

# FY 2023-24 TOT FUNDING REQUESTS

## Tourism Promotion and Economic Development

### BACKGROUND

As a steward of public funds, the County has a responsibility to ensure that the allocation of resources is done in a fair, equitable, and effective manner. When considering funding requests, the County must carefully evaluate each proposal to ensure that it aligns with the County's Strategic Plan goals and priorities related to economic development, and that it will have a positive impact on the community. For the Transient Occupancy Tax (TOT) requests received during this evaluation process, the County asked organizations additional questions in order to provide supplemental information to assist the Board in making responsible decisions that maximize the benefits of the TOT funding for the community as a whole. Economic Development staff requested that each organization address the following questions/topics.

1. How long has your organization been receiving and how has that funding resulted in increased tourism or economic development in El Dorado County?
2. Please provide deliverables and performance measures.
3. Please list all the funding sources and amounts for your organization.
4. What percent of your organization's total revenues does your FY 2023-24 TOT request represent?
5. How long to do you anticipate needing funding from El Dorado County for these services?
6. Please describe your internal controls that will ensure the TOT funding provided will only go towards activities that increase tourism or economic development in El Dorado County.

The responses received from each organization seeking TOT funding under Tourism Promotion and Economic Development are below.

### EL DORADO COUNTY CHAMBER OF COMMERCE – VISITORS AUTHORITY

#### **Duration of Funding Received and Positive Impacts on Tourism or Economic Development:**

The El Dorado County Chamber of Commerce has been receiving TOT directed funds from El Dorado County for 30 years. Most recently we are utilizing 8% for our Printed Visitors Guide, which includes distribution to the Sacramento International Airport, Visitors Center Information at 5% and, 30% on Social Media and Website Content. The county recognized the need to promote tourism to attract visitors and increase TOT. The chamber has successfully contributed to that increase even in the recession and during COVID.

### **Key Deliverables and Performance Measures:**

As TOT has continued to increase each year, we believe that the film commission and visitors authority have been contributing programs to that success. The data and ROI are submitted twice a year to the county. Once in a written report and another as a formal presentation to the board of supervisors.

### **Overall Funding Information:**

Tourism is funded by the County contract with two additional programs. One is funded by the AQMD for the Stay and Play transportation program and another is a small contract with Placerville for promotion specific to the city.

A breakdown of how TOT funds will be allocated during FY 2023-24 is provided below:

<b>Current Programs/Services</b>	<b>Annual TOT Amount</b>	<b>% of Annual TOT Amount</b>
Visitor Website Maintenance	\$41,909.70	15%
Printed Visitor Guides	\$22,351.84	8%
Visitors Information Center	\$41,909.70	15%
Social Media Campaigns and Videos	\$13,969.90	5%
Content Development	\$41,909.70	15%
Public Relations	\$13,969.90	5%
Research and Measurement	\$27,939.80	10%
Advertisement and Sales	\$22,351.84	8%
Strategic Alliances and Education	\$13,969.90	5%
Administration	\$39,115.72	14%
<b>Annual Existing Programs/Services Total</b>	<b>\$279,398.00</b>	<b>100%</b>
<b>Additional Funding Request for Expanded Services</b>		<b>Annual TOT Amount</b>
Content Development – expand video content		\$18,750.00
Advertising and Sales – attend additional travel show		\$6,250.00
Social Media – target Reno Market		\$6,250.00
Online Display Ads – target San Francisco and San Jose regions		\$68,750.00
Research and Measurement – additional software to track travel data		\$25,000.00
<b>Annual Expanded Services Total</b>		<b>\$125,000.00</b>
<b>Total Annual TOT Funding Request</b>		<b>\$404,398.00</b>

### **TOT Request in Relation to Other Funding Sources:**

The program contracts represent 51% of our budget and those dollars are restricted and used exclusively for the services described in our scope of work.

