County of El Dorado

330 Fair Lane, Building A
Placerville, California
530 621-5390
FAX 622-3645
www.edcgov.us/bos/

MEETING AGENDA

Strategic Economic Enhancement Development Committee

Members:

Carl Ribaudo, Chair - President/Chief Strategist, SMG Consulting
David Spaur, Vice Chair - Retired City Manager, Consultant, S2 Consulting, LLC
Les Heinsen - Owner/President Credence Corp. dba Element 79 Vineyards
Perry McLain - Businessman, PMC Aquatics, LLC
Christine Noonan - General Manager/Owner Delfino Farms
Vacant (2)

Thursday, July 16, 2026 **3:00 PM** **https://us06web.zoom.us/j/82426593213**

2850 Fairlane Ct., Building C Lobby Conference Room, Placerville, CA

PUBLIC PARTICIPATION INSTRUCTIONS: The Committee meeting room will be open to the public. The meeting will be live-streamed via Zoom. By participating in this meeting, you acknowledge that you are being recorded.

Although the County strives to offer remote participation, be advised that remote Zoom participation is provided for convenience only. In the event of a technological malfunction, the only assurance of live comments being received by the Commission is to attend in person. Except for a noticed teleconference meeting, the Commission reserves the right to conduct the meeting without remote access if there is a malfunction.

Members of the public may address the Committee in-person or via Zoom to make a public comment. The public should call into 530-621-7603 or 530-621-7610. The Meeting ID is 824 2659 3213. Please note you will not be able to join the live-stream until the posted meeting start time.

To observe the live stream of the Committee meeting go to https://us06web.zoom.us/j/82426593213.

If you are joining the meeting via zoom and wish to make a comment on an item, press the "raise a hand" button. If you are joining the meeting by phone, press *9 to indicate a desire to make a comment. Speakers will be limited to 3 minutes.

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If you choose not to observe the Committee meeting but wish to make a comment on a specific agenda item, please submit your comment in writing. You are encouraged to submit your comment in writing by 4:00 PM on the Wednesday before the meeting to ensure the Committee has adequate time to review. Please submit your comment to the Clerk of the Board at edc.cob@edcgov.us. Your comment will be placed into the record and forwarded to Committee members.

PROTOCOLS FOR PUBLIC COMMENT: Speakers will be limited to 3 minutes or as otherwise provided by the Committee Chair. By participating in this meeting, you acknowledge that you are being recorded.

While speaking, please reduce any background noise to ensure that your comments can be heard. When you hear the item called that you wish to comment on, please follow the following instructions accordingly.

ONLINE LIVE STREAM: When you hear the item called that you wish to comment on, press the "raise a hand" button.

PHONE IN: When you hear the item called that you wish to comment on, press *9 to indicate a desire to make a comment. The clerk will call you by the last three digits of your phone number when it is your turn to comment.
A video recording of this meeting will be published to the website.

The SEED Committee is concerned that written information submitted to the Committee the day of the committee meeting may not receive the attention it deserves. The Economic Development staff cannot guarantee that any email, or mail received the day of the meeting will be delivered to the Committee prior to action on the subject matter. Written information or public comments may be submitted to: Economic.Development@edcgov.us.

ROLL CALL

ADOPTION OF THE AGENDA AND APPROVAL OF CONSENT CALENDAR

CONSENT CALENDAR

26-1204 Economic Development Division recommending the Committee approve the SEED Meeting Minutes from June 18, 2026.

END OF CONSENT CALENDAR

OPEN FORUM

Open Forum is an opportunity for members of the public to address the Committee on subject matter that is not on their meeting agenda and within their jurisdiction. Public comments during Open Forum are limited to three minutes per person. The Committee Chair may limit public comment during Open Forum.

AGENDA ITEMS

26-1201 Discussion on process to add new SEED members and who desirable candidates may be.

26-1232	Discussion of update to Board of Supervisors
26-1231	Consideration of community outreach plan for TBID proposal implementation.

ADJOURNMENT

County of El Dorado

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Master Report

File Number: 26-1204

***File ID #:**	26-1204	**Agenda Type:**	Agenda Item	**Status:**	Consent Calendar
Version:	1	**Reference:**		**Gov Body:**	Strategic Economic Enhancement Development Committee
Department:	Planning and Building			**Created:**	07/09/2026
Agenda Title:	7-16-2026 SEED Meeting			**Final Action:**	

Title: Economic Development Division recommending the Committee approve the SEED Meeting Minutes from June 18, 2026.

Notes:

Code Sections:

Agenda Date: 07/16/2026

Agenda Number:

Sponsors: ::

Attachments: SEED Minutes 6-18.pdf ::

:: ::

Contact: Ben Wehrle ::

History of Legislative File

Ver-sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

Text of Legislative File 26-1204

Economic Development Division recommending the Committee approve the SEED Meeting Minutes from June 18, 2026.

County of El Dorado

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Minutes

Strategic Economic Enhancement Development Committee

Members:
Carl Ribaudo, Chair - President/Chief Strategist, SMG Consulting
David Spaur, Vice Chair - Retired City Manager, Consultant, S2 Consulting, LLC
Les Heinsen - Owner/President Credence Corp. dba Element 79 Vineyards
Perry McLain - Businessman, PMC Aquatics, LLC
Christine Noonan - General Manager/Owner Delfino Farms
Vacant (2)

Thursday, June 18, 2026 **3:00 PM** **https://us06web.zoom.us/j/87658200766**

2850 Fairlane Ct., Building C Lobby Conference Room, Placerville, CA

PUBLIC PARTICIPATION INSTRUCTIONS: The Committee meeting room will be open to the public. The meeting will be live-streamed via Zoom. By participating in this meeting, you acknowledge that you are being recorded.

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ROLL CALL

Meeting was called to order at 3:03pm

Present: 4 - McLain, Noonan, Chair Ribaudo and Vice Chair Spaur

Absent: 1 - Heinsen

ADOPTION OF THE AGENDA AND APPROVAL OF CONSENT CALENDAR

Public Comment: None

A motion was made by Member Spaur, seconded by Member Mclain, to approve the consent calendar with no changes.

