

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



**ITEM: 3.26  
(ID # 16994)**

**MEETING DATE:**

Tuesday, September 14, 2021

**FROM :** OFFICE OF ECONOMIC DEVELOPMENT:

**SUBJECT:** OFFICE OF ECONOMIC DEVELOPMENT: Adoption of Resolution 2021-149, Declaring its Intent to Levy and Collect Assessments for Fiscal Year 2021-2022 on Assessable Hotels and Motels Located within the Temecula Wine Country Tourism Marketing District, District 3. [\$0]

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

1. Approve and adopt Resolution 2021-149, a resolution of the County of Riverside Board of Supervisors declaring its intention to levy and collect assessments for fiscal year 2021-2022 on assessable hotels and motels located within the Temecula Wine Country Tourism Marketing District (TWCTMD), approving the Staff Report and Management District Plan by the district and owner's association and setting the time and place of the public hearing and giving notice of same; and
2. Approve the fiscal year 2021-2022 Owner's Association, Visit Temecula Valley (VTV), Staff Report and Management District Plan 2021-2026 to support the Tourism Marketing District levy for fiscal year 2021-2022.

**ACTION:Consent**

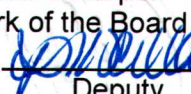
  
Suzanne Holland, Director of Office of Economic Development 8/18/2021

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**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Washington, seconded by Supervisor Perez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended; set for public meeting on Tuesday, October 5, 2021, at 9:30 a.m. or as soon as possible thereafter; and is set for public hearing on Tuesday, November 2, 2021, at 9:30 a.m. or as soon as possible thereafter.

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt  
Nays: None  
Absent: None  
Date: September 14, 2021  
xc: ED, COB

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>	No
			<b>For Fiscal Year:</b>	2021/22

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

**BACKGROUND:**

**Summary**

In November 2015, Visit Temecula Valley requested that the County of Riverside (County) form the Temecula Wine Country Tourism Marketing District. The Temecula Wine Country Tourism Marketing District (TWCTMD) is a benefit assessment district that helps fund marketing and sales promotion efforts for Temecula Wine Country lodging businesses. The TWCTMD has been in place since 2016 and is scheduled to sunset on October 31, 2021 unless renewed. The proposed district renewal includes all lodging businesses located within the boundaries of the Temecula Valley region.

Hoteliers decided to renew the district to continue to create a revenue source devoted to marketing Temecula Wine Country as a tourist, meeting, and event destination. This approach has been used successfully by Riverside County as well as in other destination areas throughout the state to improve tourism and drive additional room nights. If re-established, the District would generate approximately \$780,000 on an annual basis for promotion of travel and tourism specific to Temecula Wine Country.

***TOURISM MARKETING DISTRICTS***

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 the businesses desire and that benefit the lodging businesses within the district.

**District Benefits:**

- Funds cannot be diverted for other government programs
- They are customized to fit the needs of each destination
- They allow for a wide range of services; including: Marketing of the Destination, Tourism Promotion Activities and Sales Lead Generation
- They are designed, created, and governed by those who will pay the assessment
- They provide a stable funding source for tourism promotion



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

Resolution 2021-149 includes a complete description of the TWCTMD 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 proposed district boundaries. The boundaries of the TWCTMD include the Temecula Valley region of the county.

The level of assessment being considered for the fiscal year 2021-2022 Tourism Marketing District is 2% of the sale of overnight room stays and will apply to all lodging businesses, existing and in the future, available for public occupancy located within the district. There are approximately 169 lodging businesses within the proposed Tourism Marketing District.

The County Treasurer-Tax Collector's office will begin collecting the Tourism Marketing District assessment effective November 1, 2021. The collection process is done on a quarterly basis.

It is recommended that the Board of Supervisors approve Resolution 2021-149 declaring its intent to renew the Temecula Wine Country Tourism Marketing District in fiscal year 2021-2022.

