### County Of Sonoma

**Agenda Item**

**Summary Report**

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<tr>
<th>Department:</th>
<th>County Administrator's Office &amp; Permit and Resource Management Department</th>
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<tr>
<td><strong>4/5 Vote Not Required</strong></td>
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<tr>
<td><strong>Name and Phone Number:</strong></td>
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<td>Jennifer Rogers - (707) 565-3783</td>
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<tr>
<td><strong>Board Date:</strong></td>
<td>12/13/2011</td>
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<td><strong>Deadline for Board Action:</strong></td>
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**AGENDA SHORT TITLE:** Special Events Community Impacts and Coordination Agreement.

**REQUESTED BOARD ACTION:**
Approve agreement between the County and Sonoma Valley Visitor's Bureau for creation of a pilot events coordination/calendaring program, in conjunction with the Permit and Resource Management Department.

**CURRENT FISCAL YEAR FINANCIAL IMPACT - None.**

**Explanation (if required):** $100,000 in Advertising Program funding was approved as part of the F.Y. 11/12 Budget Hearings and allocated to P.R.M.D. for this project. P.R.M.D. will monitor the proposed agreement and use these funds to reimburse S.V.V.B. for their performed work, up to $80,000 as described in the agreement. Unexpended funds remaining at the end of the fiscal year, will be reallocated into F.Y. 12/13 as needed to complete the project and required reimbursements.

**Prior Board Action:** During the F.Y. 11/12 Budget Hearings, Board approved $100,000 in special funding for the P.R.M.D. and Sonoma Valley Visitor's Bureau to address special event community impacts.

**Alternatives – Results of Non-Approval:** Contract agreement to begin execution of the work related to the previously approved funding would not be executed for award.
Background:
As part of the F.Y. 11/12 Budget Hearings the Board approved the Advertising Program budget for this fiscal year, including special one-time funding for a pilot events coordination/calendaring program for the Sonoma Valley area. The objective of this program is to address community impacts from large events by providing a means to coordinate the timing of these events and ensuring that event planners and the public have access to information about events and permitting requirements. If this calendaring concept and program is successful in the Sonoma Valley area, it may be reviewed for potential implementation in other high-event impact areas of the county.

$100,000 was designated for this project, to be managed by the County’s Permit and Resources Management Department (P.R.M.D.) with work to be performed in partnership with the Sonoma Valley Visitor’s Bureau (S.V.V.B.). The calendaring system that will be developed will also include explanations of the special event permit process and required steps to hold and manage an event in the Sonoma Valley area. S.V.V.B. staff will perform work related to promoting the calendaring system to event holders as a proactive planning tool, and provide other educational and outreach services around the system and permitting information. S.V.V.B. staff will also collect the initial data for the new system, update the data, and coordinate with the software vendor in updating the system. The system will also provide for reporting, including reports on events per venue, size of events, events by time/day, permit allocations, and other data.

The work to be performed will include three phases. Phase I will include data collection, event site surveys, testing, and marketing to event holders and local residents regarding the tool development and usage. P.R.M.D. will provide data related to current special event permits as well as educational information. The first phase is anticipated to take approximately two months. Phase II will include software development and calendar expansion, anticipated to take approximately one month. Phase III will include software testing and final modifications and launching the new system as well as additional marketing, anticipated to take approximately one to two months. S.V.V.B. staff will perform ongoing monitoring of the program and usage, continue marketing, and coordinating information with P.R.M.D. through the term of the contract.

Staff has met with the S.V.V.B. and P.R.M.D. to develop the attached agreement and scope of work (Exhibit A). The agreement before your Board for approval provides up to $80,000 to the S.V.V.B. to perform the programming and calendaring work as well as marketing and public relations for the effort. P.R.M.D. will handle permit research, information, and coordination of this joint effort. Up to $20,000 in P.R.M.D. costs will be covered by the appropriation for this project. The term of the agreement is through December 31, 2013, allowing time for software development and then monitoring of the calendar usage and pilot success. The agreement includes a termination clause allowing the County to terminate the agreement at anytime upon service of written notice to the S.V.V.B.

Attachments: Exhibit A - Agreement.

On File With Clerk: None.