

PROMOTIONS

Program Summary

Promotions

Positions: 0.0 FTE

Total Appropriations: \$720,500

Net County Cost: \$720,500

Under the supervision of the CAO, the Economic Development Coordinator manages the County Promotions Program. The Economic Development Coordinator oversees the Request for Proposal (RFP) process and outside reviewer panel used to select organizations to provide promotional services that fulfill the mission as outlined above, and negotiates and monitors the resultant contracts.

Promotions Grants

The funding allocated for new awards through the RFP process in FY 2010-11 is recommended at \$540,375. Awards will be made to organizations for activities consistent with the Promotions mission statement.

Economic Development

The budget includes \$180,125 for Business Retention, Expansion, and Attraction efforts. This amount includes funding for the Sierra Economic Development Corporation (SEDCorp), Wagon Train, along with other ongoing projects and/or smaller initiatives that support sustainable economic development and are required by the General Plan and reaffirmed by Board action #09-0571 on Monday, May 18, 2009. The following list outlines the use of these funds:

FY 2010-11	Business Retention, Expansion, Attraction and County Promotion Budget
\$113,138	Economic Development Office
\$20,000	Advanced Demographics/Customer Analytics – Buxton
\$10,000	Wagon Train
\$2,500	Small Community Business Walks (Two)
\$8,587	Sierra Economic Development Corporation
\$7,650	Annual Economic & Demographic Profile & Event CSU-Chico
\$7,250	Divide Community Economic Development Block Grant application fee
\$6,000	Metro Pulse - Business Retention and Expansion Tracking Tool
\$3,000	Economic Base and quarterly industry sector analysis (CSER)
\$1,500	Tools for Business Success
\$500	Federal Technology Center – procurement assistance
\$180,125	Total

Chief Administrative Office Comments

The County Promotions program was established to fulfill General Plan Policy 10.1.6.4 within the Economic Development Element, which states, “*The majority of transient occupancy tax (TOT) generated revenue shall be directed toward the promotion of tourism, entertainment, business, and leisure travel in El Dorado County.*”

All of the activities of the Economic Development Office serve the purpose stated in the above policy and are therefore appropriately funded through this revenue source. The level of support for the Economic Development Office to be provided through this source is a discretionary decision for the Board.