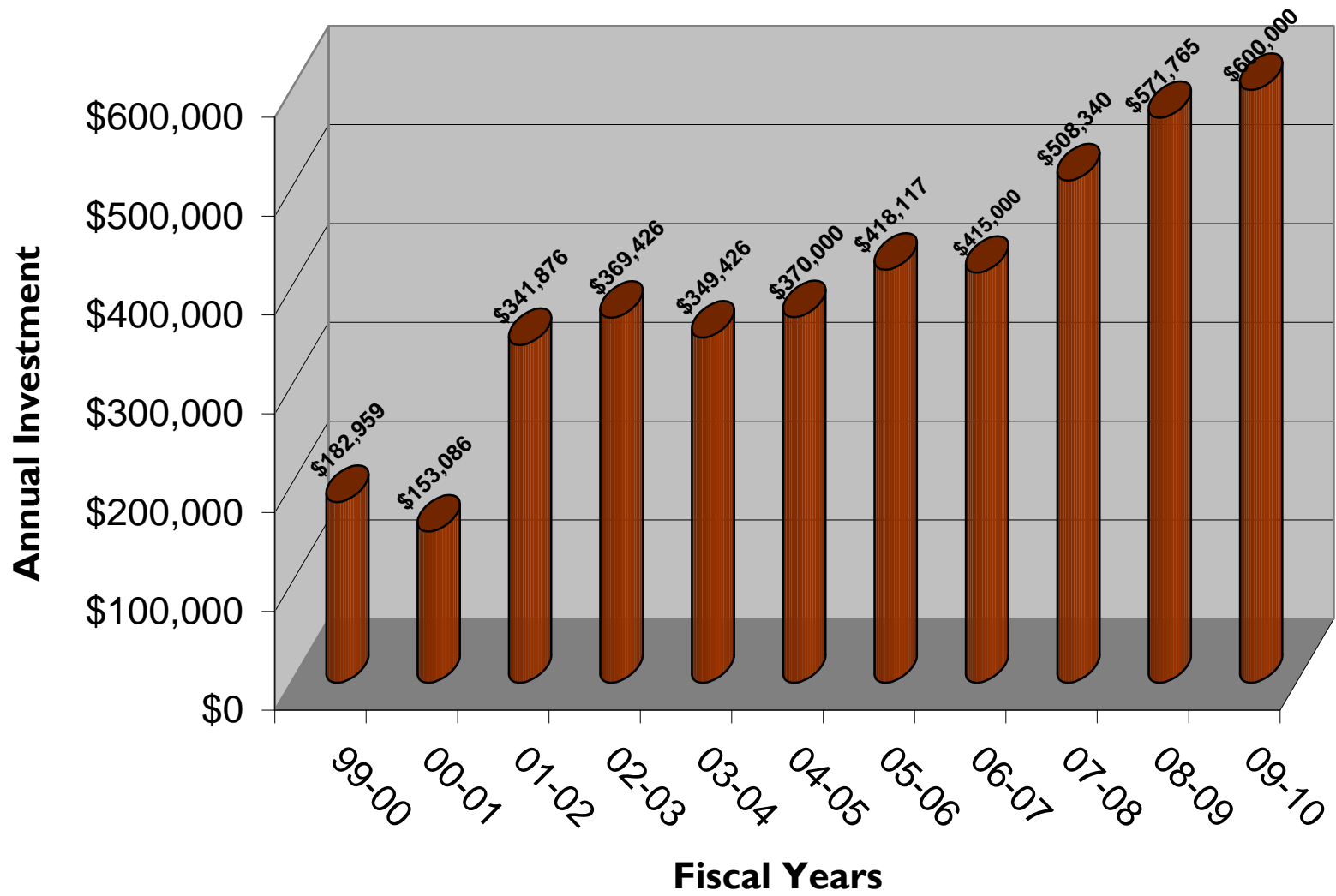


Promotions Funding



Recommended 09-10

FY 09-10 Funding						
Bottom End Request				Top End Request		
\$			950,904.00			\$1,062,449.00
1	Film (EDC Cham)	\$134,296.00	113,601	15%	113,601	\$134,296.00
2	Arts	\$145,000.00	108,750	25%	120,000	\$160,000.00
3	Visitors (EDC Cham)	\$289,961.00	202,973	30%	202,973	\$289,961.00
4	EDH Chamber	\$111,750.00	84,405	24%	84,405	\$111,750.00
5	LTSS Chamber	\$182,000.00	90,272	50%	124,000	\$250,000.00
		\$ 863,007.00	\$ 600,000		\$ 644,978.46	\$ 946,007.00