Yes: 4 - McLain, Noonan, Chair Ribaudo and Vice Chair Spaur

Absent: 1 - Heinsen

CONSENT CALENDAR

1. 26-1083 Economic Development Division recommending the Committee approve the SEED Meeting Minutes from May 21, 2026.

This item was approved on the consent calendar.

END OF CONSENT CALENDAR

OPEN FORUM

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AGENDA ITEMS

2. 26-1079 Discussion on progress of update to the Board of Supervisors.

Public Comment: M. Renali

Members discussed effort on Board of Supervisors update presentation scheduled for 9-15-2026.

3. 26-1080 Discussion of progress inviting business community into TBID conversations.

Public Comment: M. Renali

Members discussed effort to include members of business communities into TBID discussions, specifically, Lodging, Ag, Wine, Outdoor Recreation, as well as Arts and Culture.

4. 26-1081 Discussion of TBID proposals received from Civitas.

Public Comment: M. Renali

Members discussed potential roll out of Civitas TBID proposal.

5. 26-1082 Review SEED Implementation Plan and provide approval recommendation to Board of Supervisors.

Public Comment: M. Renali

P&B Director Garner shared updated SEED Implementation Plan. Members discussed minor changes to plan.

A motion was made by Member Noonan, seconded by Member Mclain, to recommend approval of the amended plan to the Board of Supervisors.

Yes: 4 - McLain, Noonan, Chair Ribaudo and Vice Chair Spaur

Absent: 1 - Heinsen

ADJOURNMENT

Chair Ribaudo adjourned the meeting at 4:53 PM.

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Master Report

File Number: 26-1201

***File ID #:**	26-1201	**Agenda Type:**	Agenda Item	**Status:**	Agenda Item
Version:	1	**Reference:**		**Gov Body:**	Strategic Economic Enhancement Development Committee
Department:	Planning and Building			**Created:**	07/09/2026
Agenda Title:	7-16-2026 SEED Meeting			**Final Action:**	

Title: Discussion on process to add new SEED members and who desirable candidates may be.

Notes:

Code Sections:		**Agenda Date:**	07/16/2026
		Agenda Number:	
Sponsors:		**::**	
Attachments:	A - SEED Resolution.pdf, B - SEED Bylaws.pdf	**::**	
::		**::**	
Contact:	Ben Wehrle	**::**	

History of Legislative File

Ver-sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

Text of Legislative File 26-1201

Discussion on process to add new SEED members and who desirable candidates may be.

RESOLUTION NO.

OF THE BOARD OF SUPERVISORS OF THE COUNTY OF EL DORADO

RESOLUTION REVISING THE COMMUNITY & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AND RENAMING AS THE STRATEGIC ECONOMIC ENHANCEMENT DEVELOPMENT COMMITTEE (SEED)

(Supersedes: Resolution 177-2017)

WHEREAS, the County of El Dorado 2004 General Plan, Economic Development Element, Policy 100.1.1.1, envisions a community-oriented group to advise and actuate economic development policy for the County; and

WHEREAS, community, business, and economic development play a key role in providing a balanced economy for a local government, and a desirable quality of life for its residents; and

WHEREAS, the County of El Dorado has identified a critical need to support and retain existing businesses and industries while encouraging those uniquely compatible to locate and grow in the County; and

WHEREAS, the Board of Supervisors (Board) created the Economic Development Advisory Commission in May 2006 (Resolution 103-2006); expanded and revised membership criteria in July 2007 (Resolution 213-2007), February 2009 (Resolution 25-2009) and May 2009 (Resolution 91-2009); renamed the Commission to be the Community and Economic Development Advisory Committee (CEDAC) in March 2013 (Resolution 29- 2013); rescinded Resolution 29-2013 and replaced it with Resolution 69- 2014 that revised CEDAC and establishing a Technical Advisory Subcommittee in June 2014 (Resolution 69-2014); Resolution 147-2015 reduced membership to 7 plus an Alternate (at Large) in August 2015; rescinded Resolution 147-2015 and established a new administrative focus (Resolution 177-2017); and

WHEREAS, the changes in this resolution are due to the adoption of a new County-wide strategic plan that includes direction from the Board of Supervisors to create a new economic development strategic plan;

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of El Dorado rescinds Resolution 177-2017 and replaces it with the following:

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ARTICLE I - COMMUNITY AND ECONOMIC DEVELOPMENT ADVISORY COMMITTEE.

The Community and Economic Development Advisory Committee is hereby renamed the Strategic Economic Enhancement Development Committee (SEED or Committee) of El Dorado County.

ARTICLE II - ROLES AND RESPONSIBILITIES

A. The Committee shall serve the following roles:
   1) Provide a Countywide strategic view of economic development, based upon defined Board priorities and approved work plans, and identify ways to promote economic activity and opportunities while working on the new economic development strategic plan.
   2) Function as a conduit between the Economic Development Division, the Board, and industries; hearing and vetting concerns, opportunities, information, and perspectives.
   3) Assist the County to fully realize its economic development potential and take advantage of its unique opportunities while preserving and protecting the agricultural, tourism and economic base, in collaboration with its cities of Placerville and South Lake Tahoe.

B. The Committee shall have the following responsibilities:
   1) Execute the annual work plan provided by the Economic Development Manager, as authorized or modified by the Board, with a focus on creating an economic development strategic plan.
   2) Submit an annual Economic Development Report to the Board summarizing the past year's accomplishments.
   3) Conduct comprehensive research and analysis of economic trends, demographics, and market opportunities to inform the development of the strategic plan.
   4) Facilitate meaningful engagement with a diverse range of stakeholders, including businesses, residents, community organizations, educational institutions, and government agencies to ensure their voices are heard and incorporated into the strategic plan.

C. The Roles and Responsibilities of the Committee are established by the Board and may not be modified or expanded without Board approval.

