

Transient Occupancy Tax Proposal

February 25, 2013



Work with County

CEDAC

Policy

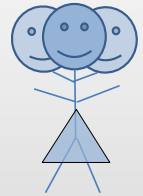
BOS

EDAC

Framing Policy
Business and Promotions

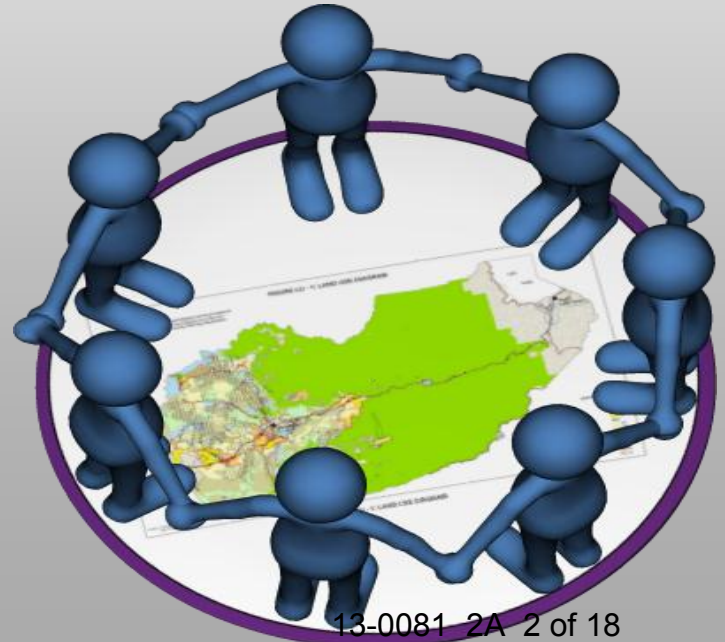
CDA
Asst CAO
(Interim Director)

"TUDE"



Future
Planning

Council of Communities



Environmental
Health and Air
Quality

Development
Services - Current
Planning

Department of
Transportation -
Current Planning
and Road
Maintenance

Turn policy into practice
Implement Policy

LUPPU

Land Use Policy Programmatic Udate

& Beyond

- Targeted General Plan Amendment
- Comprehensive Zoning Ordinance Update
- Housing Element Update
- Travel Demand Model
- Countywide Community Design Standards and Guidelines
 - Community Design
 - Community I.D.
- Community Design
- Community I.D.
- Zoning amendments
- Advanced Form based codes
- Formation of special districts (LLD, CSD)
- Parks and Recreation
- Historical preservation
- Amendment of GP text and maps
- Incorporation
- Others?



PRINCIPLES

The General Plan establishes a land use development pattern that makes the most effective and feasible use of existing infrastructure and public services.

The General Plan provides guidelines for new and existing development that promotes a sense of community.

The General Plan defines those characteristics which make the County "rural" and provides strategies for preserving those characteristics.

The General Plan provides opportunities for positive economic growth such as increased employment opportunities, greater capacity of tourism, increased retail sales, and high technology industries.

The General Plan provides guidelines for new development that maintains or enhances the quality of the County.

INTRODUCTION

The Land Use Element sets forth specific goals, objectives, and policies to guide the intensity, location, and distribution of land uses. El Dorado County has experienced rapid population growth since the 1970s and is projected to grow by 30,000 households over next 20 years. This document and the General Plan as a whole determine how and to what degree this projected population growth can be accommodated while meeting other State and Federal mandates.

The General Plan land use diagram is also a part of this element. The General Plan land use diagram graphically represents the County's goals, objectives, and policies. All references in this General Plan to the land use map are references to the land use diagram.

The General Plan land use maps will delineate areas where future higher density growth and urban/suburban like activities are anticipated and/or will be directed. These areas may be reflected as the expansion of existing communities within Community Regions and Rural

GOAL 2.4: EXISTING COMMUNITY IDENTITY

Maintain and enhance the character of existing rural and urban communities, emphasizing both the natural setting and built design elements which contribute to the quality of life, economic health, and community pride of County residents.

OBJECTIVE 2.4.1: COMMUNITY IDENTITY

Identification, maintenance, and enhancement of the unique identity of each existing community.