### **Anticipated Duration of TOT Funding Needed:**

We would anticipate continued support for the contracts for services. These programs require long term planning, staffing and contractual commitments. In the event that the county would terminate these contracts, the chamber would no longer be able to provide support for the programs.

### **Internal Controls to Ensure Funds are Spent on Tourism and Economic Development Activities:**

Funds for promotions are established as an annual budget over which the program director has control. Monthly reports of expenditures along with the remaining funds available in the budget year are provided to the program director for planning. The tourism budget is presented at each council meeting for review. Program Directors compensations are funded from contracts for services.

## **EL DORADO COUNTY CHAMBER OF COMMERCE – FILM COMMISSION**

### **Duration of Funding Received and Positive Impacts on Tourism or Economic Development:**

Support of the County has been responsible for promoting Film and Tourism in El Dorado County for 30 years. The film commission was started 30 years ago by our current film commissioner, Kathleen Dodge and continues to generate between 1-7 million dollars in economic impact each contract year.

### **Key Deliverables and Performance Measures:**

As TOT has continued to increase each year, we believe that the film commission and Visitors Authority have been contributing programs to that success. The data and ROI are submitted twice a year to the County. Once in a written report and another as a formal presentation to the Board of Supervisors. The 2021-20232 budget years had an ROI of \$5,994,500 at 2088%.

Below are some recent accomplishments:

- Maverick, Top Gun Release Promotions
- California on Location Awards, FLICS Sponsorship Chair
- Annual Film Industry Mixer and Business Showcase
- Updated Film Guide

### **Overall Funding Information:**

Film is funded 100% by the County.

A breakdown of how TOT funds will be allocated during FY 2023-24 is provided below:

<b>Current Programs/Services</b>	<b>Annual TOT Amount</b>	<b>% of Annual TOT Amount</b>
Marketing Facilitation	\$60,300.00	40%
Advertising Promotion	\$37,687.50	25%
Community Outreach	\$22,612.50	15%
Economic Development	\$15,075.00	10%
Overhead/Administrative	\$15,075.00	10%
<b>Annual Existing Programs/Services Total</b>	<b>\$150,750.00</b>	<b>100%</b>
<b>Additional Funding Request for Expanded Services</b>		
One-Time Regional Project – participation in Tri-County Virtual Fam Tour		\$5,000.00
<b>Annual Expanded Services Total</b>		<b>\$5,000.00</b>
<b>Total Annual TOT Funding Request</b>		
	<b>FY 2023-24</b>	<b>\$155,750.00</b>
	<b>FY 2024-25</b>	<b>\$150,750.00</b>

### **TOT Request in Relation to Other Funding Sources:**

As both the film and tourism contracts are specific to those programs, looking at the funding as revenue to the chamber isn't accurate. The monies allocated to the contracts are spent on the contracts and if we didn't have the contracts, we wouldn't have the Film commission or the Visitors Authority. That being said, the program contracts represents 51% of our budget and those dollars are restricted and used exclusively for the services described in our scope of work.

### **Anticipated Duration of TOT Funding Needed:**

As both the film and tourism programs are ongoing with recognized benefits to the community, we would anticipate continued support for the contracts for services. These programs require long term planning, staffing and contractual commitments. If the county would terminate these contracts, the chamber would no longer be able to provide support for the programs.

### **Internal Controls to Ensure Funds are Spent on Tourism and Economic Development Activities:**

Funds for promotions are established as an annual budget over which the program director has control. Monthly reports of expenditures along with the remaining funds available in the budget year are provided to the program director for planning.

## **EL DORADO HILLS CHAMBER OF COMMERCE**

### **Duration of Funding Received and Positive Impacts on Tourism or Economic Development:**

Our organization first was awarded a contract for services in 2008 for our signature event Art & Wine Festival with the caveat that the funding would decrease as the event became successful. The funding for what is now known as Art Beer and Wine Festival ended in 2016. In 2010, we were awarded a contract for services to operate the California Welcome Center-El Dorado Hills. The Art Festival grew to over 15,000 visitors during the two-day event: 50% from outside of the County. The California Welcome Center's ROI is measured by number of guests and spending formula provided by Visit California. Each of our years of receiving the contract, those numbers have been shared. Most recently in the last email, in the attachment reporting our last contract for services.