ARTICLE III – MEMBERSHIP

A. The Committee shall consist of five (5) Board appointed members with preferred industry/sector experience.
B. All Committee members will be appointed by a majority vote of the Board after the application and nomination process detailed in Article IV.
C. A Committee member may be removed by a majority vote of the Board.
D. Members serve exclusively at the pleasure of the Board and may be removed for any reason.

E. Committee members are not employees and shall serve without compensation.
F. All Committee members shall file a Statement of Economic Interests.
G. When nominating members, except as required, the criteria to be considered shall include but not be limited to:
   1) Current resident of El Dorado County
   2) Executive and/or industry experience
   3) History of community leadership
   4) Background and skills needed on the Committee.
   5) Strategic planning skills
   6) Ability to attend meetings in person at the primary location.
H. It is the intent of the Board to have a variety of industries and sectors represented. When nominating members, industry leaders from the following economic sectors/industries to be considered may include but are not limited to:
   1) Agribusiness
   2) Biomass/Clean Energy/Sustainability
   3) Construction
   4) Creative Economies (arts and culture)
   5) Education / Vocational Training
   6) Event venues / Rural industries
   7) Finance and Capital
   8) Healthcare
   9) Non-Profits
   10) Outdoor recreation
   11) Real Estate / Housing
   12) Retail / Small business
   13) Technology / Communication / Broadband
   14) Tourism
   15) Utilities
   16) Wineries

ARTICLE IV – APPLICATION, TERM, AND VACANCIES

A. Candidates shall submit a completed application and specify their sector(s) of expertise which will be forwarded to the Economic Development Division for review and nomination recommendation to the Board.
B. Term of Appointments:
   1) Members shall serve a term of two (2) years commencing upon appointment.
   2) Members may reapply after each term.
C. A vacancy shall exist if any of the following occurs:
   1) A letter of resignation is received by the Economic Development Manager, the Chair of the Board, or SEED Chair.
   2) A member is removed by a majority vote of the Board.
   3) A member ceases to reside in the County.
   4) A member fails to attend two regular scheduled meetings of the Committee, the Chair of the Committee shall notify the member of the attendance requirement. Any member who has three unexcused absences from regularly scheduled meetings in a

twelve-month period shall be recommended to the Board for removal.

ARTICLE V – MEETINGS & QUORUM

A. Meetings
   1) The Committee shall meet at least bi-monthly (every other month) but may meet more frequently as required if staff resources are available.
   2) Subcommittees of the Committee shall meet as frequently as necessary to fulfill the Committee's duties, but not less than quarterly.
   3) Committee meetings shall be conducted in accordance with the Ralph M. Brown Act. (California Government Code § 54950, *et seq*.)
   4) Meetings shall be carried out in accordance with Rosenburg's Rules of Order.
   5) The Economic Development Division shall provide a meeting room with recording and video conferencing capability for bi-monthly meetings.

B. A majority of the appointed members shall constitute a quorum.

ARTICLE VI – AGENDAS, MINUTES AND STAFF SUPPORT

A. Staff will create and post the Committee agendas in conjunction with the Chair or designee. The final agenda will be approved by the Economic Development Division.
B. County staff shall record the attendance and actions via action minutes taken at each meeting of the Committee.
C. Staff support of the Committee shall be provided by the Economic Development Division and shall be limited to bi-monthly and special meetings, communication about meetings, and for items specifically assigned by the BOS.
D. Staff support for other Committee activities, such as subcommittee meetings, shall be at the discretion of the Economic Development Division.

ARTICLE VII –SUBCOMMITTEES

A. As determined necessary or advisable, the Committee may request to form (and terminate) subcommittees to address specific topics or projects of limited scope.
B. Formation of all subcommittees require approval from the Economic Development Manager.

STRATEGIC ECONOMIC ENHANCEMENT DEVELOPMENT COMMITTEE

of the

County of El Dorado

BYLAWS

ARTICLE I. NAME AND ADDRESS

The official name of this Committee shall be the El Dorado County Strategic Economic Enhancement Development Committee hereinafter referred to as the Committee. The principal address will be:

2850 Fairlane Court
Placerville, CA 95667

ARTICLE II. AUTHORITY

The following bylaws of the Committee are hereby adopted pursuant to Board of Supervisors Resolution No. ______.

ARTICLE III. PURPOSE/OBJECTIVES

The purpose of the Committee is to:

1) Provide a Countywide strategic view of economic development based upon defined Board priorities and identify ways to promote economic activity and opportunities while working on the new economic development strategic plan.
2) Function as a conduit between the Economic Development Division, the Board and industries; hearing and vetting concerns, opportunities, information, and perspectives.
3) Assist the County to fully realize its economic development potential and take advantage of its unique opportunities while preserving and protecting the

agricultural, tourism and economic base, in collaboration with its cities of Placerville and South Lake Tahoe.

ARTICLE IV. MEMBERSHIP

1. The Committee shall consist of five Board appointed members who have preferred industry/sector experience. All members will be appointed by majority vote of the Board and will serve a two (2)-year term.
2. Committee shall have the following responsibilities:
    a. Execute the annual work plan, that will be focused on creating an economic development strategic plan, provided by the Economic Development Manager as authorized or modified by the Board.
    b. Submit an annual Economic Development Report to the Board summarizing the past year's accomplishments.
    c. Conduct comprehensive research and analysis of economic trends, demographics, and market opportunities to inform the development of the strategic plan.
    d. Facilitate meaningful engagement with a diverse range of stakeholders, including businesses, residents, community organizations, educational institutions, and government agencies to ensure their voices are heard and incorporated into the strategic plan.
3. No member of the Committee shall represent their personal views as that of the Committee. Any member wishing to represent the Committee before a group or individual shall seek authorization from the Chair prior to doing so.

