



El Dorado County Office of Economic Development

Board of Supervisors
July 28, 2009



Welcome

Promotion Program take aways ...

- History
- Governance
- 2009-10 RFP Awards Cycle



Promotion Program ...

Assists and supports the creation and enhancement of existing marketing and advertising activities in El Dorado County.

The objective is to leverage limited marketing dollars, resulting in increased visitor spending in El Dorado County.



History

- 8% Hotel/Motel tax 1965
- 10% Motel/Motel tax 1993
- 1995 Supreme Court decision
- Measure V 2002 (failed)
- Measure H 2004 (passed)
- Sept. 2004 BOS approved
- April 2007 program refined

Governance

- 1965 -2004 Internal decision
- 2004 Joint Measure H
Committee & Promotion
Program Committee, then
Board
- 2004 – 2007 EDAC then Board
- 2007-10 EDAC & Outside
Reviewers



FY 2009-10 Awards Cycle

- \$600,000 in awards budgeted
- Board approval
- RFP competition
- Review Process
- Tabulate/Recommendation
- Board review/approval
- Awards disbursed

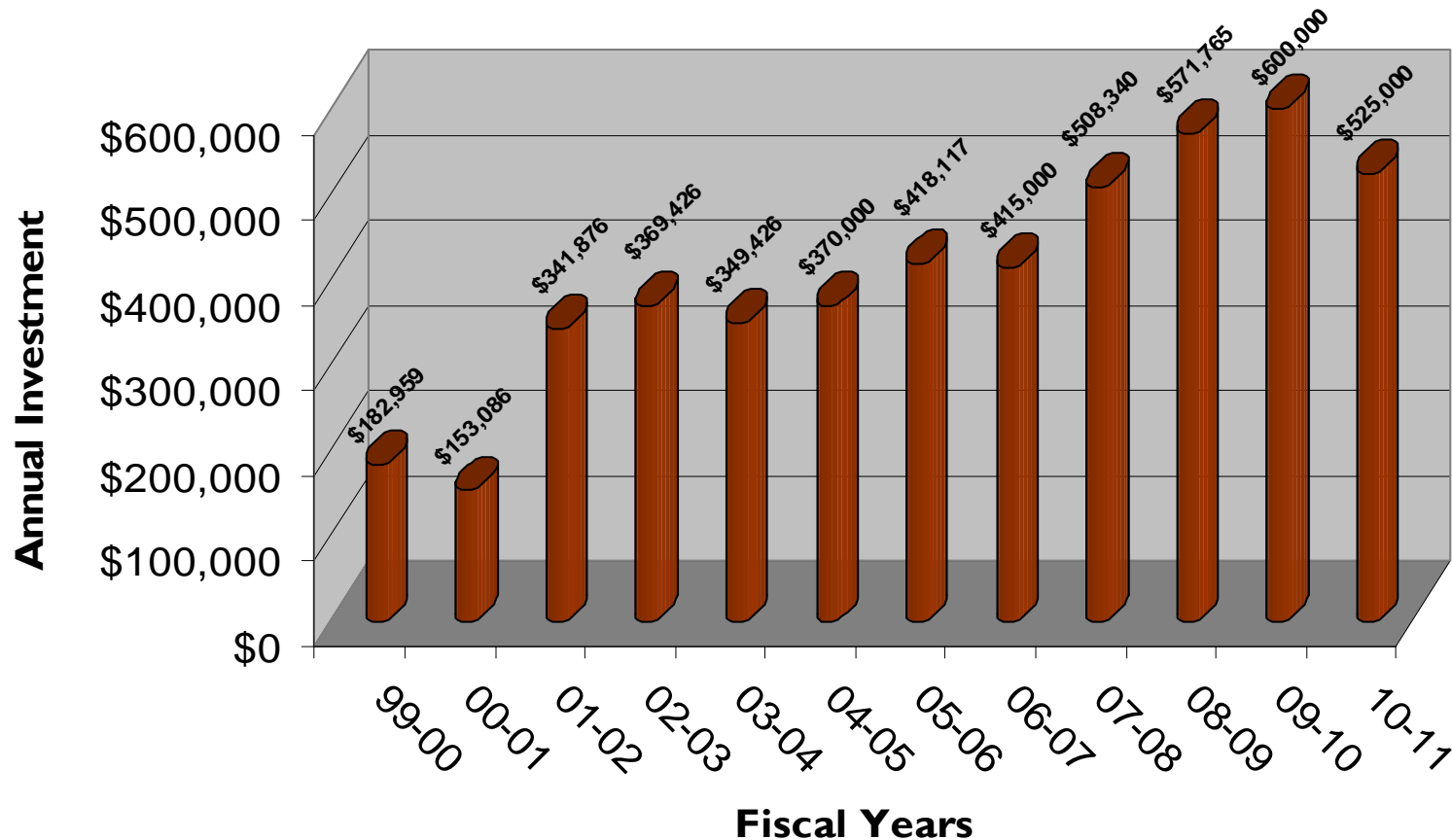


Scoring Criteria

- Responsiveness to county objectives
 - Marketing mission/application match
 - Collaboration with others
 - ROI
 - Financial Capacity
 - Leveraging award dollars
 - Follow RFP instructions
 - Previous success (Bonus Points)
 - Demonstrated economic impact (Bonus Points)
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Historical Investment





Thank you