### **Key Deliverables and Performance Measures:**

Since we are a brick-and-mortar California Welcome Center our deliverables are based on actual guests (visitors) and a formula from Visit CA on what the guest spends; last contract year -ROI = \$167,776. The secondary is the marketing/promotion received through Visit CA; list CA Official Visitor's Guide - \$200,000, CA Road Trips - \$26,000, CA Official Road Map - \$49,000, additional \$275,000 marketing/advertising exposure. A total ROI of 400%; \$110,320 investment resulting in \$442,776. This information is shared in our report, August 8, 2022, as well as the previous email request (attached for reference). As TOT has increased each year since our contract services, we believe that is in part to our program, the California Welcome Center.

### **Overall Funding Information:**

The California Welcome Center other funding sources are brochure and sponsorship revenues, reduced rent, volunteers who serve as Concierges to offset staff time and merchandise sales. The merchandise purchased is not funded by the contract.

A breakdown of how TOT funds will be allocated during FY 2023-24 is provided below:

<b>Current Programs/Services</b>	<b>Annual TOT Amount</b>	<b>% of Annual TOT Amount</b>
Building Rent – CA Welcome Center	\$47,370	43%
Staffing Costs	\$48,351	44%
Utilities, Travel, and Marketing	\$14,599	13%
<b>Annual Existing Programs/Services Total</b>	<b>\$110,320</b>	<b>100%</b>
<b>Additional Funding Request for Expanded Services</b>		
Approx. 10% increase due to payroll costs/min. wage increases		\$10,000
<b>Annual Expanded Services Total</b>		<b>\$10,000</b>
<b>Total Annual TOT Funding Request</b>		<b>\$120,320</b>

**TOT Request in Relation to Other Funding Sources:**

15% - However, those funds are kept in a restricted account and used only for the items in the approved budget from the RFP proposal.

**Anticipated Duration of TOT Funding Needed:**

As long as El Dorado County wants to be one of 19 California Welcome Centers in California to drive tourism efforts for the County.

**Internal Controls to Ensure Funds are Spent on Tourism and Economic Development Activities:**

As mentioned above, the contract funding is kept in a restricted account. At the end of each contract year, we share all expenses per the agreed budget. NOTE: We have sent dollars back to the County when we came in under budget. We operate extremely frugal.

## LAKE TAHOE SOUTH SHORE CHAMBER OF COMMERCE

**Duration of Funding Received and Positive Impacts on Tourism or Economic Development:**

Our records show Tahoe Chamber applied for and received El Dorado County economic development grant funds beginning in 2010. At that time, the program involved grant funds for “Geotourism.” We used the funds received to create and launch our “Sample the Sierra” Farm to Fork Festival, an event that features agricultural products, including wine provided from the unique agricultural growing areas with El Dorado, and promotes the County’s diverse array of tourism attractions.

**Key Deliverables and Performance Measures:**

We respectfully note that our detailed annual written report to the County contains this information. As requested, we also make presentations to the Board of Supervisors to report in person on the Tahoe Chamber events, programs, and initiatives funded in part with El Dorado County economic development grant funds.

**Overall Funding Information:**

Tahoe Chamber is a 501(c) 6 non-profit membership-based organization. Our funding comes from members in good standing. We are proud to be the largest business organization in the greater South Shore region of Lake Tahoe and the largest in eastern El Dorado County.

