

SANTA BARBARA COUNTY BOARD AGENDA LETTER



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

Agenda Number:
Prepared on: 4/7/05
Department Name: Housing & Community Dev
Department No.: 055
Agenda Date: 4/12/2005
Placement: Administrative
Estimate Time: 45 Minutes on April 26, 2005
Continued Item: NO
If Yes, date from:

TO: Board of Supervisors

FROM: Edward Moses, Director
Housing and Community Development

STAFF Jim Claybaugh, Economic Development Coordinator, 560-1093
CONTACT: Richard Morgantini, Economic Development Assistant, 560-1092

SUBJECT: Tourism Promotion Program, Set Hearing

Recommendation(s):

That the Board of Supervisors set a hearing on April 26, 2005, (estimated time 45 minutes) to:

1. Receive a report and presentation on the County's Tourism Promotion (Fulfillment) Program from the Santa Barbara Convention and Visitors Bureau-Film Commission, Santa Maria Valley Chamber of Commerce and other tourism organizations receiving program funds (Estimated Time: 45 minutes).

Alignment with Board Strategic Plan:

The recommendation(s) are primarily aligned with Goal No. 4. A Community that is Economically Vital and Sustainable and with actions required by law or by routine business necessity.

Executive Summary and Discussion:

At the request of the Fifth District Supervisor's Office, the Housing and Community Development Department is facilitating a presentation to the Board of Supervisors on the activities funded by the County's Fulfillment Program. The presentation will be made by the Santa Barbara County Convention and Visitors' Bureau, and other local tourism organizations who receive fulfillment funding.

The purpose of the program is to advertise and promote the resources of the County of Santa Barbara and to increase tourism. The principal functions supported by this funding are fulfilling requests for information relevant to tourism and relocation through advertising in publications, producing brochures, responding to inquires from tourists and conference organizers. Funds are awarded based on area and population serviced. The FY 04-05 budget for this program is \$259,580.

In the past, the Board has received periodic updates from the recipient organizations on their activities promoting tourism and filming in Santa Barbara County. The program has been in existence in its current form for at approximately ten years.

Mandates and Service Levels:

The Tourism (Fulfillment) Program is not a mandated activity.

Fiscal and Facilities Impacts:

The appropriation to fund this program is included in the adopted 2004/05 budget and can be found in the County's FY 04-05 Operating Plan in the Housing and Community Development Department, Economic Development Program cost center, Program 5100.

Special Instructions:

None.

Concurrence:

Fifth District Supervisor's Office