**Impact on Residents and Businesses**

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

**ATTACHMENTS:**

- Resolution No. 2021-149
- Temecula Wine Country Tourism Marketing District Management District Plan 2021-2026
- Visit Temecula Valley Staff Report

**RESOLUTION NO. 2021-149**

**A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE  
DECLARING ITS INTENTION TO RENEW THE TEMECULA WINE COUNTRY TOURISM  
MARKETING DISTRICT (TWCTMD) AND FIXING THE TIME AND PLACE OF A PUBLIC  
MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF**

**WHEREAS**, the County of Riverside (County) created the TWCTMD in 2016 by Resolution No. 2016-190; and

**WHEREAS**, the TWCTMD was created for a five (5) year term which ends on October 31, 2021; and

**WHEREAS**, the Property and Business Improvement Law of 1994, Streets and Highways Code § 36600 et seq., authorizes the County to renew business improvement districts for the purposes of promoting tourism; and

**WHEREAS**, Visit Temecula Valley, lodging business owners, and representatives from the County of Riverside have met to consider the renewal of the TWCTMD; and

**WHEREAS**, Visit Temecula Valley has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the TWCTMD, a service plan and budget, and a proposed means of governance; and

**WHEREAS**, the renewed TWCTMD includes lodging businesses in the Temecula Valley region of the County of Riverside; and

**WHEREAS**, lodging business who will pay more than fifty percent (50%) of the assessment under the TWCTMD have petitioned the Board of Supervisors to renew the TWCTMD.

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1 **NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF SUPERVISORS THAT:**

2 1. The recitals set forth herein are true and correct.

3 2. The Board of Supervisors finds that lodging businesses that will pay more than fifty  
4 percent (50%) of the assessment proposed in the Plan have signed and submitted petitions in support of  
5 the renewal of the TWCTMD. The Board of Supervisors accepts the petitions and adopts this Resolution  
6 of Intention to renew the TWCTMD and to levy an assessment on certain lodging businesses within the  
7 TWCTMD boundaries in accordance with the Property and Business Improvement District Law of 1994.

8 3. The Board of Supervisors finds that the Plan satisfies all requirements of Streets and  
9 Highways Code § 36622.

10 4. The Board of Supervisors declares its intention to renew the TWCTMD and to levy and  
11 collect assessments on lodging businesses within the TWCTMD boundaries pursuant to the Property and  
12 Business Improvement District Law of 1994.

13 5. The TWCTMD shall include all lodging businesses located within the boundaries of all  
14 lodging businesses, existing and in the future, available for public occupancy located in the Temecula  
15 Valley region of the County of Riverside, as shown in the map attached as Exhibit A.

16 6. The name of the district shall be Temecula Wine Country Tourism Marketing District  
17 (TWCTMD).

18 7. The annual assessment rate is two percent (2%) of gross short-term room rental revenue.  
19 Based on the benefit received, assessments will not be collected on stays of more than thirty (30)  
20 consecutive days or stays by any officer or employee of a foreign government who is exempt by reason of  
21 express provision of federal law or international treaty.

22 8. The assessments levied for the TWCTMD shall be applied toward sales and marketing  
23 programs to market assessed lodging businesses in Temecula Valley as tourist, meeting, and event  
24 destinations, as described in the Plan. Funds remaining at the end of any year may be used in subsequent  
25 years in which TWCTMD assessments are levied as long as they are used consistent with the  
26 requirements of this resolution and the Plan.

9. The renewed TWCTMD will have a five (5) year life, beginning November 1, 2021, or as soon as possible thereafter, through October 31, 2026, unless renewed pursuant to Streets and Highways Code § 36660.

10. Bonds shall not be issued.

11. The time and place for the public meeting to hear testimony on establishing the TWCTMD and levying assessments are set for October 5, 2021, at 9:30 AM, or as soon thereafter as the matter may be heard, at the Board Chambers located at 4080 Lemon Street, 1st Floor, Riverside, CA 92501.

12. The time and place for the public hearing to establish the TWCTMD and the levy of assessments are set for November 2, 2021, at 9:30 AM, or as soon thereafter as the matter may be heard, at the Board Chambers located at 4080 Lemon Street, 1st Floor, Riverside, CA 92501. The Clerk of the Board is directed to provide written notice to the lodging businesses subject to assessment of the date and time of the meeting and hearing, and to provide that notice as required by Streets and Highways Code § 36623, no later than September 15, 2021.

