

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** September 22, 2014

**TO:** Eric J. Levitt, City Manager

**FROM:** Ky Spangler, Assistant City Clerk *KS*

**SUBJECT:** REQUEST FOR INFORMATION BY MAYORAL/CITY COUNCIL CANDIDATES

On September 17, 2014, a candidate requested the following information:

QUESTION: Since there is currently no contract with the Chamber, has any money been given to the Chamber without a contract?

ANSWER: The City receives funds on a quarterly basis. The City will distribute them to the contracting agency upon receiving them and upon a contract being signed.

QUESTION: The question "How would an increase in room occupancy be correlated to the Tourism Marketing District (TMD)" has not been answered. The response seems to say that ANY increase in room occupancy would be ASSUMED to be related to the TMD, but without any proof or actual correlation provided. Is this correct? In other words, if a local event were to be planned, independent of the TMD, which caused an increase in room occupancy, the TMD would get credit for it even though that would be false.

ANSWER: The Assessment District is using assumptions that are similar to other destination marketing programs designed to increase room occupancy. The second part of the question is opinion-based and can't be responded to by the City on a factual basis.

QUESTION: The response to "What means are in place to oversee the TMD program and to ensure that the tax payer money is properly spent" seems to imply that the City has no means to saying how the money is spent and will only see an annual report, after the fact.

ANSWER: The City has a couple of elements of oversight on the TMD. One is the annual report, and the second is representation on the Tourism Alliance. In addition, due to it being an Assessment District, the majority of representation on the Tourism Alliance are property owners who are being assessed to provide greater accountability.

QUESTION: Has the City done ANY investigation as to what it will actually cost the City to run the TMD program and to ensure that additional tax payer money will NOT be spent on the program for City costs? The response seems to indicate that this answer is actually completely unknown.

ANSWER: The City has appropriated what it best believes to be the administration costs to provide administration of the District by the City.

cc: City Council  
Candidates for City Council  
City Attorney  
Assistant City Managers  
Assistant to the City Manager  
Department Heads