

# PROMOTIONS

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## Mission

To create a self-sustaining, long-term marketing and advertising Promotion Program on behalf of Arts and Culture, Recreation and Heritage and Agri-tourism, Business, Film and Tourism industries, using innovative and comprehensive strategies developed and implemented by partnerships among private, public, and nonprofit entities throughout the County. The Promotion strategy identifies four key principles:

- Sustainable marketing of the County's business and tourism amenities;
- Promotion of the County's culture and environment through the arts and film;
- Community-based partnerships that will leverage County revenues, thereby enhancing greater program outcomes; and
- Strategic vision for long-term promotional programming.

## Program Summary

### Promotions

Positions: 0.0 FTE

**Total Appropriations: \$840,411**

**Net County Cost: \$840,411**

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

Funding for the promotions budget is recommended at \$840,411, an increase of \$37,849 from FY 2008-09.

### Promotions Grants

The funding allocated for new awards through the RFP process in FY 2009-10 is recommended at \$600,000. Awards will be made to organizations for activities consistent with the Promotions mission statement.

### Economic Development

The budget includes \$240,411 for Business Retention, Expansion, and Attraction efforts. This amount includes funding for the Sierra Economic Development Corporation (SEDCorp), Wagon Train, econometric studies and customer analytics, along with a county Brand and Marketing campaign and other smaller ongoing 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 Office of Economic Development will obtain Board of Supervisors approval for allocation of these funds for specific purposes.

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FY 2009-2010 Budget contributions include:

| <b>FY 2009-10</b>      | <b>Business Retention, Expansion, Attraction<br/>and County Promotion Budget</b> |
|------------------------|--|
| \$50,000               | Economic Development Office  |
| \$50,000               | Experience El Dorado   |
| \$40,000               | Economic Base and quarterly industry sector analysis                             |
| \$32,911               | Advanced Demographics/Customer Analytics - Buxton                                |
| \$27,000               | Sierra Economic Development Corporation  |
| \$20,000               | Development Services support for Regulatory Reform services                      |
| \$10,000               | Wagon Train  |
| \$6,000                | Metro Pulse - Business Retention and Expansion Tracking Tool                     |
| \$3,000                | Federal Technology Center – procurement outreach & assistance                    |
| \$1,500                | Tools for Business Success   |
| <b>\$240,411 Total</b> |  |

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## 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. As proposed, the budget assumes support of \$50,000, which represents 30% of the total budget for the Economic Development Office.

### Program Funding Descriptions:

\$50,000 Economic Development Office  
Economic Development Coordinator staff and program funding supplement.

\$50,000 Experience El Dorado  
Experience El Dorado will provide the county and various promotional and trade association within the county the umbrella brand and marketing tool from which to promote the county, its businesses and in a consistent manner. The primary objective is to facilitate a significant increase in El Dorado County Tourism through “Experience El Dorado” an innovative and groundbreaking television, Internet, and media program produced by Todd Stanley Productions in coordination with the El Dorado County Visitors Authority.

\$40,000 Economic Base and quarterly industry sector analysis  
Sacramento Regional Research Institute (SRRI) will provide a series of charts and tables for El Dorado County’s leading industry clusters, including the following sectors. These sectors may include among others:

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1. Technology
2. Manufacturing
3. Travel and Tourism
4. Health Care/Wellness
5. Agriculture
6. Retail
7. Education

Clusters will be identified by analyzing at the 4-digit NAICS classification system high concentrations of employment and output. The research will assess which industries not only growing, but also are concentrating in the county.

