

To: Board of Supervisors

Department or Agency Name(s): Economic Development Board

Staff Name and Phone Number: Rebekah Heinze, 565-7152

Vote Requirement: Majority

Supervisory District(s): All Districts

Title:

Funding for Economic Development Board Tourism Reports and Research

Recommended Action:

Authorize the Economic Development Board Executive Director to execute a Memorandum of Understanding with the Sonoma County Tourism Bureau (SCTB), in the amount of \$51,000, from July 1, 2019 to June 30, 2020. Authorize the Economic Development Board (EDB) Executive Director to execute, in future years, these standard annual agreements between EDB and SCTB, in coordination with the County Administrator's Office and County Counsel.

Executive Summary:

The Economic Development Board provides research and report services to the Sonoma County Tourism Bureau (SCTB), related to Transient Occupancy Tax, tourism, and Sonoma County Restaurant Week.

Today's actions would authorize the Economic Development Board Executive Director to execute a Memorandum of Understanding with SCTB for Fiscal Year 2019-2020 and future fiscal years, allowing the Economic Development Board to receive compensation for providing tourism-related research and report services.

Discussion:

In July 2005, the Sonoma County Tourism Bureau (SCTB) assumed the activities of the Economic Development Board's (EDB) tourism division. Although the EDB ceased its tourism operations, there is tourism-related research and data analysis that is important to forecasting and future projections of the tourism industry, one of Sonoma County's strongest economic drivers. Congruent with EDB's research program, SCTB has requested that EDB provide the following services during fiscal year 2019-2020:

1. Transient Occupancy Tax (TOT) & Industry Development Report – a quarterly and annual compilation of TOT revenues as reported by the cities and unincorporated areas of Sonoma County to be used as a measure of progress; and ongoing tracking of new lodging development projects as reported by local permitting agencies.
2. Annual Tourism Report – an annual compilation of surveys and statistical information distributed to the tourism industry.
3. Sonoma County Restaurant Week – Organize, run, and report on Sonoma County Restaurant Week, including organizing the participation of restaurants, data collection materials, and local promotion and web presence.

4. Comprehensive Visitor Research, Economic Impact Survey, Lodging Performance, and Marketing Programming ROI Metrics – a synthesis of all existing research that pertains to Sonoma County’s tourism industry and recommendations for other tourism-related research.

Prior Board Actions:

11/13/2018: Board approved a one-year memorandum of understanding with the Sonoma County Tourism Bureau. Board previously adopted memorandums of understanding from fiscal year 2007-2008 forward.

FISCAL SUMMARY

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses	51,000		
Additional Appropriation Requested			
Total Expenditures	51,000		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	51,000		
Use of Fund Balance			
Contingencies			
Total Sources	51,000		

Narrative Explanation of Fiscal Impacts:

Sonoma County Tourism Bureau will provide \$51,000 in revenue for services, which will fund one Extra-Help, Full-Time Senior Administrative Aide position (intern).

Staffing Impacts:				
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)		Deletions (Number)

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Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Memorandum of Understanding with the Sonoma County Tourism Bureau

Related Items “On File” with the Clerk of the Board:

None.