

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



**ITEM: 2.17  
(ID # 13135)**

**MEETING DATE:**  
Tuesday, August 25, 2020

**FROM:** Business and Community Services:

**SUBJECT:** BUSINESS AND COMMUNITY SERVICES (BCS): Receive and File the Temecula Wine Country Tourism Marketing District 2019-2020 Annual Report, District 3, [\$0]

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

1. Receive and file the Temecula Wine Country Tourism Marketing District 2019-2020 Annual Report.

**ACTION:** Policy

  
Suzanne Holland, Director of EDA 8/6/2020

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**MINUTES OF THE BOARD OF SUPERVISORS**

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

Ayes: Spiegel, Washington, Perez and Hewitt  
Nays: None  
Absent: Jeffries  
Date: August 25, 2020  
xc: BCS

Kecia R. Harper  
Clerk of the Board

By:   
Deputy

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<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>	<b>No</b>
			<b>For Fiscal Year:</b>	2019/20

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

**BACKGROUND:**

**Summary**

In November of 2015, Visit Temecula 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 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 County Tourism Marketing District (TWCTMD) and adopting the TWCTMD Management District Plan 2016-2021 (Plan). The Plan identifies activities of the TWCTMD, 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.

Each year, TWCTMD provides an Annual Report updating the progress under the Plan. The TWCTMD 2019-20 Annual Report, attached hereto, summarizes the cost of providing

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improvements and activities for 2019-20. The anticipated total budget is \$379,002. Sales and Marketing encompass 82% of the budget while a prudent 5.4% 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 2019-20 was 2% of the sale of overnight room stays and applies to all lodging businesses, existing and the future, available for public occupancy located within the TWCTMD. There are approximately 97 lodging businesses within the TWCTMD.

**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 2019-20 Annual Report