Historical Promotions Program Awards

Organization	Actual FY 00-01	Actual FY 01-02	Actual FY 02-03	Actual FY 03-04	Actual FY 04-05	Actual FY 05-06	Actual FY 06-07	Actual FY 07-08	Actual FY 08-09	Recommend FY 09-10
Arts Council	\$ -	\$ -	\$ -	\$ -	\$ 60,000	\$ 89,200	\$ 97,850	\$ 122,130	\$ 125,000	\$ 108,750
ED Hills Chamber	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,000	\$ 36,750	\$ 39,300	\$ 84,405
SLT Chamber	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 42,500	\$ 90,000	\$ 90,272
Visitors	\$ 108,086	\$ 237,926	\$ 237,926	\$ 128,665	\$ 172,333	\$ 227,150	\$ 170,000	\$ 190,440	\$ 221,265	\$ 202,973
Film	\$ -	\$ -	\$ -	\$ 92,606	\$ 100,000	\$ 101,650	\$ 107,150	\$ 111,270	\$ 96,200	\$ 113,601
Total	\$ 108,086	\$ 237,926	\$ 237,926	\$ 221,271	\$ 332,333	\$ 418,000	\$ 415,000	\$ 503,090	\$ 571,765	\$ 600,000
Sub-Object #4300	\$ 40,000	\$ 55,000	\$ 100,000	\$ 90,000						
Sub-Object #4500	\$ 5,000	\$ 40,450	\$ 15,000	\$ 5,000						
Sub-Object #7231	\$ -	\$ 16,500	\$ 16,500	\$ 16,500						
FY 07-08 EDH Chamber Augment								\$ 5,250.00		
FY 04-05 Veterans Memorial					\$ 37,667					
Total	\$ 153,086	\$ 349,876	\$ 369,426	\$ 332,771	\$ 370,000	\$ 418,000	\$ 415,000	\$ 508,340	\$ 571,765	\$ 600,000
Yr/Yr. Difference	0	129%	6%	-10%	11%	13%	-1%	22%	12%	5%

N.B. FY 03-04 data not complete

09-10 Promotions Grants Scoring and Ranking

County of El Dorado Promotions Funding Proposals													Total available 2009-10 \$600,000		Raw Rank
Reviewers: Total Eleven													FY 2009-10 Funding Requested \$950,904 - \$1,062,449		
Criteria	one	two	three	four	five	six	seven	eight	nine	ten	eleven	TOTAL			
Maximum Points 1,155 total															
El Dorado County Visitor's Authority	87	80	90	89	105	95	85	97	45	92	95	960	\$289,961.00	\$289,961.00	3
Community Economic Development Association of Pollock Pines	44	56	50	42	103	58	87	47	44	65	70	666	\$37,897.00	\$41,442.00	6
El Dorado Arts Council	90	88	90	91	104	88	100	86	55	98	88	978	\$145,000.00	\$160,000.00	2
Geotourism Exploration and Discovery Days in El Dorado County	86	87	84	81	103	58	102	78	85	98	79	941	\$182,000.00	\$250,000.00	4
El Dorado Lake Tahoe Film and Media Program	101	93	99	102	91	95	105	94	42	98	84	1004	\$134,296.00	\$134,296.00	1
Rubicon Trail Foundation	72	60	70	76	61	55	93	51	30	42	35	645	\$50,000.00	\$75,000.00	7
El Dorado Hills Art & Wine Affaire	90	91	87	93	95	97	86	70	20	99	70	898	\$111,750.00	\$111,750.00	5
El Dorado Hills Chamber of															
													\$950,904.00	\$1,062,449.00	

		One	Two	Three	Four	Five	Six	Seven	Eight	Nine	Ten	Eleven		
#	Organization	<i>Without High & Low</i>											Total	Ave
1	ED Chamber (87	80	90	89		95	85	97		92	95	810	101.3
2	CEDAPP	44	56	50			58	87	47	44	65	70	521	65.1
3	ED Arts Coun	90	88	90	91		88	100	86		98	88	819	102.4
4	LTSS Chambe	86	87	84	81			102	78	85	98	79	780	97.5
5	ED Chamber (101	93	99	102	91	95		94		98	84	857	107.1
6	Rubicon Trail	72	60	70	76	61	55		51		42	35	522	65.3
7	EDH Chamber	90	91	87	93	95	97	86	70		99	70	878	109.8

