


## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** September 17, 2014

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

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

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

On September 14, 2014, a candidate requested the following information:

**QUESTION:** Is there any written contract/agreement with the Chamber of Commerce regarding the TMD (Tourism Marketing District)?

**ANSWER:** The City Council will be considering a contract between the Simi Valley Chamber of Commerce and the City for administration of the TMD. The contract is tentatively scheduled to be considered at either the September 29, 2014 Council meeting or a City Council meeting in October.

**QUESTION:** What is the overhead cost with the TMD (both Chamber & City)?

**ANSWER:** The Management District Plan provides for 20% of collected funds to be used for administration of the TMD. The City receives 1% of collected funds to process the collection of funds and submitting the funds to the Simi Valley Chamber of Commerce. Actual overhead costs cannot be determined as the TMD has only been in effect July 1<sup>st</sup>.

**QUESTION:** What means are in place to determine whether the TMD is successful?

**ANSWER:** The primary benchmark to determine success of the TMD as stated by the requestors of the district formation is increased number of room nights at Simi Valley lodging businesses.

**QUESTION:** How would an increase in room occupancy be correlated to the TMD?

**ANSWER:** An increase in the number of room nights at Simi Valley lodging businesses has been correlated to the increased advertising of the TMD.

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QUESTION: What means are in place to oversee the TMD program and to ensure that the tax payer money is properly spent?

ANSWER: The TMD is required to provide an annual report to the City which will document expenditures of the TMD, and the City will have the opportunity to see the occupancy rates for the year.

QUESTION: Does the City's share of the tax cover ALL City expenses associated with the TMD program including any and all oversight?

ANSWER: The City receives 1% of collected funds to process the collection of funds and submitting the funds to the Simi Valley Chamber of Commerce. Actual City expenses associated with the TMD compared to the percentage collected from the assessment district cannot be determined as the TMD has only been in effect July 1<sup>st</sup>.

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