

**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: 7/29/01
Department Name: County Administrator
Department No.: 012
Agenda Date: 8/13/02
Placement: Administrative
Estimate Time:
Continued Item: NO
If Yes, date from:

TO: Board of Supervisors
FROM: Michael F. Brown
County Administrator
STAFF CONTACT: Richard Morgantini
Economic Development Program Assistant - 568-3401
SUBJECT: FY 02-03 Fulfillment (Advertsing) Allocations

Recommendation(s):

That the Board of Supervisors:

Approve the FY 02-03 Fulfillment Budget allocations approved by the Economic Development Advisory Committee (EDAC) as follows:

Organization

Buellton Chamber of Commerce	\$3,700
Carpinteria Chamber of Commerce	9,600
Cuyama Valley Recreation District	1,100
Goleta Valley Chamber of Commerce	40,297
Guadalupe Chamber of Commerce	3,100
Lompoc Valley Chamber of Commerce	29,100
Los Alamos Valley Visitors Bureau	3,500
Los Olivos Business Organization	1,600
Santa Barbara Conference & Visitors Bureau	106,400
Santa Maria Valley Chamber of Commerce	55,400
Santa Ynez Valley Visitors Association	9,800
Solvang Conference & Visitors Bureau	<u>5,200</u>
Total Fulfillment (Advertising) Allocations	\$ 268,797

Alignment with Board Strategic Plan:

The recommendation(s) are primarily aligned with Goal No. 4. A Community that is Economically Vital and Sustainable.

Executive Summary and Discussion:

The EDAC approved the allocation of the Fulfillment Funds (also known as the Advertising Budget) at their April 8, 2002 meeting. Allocations for each organization are based on the population within their sphere of influence and whether or not there are incorporated cities within that sphere. With the incorporation of the City of Goleta the allocation rate for fulfillment funds for the Goleta Valley Chamber of Commerce changed from \$ 0.80 per capita to \$ 0.50, resulting in a funding reduction of \$18,500, from \$49,100 to \$30,600. The City of Goleta will not be providing the Chamber with funding to make up the difference for the FY 2002-03. EDAC voted to fund the Goleta Chamber at \$40,297 for FY 2002-03 as a one-year only transitional measure. EDAC also recommended the addition of the Santa Ynez Valley Visitors Association to the organizations receiving Fulfillment Funds.

The recommendations were incorrectly listed in the Proposed FY 2002-03 Budget the Board approved June 14, 2002. If approved by the Board, this recommendation will allocate the funds as originally recommended by EDAC.

Organization	FY 02-03 Approved Budget	EDAC Recommended Allocation
Buellton Chamber of Commerce	\$3,879	\$3,700
Carpinteria Chamber of Commerce	9,977	9,600
Cuyama Valley Recreation District	1,192	1,100
Goleta Valley Chamber of Commerce	32,094	40,297
Guadalupe Chamber of Commerce	3,253	3,100
Lompoc Valley Chamber of Commerce	30,130	29,100
Los Alamos Valley Visitors Bureau	3,671	3,500
Los Olivos Business Organization	1,709	1,600
Santa Barbara Conference & Visitors Bureau	109,966	106,400
Santa Maria Valley Chamber of Commerce	57,312	55,400
Santa Ynez Valley Visitors Association	10,184	9,800
Solvang Conference & Visitors Bureau	<u>5,429</u>	<u>5,200</u>
Total Fulfillment (Advertising) Allocations	\$268,797	\$268,797

Fiscal and Facilities Impacts:

There is no change to the total funds allocated through this year's Fulfillment budget.