#	Organization	<i>Rank by Placement</i>											Total	
1	ED Chamber (1		2		3	2		3	1	1	3	16	3
2	CEDAPP					1							1	6
3	ED Arts Coun	2	1	2	1	2	1	1	1	2	2	2	17	2
4	LTSS Chamber					1		2		3	2		8	5
5	ED Chamber (3	3	3	3		2	3	2		2	1	22	1
6	Rubicon Trail												0	7
7	EDH Chamber	2	2	1	2		3				3		13	4

(1st = 3, 2nd = 2, and 3rd =1)

Combined Ranking

#	Organization	Total Point Scores	Total Point Rank	Total Points Average	Rank w/o H & L	w/o Total Points Average	Total Placement Scores	Rank by 1,2,3	All-around Final Rank
1	ED Chamber (960	3	120.0	4	101.3	16.0	3	3
2	CEDAPP	666	6	83.3	7	65.1	1.0	6	6
3	ED Arts Coun	978	2	122.3	3	102.4	17.0	2	2
4	LTSS Chambe	941	4	117.6	5	97.5	8.0	5	5
5	ED Chamber (1004	1	125.5	2	107.1	22.0	1	1
6	Rubicon Trail	645	7	80.6	6	65.3	0.0	7	7
7	EDH Chamber	898	5	112.3	1	109.8	13.0	4	4

County of El Dorado Promotions Funding Proposals

Reviewer: One

Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	15	10	15	7	10	15	10	5	0	87	\$289,961 asking
Community Economic Development Association of Pollock Pines	5	5	15	1	3	5	10	0	0	44	\$41K asking
El Dorado Arts Council	15	10	15	10	7	13	10	10	0	90	\$160 K asking
Geotourism Exploration and Discovery Days in El Dorado County	15	10	15	10	8	13	10	5	0	86	\$250K asking (well organized)
El Dorado Lake Tahoe Film and Media Program	15	10	15	8	8	15	10	10	10	101	\$134,296 asking (sustainable well organized)
Rubicon Trail Foundation	15	10	15	7	5	10	10	0	0	72	\$75 K asking
El Dorado Hills Art & Wine Affaire El Dorado Hills Chamber of Commerce	15	10	15	9	8	15	8	10	0	90	\$111,750 asking

County of El Dorado Promotions Funding Proposals											
<i>Reviewer: Two</i>											
Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	15	10	15	5	10	5	10	10	0	80	
Community Economic Development Association of Pollock Pines	12	8	15	3	3	5	10	0	0	56	
El Dorado Arts Council	15	10	15	8	5	15	10	10	0	88	
Geotourism Exploration and Discovery Days in El Dorado County	15	10	15	10	7	15	10	5	0	87	
El Dorado Lake Tahoe Film and Media Program	15	10	15	10	8	15	10	10	0	93	
Rubicon Trail Foundation	8	5	15	5	5	12	10	0	0	60	
El Dorado Hills Art & Wine Affaire El Dorado Hills Chamber of Commerce	15	10	15	8	8	15	10	10	0	91	

County of El Dorado Promotions Funding Proposals

Three

Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	15	10	15	5	10	15	10	10	0	90	
Community Economic Development Association of Pollock Pines	5	5	15	5	5	5	10	0	0	50	Lengthy and missing information.
El Dorado Arts Council	15	10	14	10	8	13	10	10	0	90	Clear and detailed.
Geotourism Exploration and Discovery Days in El Dorado County	15	10	15	8	6	15	10	5	0	84	Good collaborative approach.
El Dorado Lake Tahoe Film and Media Program	15	10	15	10	9	15	10	10	5	99	Very well presented with comprehensive data.
Rubicon Trail Foundation	15	10	15	6	4	10	10	0	0	70	
El Dorado Hills Art & Wine Affaire El Dorado Hills Chamber of Commerce	15	10	15	10	10	12	10	5	0	87	

County of El Dorado Promotions Funding Proposals											
<i>Reviewer: Four</i>											
Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	13	8	15	9	9	15	10	10	0	89	
Community Economic Development Association of Pollock Pines	10	5	5	2	2	10	8	0	0	42	
El Dorado Arts Council	15	10	14	10	8	14	10	10	0	91	
Geotourism Exploration and Discovery Days in El Dorado County	15	10	10	5	8	13	10	10	0	81	Good idea, tough to pull off.
El Dorado Lake Tahoe Film and Media Program	15	10	15	10	7	15	10	10	10	102	Well organized.
Rubicon Trail Foundation	15	10	10	8	9	14	10	0	0	76	
El Dorado Hills Art & Wine Affaire El Dorado Hills Chamber of Commerce	14	9	15	10	10	15	10	10	0	93	Like the idea.