A breakdown of how TOT funds will be allocated during FY 2023-24 is provided below:

<b>Current Programs/Services</b>	<b>Annual TOT Amount</b>	<b>% of Annual TOT Amount</b>
Business and Community Development	\$30,000	38%
Workforce Development	\$10,000	13%
South Tahoe Restaurant Association and Sample the Sierra Farm to Fork Festival	\$20,000	25%
Tahoe Chamber Partnership – Envision Tahoe Prosperity Playbook	\$8,950	11%
Tahoe Chamber Partnership – Lake Tahoe Destination Stewardship Plan	\$10,000	13%
<b>Annual Existing Programs/Services Total</b>	<b>\$78,950</b>	<b>100%</b>

**TOT Request in Relation to Other Funding Sources:**

Approximately 13%. There is no increase in the amount of annual funding we are requesting for the upcoming grant cycle (\$78,950). As identified in the Scope of Work we submitted for the upcoming cycle, the funds will be used exclusively to help fund programs, events, and activities in the following categories:

- Business and Community Development
- Workforce Development and Affordable Housing
- GO Local Shop & Dine marketing and promotions, our staff support and promotion of the South Tahoe Restaurant Association (STRA), and the “Sample the Sierra” farm to fork festival
- Tahoe Chamber partnership with the Tahoe Prosperity Center for implementation of the Envision Tahoe Prosperity Playbook
- Tahoe Chamber partnership with implementation of the new Lake Tahoe Destination Stewardship Plan

**Anticipated Duration of TOT Funding Needed:**

To achieve the maximum opportunity for sustainability, success, and value to the County, the services provided by Tahoe Chamber’s County partnership require long-term planning, staffing and contractual commitments. In connection with this question, we respectfully note that some 80% or more of the County’s TOT revenue is generated within the Tahoe Basin. Our request is for a modest amount of \$78,950, Tahoe Chamber leverages this funding with contributions from its own budget and staff.

### **Internal Controls to Ensure Funds are Spent on Tourism and Economic Development Activities:**

Our administration and finance team track the expenditure of grant funds to ensure they are used exclusively for the programs, events, activities and initiatives described in our County Contract Scope of Work.

## **SHINGLE SPRINGS CAMERON PARK CHAMBER OF COMMERCE**

### **Duration of Funding Received and Positive Impacts on Tourism or Economic Development:**

This is a new request for TOT funding for FY 2023-24 forward. There are no records at the Chamber for when or if the SSCP Chamber has ever received funding for tourism promotion/economic development.

### **Key Deliverables and Performance Measures:**

Economic Development Items of Work/Activities:

- Creation of a multi-week Entrepreneur's workshop series to provide assistance & education in how to start/grow a business in El Dorado County in an effort to fill many of the commercial vacancies in the SS/CP area.
- Partner with local, regional and national experts to deliver forums that meet the needs of the business community.
- Re-Imagine Cameron Park/Shingle Springs - Hire a marketing specialist to assist with creating a survey for residents, businesses & tourist destinations to see how to use marketing to increase tourists to El Dorado County and specifically Cameron Park/Shingle Springs

Tourism Items of Work/Activities:

- New building signage to enhance visibility for tourist to locate the Chamber from Cameron Park Drive
- Thunder in the Park Class Car Show Increase marketing for our annual car show that bring over 1,000 people annually to Cameron Park Lake
- Update Marketing Materials to reflect the many tourism additions to our County in the past 5 years
- Plan & Implement an annual street fair for local & surrounding area businesses to showcase their product and bring visitors to the area. Will also provide a boost to spending at local restaurants, wineries and breweries.

Website Development/ SEO Items of Work/Activities:

- Update & Maintain Chamber computer systems and website for targeted, online display ads, paid search, social media, e-blasts and marketing campaigns to attract new visitors to our County. Increase site and page views by 10% in year-to-year analytics
- Create a SHOP LOCAL marketing campaign showcasing local, small agriculture, recreation and tourism located in Shingle Springs/Cameron Park area.



