

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 12/15/2015	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve a renewal agreement with MarketCher to provide administrative services to the San Luis Obispo County Tourism Business Improvement District (CBID) in the amount of \$125,340 per year for two years (January 1, 2016 through December 31, 2017). All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the two year (January 1, 2016 through December 31, 2017) renewal agreement with MarketCher to provide administrative services to the San Luis Obispo County Tourism Business Improvement District (CBID).			
(6) FUNDING SOURCE(S) County Business Improvement District	(7) CURRENT YEAR FINANCIAL IMPACT \$125,340.00	(8) ANNUAL FINANCIAL IMPACT \$125,340.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) All Districts			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 12/15/2015

SUBJECT: Request to approve a renewal agreement with MarketCher to provide administrative services to the San Luis Obispo County Tourism Business Improvement District (CBID) in the amount of \$125,340 per year for two years (January 1, 2016 through December 31, 2017). All Districts.

RECOMMENDATION

It is recommended that the Board approve the two year (January 1, 2016 through December 31, 2017) renewal agreement with MarketCher to provide administrative services to the San Luis Obispo County Tourism Business Improvement District (CBID).

Discussion

The County, on behalf of the CBID, has contracted with Cheryl Cuming of MarketCher to provide administrative services since May 2010. On September 23, 2015, the CBID Advisory Board recommended that the County, on their behalf, approve the continued partnership with MarketCher. The term of the agreement is January 1, 2016 through December 31, 2017. Ms. Cuming oversees the day to day operation of the district including administrative support to not only the seven (7) local areas advisory boards but also to the five (5) contract local area administrative assistants. In addition, she oversees the work of two (2) contract employees for the CBID Advisory Board - an administrative assistant and accountant and works extensively with the CBID's contracted marketing agency. A detailed scope of work is attached as Exhibit A.

Other Agency Involvement/Impact

As noted above, the CBID Advisory Board approved renewing this agreement at their September 23, 2015 meeting. The CBID Advisory Board will continue to monitor the performance of Ms. Cuming. Updates of activities are presented at the monthly CBID Advisory Board meetings. Administrative Office staff provides support and acts as the liaison between the County and the CBID. County Counsel reviewed the agreement for form and legal effect.

Financial Considerations

The SLOCTBID is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the SLOCTBID. The agreement with MarketCher will be funded completely out of those assessments and no County General Fund dollars will be used. The use of these funds for this activity is authorized by the ordinance which was originally approved by your Board on May 12, 2009 (Section 3.09.030 – Authorized Uses).

This agreement covers the period of January 1, 2016 through December 31, 2017. The agreement amount of \$125,340 per year is the same as in the prior contract. The agreement also provides for yearly evaluations with the potential for salary increases based on the Consumer Price Index for the California region. MarketCher will invoice the County monthly. The Chair, and/or designee, of the CBID Advisory Board will review and authorize invoices to be paid. In addition, MarketCher will be reimbursed for mileage (based on the Federal mileage rate), office supplies and phone as well as for expenses associated with any travel undertaken on behalf of the CBID. Those types of expenses (food or hotel) will be reimbursed per the per diem rates provided for in the County Travel policy.

Results

As a facilitator of a requested program, the County has not established performance criteria beyond the legal contractual obligations to expend the funds for identified purposes. The onus is on the designated contractors that are selected by the CBID Advisory to meet the expectations of the lodging business owners paying the assessment. The CBID Advisory Board will track the performance of MarketCher during the term of this agreement. Results for 2014-15 and year to date 2015-16 are included as an attachment to this staff report.

ATTACHMENTS

1. MarketCher renewal agreement
2. Exhibit A - Scope of Work
3. 2014-15 results report
4. 2015-16 results (to-date)
5. CBID meeting minutes 9-23-15