13. At the public meeting and hearing the testimony of all interested persons for or against the renewal of the TWCTMD may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the lodging businesses within the renewed TWCTMD that will pay more than fifty percent (50%) of the estimated total assessment of the entire TWCTMD, no further proceedings to renew the TWCTMD shall occur for a period of one (1) year.

14. The complete Plan is on file with the Clerk of the Board and may be reviewed upon request.

15. This resolution shall take effect immediately upon its adoption by the Board of Supervisors.

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1 I HEREBY CERTIFY that the foregoing Resolution of Intention was introduced and adopted at a  
2 regular meeting of the Board of Supervisors on the 14 day of September 2021 by the  
3 following vote:

4 AYES: Board Members: Jeffries, Spiegel, Washington. Perez, and Hewitt

5 NOES: Board Members:

6 ABSENT: Board Members:

7 ABSTAIN: Board Members:

8  
9 BOARD OF SUPERVISORS OF THE COUNTY  
10 OF RIVERSIDE, STATE OF CALIFORNIA

11 By: Karen S. Spiegel  
12 Chair of the Board of Supervisors  
13 **KAREN SPIEGEL**

14 ATTEST:  
15 CLERK OF THE BOARD:

16 By: [Signature]  
17 Deputy  
(SEAL)

18 ROLL CALL:

19 Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt

20 Nays: None

21 Absent: None

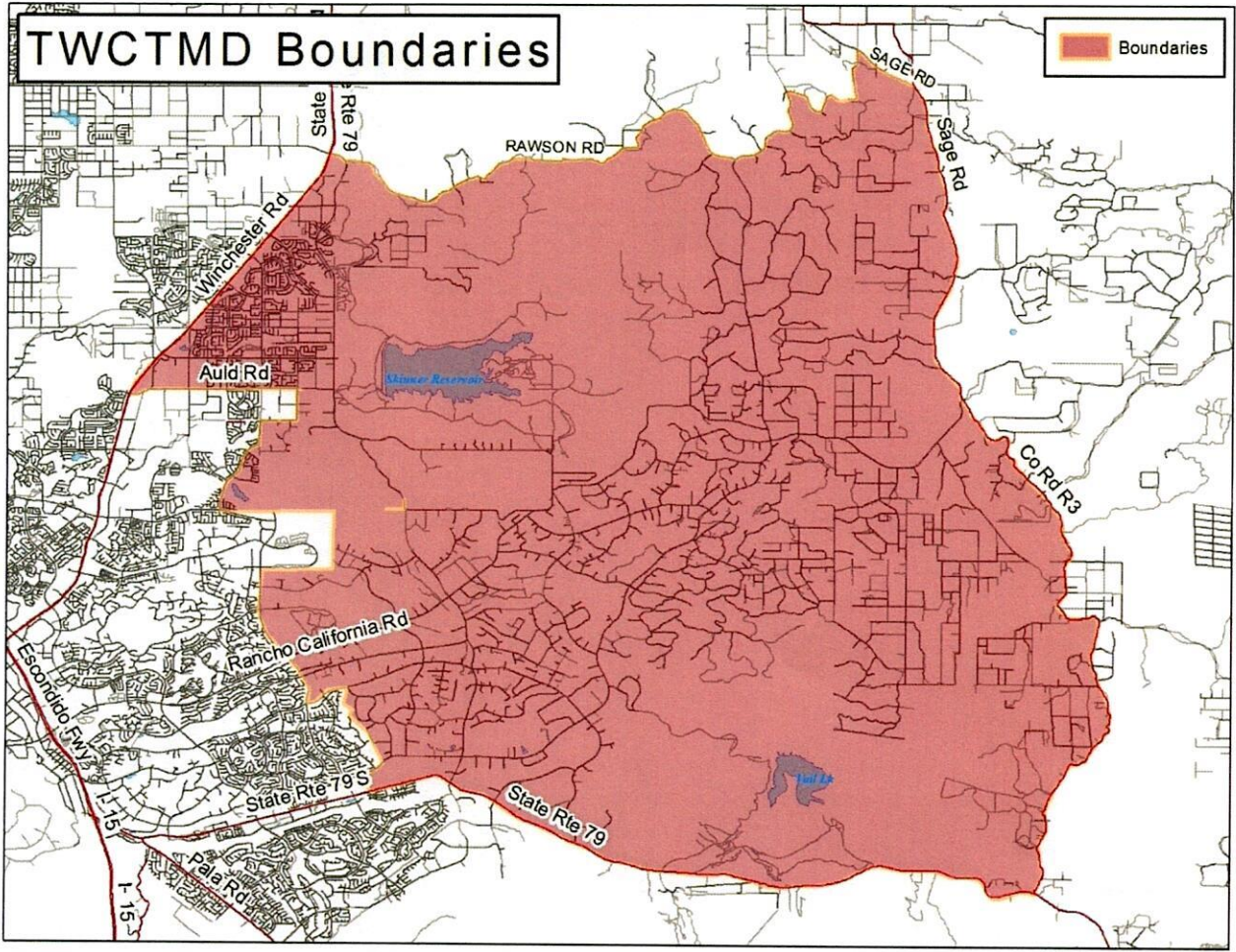
22 The foregoing is certified to be a true copy of a resolution  
23 duly adopted by said Board of Supervisors on the date therein set  
24 forth.