### **Overall Funding Information:**

A breakdown of current funding sources is provided below:

- Membership Dues - \$41,000
- Membership Trade with Wells Fargo Bank for Building & Utilities - \$21,000
- Raffle Proceeds - \$3,500

A breakdown of how TOT funds will be allocated during FY 2023-24 is provided below:

<b>Current Programs/Services</b>	<b>Annual TOT Amount</b>	<b>% of Annual TOT Amount</b>
Entrepreneur's Workshop and Forums	\$5,000	13%
Re-Imagine Cameron Park/Shingle Springs Campaign	\$5,000	13%
New Signage for Chamber Building	\$2,000	6%
Thunder in the Park Car Show Marketing	\$1,000	3%
Marketing Materials ( annual street fair and other events)	\$6,000	16%
SHOP LOCAL Marketing Campaign	\$5,000	13%
Website Updates and Maintenance	\$5,000	13%
Administrative/part-time staff	\$8,500	23%
<b>Annual Existing Programs/Services Total</b>	<b>\$37,500</b>	<b>100%</b>

### **TOT Request in Relation to Other Funding Sources:**

Our TOT request represents 28.5% of our yearly budget.

### **Anticipated Duration of TOT Funding Needed:**

We anticipate needing funding for 6 years.

### **Internal Controls to Ensure Funds are Spent on Tourism and Economic Development Activities:**

We will open a new bank account for TOT funds with its own accounting of receipts for the items that are listed in our scope of work and deliverables.

## **TAHOE PROSPERITY CENTER**

### **Duration of Funding Received and Positive Impacts on Tourism or Economic Development:**

The Tahoe Prosperity Center has been receiving TOT directed funds from El Dorado County for economic development (we don't focus on tourism promotion) since Fiscal Year 2017-2018. We have seen many positive economic development improvements in the past five years, including a 15% increase in per-capita income and a 17% increase in the number of residents making over \$75,000 per year, which is a Tahoe area living wage. Additionally we saw an increase in year-round residents in 2020 (although a slight decline again in 2021) as well as an increase in the number of residents with full-time college and graduate degrees, which is a good indicator of future business workforce potential.



### **Key Deliverables and Performance Measures:**

The Tahoe Prosperity Center's Envision Tahoe project is our primary project on economic development in the region. This is focused on economic resiliency and supports both a thriving tourism economy as well as improving opportunities in health and wellness and environmental innovation (the other sectors in our economy.) Envision Tahoe convened a Catalyst Committee with representatives from across the region, brought in 1,800 local resident survey responses, completed three reports, and culminated into an 80+page Prosperity Playbook. The Playbook is now being incorporated into local strategic plans, cited by journalists locally and internationally, and is being utilized by anchor employers, jurisdictions, colleges, and entrepreneurs alike. This Playbook outlines the indicators used to track the efficacy of which "plays" are enacted, key players, funding streams, and projected outcomes.

Data is at the core of the Tahoe Prosperity Center and is how we identify and measure the efficacy of all of our projects. We are the only organization in Lake Tahoe to collect economic and community wellness indicators at the tract level so that we can truly monitor the wellbeing of our region made up of two states, five counties, and an incorporated city. These indicators cover multiple topics such as: housing, jobs by industry, number of businesses and size, poverty levels, per capita income, and population demographics.

The following are data we use to assess success of this project:

- Surveys and partner feedback collected to track entrepreneur and small business connections with other businesses, business relationships, vital resources and potential clients and client relationships in the area
- Participation in marketing materials intended to increase awareness of Tahoe's support of, and resources for, the small business and entrepreneurial environment
- The number of new businesses and startups that have registered in the El Dorado County portion of Tahoe's communities
- Growth in both tourist serving and non-tourist serving businesses in the area
  - The concentration of businesses by industry and size
- Business-to-consumer and business-to-business growth year over year
- Local employment data trends
- Growth in loan volumes and capital investment levels
- Small business years of existence, growth indicators (addition of employees, office space, increased revenue) and business ownership demographics

### **Overall Funding Information:**

A breakdown of funding sources is provided below:

<b>Funding Source</b>	<b>% of Total</b>	<b>Total Revenue</b>	<b>Details</b>
General	33%	\$165,008	Includes Jurisdiction (El Dorado County) funding
Government Grants	25%	\$127,490	US EDA grant
Non-Government Grants	3%	\$15,000	Private Foundations
Program Revenue	32%	\$159,600	Program specific funds
Other	7%	\$34,121	Events/Interest
<b>Total</b>	<b>100%</b>	<b>\$501,219</b>	

#### **TOT Request in Relation to Other Funding Sources:**

As we do not have all of our 2023-2024 revenues confirmed, we based the percentage on our budget from last year (2022) as you can see in the chart above. In that case, El Dorado County's TOT request \$30,000 represents 5.8% of our total revenue and 18.8% of our overall Jurisdiction funding.

#### **Anticipated Duration of TOT Funding Needed:**

The Tahoe Prosperity Center is now focused on implementing the Envision Tahoe Prosperity Playbook. This is at least a five to ten year process to work with anchor employers, local governments, Chambers, Colleges and regional agencies to create a more resilient Tahoe economy. The Tahoe Prosperity Center has recently hired a new Program Manager who will focus on this program. In addition, we hope to work with El Dorado County to put together economic infrastructure grant applications to the State of CA in 2024 that align with the CA Economic Resilience Fund implementation phase goals. This is also a multi-year process.

#### **Internal Controls to Ensure Funds are Spent on Tourism and Economic Development Activities:**

We follow best practices and generally accepted accounting principles (GAAP) for nonprofit organizations and recently were awarded a Platinum Guidestar certification for nonprofit transparency, which is the highest level possible. We have numerous internal controls to ensure our funds are directed to where they are allocated including an annual audit, monthly financial reconciliations, and quarterly board review of our finances to ensure that funding is being spent in an appropriate, timely, and efficient manner. We can ensure that all of our funding goes to improving Tahoe's economy and communities via business support, economic diversification, and building pathways for upward mobility throughout the region.

## **HIGHWAY 50 ASSOCIATION WAGON TRAIN**

#### **Duration of Funding Received and Positive Impacts on Tourism or Economic Development:**

Highway 50 Association has been the recipient of supportive funding from El Dorado County for approximately 20-25 years. With promotion across the State and even around the world, we have seen a real increase in folks traveling from distant locales, i.e. Australia, Japan, Canada, Germany and Great Britain, traveling to participate in our event. Additionally, Hwy 50 and old Hangtown have become a destination for tourists to participate in the reenactment and festivities, bringing with them their tourist dollars which adds to local revenue.

### **Key Deliverables and Performance Measures:**

The measurable effect of the advent of wagon train is seen in its popularity with locals and tourists alike. Events planned around the passage of Wagon Train bring in tax dollars to the county, increased popularity and desired tourist destination for the county, and a better understanding of El Dorado County's unique place in the annals of California history.

### **Overall Funding Information:**

Our funding sources vary. Each year, we solicit grants from various businesses, who have been supportive. Among those have been El Dorado Savings Bank, Sierra Pacific Industries and Wal-Mart. Additionally, we sell ads to local businesses for our annual publication, (a tool we use to spread information and pique interest in our event). We owe a great deal of our ability to continue to Doug Veerkamp who transports our wagons to our starting point at no small expense, and to Gordon Vicini who contributes so much including a final stopping place at the end of the journey. Without the support of these two businesses who deliver in kind services, we would be unable to roll. The State has established cooperation and support between California Highway Patrol, Caltrans and other agencies, again, in in kind services. Approximately 50% of our cash funding comes from El Dorado County. Immeasurable amounts from in-kind services come from the State and local citizens.

