>Next Fiscal Year:</b>	<b>Total Cost:</b>	<b>Ongoing Cost</b>
<b>COST</b>	\$ 0	\$ 0	\$ 0	0
<b>NET COUNTY COST</b>	\$ 0	\$ 0	\$ 0	\$ 0
<b>SOURCE OF FUNDS N/A</b>			<b>Budget Adjustment:</b>	No
			<b>For Fiscal Year 2018/19</b>	

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

**BACKGROUND:**

**Summary**

In November of 2015, Visit Temecula Valley requested that the County of Riverside form a Tourism Marketing District to help fund marketing and sales promotion efforts for Temecula Wine Country lodging businesses. Tourism Marketing Districts utilize the efficiencies of private sector operation in the market-based promotion of tourism. These special assessment districts allow lodging and tourism-related business owners to organize their efforts to increase tourism. Tourism-related business owners within the district fund the district, and those funds are used to provide services that benefit lodging businesses within the district.

In California, Tourism Business Improvement Districts (TBID) are formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of a special benefit assessment district to raise funds within a specific geographic area. The key difference between TBIDs and other special benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the district.

Tourism Marketing Districts have been used successfully in destination areas throughout the state and have several significant benefits. They provide a stable funding source for tourism promotion, which cannot be diverted for other government programs. Because they are designed, created and governed by those who will pay the assessment, Districts are customized to fit the needs of each destination. Moreover, Districts allow for a wide range of services, such as marketing of the destination, tourism promotion activities, and sales lead generation

On September 13, 2016, the Board of Supervisors approved Resolution 2016-190, forming the Temecula Wine Country Tourism Marketing District (TWCMD) and adopting the TWCMD Management District Plan 2016-2021 (Plan). The Plan identifies activities of the TWCMD, the estimated costs of those activities, and the method and basis of levying the Tourism Marketing District assessment. The County Treasurer-Tax Collector's office began collecting the Tourism Marketing District assessment effective November 1, 2016. The collection process is done on a quarterly basis.

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

Each year, TWCMD provides an Annual Report updating progress under the Plan. The TWCMD 2018-19 Annual Report, attached hereto, summarizes the cost of providing improvements and activities for 2018-19. The anticipated total budget is \$367,909. Sales and Marketing encompass 80% of the budget while a prudent 4% will be allocated to a contingency fund to account for lower than anticipated collections or higher than anticipated program costs.

The level of assessment for fiscal year 2018-19 was 2% of the sale of overnight room stays and applies to all lodging businesses, existing and in the future, available for public occupancy located within the TWCMD. There are approximately 71 lodging businesses within the TWCMD.

**Impact on Residents and Businesses**

Tourism provides employment and contributes to the local tax base of Temecula Valley.

**ATTACHMENTS:**

Temecula Wine Country Tourism Marketing District 2018-2019 Annual Report

  
Nehini Dasika, Principal Management Analyst 5/28/2019