The report will also concentrate on a number of important economic issues and events that influence the regional economy. These can include but are not limited to the following items:

- Job growth by industry
- Assessing the available labor pool and wage growth
- Productivity improvements
- Comparative measures with other regional economies in California in other competing areas.
- Educational attainment of work force
- A series of comparative forecast tables will be produced for El Dorado County, the State of California, and the U.S.
- Employment and Output Forecast Tables by industry clusters

Following the identification of critical industry clusters in the economy, SRRI will produce over the course of a year three-page industry reports for each of the industry clusters. Each report will include extensive written analysis on current and anticipated trends in each industry including employment and output in local and nationwide industries; supply/demand factors; operating costs; upside and downside risk factors; two to four charts with commentary; and five-year forecast detail for key U.S. macro drivers. These reports will be priced on a per-report basis, so cost will depend on the number of clusters identified and the number that the county would like to have produced.

### \$32,911                      Advanced Demographics/Customer Analytics - Buxton

Since 1994, Buxton has been the industry leader in customer analysis for the retail industry. Buxton helps retailers find the right locations for new sites and identifies suitable retailers for municipalities that are expanding or redefining their retail mix. Buxton's more than 1,500 clients include Casual Male, The Container Store, California Pizza Kitchen, Fed Ex Kinko's and Petco as well as 300 communities nationwide.

Buxton will provide the county customer analytics for both households in the County and commute traffic along the Highway 50 corridor from Carson/Reno to West Sacramento. The analytics will be used to match our retail market demand with that of national and regional retailers within 25 key retailing categories, the Office of Economic Development will then utilize the aggregated information to support developers, site selectors, and building owners in their efforts to retain and encourage hoteliers, restaurateurs, and retailers to expand or locate in El Dorado County.

### \$27,000                      Sierra Economic Development Corporation

SEDCorp was created in 1969 through a Joint Powers Agreement between El Dorado, Nevada, and Sierra Countys' as a multi-agency to foster economic development within the counties. One year later the Economic Development Administration (EDA), an agency of the United States Department of Commerce, officially designated the Sierra Economic Development District, or SEDD, as a development district. With this designation the district is eligible for federal assistance in planning and implementing economic growth programs.

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The SEDCorp (JPA) allows members to take advantage of its non-profit status in leveraging funding sources not otherwise available to the members of the JPA. Total contributions from the counties constitutes less than twenty percent of the annual funds needed to operate and maintain SEDCorp; the remainder of the funds come from federal programs and SEDCorp's efforts to secure grant funds. Over its thirty-eight year history, SEDCorp has routinely leveraged the contributions from the counties at rates of thirty-to-forty-to-one or higher. Specific support to each jurisdiction varies over time depending on the availability of suitable grant sources and jurisdictional priorities. The following is a partial listing – without implied priority – of typical SEDCorp activities benefiting El Dorado County.

1. Monthly meetings to address regional economic development activities.
2. Incorporating El Dorado County input into SEDCorp long-range planning, strategy development and the five-year Comprehensive Economic Development Strategy (CEDS) and its annual updates for the Economic Development Administration (EDA).
3. Including at least four seats on SEDCorp Board for El Dorado County representation; of particular interest will be representatives with perspective at the county and cities levels, representatives of Chambers of Commerce and other business interests, and representatives of the agricultural and tourism industries.
4. Attending EDAC meetings to provide feedback and information from a regional basis.
5. Working with County economic development staff to provide program/project-specific follow-up and assistance, as needed, to support transfer of useful concepts into El Dorado County.
6. Providing SBA loans of up to \$35,000 for small business startups and expansions in El Dorado County.
7. Providing loans of up to \$150,000 for businesses in El Dorado County whose needs exceed the limits of the SBA program.
8. Providing on-going technical assistance and counseling to El Dorado County loan clients to support continued success and growth.
9. Providing specific emphasis on extension of broadband service into un-served areas of the County.
10. Conducting lenders' fairs to educate County commercial lenders on the funding programs available through SEDCorp and other entities and to establish working partnerships with El Dorado County lenders.
11. Working with El Dorado County interests to promote practical implementation of biomass-related businesses to reduce forest fire fuels and to harvest the economic and energy resources they represent.
12. Conducting seminars and workshops, as needed, to provide training on entrepreneurship, effective small business practices and availability of capital.
13. Working directly with Placerville and South Lake Tahoe city staffs to compliment their economic development activities.
14. Facilitating access to small business training through such resources as small business development centers, SCORE and the SBA district staff.
15. Working with chambers of commerce, fire safe counsels and other El Dorado County entities to support their economic development needs.