A breakdown of how TOT funds will be allocated during FY 2023-24 is provided below:

<b>Current Programs/Services</b>	<b>Annual TOT Amount</b>	<b>% of Annual TOT Amount</b>
4 Draft Horses and Freight Wagon	\$4,000	27%
4 Draft Horses and Freight Wagon	\$4,000	27%
2 Draft Horses and Freight Wagon	\$2,000	13%
2 Draft Horses and Freight Wagon	\$2,000	13%
2 Draft Horses and Freight Wagon	\$2,000	13%
2 Draft Horses and Freight Wagon	\$1,000	7%
<b>Annual Existing Programs/Services Total</b>	<b>\$15,000</b>	<b>100%</b>

### **TOT Request in Relation to Other Funding Sources:**

The total cash revenues, apparently derived from TOT taxes and supplied to us by the County is approximately 50%.

### **Anticipated Duration of TOT Funding Needed:**

As long as this annual event takes place, we will need annual funding from the County to meet our expenses.

### **Internal Controls to Ensure Funds are Spent on Tourism and Economic Development Activities:**

Highway 50 Association is a 501-c3 corporation, and as such has strict accounting and reporting standards. Our bookkeeping is done on a QuickBooks for Non-Profits software program. We have an internal audit annually to ascertain propriety in our accounting. Annual tax preparation is performed by a local CPA, and financial records are kept and made available upon request.

## GREATER SACRAMENTO ECONOMIC COUNCIL

### **Duration of Funding Received and Positive Impacts on Tourism or Economic Development:**

Over the past eight years, GSEC has been a catalyst in economic development, forming a true public-private partnership in California and setting the standard for measuring economic development success.

### **Key Deliverables and Performance Measures:**

As of the end of December 2022, our public sector members have contributed over \$7.5 million to help grow the local economy. Leveraging your 7-year investment with our private sector investors, together we achieved the following in the region:

- Created 26,019 jobs
- Produced economic output of \$9.3B
- Added \$143M to the local tax benefits
- Regional ROI on local tax revenue: \$18.96

As we look back on Fiscal Year 2021/2022, we are particularly proud of the following initiatives:

- Our region recovered all jobs lost during the COVID-19 pandemic. GSEC helped locate 16 new tradable-sector companies in Greater Sacramento, bringing 3,046 jobs and \$6.5 billion in economic impact to the region last year.
- GSEC launched its first three-year strategic plan, working together to build a solid foundation for lasting change while focusing on four core pillars: growth, sustainability, equity and competitiveness.
- GSEC won three IEDC Excellence in Economic Development awards, earning a bronze talent development and retention award and gold digital media award. This recognition indicates GSEC's brand and status throughout the country.
- GSEC launched the #CapitalMomentum campaign targeting national decision makers with data, developments and industry innovation that are driving unprecedented growth in the Greater Sacramento region. The campaign received excellent feedback from our target audience, including: 281k impressions, 4k pageviews, \$151k video views and 93 leads.

For the current fiscal year, we have made great progress toward our goals:

- GSEC has a total of 15 locates already this fiscal year.
- The GSEC Board of Directors approved 10 new Emerging Entrepreneur Director seats. By providing these leaders an opportunity to sit on the GSEC Board, not only do they gain access to the region's top public and private sector leaders, but they also bring a fresh perspective on how to brand Greater Sacramento as an innovative ecosystem – a crucial step to becoming a truly advanced economy.

**Overall Funding Information:**

A breakdown of funding sources is provided below:

<b>GSEC funding sources and amounts Revenue source</b>	<b>Amount (FY 2021/22)</b>
Government contributions	\$984,503
Private contributions	\$3,585,000
Private and foundation grants	\$150,000
Events and program revenue	\$300,000
Other revenue	\$285,000
<b>TOTAL</b>	<b>\$5,304,503</b>

**TOT Request in Relation to Other Funding Sources:**

To assist you in budget preparation and planning for Fiscal Year 2023/2024, your community's annual contribution utilizing the population estimate of 158,620 at an unchanged per capita rate of \$0.40 will be \$63,448.

The support of our communities is paramount to our success. Only through a true public-private partnership will we achieve the results this region deserves.

The Fiscal Year 2023/2024 fiscal year agreement will be provided for your review by April 7. Thank you in advance for your commitment and support and feel free to contact me at any time with questions.

