

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY
AND RECORD OF ACTION**

July 9, 2024

FROM

DEREK ARMSTRONG, Director, Economic Development Department

SUBJECT

Agreement with Lake Arrowhead Communities Chamber of Commerce for Lake Arrowhead Tourism Business Improvement District Support

RECOMMENDATION(S)

1. Find that an Agreement with Lake Arrowhead Communities Chamber of Commerce, a nonprofit corporation, in the amount of \$50,250 to pay for services associated with the potential formation process of the Lake Arrowhead Tourism Business Improvement District with repayment to the County over a forty-eight-month period, or no repayment if the Tourism Business Improvement District is not formed, serves a public purpose.
2. Approve **Agreement No. 24-637** with the Lake Arrowhead Communities Chamber of Commerce in the amount of \$50,250 to pay for services associated with the potential formation process of the Lake Arrowhead Tourism Business Improvement District with repayment to the County over a forty-eight-month period pursuant to Government Code Section 26227, or no repayment if the Tourism Business Improvement District is not formed.

(Presenter: Derek Armstrong, Director, 387- 4386)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Operate in a Fiscally-Responsible and Business-Like Manner.

Create, Maintain and Grow Jobs and Economic Value in the County

Pursue County Goals and Objectives by Working with Other Agencies and Stakeholders.

Ensure Development of a Well-Planned, Balanced, and Sustainable County

FINANCIAL IMPACT

Approval of this item will not require the use of additional Discretionary General Funding (Net County Cost). This item will approve an agreement with repayment terms to the County after formation of the Lake Arrowhead Tourism Business Improvement District (LATBID). Repayment terms will begin six months after the LATBID begins to receive money and shall be completed within twenty-four months after the first installment is received by the County. If the LATBID is not formed, then the agreement allows for non-payment. Sufficient appropriation and revenue is included in the Department's 2024-25 budget.

BACKGROUND INFORMATION

The Department is providing funding to the Lake Arrowhead Communities Chamber of Commerce, a non-profit corporation, to support the effort to establish the LATBID. This will promote tourism and enhance economic development, thereby improving the public's health and welfare.

**Agreement with Lake Arrowhead Communities Chamber of Commerce
for Lake Arrowhead Tourism Business Improvement District Support
July 9, 2024**

If formed, the LATBID will help establish stable funding for marketing and sales initiatives by imposing an assessment on participating businesses within the district. This revenue will allow for enhanced planning and execution of long-term marketing campaigns, effectively promoting the region's attractions, events, and unique offerings. This district will ensure that marketing and sales efforts can be sustained and adapted to changing market conditions, ensuring a steady flow of visitors and increased sales for assessed businesses.

LATBID can provide marketing, sales, promotions, website, and group sales to raise awareness of the destination to increase the number of visitors to the area. Funding could also be used for capital improvements or other projects to make the destination more appealing to potential visitors.

San Bernardino County Economic Development Department is seeking to contract with the Lake Arrowhead Communities Chamber of Commerce in the amount of \$50,250 in support of the effort to establish the LATBID in accordance with Government Code section 26227.

PROCUREMENT

Not applicable.

REVIEW BY OTHERS

This item has been reviewed by County Counsel (Laura Feingold, Chief Assistant County Counsel, 387-5455) on June 14, 2024; Finance (Amanda Trussell, Principal Administrative Analyst and Carl Lofton, Administrative Analysts, 387-5423) on June 14, 2024; County Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5423) on June 21, 2024.

**Agreement with Lake Arrowhead Communities Chamber of Commerce
for Lake Arrowhead Tourism Business Improvement District Support
July 9, 2024**

Record of Action of the Board of Supervisors
San Bernardino County

APPROVED (CONSENT CALENDAR)

Moved: Joe Baca, Jr. Seconded: Curt Hagman
Ayes: Col. Paul Cook (Ret.), Jesse Armendarez, Dawn Rowe, Curt Hagman, Joe Baca, Jr.

Lynna Monell, CLERK OF THE BOARD

BY 
DATED: July 9, 2024



cc: ED - Armstrong w/ agree
Contractor c/o ED w/ agree
File w/ agree
JLL 07/18/2024