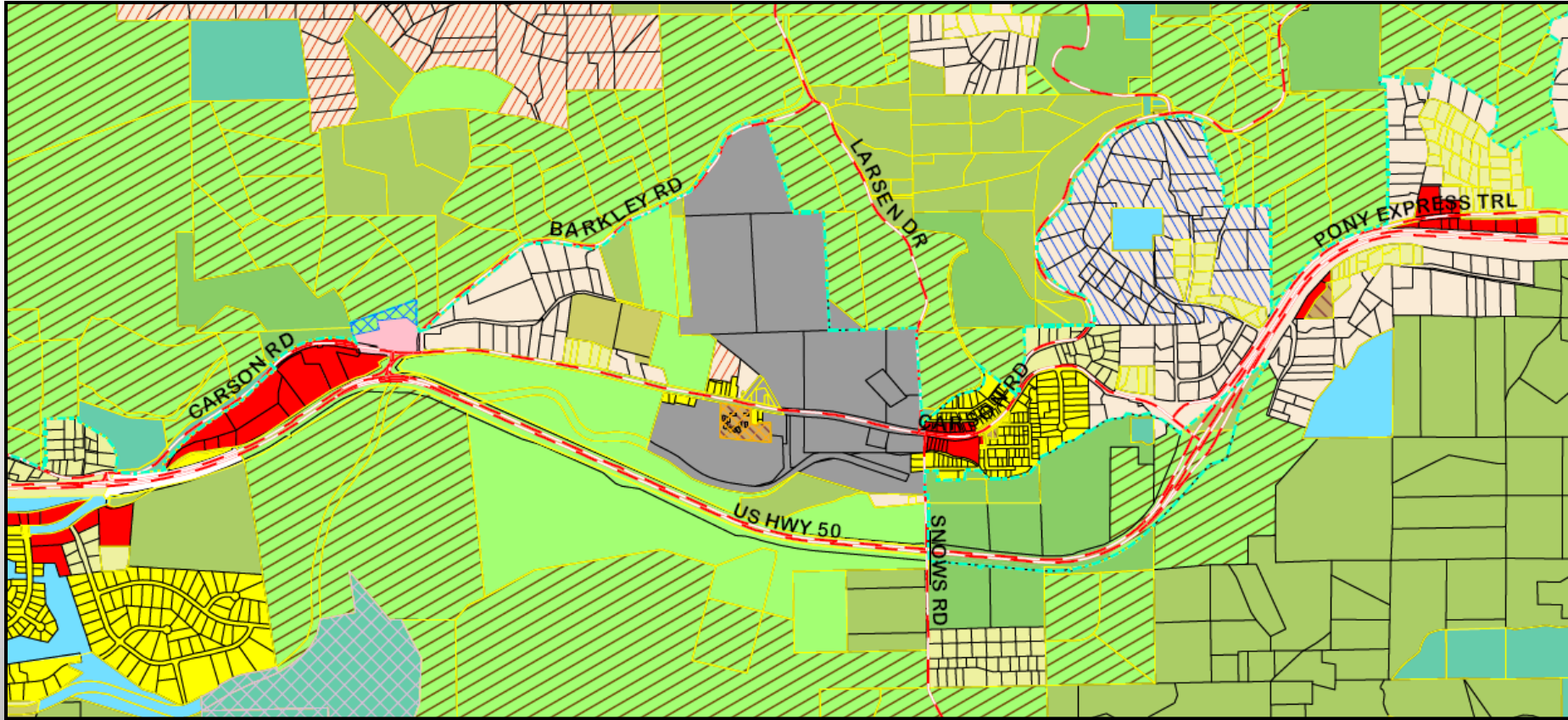
Policy 2.4.1.1 Design control combining zone districts shall be expanded for commercial and multiple family zoning districts to include identified Communities, Rural Centers, historic districts, and scenic corridors.

Policy 2.4.1.2 The County shall develop community design guidelines in concert with members of each community which will detail specific qualities and features unique to the community as Planning staff and funds are available. Each plan shall contain design guidelines to be used in project site review of all discretionary project permits. Such plans may be developed for Rural Centers to the extent possible. The guidelines shall include, but not be limited to, the following criteria:

- A. Historic preservation
- B. Streetscape elements and improvements
- C. Signage
- D. Maintenance of existing scenic road and riparian corridors
- E. Compatible architectural design
- F. Designs for landmark land uses
- G. Outdoor art



