



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: Community Services
Department No.: 057
For Agenda Of: July 12, 2016
Placement: Administrative
Estimated Time:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors

FROM: Department George Chapjian, Director, 805-568-2467
Director(s)
Contact Info: Dinah Lockhart, Deputy Director, 805-568-3523

SUBJECT: Consideration of Santa Ynez Valley Chamber of Commerce request for
'Fulfillment' Tourism Promotion Program Funding for FY 2016-17 (Supervisory District 3)

County Counsel Concurrence

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

- a) Approve a request by the Santa Ynez Valley Chamber of Commerce (SYV Chamber) (Attachment A) to be added to the roster of recipients for FY 2016-17 Fulfillment Tourism Promotion Program and award an allocation of \$5,000 to the SYV Chamber, which is the uncommitted balance of funds available for FY 2016-17; and
- b) Determine that the recommended actions are exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3) as it can be seen with certainty that there is no possibility that these actions will have a significant effect on the environment, and direct staff to file the Notice of Exemption (Attachment B)

Summary Text:

The Board is being asked to add the SYV Chamber to the roster of recipients for FY 2016-17 Fulfillment Tourism Promotion Program funding and award the organization \$5,000 in uncommitted FY 2016-17 funds.

Background:

The County has operated a 'Fulfillment' tourism promotion program since 2000-01, when the Program was operated originally under the auspices of the County Administrator's Office. The Program later moved to the Economic Development Program, with allocations approved by the Economic Development Advisory Committee (EDAC). In 2006, the Program was folded into HCD.

The roster of organizations receiving Fulfillment Tourism Promotion Program Funding has remained static since 2007-08, with the exception of the Guadalupe and Santa Barbara Hispanic Chambers of Commerce both of which no longer receive funding. Allocations to each organization are based on a formula which considers a community's incorporated population, unincorporated population, and regional 'sphere of influence' population. Population figures used in the formula are from the 2000 decennial census. Spheres of influence population figures are obtained from the Santa Barbara County Association of Governments (SBCAG). The Program has been budgeted \$200,000 annually since 2014.

The following table shows how Fulfillment Program funding was distributed in 2015-16:

Table 1

Organization	FY 15-16 AMOUNT	Example Use of Funds
Buellton Chamber of Commerce	\$2,758	Printing of brochures and print ad.
Carpinteria Valley Chamber of Commerce	\$7,160	Development of chamber guide, website, ads in local and national publications
Cuyama Valley Recreation District	\$830	Publication of recreation guide and internet ad
Goleta Valley Chamber of Commerce	\$23,106	Goleta magazine publication
Lompoc Valley Chamber of Commerce	\$21,696	California visitors guide, Lompoc tourism guide
Los Alamos Mens Club	\$2,612	Los Alamos Days promotion, radio, print, and on-line ads
Los Olivos Business Organization	\$1,202	Advertising for 'Day in the Country' and 'Olde Fashioned Christmas' events and website
Visit Santa Barbara	\$79,280	Film festival advertising in publications, targeted email campaign
Santa Maria Valley Chamber of Commerce	\$41,301	Tasting brochure, Vandenberg AFB directory ad, other publications
Visit the Santa Ynez Valley	\$7,307	Regional publication, magazine ad, SYV destination guide
Solvang Chamber of Commerce	\$3,874	Website design and hosting, web-links; photography, press blast
Solvang Conference & Visitors Bureau	\$3,874	Ad Visit Santa Barbara publication
Sub-total:	\$195,000	
Unallocated:	\$5,000	
Total Program Budget	\$200,000	

The Santa Barbara Hispanic Chamber of Commerce notified the County in 2015 that it was declining its FY 2015-16 allocation of \$5,000 and informed staff it would not apply for future Fulfillment funding. These unallocated funds were returned to fund balance. The same grant allocation amounts from FY

2015-16 will be distributed to the existing roster of organizations for FY 2016-17, with the exception of the unallocated \$5,000 which staff recommends the Board approve for the SYV Chamber of Commerce.

The Guadalupe Chamber of Commerce ceased operations in 2007-08.

Discussion:

For Fulfillment grant allocations through FY 2016-17, which are the same as the allocation amounts in FY 2015-16 shown in Table 1, the staff will use the existing funding allocation. Staff will return at a future Board meeting to have the Board consider possible updates to the formula, including utilizing more current Census population figures. Staff is recommending that the Santa Ynez Valley Chamber of Commerce be added to the roster of recipients for 2016-17, and receive \$5,000 uncommitted in FY 2016-17. The total budget for the Fulfillment grant program is \$200,000, and approval by the Board of the recommended actions will result in all available funds being distributed for FY 2016-17.

Performance Measure: Under the terms of the County's agreement, the SYV Chamber agrees to promote tourism through advertising, newspapers and magazine ads, television and radio ads, brochures, posters, maps, website and fulfill requests for information. Chambers submit performance reports to HCD which include program statistics of tourist-related inquiries, narratives of accomplishments, and documentation of marketing and advertising materials produced under the agreement.

Fiscal and Facilities Impacts:

Budgeted: Yes **Fiscal Analysis:**

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund		\$200,000	
State			
Federal			
Fees			
Other:			
Total	\$ -	\$ 200,000.00	\$ -

Key Contract Risks:

Contract risks are minimized under this program as reimbursements are made after the Chamber provides documentation of expenses incurred.

Attachments:

- Attachment A: Santa Ynez Valley Chamber of Commerce Request
- Attachment B: CEQA