



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:** CEO  
**Department No.:** 012  
**For Agenda Of:** April 19, 2016  
**Placement:** Administrative  
**Estimated Time:** 10 minutes  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

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**TO:** Board of Supervisors  
**FROM:** Department           Mona Miyasato, County Executive Officer  
Director(s)  
Contact Info:           Terri Nisich, Assistant County Executive Officer (568-3400)  
**SUBJECT:**    **Santa Ynez Valley Tourism Business Improvement District (SYVTBID) 2015  
Annual Report**

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**County Counsel Concurrence**

As to form: N/A

Other Concurrence: N/A

As to form: Select\_Concurrence

**Recommended Actions:**

That the Board of Supervisors:

- A. Receive and file the annual status report regarding the 2015 activities of the Santa Ynez Valley Tourism Business Improvement District (SYVTBID); and
- B. Determine that the above action does not involve any commitment to any specific project which may result in a potentially significant impact on the environment, and therefore it is not a project under the California Environmental Quality Act (CEQA) pursuant to section 15378(b) (4) and 15378(b) (5) of the CEQA Guidelines.

**Summary Text:**

This item is on the agenda in order for the Board of Supervisors to receive a status report from Shelby Sim, Executive Director of VisitSYV, about 2015 activities of the SYVTBID. Per the prior direction of the Board of Supervisors, Visit the Santa Ynez Valley is to provide annual presentations to the Board of Supervisors regarding the status of the SYVTBID.

**Background:**

The SYVTBID is an assessment district that currently generates funding for tourism and marketing through assessments levied on hotels, inns, motels, studio hotels, lodging houses, rooming houses, etc., within the Santa Ynez Valley but does not include vacation rentals. The SYVTBID was initially formed

in 2010 for a five-year term ending on June 30, 2015 and was renewed at that time for an additional six years through June 30, 2021. The purpose of the SYVTBID is to increase tourism and related services in the Santa Ynez Valley by marketing the location to potential visitors. Each City and the County is responsible for collecting an assessment on a monthly basis (including any delinquencies, penalties, and interest) from each lodging business located in its jurisdiction.

*Key accomplishments of the SYVTBID in 2015 include:*

SYVTBID received TBID funding from 35 lodging properties. There are 184 members that pay membership fees and nonprofit fees. There are also trade members where services are traded for membership. SYVTBID held four networking events in 2015. SYVTBID developed the “Spirit of the Valley” customer service education program to enhance visitor experience and it was well received. They partnered with Solvang, Buellton and the Santa Barbara County Association of Governments to implement a Saturday Shuttle service between Santa Barbara and the Santa Ynez Valley during July to provide affordable day trips.

There were multiple targeted promotions, press releases, social media campaigns, and multiple marketing partnerships resulting in increased exposure to the Santa Ynez Valley area. Examples include 1) a successful media outreach to over 150 regional and national editors and writers focusing on wine, travel and culinary categories, and 2) media visits that received major regional and national coverage, and 3) one-on-one visits from prominent editors in San Francisco and Los Angeles markets. A full description of the accomplishments can be found in the annual report (Attachment A).

**Performance Measure:**

SYVTBID provides the County with quarterly reports and the Board of Supervisors with annual updates of activities.

**Fiscal and Facilities Impacts:**

Budgeted: N/A

**Fiscal Analysis:**

N/A

**Key Contract Risks:** N/A

**Staffing Impacts:** N/A

**Special Instructions:**

The Clerk of the Board will forward a copy of minute order to the County CEO and the City of Solvang-City Clerk Office.

**Attachments:**

- A. SYVTBID Annual Report for 2015

**Authored by:**

Terri Nisich, Assistant CEO