County of El Dorado Promotions Funding Proposals

Reviewer: Five

Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	15	10	15	10	10	15	10	10	10	105	This organization is the County's tourism promotion agency and should be supported heavily. They have met all the criteria from
Community Economic Development Association of Pollock Pines	15	8	15	10	10	15	10	10	10	103	Well written plan. Stresses the need for the visitor center to enhance economic impact to businesses. Staffing is impressive,
El Dorado Arts Council	15	10	15	9	10	15	10	10	10	104	Well thoughtout plan with detailed description of marketing. Definitely aligns with County promotions and economic
Geotourism Exploration and Discovery Days in El Dorado County	15	15	10	10	10	15	10	8	10	103	Very creative idea to spread tourism countywide while capitalizing on natural assets and increasing length of stay. Very
El Dorado Lake Tahoe Film and Media Program	15	10	12	8	10	8	8	10	10	91	This program fills a void that enhances tourism in a very different way. Still, no marketing plan was submitted. Has great
Rubicon Trail Foundation	12	8	10	5	8	10	8			61	Program designed to educate trail useage and preservation, tourism is secondary focus. How the video will be distributed
El Dorado Hills Art & Wine Affaire El Dorado Hills Chamber of Commerce	15	10	15	10	10	10	9	8	8	95	Previous success with Art and Wine affair makes this request a safe bet, however marketing plan lacked detail. Budget for Welcome Center relies heavily on The County. Perhaps rent

County of El Dorado Promotions Funding Proposals											
<i>Reviewer: Six</i>											
Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	15	10	15	10	10	15	10	5	5	95	
Community Economic Development Association of Pollock Pines	10	8	15	5	5	5	10	0	0	58	
El Dorado Arts Council	12	8	15	8	10	15	10	5	5	88	
Geotourism Exploration and Discovery Days in El Dorado County	10	8	10	5	5	10	10	0	0	58	
El Dorado Lake Tahoe Film and Media Program	15	10	15	10	5	10	10	10	10	95	
Rubicon Trail Foundation	10	5	10	5	5	10	10	0	0	55	
El Dorado Hills Art & Wine Affaire El Dorado Hills Chamber of Commerce California Welcome Center	15	10	15	9	9	14	10	10	5	97	

County of El Dorado Promotions Funding Proposals

Reviewer: Seven

Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	15	10	15	3	10	14	10	5	3	85	Proposed measures seem to be goals rather than measures to demonstrate achievement of those goals. Though applicant addressed ROI there is a no analysis to demonstrate ROI.
Community Economic Development Association of Pollock Pines	15	7	12	10	10	15	10	5	3	87	Multi-year sustainable program relatively small initial investment. Though applicant addressed ROI there is a no analysis to demonstrate ROI.
El Dorado Arts Council	15	10	15	10	10	15	10	5	10	100	Strong team with varied skills and capacity for success. Reasonable ROI estimate.
Geotourism Exploration and Discovery Days in El Dorado County	15	10	15	10	10	14	10	10	8	102	Unique idea with promising return and broad exposure
El Dorado Lake Tahoe Film and Media Program	15	10	15	10	10	15	10	10	10	105	Most comprehensive proposal
Rubicon Trail Foundation	15	10	15	10	10	15	10	3	5	93	Reasonalbe expectation of return for small investment. Recommend full funding.
El Dorado Hills Art & Wine Affaire El Dorado Hills Chamber of Commerce	10	4	15	10	10	14	8	8	7	86	Marketing plan is unclear.

County of El Dorado Promotions Funding Proposals											
<i>Reviewer: Eight</i>											
Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	15	10	15	9	10	8	10	10	10	97	Good county-wide approach. Tourism related promotion in-line with County TOT goals./-/Lots of support organization/very good job of attempting to quantify tourism results/connection to
Community Economic Development Association of Pollock Pines	8	7	10	5	5	7	5	0	0	47	Pollock Pines needs help with Mill closure/Does area really need a visitor center/Limited/Very hard to quantify value/organization
El Dorado Arts Council	13	9	14	8	8	15	10	9	0	86	(No comments)
Geotourism Exploration and Discovery Days in El Dorado County	10	7	12	8	8	13	10	5	5	78	Too much money suggest funding at minimum of \$102,000 versus \$250,000/limited to Lake Tahoe but area needs help/-/-/40% county funds/Good job/-/Some limited experience.
El Dorado Lake Tahoe Film and Media Program	14	9	13	10	8	10	10	10	10	94	quantitative marketing plan/Good support letters/very measurable/Tied to County Chamber/40% funding by County/-/-
Rubicon Trail Foundation	10	5	7	5	7	9	8	0	0	51	Rubicon trails are an important part of County Tourism. Regional water quality control board ruling affects trails/Marketing
El Dorado Hills Art & Wine Affaire El Dorado Hills Chamber of Commerce	5	8	10	8	8	10	6	8	7	70	(No comment)