Integrated Community Development – LUPPU and Beyond



LUPPU



FUTURE PLANNING

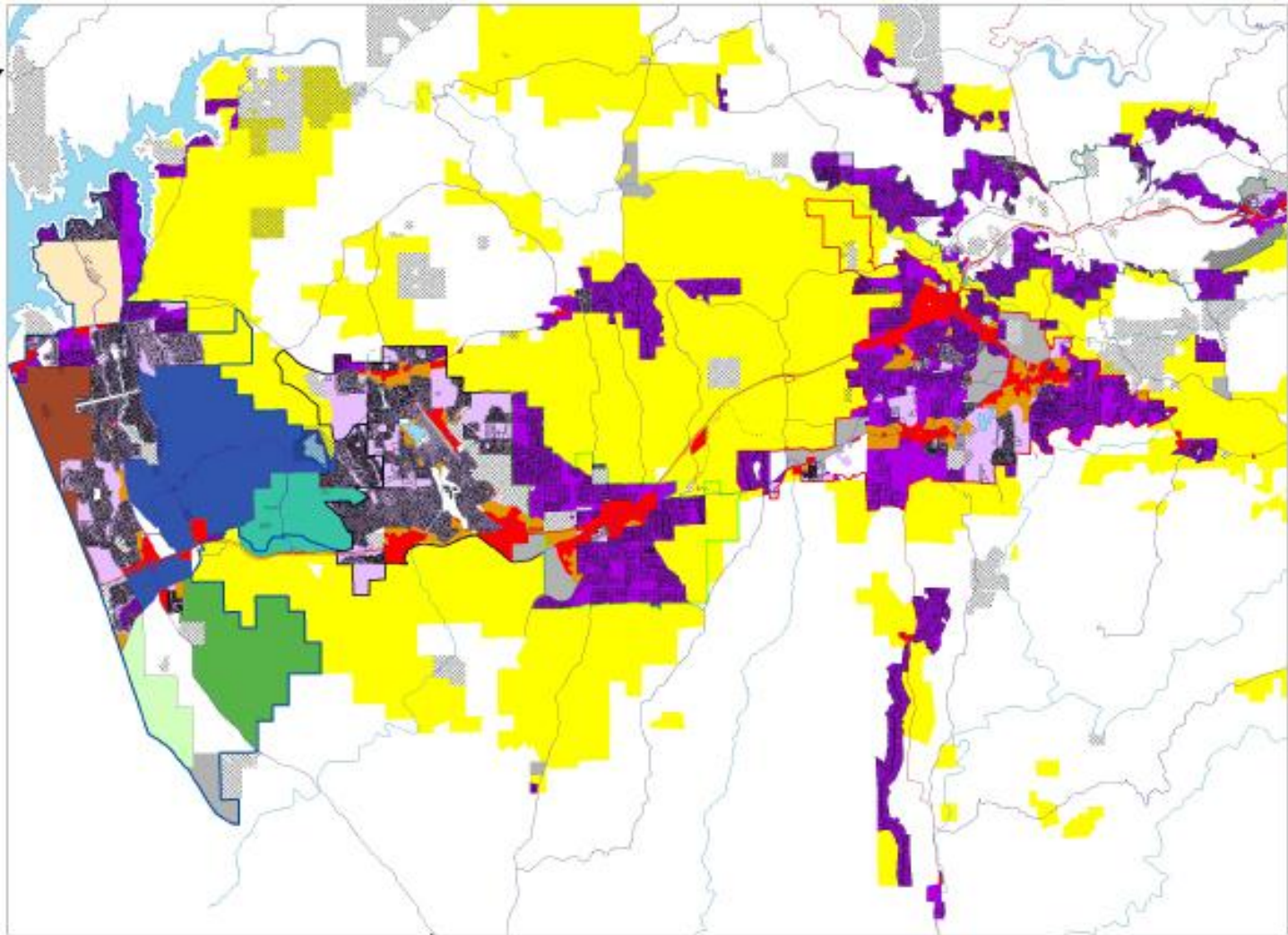
MAP 9

EL DORADO COUNTY

EL DORADO HILLS
CAMERON PARK
SHINGLE SPRINGS
EL DORADO
DIAMOND SPRINGS
COMMUNITY REGIONS

Legend

- LESS THAN 5 ACRES
- COMMUNITY REGIONS
 - PLACERVILLE
 - EL DORADO HILLS
 - DIAMOND SPRINGS/EL DORADO
 - CAMERON PARK
 - SHINGLE SPRINGS
- SPECIFIC PLANS
 - BASS LAKE HILLS
 - CARSON CREEK
 - NORTHWEST EL DORADO HILLS
 - PROMONTORY
 - ZERRANO
 - VALLEY VIEW
- Land Use Base
 - C
 - MFR
 - MDR
 - VDR
 - LDR
 - P
 - PUBLIC AGENCY PROPERTY



