

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

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 2/23/2016	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve an agreement with the San Simeon Chamber of Commerce in the amount of \$72,627 on behalf of the San Simeon Local Area of the for the San Luis Obispo County Tourism Business Improvement District (CBID). District 2.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the agreement with the San Simeon Chamber of Commerce in the amount of \$72,627 on behalf of the San Simeon Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).			
(6) FUNDING SOURCE(S) CBID Assessments	(7) CURRENT YEAR FINANCIAL IMPACT \$72,627.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(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: N/A <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) District 2			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt , Administrative Office

DATE: 2/23/2016

SUBJECT: Request to approve an agreement with the San Simeon Chamber of Commerce in the amount of \$72,627 on behalf of the San Simeon Local Area of the for the San Luis Obispo County Tourism Business Improvement District (CBID). District 2.

RECOMMENDATION

It is recommended that the Board approve the agreement with the San Simeon Chamber of Commerce in the amount of \$72,627 on behalf of the San Simeon Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).

DISCUSSION

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and subsequently renewed annually since that time. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080). The Board on December 7, 2010 designated the local areas of the CBID one of which was San Simeon. The San Simeon Local Area Advisory Board was formed on July 12, 2011.

For the past several years, San Simeon local area funds have been supporting the operation of the San Simeon Chamber of Commerce's Visitor's Center. The Visitor's Center provides an important service to the tourist generating businesses in San Simeon. Staff from the Chamber also provides administrative assistance to the Advisory Board. The 2016 agreement includes funding for a staff person to attend trade shows on behalf of the San Simeon local area.

OTHER AGENCY INVOLVEMENT/IMPACT

The San Simeon Local Area Advisory Board has approved the funding of the San Simeon Chamber of Commerce Visitor's Center and the participating in various trade shows. Administrative Office staff provides support and acts as the liaison between the County and the CBID and its local areas. County Counsel reviewed the agreement for form and legal effect.

FINANCIAL CONSIDERATIONS

As noted earlier, the CBID 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 CBID. No County General Fund dollars will be used for this sponsorship.

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 the identified purposes. The onus is on the San Simeon Advisory Board to determine the value of funding the San Simeon Visitor's Center.

ATTACHMENTS

1. San Simeon Chamber of Commerce agreement
2. San Simeon Local Area Advisory Board 11-17-15 meeting minutes
3. Exhibit A - Scope of Work