ARTICLE V. MEETINGS

1. Regular meetings of the Committee shall be held at an approved facility, with the intention of starting at 3 pm on the third Thursday of the month. When the regularly scheduled meeting falls on a legal holiday, the meeting shall be held on an alternate date set by a majority of the Committee unless cancelled.
2. Special meetings of the Committee may be called by the Chair or a quorum of the Committee by notifying staff, stating the purpose, time, and place of the meeting at least 72 hours before the time set forth. Staff shall thereupon notify each member of the purpose, time, and place of the meeting at least 48 hours before the time of the meeting. An agenda of said meeting shall be posted at least 24 hours prior to the meeting.
3. Meetings may be adjourned to another time and place by the Chair with majority concurrence. The Chair shall give public notice of the time and place during the meeting so adjourned.
4. All meetings shall be open to the public, except those closed sessions permitted by law, pursuant to the provisions of Government Code Section 54950 *et seq.* (or better known as the Brown Act).

5. All members shall serve without compensation but may be reimbursed for actual and necessary expenses.

ARTICLE VI. OFFICERS

1. The officers of the Committee shall consist of a Chair, First Vice Chair and Second Vice Chair, and such officers as the Committee may deem necessary from time to time.
2. The Chair, First Vice Chair and Second Vice Chair shall be elected for a one-year term, with no limit on the number of terms, by the voting members of the Committee at a regularly scheduled meeting with a quorum present and shall take office at that meeting.
3. In the event of a vacancy in the position of the Chair or Vice-Chair, there shall be an election at the next regular or special meeting for Chair or Vice-Chair.
4. In all instances of a vacancy, the Chair or Vice-Chair shall immediately notify the Office of the Clerk of the Board requesting they post a Notice of Vacancy. The Notice of an unscheduled vacancy shall be posted for a minimum of 10 working days, pursuant to Government Code section 54974.
5. The Chair shall act as the presiding officer at all meetings of the Committee and shall represent the Committee at functions of a ceremonial nature.
6. In the absence of the Chair, the First Vice Chair shall preside and exercise all the duties of the Chair. In the absence of both the Chair and First Vice Chair, the Second Vice Chair shall act as the Chair until the return of the Chair or First Vice Chair.
7. All officers shall be the primary members of the Committee. Alternates are not permitted to be officers.

ARTICLE VII. PROCEDURES

1. Meetings shall be conducted in such manner as the Chair directs, within the rules herein set forth and any regularly adopted agenda.
2. Meetings will be called to order by the Chair, or Vice Chair in the absence of the Chair. If neither is in attendance, the Committee may select a Chair Pro Tempore to conduct the meeting, provided a quorum is present.
3. The order of the business of the Committee shall be generally transacted in the following order:
    - Call to Order and Roll call
    - Adoption of the Agenda and Approval of the Consent Calendar
    - Discussion items
    - Report from the Economic Development Manager (or designee)
    - Member reports
    - Adjournment

4. A majority of the appointed members shall constitute a quorum. The only action which can be taken at a meeting attended by less than a quorum is to adjourn the meeting to a certain day and time or indefinitely.
5. Except as otherwise required by law, for a motion to pass, there must be an affirmative action of the majority of those “present and voting”. Those “present” would count toward establishing a quorum and abstentions would count towards the vote on the motion. Abstention votes act just like “no” votes.
6. Members of the Committee who are unable to attend a meeting shall, if possible, so inform the Chair or staff in advance of said meeting to determine a quorum in advance.
7. Voting shall be by roll call. Except on hearing items, the Chair may elect to call for “all in favor” or “any opposed” verbal vote.
8. The Committee may repeal, amend, or add to these bylaws only by receiving approval of the Board of Supervisors.

ARTICLE VIII. POWERS AND DUTIES

1. The Committee shall be an advisory body to and for the Board of Supervisors and should therefore conduct themselves in a professional manner to appropriately represent the Board and the County.
2. The Committee shall adopt and, from time-to-time, amend bylaws subject to the approval of the Board as may be required to facilitate the work of the Committee.

County of El Dorado

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Master Report

File Number: 26-1232

***File ID #:**	26-1232	**Agenda Type:**	Agenda Item	**Status:**	Agenda Item
Version:	1	**Reference:**		**Gov Body:**	Strategic Economic Enhancement Development Committee
Department:	Planning and Building			**Created:**	07/13/2026
Agenda Title:	7-16-2026 SEED Meeting			**Final Action:**	

Title: Discussion of update to Board of Supervisors

Notes:

Code Sections:

Agenda Date: 07/16/2026

Agenda Number:

Sponsors:

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Attachments:

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Contact: Ben Wehrle

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History of Legislative File

Ver-sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

Text of Legislative File 26-1232

Discussion of update to Board of Supervisors

330 Fair Lane, Building A
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County of El Dorado

Master Report

File Number: 26-1231

***File ID #:**	26-1231	**Agenda Type:**	Agenda Item	**Status:**	Agenda Item
Version:	1	**Reference:**		**Gov Body:**	Strategic Economic Enhancement Development Committee
Department:	Planning and Building			**Created:**	07/13/2026
Agenda Title:	7-16-2026 SEED Meeting			**Final Action:**	

Title: Consideration of community outreach plan for TBID proposal implementation.

Notes:

Code Sections:

Agenda Date: 07/16/2026

Agenda Number:

Sponsors:

Attachments: A - Civitas TBID Proposal.pdf

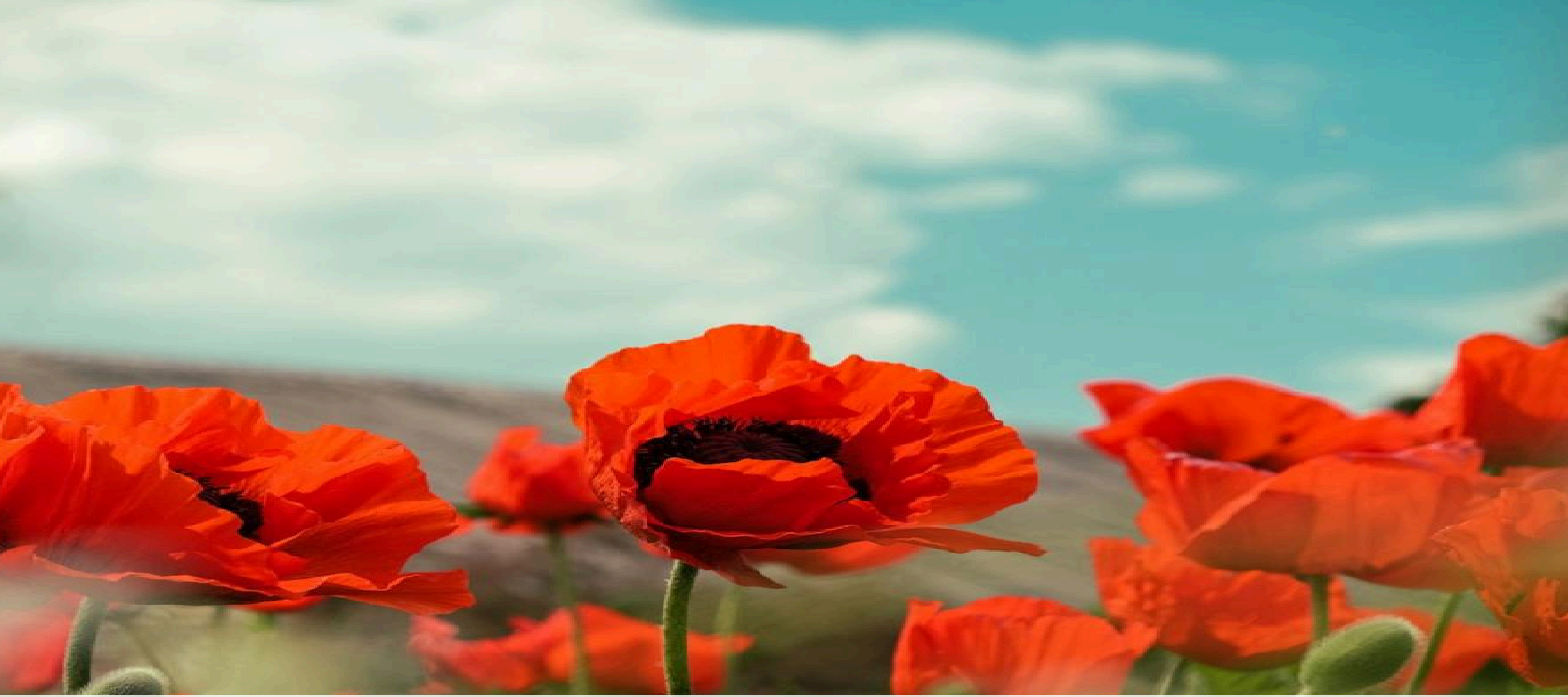
Contact: Ben Wehrle

History of Legislative File

Ver-sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

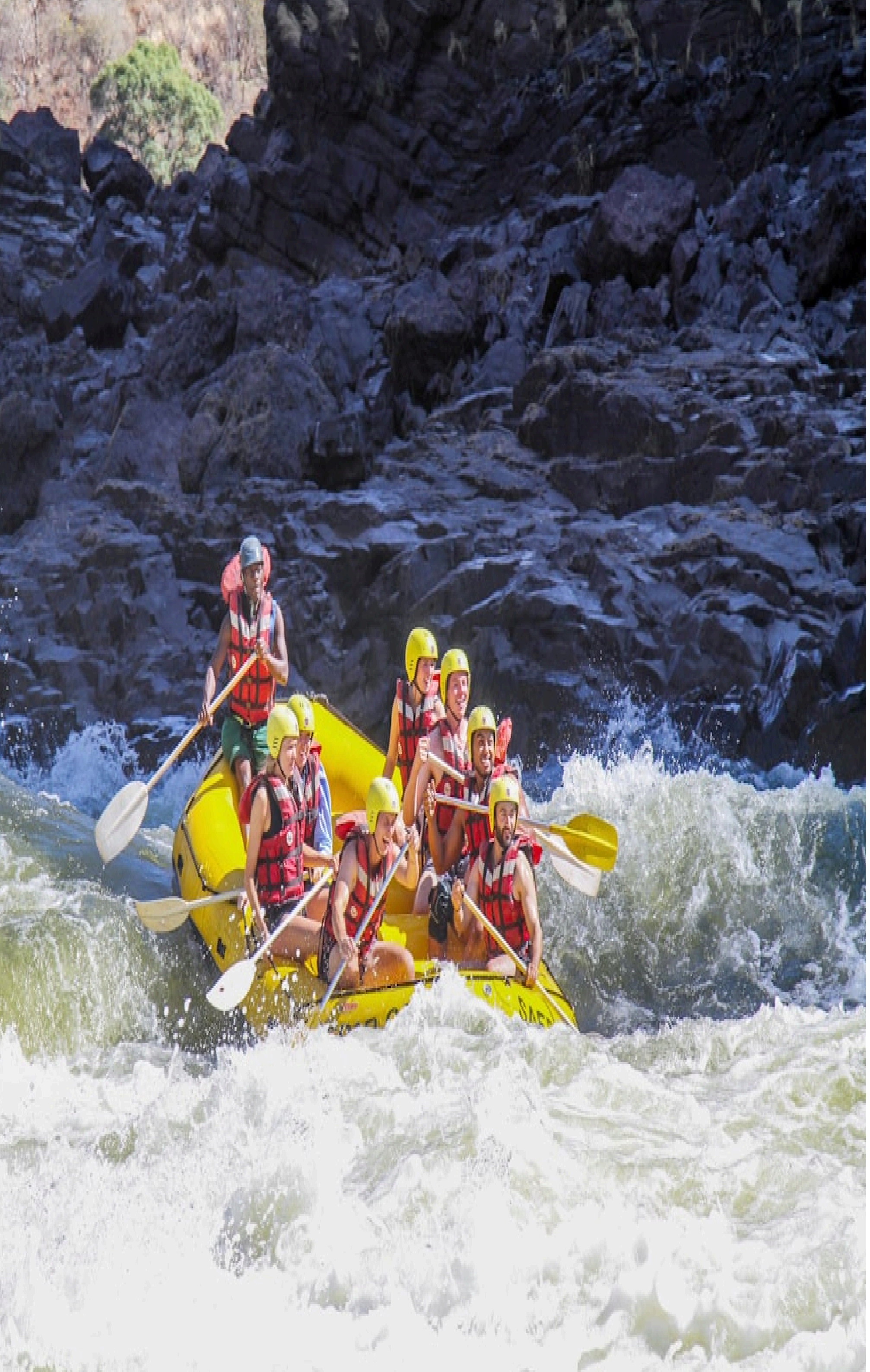
Text of Legislative File 26-1231

Consideration of community outreach plan for TBID proposal implementation.