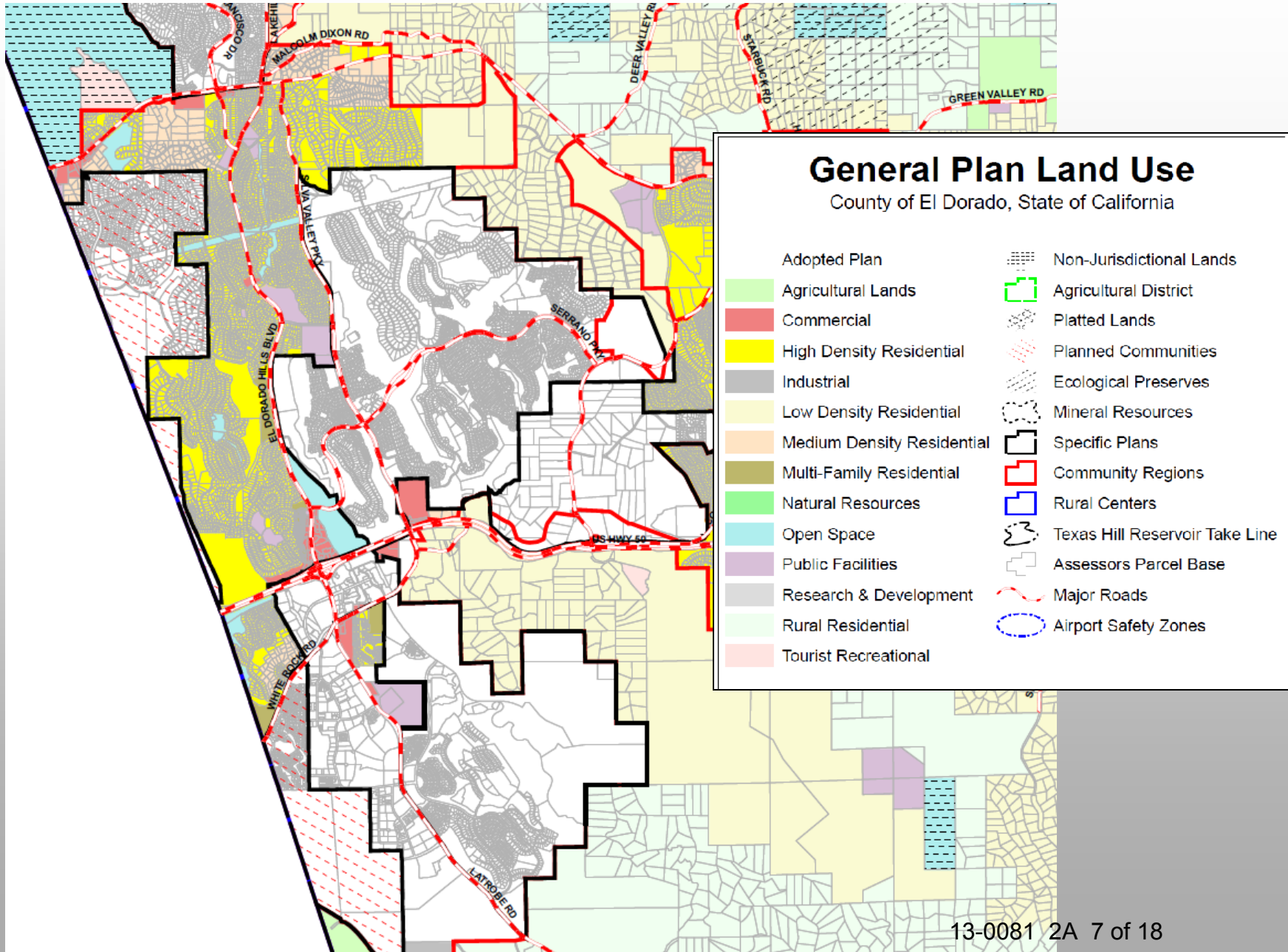
0 5,000 10,000 20,000 Feet

INFORMATION SHOWN ON THIS MAP HAS BEEN COMPILED FROM UNVERIFIED PUBLIC AND PRIVATE SOURCES AND IS ILLUSTRATIVE ONLY. NO REPRESENTATION IS MADE AS TO THE ACCURACY OF THIS INFORMATION.

