



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 11, 2017
Placement: Administrative
Estimated Time: 10 minutes
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Mona Miyasato, County Executive Office
Director(s)
Contact Info: Terri Nisich, Assistant County Executive Officer (568-3400)
SUBJECT: Santa Ynez Valley Tourism Business Improvement District (SYVTBID) 2016
Annual Report

County Counsel Concurrence

As to form: N/A

Other Concurrence: N/A

As to form: N/A

Recommended Actions:

That the Board of Supervisors:

- A. Receive and file the Santa Ynez Valley Tourism Business Improvement District (Attachment A, SYVTBID 2016 Annual Report); 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) of the CEQA Guidelines.

Summary Text:

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. The City of Solvang acts as the lead jurisdiction in the renewal of the SYVTBID. The Santa Ynez Valley Hotel Association dba Visit the Santa Ynez Valley renewed the SYVTBID for a period of six years last fiscal year with the County Board of Supervisors approval. The Board granted permission to the City of Solvang as the lead jurisdiction to formally renew the SYVTBID. This is on the agenda to provide the required annual report to your Board.

Auditor-Controller Concurrence

As to form: N/A

Background:

VisitSYV was initially partially developed by Santa Ynez Valley Hotel Association (SYVHA) in 2010. The Santa Ynez Valley Tourism Business Improvement District (SYVTBID) is a benefit assessment district proposed to help fund marketing and sales promotion efforts for Santa Ynez Valley lodging businesses. This approach has been used successfully in other destination areas throughout the country to improve tourism and drive additional room nights. Visit The Santa Ynez Valley (VisitSYV) was formed by the merger of the Santa Ynez Valley Visitors Association (SYVVA) with the Santa Ynez Valley Hotel Association (SYVHA) in October 2013.

The purpose of the SYVTBID is to increase tourism and related services in the Santa Ynez Valley by marketing the location to potential visitors. The SYVTBID continues to place a fixed assessment, per paid occupied room night on hotels, inns, motels, studio hotels, lodging houses, rooming houses, dormitories or similar structures. Vacation rentals were not included in the SYVTBID renewal. It is designed to provide specific benefits directly to those entities participating via increasing room night sales. Marketing and sales promotions and special projects increase overnight tourism and market entities as tourist, meeting and event destinations, thereby increasing room night sales. The current SYVTBID assessment is \$2.50 until the end of the current contract in 2021.

Key accomplishments of the SYVTBID: Whereas selective print advertising continues, VisitSYV has increased digital advertising with incredible results. VisitSYV implemented Content amplification as well. Content amplification is the process that marries valuable content with paid tactics. The targeting that content amplification allows marketers to put their content in front of their ideal customers across multiple channels, including websites, social media sites, and other properties. VisitSYV's public relations efforts has been most effective. They have also expanded their physical outreach with the Golden Globes, Santa Barbara international Film Festival, trade and travel shows. (See Attachment A, VisitSYV Annual Report, 2016)

Performance Measure:

Key performance measures provided by Visit the Santa Ynez Valley included measures of growth in room sales as well as growth in TOT revenue.

Contract Renewals and Performance Outcomes: N/A

Fiscal and Facilities Impacts: N/A

Fiscal Analysis: N/A

Key Contract Risks: N/A

Staffing Impacts: N/A

Legal Positions:

FTEs:

Special Instructions: N/A

Attachments:

A. SYVTBID Annual Report, 2016

Authored by:

Terri Nisich, Assistant County Executive