EL DORADO COUNTY TBID PHASED APPROACH

Karen L. Garner,
Director of Planning & Building Department
County of El Dorado
June 17, 2026



Karen L.,

I am pleased to present to you our enclosed proposal for services to conduct a Feasibility Study and, upon a favorable finding, guide the formation of the El Dorado County Tourism Improvement District ("ECTBID").

Our phased approach is designed to build broad stakeholder support while complying with applicable laws. In Phase 1, the Civitas team will work in concert with the County of El Dorado ("County") to assess the feasibility of the ECTBID, including developing and maintaining data, obtaining feedback from business owners, educating stakeholders, drafting a service plan, and delivering a final feasibility report with recommendations for next steps.

In Phase 2, contingent upon a favorable feasibility outcome, the Civitas team will guide the formation process, including developing and manipulating data, guiding formation parameter decisions, obtaining feedback from lodging business owners, preparing legal documents, facilitating the stakeholder approval process, and preparing for local government hearings.

Civitas has been forming and renewing improvement districts since 1994 and will provide expert advice and guidance throughout this project. We will bring to the County the experience and expertise that will be necessary to successfully guide the feasibility study and formation of the ECTBID.

Thank you for the opportunity to submit this proposal. I look forward to working with you on this exciting project.

Best Regards,

Maya Kitt
Account Manager

THE OPPORTUNITY

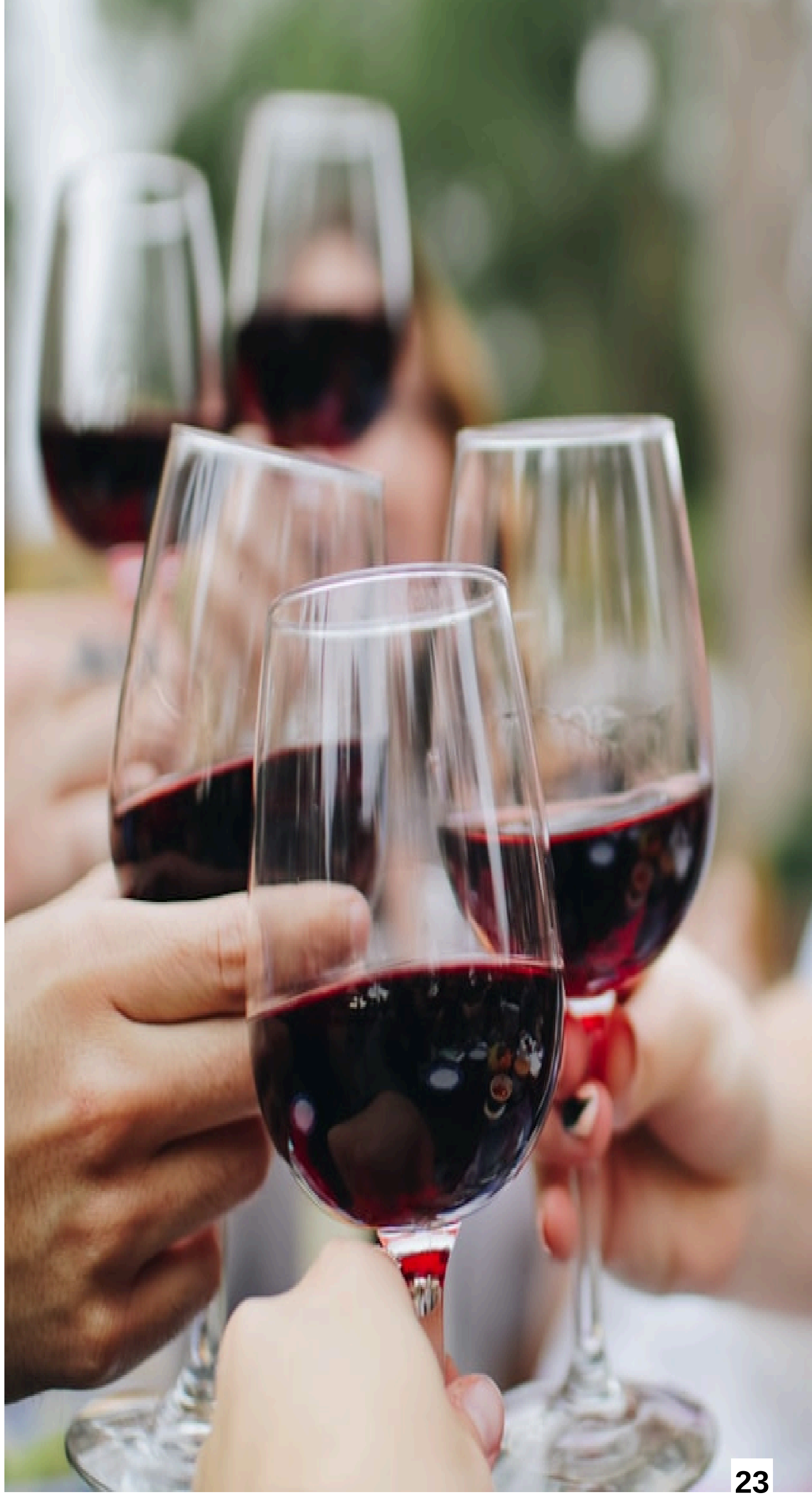
In our recent conversations with El Dorado County's SEED Committee and County staff, you described a destination with significant tourism assets across multiple sectors but no dedicated funding source or organizational structure to promote them. Since the dissolution of the El Dorado County Visitors Authority, the county has lacked a coordinated tourism promotion arm, placing it at a competitive disadvantage relative to neighboring counties that have established dedicated funding through improvement districts.