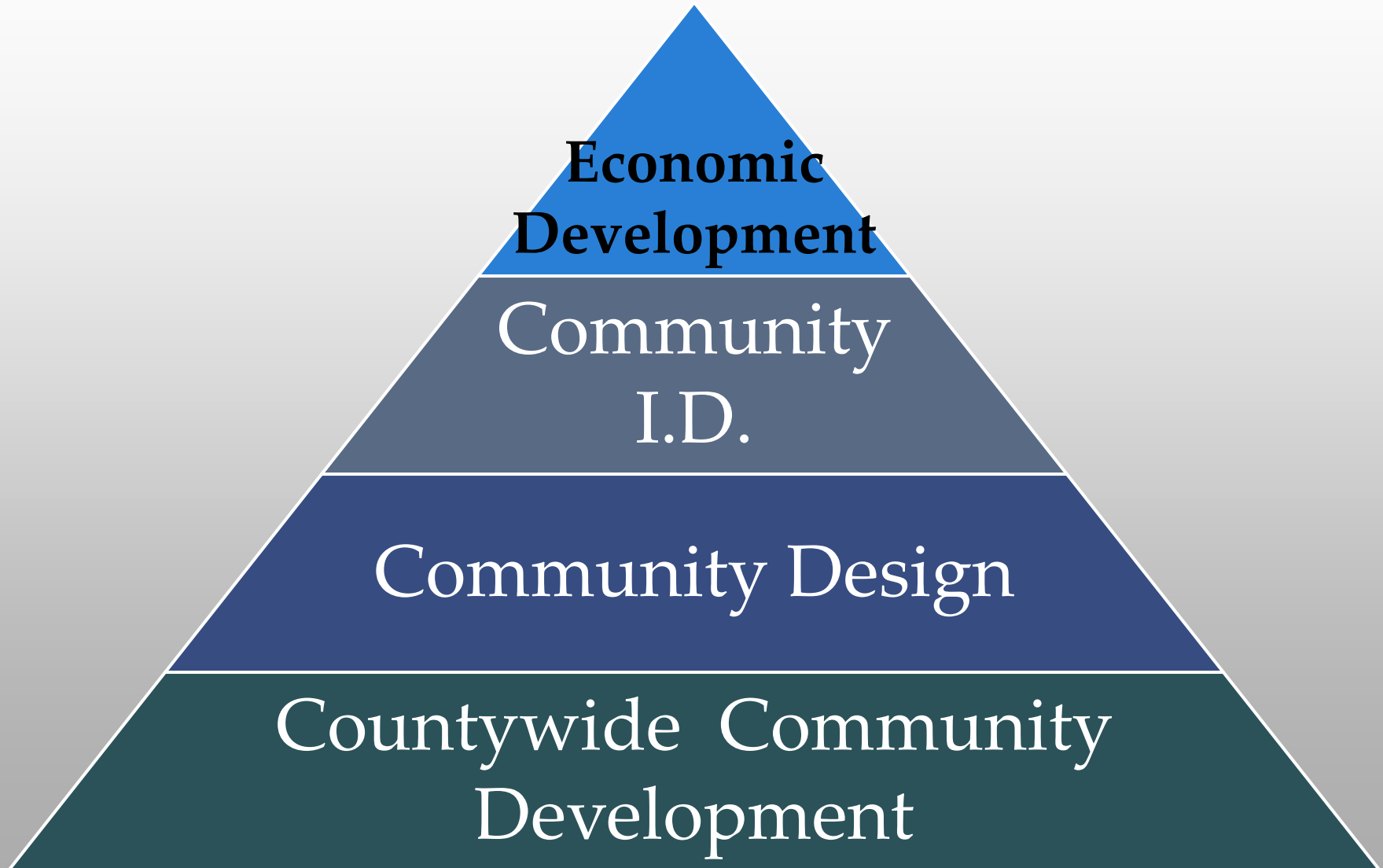
GENE E. THORNE
& Associates, Inc.
PLANNING • ANALYSIS • DESIGN • SERVICES

08/06/2010


El Dorado Hills standards trails grants



Getting to Economic Success



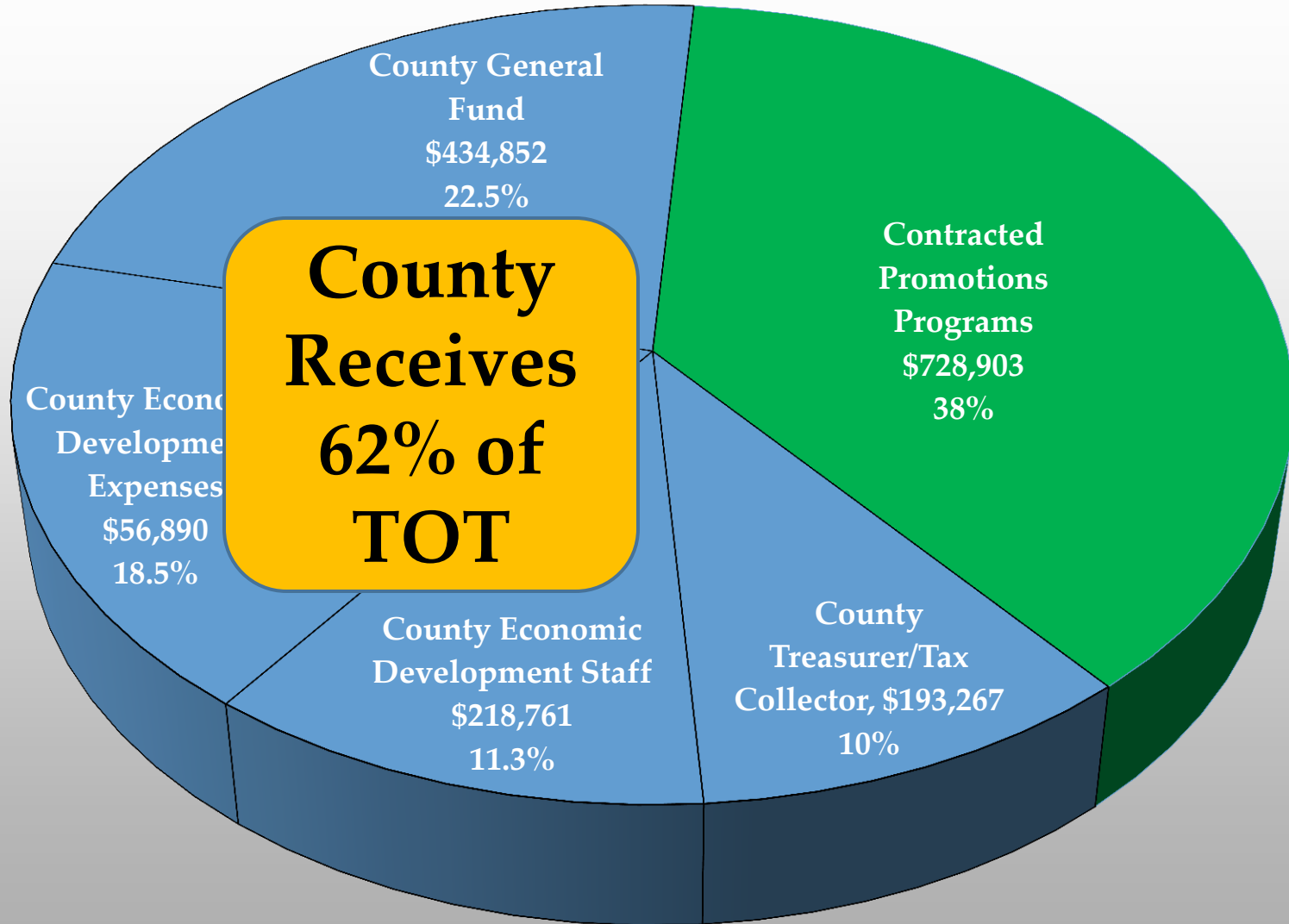
FY 2012-13 Total Transient Occupancy Tax (TOT)	\$1,932,673	
Funding Category	Percentage of Total TOT	Amount
County Treasurer/Tax Collector	10.0%	\$193,267
County General Fund	22.5%	\$434,852
County Economic Development Program	29.8%	\$575,651
Contracted Promotions Programs	37.7%	\$728,903
Total	100.0%	\$1,932,673