County of El Dorado Promotions Funding Proposals

Reviewer: Nine

Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	10	0	5	5	10	5	10	0	0	45	Duplicating what is proposed from EISSCC/ETVA/Duplication of South Lake Geotourism program elements but "no" deliverable results/Website linkage? Good list of partners but no description
Community Economic Development Association of Pollock Pines	7	5	5	0	10	7	10	0	0	44	Big points but most organizations are just promoting their specific program rather than the "County" who they serve. "The
El Dorado Arts Council	15	5	10	10	0	10	5	0	0	55	objective/-/Economic impact model is good, ROI 3:1 ratio/(Financials) Missing = stated as an umbrella organization/
Geotourism Exploration and Discovery Days in El Dorado County	15	10	15	10	10	15	10	0	0	85	(documentation) track record of linkages with community partners/Increase TOT and Sales Tax by 5% above done 2009, host 7,500 visitors, 14 M impressions, 10% return
El Dorado Lake Tahoe Film and Media Program	10	0	7	0	10	5	10	0	0	42	then the answer the question./ No marketing plan, a lot of filler material but not to the point!/A list - that anyone could provide.
Rubicon Trail Foundation	5	0	5	0	5	5	10	0	0	30	/-/NO marketing plan/-/NO quantitative measures on models/-/Matched funds/-/
El Dorado Hills Art & Wine Affaire	5	0	5	0	0	0	10	0	0	20	no plan, yes/church's and non-profits, schools/15,000 visitors to be attracted and the next page says 7,000. Which is it and

County of El Dorado Promotions Funding Proposals

Reviewer: Ten

Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	12	8	13	6	8	15	10	10	10	92	Shows excellent network countywide.
Community Economic Development Association of Pollock Pines	10	8	12	5	4	6	10	10	0	65	Not a countywide effort. No sustainability.
El Dorado Arts Council	14	9	14	8	9	14	10	10	10	98	Excellent program with great support.
Geotourism Exploration and Discovery Days in El Dorado County	14	9	13	9	9	14	10	10	10	98	Great to see Tahoe leveraging support.
El Dorado Lake Tahoe Film and Media Program El Dorado Hills Chamber of Commerce	15	9	14	8	9	13	10	10	10	98	Continuation of very successful program.
Rubicon Trail Foundation	6	4	5	5	5	7	5	5	0	42	Did not appear to meet their own objectives.
El Dorado Hills Art & Wine Affaire El Dorado Hills Chamber of Commerce	14	9	14	9	9	14	10	10	10	99	Countywide with Visitor's Center. Great Program.

County of El Dorado Promotions Funding Proposals

Reviewer: Eleven

Criteria	Responsiveness to Objectives	Integration with Marketing Plan	Collaborative Approach	Anticipated Results and Measurement	Financial Capacity	Leveraging and Support	Appropriate Submittal	Bonus: Previous Successful Program	BONUS: County-wide ROI Demonstrated	TOTAL 105 Points	Reviewer's Comments
Maximum Points	15	10	15	10	10	15	10	10	10		
El Dorado County Visitor's Authority	15	10	13	8	10	15	10	10	4	95	
Community Economic Development Association of Pollock Pines	10	10	12	8	7	8	10	5	0	70	Specific benefit to Pollock Pines/Camino area.
El Dorado Arts Council	15	8	14	8	10	13	10	10	0	88	
Geotourism Exploration and Discovery Days in El Dorado County	10	10	9	10	10	12	10	8	0	79	county wide. mostly centers on south shore, very much South Shore oriented. How did this's year's grant go? They claim it as a huge success, was it?
El Dorado Lake Tahoe Film and Media Program	14	10	10	8	10	12	10	10	0	84	
Rubicon Trail Foundation	8	7	8	0	2	5	5	0	0	35	Very narrow focus; strong appeal but to a limited audience.
El Dorado Hills Art & Wine Affaire El Dorado Hills Chamber of Commerce	7	6	5	6	10	8	8	10	0	60	I am less supportive of continuing of the Art and Wine Festival because at some point the Festival should become self-sustaining.
EDH California Welcome Center	12	6	12	8	10	13	8	10	0	79	The Welcome Center could reap benefits for the foreseeable future. What happens if
Averaged together	9.5	6	8.5	7	10	10.5	8	10	0	69.5	