El Dorado County's western slope presents a unique opportunity. With distinct visitor-serving regions — Placerville, Apple Hill, the wine corridor, and the river recreation areas — and existing tourism assets that span multiple industries, the County is well positioned for an improvement district that could generate dedicated, industry-controlled funding independent of the county general fund. Initial revenue modeling presented to the SEED Committee estimated that a lodging assessment alone could generate between $225,000 and $456,000 annually, with additional revenue potential from wine and agriculture sectors.

Given the county's multi-sector landscape and the range of district structures under consideration, a feasibility study is an important first step to assess stakeholder readiness, validate revenue projections, identify the optimal district type and boundary, and build the consensus necessary for a successful formation. If the feasibility study confirms a viable path forward, Civitas will guide the County through the full formation process, including legal document preparation, stakeholder outreach, the petition drive, and government hearings.

Tourism Business Improvement Districts are a stable funding source for organizations of tourism businesses working to increase demand to their businesses. Owners within the district work together to market and promote their common area and attract new visitors to their destination. The services funded by an improvement district typically include advertising, special event sponsorship, sales and marketing efforts, infrastructure programs, and many other services that benefit the businesses within the district.

Civitas has successfully completed over 150 district formation and renewal projects throughout the world, generating over $3.6 billion in dedicated funding for the specific needs of our clients. Our client portfolio ranges from destinations seeking to establish themselves in the market for the first time, to iconic long-standing destinations that wish to remain competitive and further cement their legacy in the industry.



PHASE I: FEASIBILITY SCOPE & SCHEDULE

Step 1

Develop Project Parameters

Civitas will work with the County and stakeholders to clarify project parameters. Assignments for Civitas, the County, and stakeholders will be established. A steering committee including County staff and key stakeholders will be formed. Civitas will hold one meeting via Zoom with the Steering Committee to establish objectives and parameters for the ECTBID.

Step 2

Data Acquisition

Civitas will work with the County in obtaining necessary tax data in order to provide assessment scenarios, an approximate annual budget, and the petition and protest weight of each business the feasibility report will explore to assess.

Step 3

Staekholder Education & Engagement

Civitas will work with the County and Stakeholders in order to socialize the prospective ECTBID and initiate the planning process. Civitas will prepare educational collateral materials to be used in these outreach meetings. Support levels during the engagement process will also be assessed.

Step 4

Funding Plan

Civitas will compile a written plan with our findings, which will summarize our research and provide funding objectives and strategies. Based on our findings, if formation is deemed feasible, we will prepare a timeline that provides detail on the necessary steps to accomplish ECTBID formation.

Step 5

Presentation

Civitas will compile a presentation in order to introduce our findings. We will prepare a slide deck or handouts as requested. In the presentation we will review our findings and make recommendations as to next steps.

PHASE II: FORMATION SCOPE & SCHEDULE

Upon completion of the Feasibility Study, and should the County elect to proceed with formation, Civitas will guide the process through the following steps.

Step 1

Initiation & Infrastructure

Creates the necessary leadership structure to carry out the project. Civitas, the County, and stakeholders will actively participate in the project process. A steering committee will be responsible for confirming formation parameters, building consensus, collection of petitions, and support at the County Board of Supervisors meetings for the formation of the ECTBID.

Step 2

Stakeholder Engagement & Consensus Building

Outreach efforts are undertaken in this step with stakeholders and elected officials to educate, engage, and to gain support for the formation of the ECTBID.

Step 3

Document Preparation & Revision

Documents necessary to form the ECTBID are drafted. This includes the Management Dsitrict Plan, resolutions, notices, staff report language, and other documents as may be deemed necessary. Civitas will work closely with County staff and stakeholders to ensure documents reflect the needs and priorities of assessed businesses.

Step 4

Petition Preparation & Petition Drive

Civitas will prepare the petition to support the ECTBID formation and work with the County on strategies to secure signed petitions from business owners. Civitas will assist in determining steering committee assignments and identifying key stakeholders.

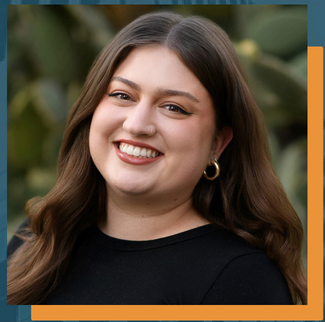
Step 5

Local Government Hearing Process

Civitas will guide the County through the local government hearing process to form the ECTBID.

MEET YOUR TEAM

Tess Gallagher
Project Coordinator



Madison Deschamps
Senior Legal Analyst & Paralegal

Maya Kitt
Account Manager

Sean Pratt
Database & GIS Specialist

At Civitas, we specialize in igniting local economies, creating jobs and establishing stable funding for destination promotions and downtown improvements throughout the United States. With more than 20 years of experience, we provide expertise in all aspects of forming, modifying, and renewing improvement districts. With offices in Sacramento, Los Angeles, and New York, our team of professionals has guided over 150 districts through the formation, modification or renewal process. With its deep experience and expertise, Civitas has been commissioned by the U.S. Travel Association to conduct nationwide studies.

Civitas also provides research, consulting, and district formation services to destinations located around the world, including Canada, South America, Europe, and Asia. For its groundbreaking work, Civitas has been featured in publications such as Forbes and Skift.

INVESTMENT PROVISIONS

Investment

The County's investment for professional fees for the scope of services and timeline described herein shall be as follows:

Phase 1: Feasibility Study — $26,000
Covers all services outlined in the Phase 1 scope of work over the four (4) month engagement period. Includes two (2) in-person trips. If additional trips are necessary, we would be happy to make additional trips for a professional fee of $1,250 per trip, plus expenses.