 **Includes one-time carryover funds**

Current Funding Arrangement

FY 2012-13

FY 2012-13 Transient Occupancy Tax Allocation



Promotions

Request For Proposal



Make a distinction between programs & projects

- Program: Ongoing, year-round
 - i.e. Arts & Culture., Film, Visitors Authority, Welcome Center, Jobs, etc.

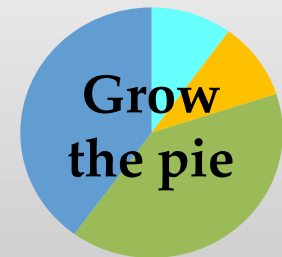
- Projects: Events
 - i.e. parade, festival, history demonstration, etc.

Can we get 10% for a Greater Overall Return on Investment?

- External Grant Assistance
 - Implementing the General Plan
 - Future Planning

What could we do beyond?

- Central Web Portal
 - Connecting our community
 - Live, Work, Play
- Community and Economic Development Projects



What is Possible?

Placer County, which has a Transit Occupancy Tax, had parlayed money collected from the North Tahoe area over the past 15 years, to secure matching grant funds from state, federal, county and local sources, to generate another \$160,000,000 in support of public improvement projects.

Those projects included **bike trails, parks, lakeshore improvements** and **museums**, in addition to creating local jobs and promotion of the community.

Cloud Concepts		
Only in Seattle	Home Page	http://www.onlyinseattle.org
San Diego	Home Page	http://www.sandiego.org/
Maine	Interactive Map	http://www.visitmaine.com/map/interactive/
Maryland	Interactive Map	http://www.visithowardcounty.com/howard-county-attractions-map
	Interactive Map	http://www.nytimes.com/interactive/2009/03/10/us/20090310-immigration-explorer.html
	County of El Dorado Web Zoning	http://gemp.edcgov.us/zoning_luppu/



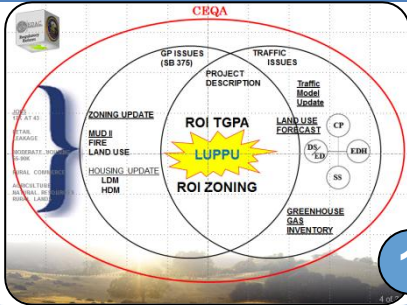
Placerville Live Work Play	EL Dorado Hills Live Work Play	South Lake Tahoe Live Work Play
Summerset Mt Aukum Live Work Play	Cameron Park Shingle Springs Live Work Play	Camino Pollock Pines Live Work Play
The Divide Live Work Play	El Dorado Diamond Springs Live Work Play	Coloma Lotus Live Work Play

