THE Santa Ynez CHAMBER

May 2, 2016

Adriana de Bruin
Business Manager, County Executive Office
105 E. Anapamu Street, Room 406
Santa Barbara, CA 93101

Dear Ms. De Bruin:

Attached please find an Outside Agency Request from the Santa Ynez Chamber of Commerce. As you may be aware from the Budget Workshop held on April 13, 2016, the Santa Ynez Chamber is presently not included in the Community Services Department's Fulfillment Contract Program, which provides funding to Chambers of Commerce for tourism marketing. We were heartened to hear the comments made by Supervisors Farr and Wolf regarding the need for changes to the program.

We have tailored this request to include tourism-related marketing activities that meet the eligibility criteria for Fulfillment Contract funding. We are making this request at the urging of Community Services Department, because as of this writing, CSD staff are not able to anticipate when program changes might occur and have told us that the Santa Ynez Chamber would not be included until the changes are made.

The Santa Ynez Chamber is the only Chamber of Commerce in Santa Barbara County not associated with an incorporated city. Unlike the other two Santa Ynez Valley chambers, we do not have a conference and visitor's bureau receiving Transient Occupancy Tax (TOT) to carry out tourism-related marketing. We also receive no TBID funding like VisitSYV, Visit Santa Barbara or the Goleta Valley Chamber. This funding would markedly improve our ability to promote our community to a wider audience.

We further remain concerned that the Santa Ynez Chamber continues to be excluded from applying for a Fulfillment Contract for an undetermined amount of time. We see no compelling reason why the Santa Ynez Chamber should be precluded from applying for and receiving a Fulfillment Contract in Fiscal Year 2016/17. Even if program changes were made in the future, we would at least be treated the same as other affected organizations. Our greatest concern is that the program changes might not occur in the coming fiscal year and that next year we will be in the same position as we are today.

Thank you for considering this request. If you have any questions or concerns, I can be reached at (805) 245-0495 or ed@santaynezchamber.org.

Sincerely,

Laurie Owens
Executive Director
Santa Ynez Chamber of Commerce

P.O. Box 1738, Santa Ynez, CA 93460
(805) 350-8517
www.santaynezchamber.org

County of Santa Barbara

FY 2016-17 Outside Agency Funding Request Form

Deadline for Submission: Monday, May 2, 2016, 5:00 p.m.

The Board of Supervisors *may* consider funding requests from outside agencies during the **FY 2016-17** budget hearings in June 2016, if funding is available. An allocation of funding to outside agencies is not guaranteed.

Please submit the following by **5:00 p.m., Monday, May 2, 2016, NO EXCEPTIONS, via Email or Hardy Copy (postmarks will not be accepted)**:

1. Provide a cover letter explaining your request; and
2. Fill out this application (no more than 2 pages); and
3. Attach the Line Item Budget spreadsheet (no more than 2 pages) for the agency's program request

Hearings are scheduled for June 13, 15, and 17, with Outside Agency Requests considered on one of these days (yet to be determined). The **requesting agency must be represented and present**; please plan accordingly.

Total Request: $ 7,500
Name of Organization: Santa Ynez Chamber of Commerce
Title of Program: Tourism Marketing New or ongoing program? Ongoing
Location(s) of services delivered: Santa Ynez
Name of Agency Executive Director: Laurie Owens
Phone #: 805-245-0495 Email: ed@santaynezchamber.org Website: www.santaynezchamber.org

1. Briefly summarize the purpose of the program, why the funds are needed, and the benefit to the community:

The Santa Ynez Chamber of Commerce is presently the only organization that provides tourism marketing specifically for the town of Santa Ynez. Unlike the other Santa Ynez Valley chambers of commerce, Santa Ynez does not have a conference and visitor's bureau to provide this service. Funds are needed to increase visitor exposure to Santa Ynez restaurants, retail establishments, visitor destinations, entertainment venues and special events.

2. Briefly summarize the service to be provided and how many people will be served:

The proposed request will allow for expansion of our already successful Restaurant and Entertainment Guide and increased exposure through our website, social media, print, television and radio outlets. The program serves the 125 business and individual members of the Santa Ynez Chamber and indirectly, our wider community.

3. Detail the timeline for providing the service:

The proposed marketing efforts will occur in Fiscal Year 2016-17.

4. Describe key outcomes to be achieved with the funding and how they will be measured:

The funding will allow us to increase distribution of our Restaurant and Entertainment Guide from 7,500 units 10,000 units and allow increased tourism marketing efforts through our website, social media, radio, print and television. Outcomes can be measured by the number of guides distributed, number of television and radio spots aired, print advertising circulation, number of new likes and followers on our social media platforms and hits to our website.

5. Describe if this is a one-time or ongoing request, and if funded in prior years and amounts:

If the Santa Ynez Chamber of Commerce is accepted into the Community Services Department's Fulfillment Contract Program during Fiscal Year 2016/2017, then this will be a one-time request to the Board of Supervisors. We have not been funded by any County program in prior years.

6. Describe the agency's expertise and capacity to deliver services including fiscal stability:

Since its inception in 2012, the Santa Ynez Chamber has provided tourism marketing for Santa Ynez. In 2015, the Chamber distributed 7,500 copies of our Santa Ynez Restaurant and Entertainment Guide throughout the County, including at the Santa Barbara Airport. The Chamber also sponsored a half-hour TV episode of Central Coast Now, which is currently being aired throughout Santa Barbara and San Luis Obispo counties.We regularly use our website, radio spots and social media to promote various events and activities in the town of Santa Ynez.

7. Agency staff responsible for application: Laurie Owens, Executive Director

County Staff Comments Only:

Address submittals to:
Adriana de Bruin
Business Manager, County Executive Office
105 E. Anapamu Street, Room 406
Santa Barbara, CA 93101

Requests can be emailed to: *outsideagency@countyofsb.org*

Questions: Please contact Adriana de Bruin, Business Manager, County Executive Office, at 568-3400.

FY 2016-17 Line Item Budget
For Program

Agency: Santa Ynez Chamber of Commerce
Program Name: Tourism Marketing
Amount $$ Requested: $7,500

Program Budget	**FY 2016-17**	
Funding Sources/Revenues	**Committed**	**Uncommitted**
County of Santa Barbara		$7,500
Total	**0**	**7500**

Funding Uses/Expenses	**Budget**
Santa Ynez Restaurant & Entertainment Guide	$3,000
Website Upgrades	$1,500
Radio/TV Advertising	$1,300
Print Advertising	$1,500
Social Media Advertising	$200
Total	**7500**