25 Kecia R. Harper, Clerk of said Board

26 By: [Signature]  
27 Deputy



EXHIBIT A  
District Boundaries





**Maxwell, Sue**

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**From:** cob@rivco.org  
**Sent:** Tuesday, September 14, 2021 9:16 AM  
**To:** COB; bill@wilsoncreekwinery.com  
**Subject:** Board comments web submission

**CAUTION:** This email originated externally from the **Riverside County** email system.  
**DO NOT** click links or open attachments unless you recognize the sender and know the content is safe.



First Name: Bill  
Last Name: Wilson  
Address (Street, City and Zip): 35960 Rancho California Rd Temecula, Ca 92591,  
Phone: 9513265559  
Email: bill@wilsoncreekwinery.com  
Agenda Date: 09/14/2021  
Agenda Item # or Public Comment: TWCTMD  
State your position below: Support  
Comments: Speaking with Visit Temecula Valley

**Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210914. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.**

**Maxwell, Sue**

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**From:** cob@rivco.org  
**Sent:** Tuesday, September 14, 2021 8:04 AM  
**To:** COB; kimberly@visiitemeculavalley.com  
**Subject:** Board comments web submission

**CAUTION:** This email originated externally from the **Riverside County** email system.  
**DO NOT** click links or open attachments unless you recognize the sender and know the content is safe.



First Name: Kimberly  
Last Name: Adams  
Address (Street, City and Zip): 28690 Mercedes St. Suite A  
Phone: 19519729982  
Email: kimberly@visiitemeculavalley.com  
Agenda Date: 09/14/2021  
Agenda Item # or Public Comment: 3.26  
State your position below: Support  
Comments: We have been asked by EDA to be on the phone as this is our item 3.26  
Visit Temecula Valley  
Kimberly Adams

**Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210914. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.**



## Maxwell, Sue

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**From:** cob@rivco.org  
**Sent:** Tuesday, September 14, 2021 8:17 AM  
**To:** COB; kat@temeculavacationrentals.com  
**Subject:** Board comments web submission



First Name: Kat  
Last Name: Bailey  
Address (Street, City and Zip): 35601 Glen Oaks Rd  
Phone: 951-741-5626  
Email: kat@temeculavacationrentals.com  
Agenda Date: 09/14/2021  
Agenda Item # or Public Comment: Short Term Rentals/TWCTMD  
State your position below: Support  
Comments: It's important to to the viability of Temecula tourism to approve the new wine country boundaries, AND make the TWCTMD 2% mandatory.

**Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210914. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.**