Live, Work & Play

	History	Live	Work	Play
Placerville				
South Lake Tahoe				
EL Dorado Hills				
Cameron Park / Shingle Springs				
Camino / Pollock Pines				
El Dorado / Diamond Springs				
The Divide				
Coloma-Lotus				

Virtual Web Portal Connecting Our Community

Regulatory Reform



1

Don't Waste a Good EIR

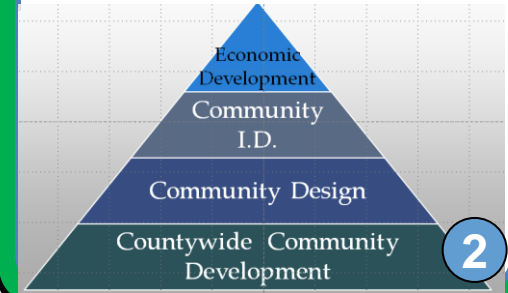
Information Technology



5

Connecting Our Community

Community Identification



2

Implement the General Plan

Economic Development Begins in the Community

Business & Promotional



4

Engage the Providers Network

Community & Economic Development Advisory Committee

Grants & Incentives

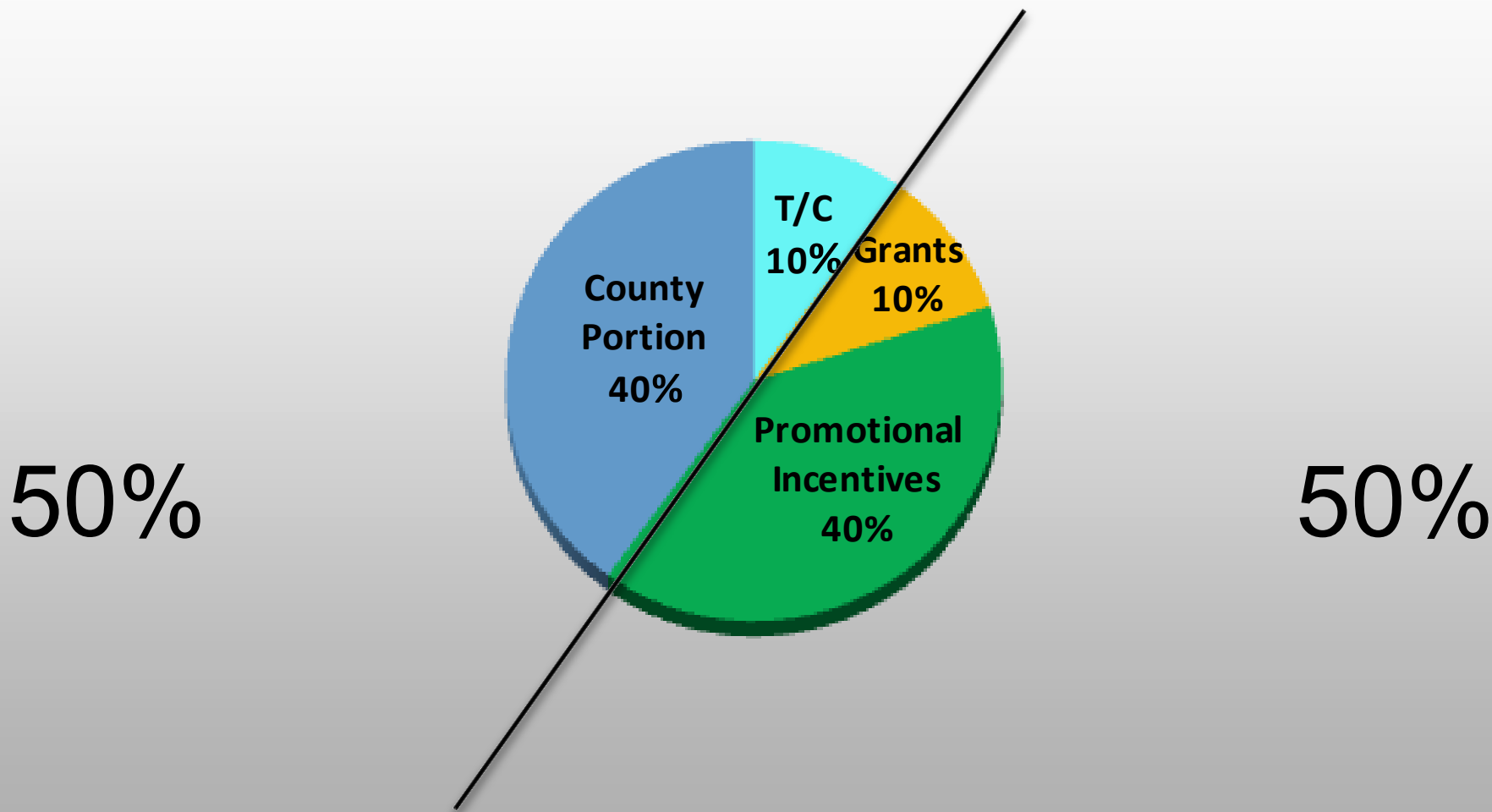
Alternate Funding

3

13-0081-2A 15 of 18
Greater Leverage

