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DATE 8-3-10



Fw: Economic Development RFP for Promotional Fund Program
The BOSTWO to: Cynthia C Johnson
Sent by: Kitty J. Miller

08/02/2010 05:06 PM

#27

Thank you.

Kitty Miller, Supervisor's Assistant
El Dorado County Supervisor
Ray Nutting, District II
530) 621-5651

----- Forwarded by Kitty J. Miller/PV/EDC on 08/02/2010 05:06 PM -----

Economic Development RFP for Promotional Fund Program

John Poimiroo to: bosone, bostwo, bosfour

08/02/2010 03:10 PM

RECEIVED
BOARD OF SUPERVISORS
EL DORADO COUNTY
2010 AUG -3 AM 8:49

Dear Supervisors Knight, Nutting and Briggs:

As a resident of El Dorado Hills and as someone very experienced at and involved in destination marketing (having served as state tourism director in the 1990s), I was appalled to learn of the El Dorado County Chamber of Commerce's (EDCCC) last minute effort to insert wording into the County of El Dorado's RFP process in order to gain an inside advantage over other El Dorado County destination marketing organizations (DMO) in bidding for county promotional funds.

Last year, bids for county promotional funds were due on August 9. So, it was surprising to El Dorado County DMOs that the RFPs had not yet been released. Given the sudden appearance of changes to the RFP proposed by the EDCCC, it appears inappropriate interference over the process is being exerted by one who has the most to win or lose.

Just as the population and economic makeup of El Dorado County has been evolving, where tourism occurs and how it should be promoted to the county's best advantage are changing too. If the process needs review to accommodate these changes, it should be done as occurred a year ago. The CAO then invited all organizations eligible for county promotional funds, including those that had never before received funding, to provide their input as to how the RFP should be restructured. Instead, the director of the organization that has received the largest awards in the past appears to be manipulating the RFP process.

I ask that you intercede to assure that a fair and unbiased process occur... one that recognizes no tourism marketing organization as having an inside track, but which evaluates each proposal on its merits.

Respectfully yours,
John Poimiroo, Principal



poimiroo & partners

¶ *a communications consultancy* ¶
1448 Crocker dr., El dorado Hills, CA 95762
916.933.8860 T