



# County of El Dorado

## Chief Administrative Office

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### VIA EMAIL

Matt Semonsen, American River Music Festival  
Terry Le Moncheck, El Dorado County Arts Council  
Debbie Manning, El Dorado Hills Chamber of Commerce  
Laurel Brent-Bumb, El Dorado County Film Commission  
El Dorado County Visitors Authority  
B. Gorman, Tahoe South Shore Chamber of Commerce

### RE: PROMOTIONS CONTRACTS UPDATE

Dear Community Partners:

The purpose of this letter is to update all County promotions contractors regarding agreements for FY 2015-16 and the process for receiving funds going forward. The County's approved FY 2015-16 budget included appropriations to continue funding current promotions contractors through June 2016 with a 4.1% rate reduction for the 9-month period.

As you know, the current agreements are based on a scope of services resulting from the 2011 Request for Proposals (RFP) process and there have been two renewals with no update to the scope of services. An updated scope of work is needed for FY 2015-16. Additionally, staff has received direction from the Board of Supervisors to implement updated performance indicators and a higher level of reporting for all promotions contract funding. As such, staff is preparing new contracts for the period of October 1, 2015 through June 30, 2016 that will take a step toward meeting the Board's directive for more rigorous standards related to the expenditure of public funds.

New agreements will include the following:

- Term of October 1, 2015 through June 30, 2016;
- Revised monthly compensation for the extended term (i.e., the budget reduction);

- Modified contractor reporting requirements - quarterly reports to the County contract administrator with narrative and financial information including receipts for County funded purchases on specific items.
- Update the County contract administrator from Assistant CAO to Economic Development Manager; and
- Add new standard articles for political activity, local sourcing, and recognition of the County.

A sample contract is attached. To complete the new contracts for Board approval by October 20<sup>th</sup>, we are requesting that you provide us with new scopes of service no later than close of business on Friday, October 2<sup>nd</sup>. The new scopes of service should succinctly discuss the following:

- Specific program(s) or project activity(s) being proposed;
- The specific economic development problem being addressed;
- Estimates of the population being served;
- Defined short term indicator of success and measurements;
- Defined long term indicator of success and measurements;
- Definition of overall accomplishment based on the defined problem (i.e., deliverables); and
- Budget with Identification of match funds.

Based on the new scope of work, we will quickly prepare the new agreements and have them available for your review no later than October 7<sup>th</sup>.

Due to festival timing, funding for the 2016 American Music Festival will be completely paid under this renewal with the expectation that a new application for 2017 funding will be submitted in an upcoming RFP process in early 2016. This new process is discussed briefly below.

For FY 2016-17 and beyond we will be developing a new and annual RFP process for award of County promotions funding. We anticipate this process will occur in January or February of 2016. The new RFP process will place a renewed emphasis on deliverables, budget tracking, and reporting. We will keep you informed as the new RFP process takes shape.

If you have any questions, do not hesitate to contact me at 530-621-5595. Your time and attention is most appreciated.

Sincerely,



Jeffrey B. McLaughlin, Manager  
CAO/Economic and Business Relations

Attachment

CC: Larry Combs, CAO  
Michael Ciccozzi, ACO  
Purchasing