



REVENUE GENERATING OPTIONS

TIMELINE

- February 11, 2025 – The Board directed staff to work with the Budget Ad Hoc Committee to explore revenue generating ideas that focus on tourists rather than residents.
- June 23, 2025 – The Budget Ad Hoc met with Chief Administrative Office, Planning & Building, and the Agricultural Commissioner



FOUR REVENUE GENERATING OPTIONS

1. Tourism Improvement District
2. Agricultural Homestays/Ag Lodging
3. Discretionary Transient Occupancy Tax on campgrounds
4. Discretionary Transient Occupancy Tax increase

TOURISM IMPROVEMENT DISTRICT

- Levies a special benefit assessment on participating local businesses to be used for tourism marketing, destination development, and capital improvements to attract new visitors.
- Proposed for SEED Committee to perform analysis on but SEED Resolution would need to be updated to include in Roles & Responsibilities



AGRICULTURAL HOMESTAYS/AG LODGING



- Board directed staff to work with the agricultural community on an Ag Lodging model
- Increase lodging options in El Dorado County which would increase Transient Occupancy Tax
- Current Zoning Use Types:
 - Agricultural Homestays - Lodging facilities operated by the resident of the property on which the facility is located that is accessory and subordinate to the on-site, bona fide agricultural or grazing operation
 - Agricultural and Timber Resource Lodging - Lodging arrangements, accessory and subordinate to on-site commercial agricultural operations for the purpose of educating and informing the public about local foods, fiber, flowers or timber

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DISCRETIONARY TRANSIENT OCCUPANCY TAX (DTOT) ON CAMPGROUNDS

- Currently, El Dorado County does not levy DTOT on campgrounds
- In 2022, 21 out of 58 counties levy DTOT on campgrounds
- Ballot measure would be required to extend DTOT to campgrounds (General Purpose Tax = 50%+one vote, Special Purpose Tax = 2/3 vote)
- State campgrounds are exempt from DTOT

DTOT INCREASE

- Current DTOT rate in El Dorado County is 10%
- In 2022, average DTOT in all 58 counties was 9.7%, with a range of 4%-14%
- Some counties levy DTOT along with some form of tourism assessment
- Any increase to DTOT would require a ballot measure (General Purpose Tax = 50%+one vote, Special Purpose Tax = 2/3 vote)



QUESTIONS?