**Anticipated Duration of TOT Funding Needed:**

El Dorado County's contribution amounts to 1.2% of total GSEC revenue, and we anticipate needing this indefinitely as El Dorado County's annual investment in GSEC membership, programs and services.

**Internal Controls to Ensure Funds are Spent on Tourism and Economic Development Activities:**

GSEC's Policy for Public Designated Net Assets: Defined as contributions from cities and counties. "These funds are designated for specific operational items of the organization which exclude executive officer compensation, employee bonuses, car allowances and entertainment." Additionally, these designated funds from cities and counties are held in a separate bank account and reported separately on the organization's financial statements. The funds are only combined with other operational funds after qualified expenses have been incurred. Compliance with this policy is reviewed annually by GSEC's external CFO, Legal Counsel and reported to our Board of Directors.

# GSEC Community ROI



## COUNTY OF EL DORADO ECONOMIC IMPACT

GSEC's work attracting companies into the region has spurred job growth and economic activity amounting to the below.

Total investment  
amount over 6 years:  
**\$369,411**



6-year local tax revenue:  
**\$11,084,197**

6-year ROI  
on local tax revenue:  
**\$30.00 : \$1**

## REGIONAL ECONOMIC IMPACT

From FY 2015/16 to FY 2021/22, the 20 communities in Greater Sacramento invested over \$6.5 million into Greater Sacramento Economic Council. With that investment, the region experienced a total economic output of \$9.3 billion from 2015 to 2022, created 11,006 direct jobs and resulted in \$143.6 million in local tax revenue.

The following statistics highlight the return on investment to the community as a region:

- Total seven-year investment by all communities: \$6,493,553
- Regional ROI on local tax revenue: \$22.12
- Regional ROI on direct economic output: \$837.94
- Regional ROI on total economic output: \$1,432.28

## TOTAL SEVEN-YEAR ECONOMIC IMPACT SUMMARY (2015 TO 2022)

The following statistics are the total economic impact to the region and California over the seven years. The detailed table highlights the regional breakdown of these statistics:

Total jobs:  
**26,019**

Direct economic  
impact:  
**\$5.4 billion**

Total local tax  
revenue:  
**\$143.6 million**

	Output	Jobs	Income	Local revenue
Direct	\$5,441,188,314	11,006	\$1,704,493,598	\$41,903,938
Indirect and induced	\$3,859,375,764	15,013	\$1,044,764,552	\$101,729,512
Total	\$9,300,564,078	26,019	\$2,749,258,150	\$143,633,450

Source: IMPLAN 2020 December 22, 2022

Taken for all projects started in 2015 with audited numbers through the end of December 22, 2022.



**El Dorado County Fair & Event Center** *a 501 c 3 nonprofit organization*  
100 Placerville Drive, Placerville CA 95667

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April 5, 2023

Emma Owens  
Principal Management Analyst  
Chief Administrative Office  
330 Fair Lane, Building A  
Placerville, CA 95667

Dear Emma,

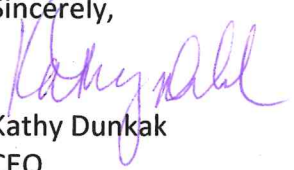
I respectfully submit my request for TOT funding in the amount of \$15,300. Our plan is to update the marquee which is located on Placerville Drive with a programmable electronic marquee.

Throughout the year there are many events here on the fairgrounds, small and large, that attract many people, frequently folks from out of the immediate area that may not be aware of all of the happenings at the fairgrounds. Our goal is to be able to share multiple events at our Placerville Drive gate, with the goal of increasing attendance at said events. We also want to direct people to the Armory Road Gate as the gates on the Placerville Drive entrance are typically closed during these events.

The existing static marquee would be removed, and a new LED, programmable electronic marquee installed on the existing poles, with a "roof" that is updated to match the newly remodeled gatehouse.

I appreciate your assistance with this request.

Sincerely,

  
Kathy Dunkak  
CEO