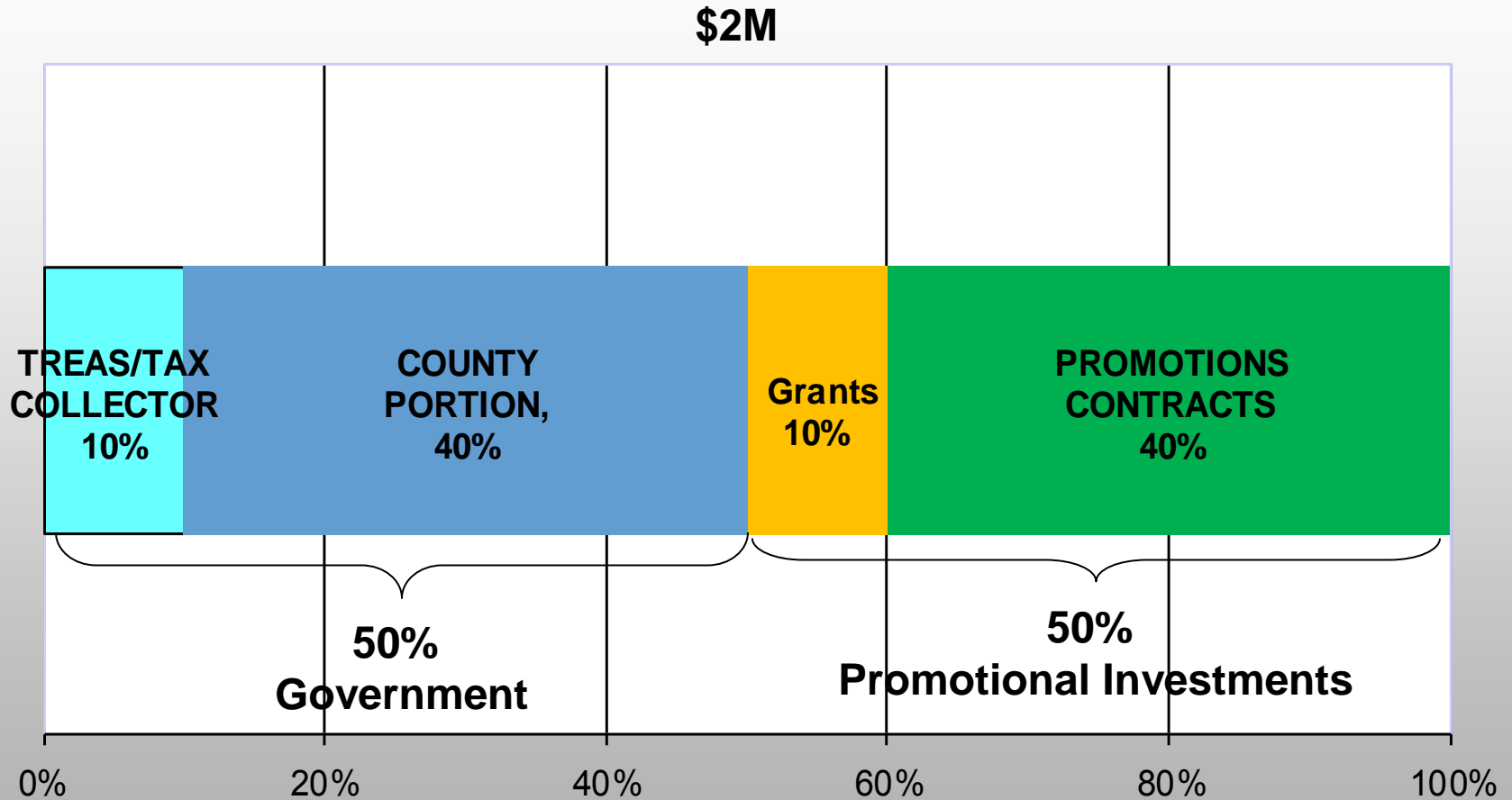
Proposed Future Transient Occupancy Tax Allocation

On \$2M



10% for Greater Overall Return on Investment

Proposed Future Transient Occupancy Tax Allocation



10% for Greater Overall Return on Investment

EDAC Recommendations:

1. Support and authorize staff to begin the process for development of a Central Web Portal (use of existing funds within Economic Development budget)
2. Include funding for an External Grant Assistance program in the FY 2013/14 Economic Development Budget (\$200,000)
3. Develop future Promotions Request for Proposal (RFP) process to reflect funding of programs versus projects
4. EDAC report to the Board on March 25 on a process for Community Organization & Economic Development program funding

Return in March