Phase 2: District Formation — $39,000
Contingent upon a favorable feasibility finding and the County's decision to proceed, Phase 2 covers all services outlined in the Phase 2 scope of work over the six (6) month formation period. The County is under no obligation to proceed to Phase 2. Includes three (3) in-person trips. If additional trips are necessary, we would be happy to make additional trips for a professional fee of $1,250 per trip, plus expenses.

This proposal is based on the understanding that business owners and the County will provide assistance and time needed to facilitate the process on the local level, including some database work, time devoted to outreach meetings, and gathering support from businesses.

Expenses

The County will be responsible for all costs and expenses in addition to the professional fees. Ordinary costs and expenses, including telephone charges, postage, and photocopying will be billed at four percent (4%) of professional fees. Other costs, such as travel, overnight shipping, bulk mailing and printing costs (over 100 pages) shall be billed at Civitas' actual cost.

Investment Overview

Description	Price
Phase I Professional Fees	$26,000
☐ **Phase II Professional Fees**	$39,000
Total	**$26,000**

Billing

Phase 1: Feasibility Study
Civitas proposes a fixed monthly fee of $6,500 per month for four (4) months, plus expenses. A start-up fee of ten percent (10%) of Phase 1 project costs, $2,600, will be due and payable upon execution of an agreement for services between Civitas and the County. The amount of the start-up fee will be deducted from the final Phase 1 invoice, which will also be adjusted to account for the total Phase 1 contract price.

Phase 2: District Formation
Should the County elect to proceed with formation following a favorable feasibility finding, Civitas proposes a fixed monthly fee of $6,500 per month for six (6) months, plus expenses. A start-up fee of ten percent (10%) of Phase 2 project costs, $39,000, will be due and payable upon execution of a Phase 2 agreement for services. The amount of the start-up fee will be deducted from the final Phase 2 invoice, which will also be adjusted to account for the total Phase 2 contract price. The County is under no obligation to enter into a Phase 2 agreement.

Civitas will send the County a monthly invoice for fees and costs incurred. Invoices will include the fixed professional fee and expenses. The basis of calculation or other method of determining expenses will be clearly identified by item and amount.

Cost Assumptions and Guidelines

We have projected a specific amount of time for each phase of this engagement. It is assumed that neither phase will exceed the budgeted amount of time. If unanticipated matters result in additional time beyond that which has been projected, we would continue billing professional fees at the applicable monthly rate, plus expenses, for the project duration. Factors that could increase the scope of work and estimated costs outlined above include additional meetings not described in this proposal or analysis of additional issues above those described in this proposal.

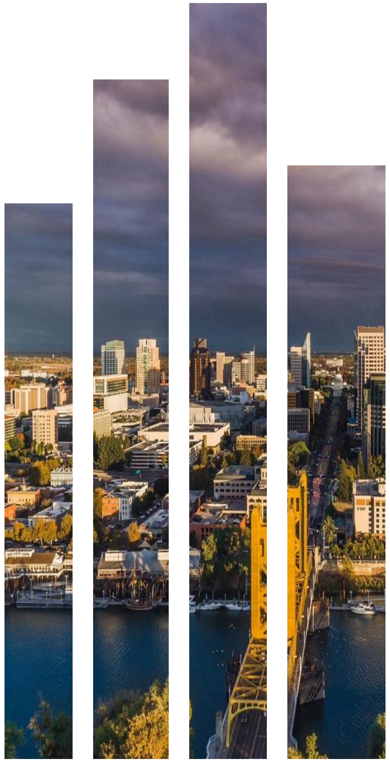
When Civitas' services conclude for either phase, all unpaid charges for that phase will immediately become due and payable. The amount of professional fees set forth for Phase 1 is a fixed amount for completion of the feasibility study within a maximum four (4) month time frame. The amount of professional fees set forth for Phase 2, should the County elect to proceed, is a fixed amount for completion of the formation process within a maximum six (6) month time frame. For each phase, the total amount of professional fees has been divided over the applicable time frame to determine the monthly billing amount. If either phase is completed prior to its projected time frame, the remaining balance of professional fees for that phase will be due and payable within thirty (30) days of project completion.

As you know, there are many unknown variables in a project of this nature. Although we would work diligently to form the ECTBID, factors outside Civitas and County's control could delay or thwart even the best-developed plans. We will work to minimize risks and complete the project at the earliest possible date.

The pricing and scope outlined in this agreement will expire upon sixty (60) days post delivery of this proposal.

Business Information

The database for this project will rely on information from local government sources. Errors can and will occur in this data. Civitas will do its utmost to identify and correct any errors. We recommend County continue to pursue data correction strategies during and after formation, including mailings and error checking by local officials.



AGREEMENT

If you would like to agree to engage our services consistent with this proposal and the following terms, please sign below. This Agreement authorizes Civitas to proceed with Phase 1 (Feasibility Study) only. Phase 2 (District Formation) will require a separate written authorization from the County following the completion of Phase 1.

A start-up fee of ten percent (10%) of Phase 1 professional fees, $2,600, will be due and payable upon execution of this Agreement. Civitas will send the County a monthly invoice for fees and costs incurred. Each invoice will be payable within thirty (30) days of its mailing date. Either the County or Civitas shall have the right to terminate this agreement upon ten (10) days' notice. When Civitas' services conclude for Phase 1, all unpaid charges will immediately become due and payable, including the balance of any professional fees if the project is completed prior to the maximum four (4) month time frame.

Nothing in this Agreement and nothing in statements by Civitas personnel to the County will be construed as a promise or guarantee about the outcome of the matter. Civitas makes no such promises or guarantees.

If any provision of this Agreement is held in whole or in part to be unenforceable for any reason, the remainder of that provision and of the entire Agreement will be severable and remain in effect. This Agreement may be modified by subsequent agreement of the parties only by an instrument in writing signed by both of them or an oral agreement only to the extent that the parties carry it out.

The parties agree to accept the terms and conditions herein.

Civitas Advisors, by

Maya Kitt
Account Manager

June 17, 2026

Date

County of El Dorado, by

SIGNATURE
Karen L. Garner

Karen L. Garner,
Director of Planning & Building Department

Date

Date