

**TOWN OF  
APPLE VALLEY, CALIFORNIA**

**AGENDA MATTER**

**Subject Item:**

**FINANCING OF THE VICTOR VALLEY ECONOMIC DEVELOPMENT AUTHORITY (VVEDA)  
REGIONAL MARKETING PROGRAM**

**Summary Statement:**

The Victor Valley Economic Authority has financed and implemented a Victor Valley regional marketing program over the last several years. This program has been effective in promoting the Victor Valley brand. Indeed, the County's Economic Development Agency Administrator recently reported to Supervisor Mitzelfelt and the County CEO that she has traveled the country for the better part of twelve of her first 18-months as a County employee and that the Victor Valley has done a significantly more effective job of promoting itself than has the County.

The current VVEDA budget contains \$125,000 for this purpose but, as a result of the stay issued by the state Supreme Court, VVEDA is unable to enter into the proposed consultant contract with its marketing consultant. If the Supreme Court stay cannot be legally overcome, VVEDA's marketing program will sustain a difficult to overcome interruption unless corrective action is taken by the VVEDA member agencies. Attached to this staff report is a letter from Supervisor Mitzelfelt to Mayor Nassif regarding this matter. As Chairman of VVEDA, Supervisor Mitzelfelt is proposing that alternative sources of funding be identified for the purpose of funding the VVEDA regional marketing program until such time as redevelopment funds can, again, be used for this purpose.

(Continued)

**Recommendation:**

That the Mayor and Town Council appropriate \$25,000 from the undesignated reserve of the General Fund for the purpose of financing Apple Valley's share of the Victor Valley Economic Development Authority regional marketing program and that staff be authorized and directed to develop and execute all documents necessary to implement the Town Council's direction.

Proposed by: Assistant Town Manager, Economic & Community Development Item Number \_\_\_\_\_

Town Manager Approval: \_\_\_\_\_ Budgeted Item  Yes  No  N/A

Summary Statement  
Page Two

It is envisioned that each member of VVEDA will appropriate \$25,000 to raise the required \$125,000. At a recent VVEDA meeting, each member indicated a willingness to favorably consider Supervisor Mitzelfelt's proposal. Staff has had an opportunity to discuss this matter directly with the Supervisor, the County CEO and the County's EDA administrator and is supportive of this proposal. Given the economic circumstances in which we find ourselves, it is vitally important that our branding and marketing program activities continue uninterrupted as we work diligently to bring new jobs and businesses to the Victor Valley.

Based upon the foregoing, staff recommends adoption of the form motion.

Board of Supervisors  
County of San Bernardino



October 26, 2011

BRAD MITZELFELT  
VICE-CHAIRMAN  
SUPERVISOR, FIRST DISTRICT

RECEIVED

OCT 31 2011

TO: SUPERVISOR

Honorable Scott Nassif  
Town of Apple Valley  
14955 Dale Evans Parkway  
Apple Valley, CA 92307

Dear Mr. Nassif:

As leaders in the community, it is important that we focus on the economic future of the Victor Valley during these difficult economic times. In recent years, the County and cities of the High Desert have accomplished much by creating the economic brand "Victor Valley" and it is important that we protect the progress we have made.

As you may be aware, Victor Valley Economic Development Authority (VEDA) recently conducted a Request for Proposals (RFP) for a marketing consultant. Although we do not have redevelopment funding available to engage the successful bidder, I am recommending that we collectively find the means to hire the selected consultant to help preserve our brand and move our regional promotional efforts forward.

At the most recent VVEDA meeting on September 28, 2011, I proposed that each of the partner agencies fund a proportional share of the \$125,000 needed to engage the consultant. Each member agency represented indicated a desire to do so.

The County is prepared to commit \$25,000 to fund its portion and to administer the contract through our Economic Development Agency with input from the Victor Valley cities. I encourage each city to fund a proportional share of \$25,000 to insure that we may continue the work of promoting economic growth and strengthening our local economy.

Please consider this a request for you to take the necessary actions to secure this participation by your agency. I look forward to your response to this proposal.

Sincerely,

Brad Mitzelfelt  
Supervisor, First District  
San Bernardino County

BVM:mm

cc: Hon. Curt Emick