\$20,000

Development Services support for Regulatory Reform services

Continue the efforts of Economic Development Advisory Commission (EDAC) and the joint staffs of Economic Development and Development Services, working with businesses experiencing issues, to identify and craft solutions to these concerns in a timely manner. Expand the operation into a systematic review of the General Plan and Zoning Ordinance and analyzing the merits of its regulations, eliminating or modifying regulations that are identified as incompatible or make no sense what so ever. The Key Performance Indicators here would be to produce one Barriers' to Business survey with a 3 to 5% rate of response from the El Dorado County business community every two years, identifying and ranking in priority which regulations to address first. Secondly, a minimum of four regulations per fiscal year are to be identified, analyzed, feedback sought and solutions crafted for review and adoption by the Board.

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### \$10,000 Wagon Train

This is an annual contribution to the **Highway 50 Association** a widely recognized non-profit organization dedicated to horse and wagon enthusiasts, and the historical reenactment of the "Great Western Migration" in El Dorado County. This event was officially recognized by the State of California in 1980, and again in 1982 by the State of Nevada. To date, the Highway 50 Association Wagon Train is known as the ONLY Bi-State Historic Event!

The Highway 50 Association marks the 60th Anniversary run - June 6th through June 14th, 2009.

### \$6,000 Metro Pulse - Business Retention and Expansion Tracking Tool

This is a web-based business retention and expansion tool facilitates the connection of businesses to information, resources, and programs offered by the multiple organizations, jurisdictions, and other institutions from around the greater 9 county Sacramento region. By seamlessly connecting businesses in need of assistance be it marketing, financing, procurement opportunities, export assistance, permitting, workforce issues, facility expansion, or other issues the Office of Economic Development is able to leverage these resources while quickly identify needs and connecting El Dorado County businesses to the proper agencies for solutions.

### \$3,000 Federal Technology Center – procurement outreach & assistance

The Federal Technology Center is a not-for-profit, public benefit California Corporation dedicated to Federal Technology transfer and economic development in the Sacramento region. Incorporated in 1995, The FTC's mission is to be the scientific and educational link between public technology resources, government contracting agencies, small businesses and academic institutions. On April 6, 2005, The FTC was presented a national award as the OUTSTANDING PROCUREMENT ASSISTANCE CENTER FOR 2005 – number one of 93. The mission of The Federal Technology Center (The FTC) is to promote economic development by facilitating technology transfer between government and the private sector, and by helping small businesses successfully compete for government contracts.

As a not-for-profit 501(c) (3) public benefit corporation, The FTC promotes economic development in California by helping small businesses successfully compete for federal, state, and local government contracts through the following below and will hold a minimum of two outreach events in conjunction with local chambers of commerce:

- Courses and Seminars
- One-to-One Counseling
- Assistance with Government Qualification Processes
- Government Certification Assistance
- GovLink Bid Matching Service

Between October 2000 and March 2008, the FTC has assisted 113 El Dorado County businesses which have reported receiving 167 government contract awards totaling \$52 million. The total economic impact of their efforts to help small businesses would include direct benefit of contract awards, \$52 million, plus the resulting indirect and induced benefits. Using the Department of Defense multiplier to determine the indirect and induced benefits, the total economic impact of FTC's efforts is \$98.7 million in El Dorado County. To continue helping small businesses in the 08-09 program year, FTC is pursuing a funding effort to raise \$600,000 in matching funds in order to obtain their maximum federal grant.

### \$1,500 Tools for Business Success

A centralized web-feed system that channels up-to-date information for businesses and potential entrepreneurs through the economic development websites of local organizations throughout the State of California.