

## **El Dorado County Cultural and Community Development Program**

### **I. SOURCE OF FUNDS**

The Transient Occupancy Tax (Hotel/Motel Tax) is authorized under State Revenue and Taxation Code Section 7280 as an additional source of non-property tax revenue to local government. This tax is levied in El Dorado County at a rate of 10%. The Revenue and Taxation Code does not require any specific use of the Transient Occupancy Tax (TOT).

El Dorado County General Plan Policy 10.1.6.4 requires “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. The Board of Supervisors has recently directed 75% of TOT proceeds toward these purposes. As a component of that funding, the Board of Supervisors has established the Cultural and Community Development Program, and directed \$40,000 from the FY 2012-13 Economic Development budget for that purpose. The Board of Supervisors reserves the right to adjust the appropriation for the Cultural and Community Development Program annually based on available budget resources.

The Cultural and Community Development Program is distinct from the Promotions Program in that it is meant to facilitate smaller, discrete community projects and events rather than sustained marketing of the County generally. Contractors currently receiving Promotions Program funding cannot seek additional funding from this program.

### **II. POLICY STATEMENT**

The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the County by supporting a series of promotional, cultural, and community activities through the Cultural and Community Development Program. The Board desires to fund projects and events that encourage tourism and help increase County TOT revenue, programs of local cultural benefit to the residents of the County and projects that facilitate community identification.

Except where provided for differently, the Board has established the following general principles which shall govern the allocation of Cultural and Community Development Program Funds:

1. The Board may provide Cultural and Community Development funds to private non-profit and public organizations whose purpose is to promote cultural activities, historical preservation activities, promotional activities which enhance tourism and

industry, and/or local community events which encourage a sense of community. The Board may also partner with community organizations without formal non-profit status whose project or event is an appropriate use of Cultural and Community Development funds.

2. Funding is not to be used for political advocacy of any kind.
3. Cultural and Community Development grant awards will be based upon an evaluation of all application materials, with a focus on the return on investment and benefit to be gained, including potential tourism and business revenue, from providing financial support to the event or organization. Events and organizations who demonstrate ability to receive and/or contribute matching funds or grants as the result of receipt of Cultural and Community Development funds will be given priority consideration in the application review process and in consideration of amount of grant award.
4. Entities will be required to include the El Dorado County seal, indicating sponsorship and/or support on all printed promotional materials, unless otherwise requested or agreed upon with the County.
5. Cultural and Community Development funds are not to be used for individual business promotion or advertisement. Any business name mentioned in County funded materials must be a sponsor or direct participant in the event or promotional effort. Any listing of service or product providers or co-sponsors must be inclusive. Any advertising space or time purchased by an individual business must be clearly and separately identified as paid advertising.
6. When feasible, depending on the number of applications, type and location of organizations applying for funds, the Board desires to equalize funding both geographically and in proportion to the population of residents and/or visitors benefiting from a Cultural and Community Development project or event. Therefore, applications submitted during each funding cycle will be considered both individually and as a whole to ensure that Cultural and Community Development funds strike an appropriate balance between larger and smaller communities.

### **III. ACTIVITIES ELIGIBLE FOR CULTURAL AND COMMUNITY DEVELOPMENT FUNDS**

The Board desires to designate available funds toward projects and initiatives that stimulate and expand the county's economic vitality. Example activities include, but are not limited to:

- Park and recreational activities that benefit local tourism activities and the tourist industry.
- Promotion of El Dorado County’s agriculture and viticulture industries.
- Events, projects, programs that preserve and highlight the County’s unique history.
- Cultural and artistic events.
- Planning, community identification and design.

#### IV. PROCESS/TIMELINE

This level of funding is based on carry-over funding of \$40,000 from FY 2012-13 and approval of \$40,000 for FY 2013-14. The maximum individual funding award is \$5,000 per cycle per applicant. The annual appropriation for the Cultural and Community Development Program shall be established by the Board annually based on available budget resources.

**July 17, 2013**—Application information available on the County’s website at [www.edcgov.us/Economic](http://www.edcgov.us/Economic).

**August 9, 2013**—Completed applications will be due to the Chief Administrative Office, 330 Fair Lane, Placerville, CA 95667, by 5:00 P.M. LATE OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.

**August 12-16, 2013**—Chief Administrative Office convenes committee consisting of staff, representatives of the Community and Economic Development Advisory Committee and other subject experts to review applications and provide preliminary recommendations.

**August 19-23, 2013**—A rotating two member subcommittee of the Board of Supervisors meets to review all applications and develop funding recommendations to the full Board.

**September 10, 2013**—Board of Supervisors awards Cultural and Community Development funds.

**Cultural and Community Development Application**

**FY 2013-14**

**Event/Project/Organization**  
**for which funds are requested:** \_\_\_\_\_

**Event/Project Location:** \_\_\_\_\_

**Name of Organization:** \_\_\_\_\_

**Address of Organization:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Website:** \_\_\_\_\_

**Name of Contact Person:** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**E-mail address:** \_\_\_\_\_

**Total Amount Requested:** \_\_\_\_\_



- 7. What benefit is expected from the use of Cultural and Community Development funds, if awarded (please detail expected increased tourism, overnight stays, economic impact, etc.), and how will this be measured:**
  
  
  
  
  
  
  
  
  
  
- 8. How will El Dorado County, as a sponsor of the event/project/organization, be recognized in promotional materials and at the event/project/organization:**
  
  
  
  
  
  
  
  
  
  
- 9. Please provide any information on sponsorships for this event/project/organization:**
  
  
  
  
  
  
  
  
  
  
- 10. If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization:**



## BUDGET FOR EVENT/PROJECT

Please detail all revenue and expenditures associated with the event/project/organization for which funds are being requested (only include guaranteed funds, i.e. not the funds being requested that have not yet been approved).

Additionally, for private non-profit and public organizations, please include a copy of the most recently completed financial statement and a copy of the budget for the event or organization for which funds are requested.

### **Revenue for event/project:**

#### **1. Funding/Contributions:**

Source	Amount
<b>Total:</b>	

#### **2. Other earnings (i.e. admission fee, retained earnings, sale of products, etc):**

Type	Amount
<b>Total:</b>	



3. Describe any in-kind assistance/match funds you expect to receive from individuals, businesses or other community groups in support of this event/project/organization, which have not be confirmed or detailed above:

**Expenditures**

1. Expenditures for advertising and promotions (should correlate with revenue sources stated above):

<b><u>Expenditures</u></b> Item or service	<b><u>Cost:</u></b>	<b><u>Funded By</u></b>
<b>Total:</b>		

**SUBMITTAL**

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge. Advertising funds are awarded, that proposer

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Applicant Organization: \_\_\_\_\_

Date: \_\_\_\_\_

**Return Grant Application No Later than August 9, 2013 at 5:00 PM to:**

**Chief Administrative Office  
Attn: Economic Development  
330 Fair Lane  
Placerville, CA 95667**