

**CHIEF ADMINISTRATIVE OFFICE**  
**Procurement and Contracts Division**

Date Received  
6/16/23

**NON-COMPETITIVE PURCHASE REQUEST JUSTIFICATION**

Required for all (non-emergency) sole source acquisitions in excess of \$5,000.00 and sole source service requests in excess of \$100,000.00.

This justification document consists of three (3) pages. All information must be provided and all questions must be answered. **Department Head approval is required.**

**Requesting Department Information**

|                                       |                      |                |
|---------------------------------------|----------------------|----------------|
| Department:<br>37-Building & Planning | Org Code:<br>3740000 |                |
| Contact Name:<br>Patricia Soto        | Subobject:<br>       | User Code:<br> |
| Telephone:<br>530-621-5706            | Fax:<br>             |                |

**Required Supplier / Vendor Information**

|  |  |
|--|--|
| Vendor / Supplier Name:<br>El Dorado County Chamber of Commerce-Film | Vendor / Supplier Address:<br>542 Main Street                  |
| Contact Name:<br>Laurel Brent-Bumb                                   | Placerville, CA 95667  |
| Estimated Purchase Price/Contract Amount:<br>\$301,500               | Vendor / Supplier Email Address:<br>chamber@eldoradocounty.org |
| Telephone:<br>530-621-5885   | Fax:<br>   |

Provide a brief description of the request, including all goods and/or services the vendor/supplier will provide and supporting exemption reference from Board Policy C-17 - Procurement Policy:

The El Dorado County Chamber of Commerce Film Commission (Film Commission) provides economic growth to the County with a focus on marketing, advertising and promotion, outreach, and administrative and organizational programs. The Film Commission maintains various websites, communicates with potential clients, and oversees various film projects throughout the County and surrounding areas.

Exemption is Policy C-17, 3.4, 2(f) - "the procurement is for goods where the continuity of providers will provide efficiency or critical knowledge, and other providers of the goods cannot provide similar efficiencies or critical knowledge." As part of the El Dorado County Chamber of Commerce, the Film Commission has significantly greater resources, institutional knowledge, and interaction with both public and private entities in respect to the services provided and information presented.

Department Head: *Karen L. Garner* 06/16/2023  
Karen L. Garner (Jun 16, 2023 13:11 PDT)  
Signature

Purchasing Agent: *Michelle Wernin* 06/16/2023  
Signature

Board of Supervisors:  
Date:   
Item:

P&C Assignment:  
Assigned To:   
Date:

**A. The good/service requested is restricted to one supplier for the reason stated below:**

1. Why is the acquisition restricted to this goods/services supplier? (Explain why the acquisition cannot be competitively sourced. Explain how the supplier is the only source for the acquisition.)

The Film Commission is the only film commission in El Dorado County. The County partners with the Film Commission to provide potential clients with permit assistance, lodging, crew, and support services to make filming in El Dorado County simple.

2. Provide the background of events leading to this acquisition.

The County has been supporting the Film Commission with funding for over 30 years.

3. Describe the uniqueness of the acquisition. (Why was the goods/services supplier chosen?)

As the only film commission in El Dorado County, the Film Commission was selected to promote the local economy.

4. What are the consequences of not purchasing the goods/services or contracting with the proposed supplier?

By not contracting with the Film Commission, the County would need to seek a Vendor outside of El Dorado County to provide the marketing, advertising and promotion, outreach, and administrative and organizational programs that the Film Commission provides. This would result in a lapse in film related promotional activities and would require staff time and resources.

5. What market research was conducted to substantiate no competition, including the evaluation of other items or service providers? (Provide a narrative of your efforts to identify other similar or appropriate goods/services, including a summary of how the department concluded that such alternatives are either inappropriate or unavailable. The name and addresses of suppliers contacted and the reasons for not considering them must be included OR an explanation of why the survey or effort to identify other goods/services was not performed.)

The Film Commission is the only film commission in El Dorado County, therefore, no other Vendors were sought for these services.

**B. Price Analysis:**

1. How was the price offered determined to be fair and reasonable? (Explain what basis was used for comparison and include cost analysis as applicable.)

The County has been providing the Film Commission with the same contract amount since 2019. The contract amount is based on marketing facilitation, advertising promotion, community outreach, economic development, and overhead/administrative costs.

2. Describe any cost savings or avoidance realized (one-time or ongoing) by acquiring the goods/services from this supplier.

The Film Commission has represented that it is specially trained, experienced, expert and competent to perform marketing and promotional activities in El Dorado County. By continuing this partnership, the County is guaranteed to be provided with timely deliverables that are above standard, thus avoiding a failed partnership.

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| Contact Name:<br>Patricia Soto        | Subobject:<br>       | User Code:<br> |
| Telephone:<br>530-621-5706            | Fax:<br>             |                |

**Required Supplier / Vendor Information**

|   |  |
|---|--|
| Vendor / Supplier Name:<br>El Dorado County Chamber of Commerce-Visitor's | Vendor / Supplier Address:<br>542 Main Street                  |
| Contact Name:<br>Laurel Brent-Bumb  | Placerville, CA 95667  |
| Estimated Purchase Price/Contract Amount:<br>\$558,796                    | Vendor / Supplier Email Address:<br>chamber@eldoradocounty.org |
| Telephone:<br>530-621-5885  | Fax:<br>   |

Provide a brief description of the request, including all goods and/or services the vendor/supplier will provide and supporting exemption reference from Board Policy C-17 - Procurement Policy:

The El Dorado County Chamber of Commerce Visitor's Authority (Visitor's Authority) provides economic growth to the County with a focus on marketing, advertising and promotion, outreach, and administrative and organizational programs. The Visitor's Authority maintains various websites, communicates with potential clients, creates magazines and videos, and staffs the Visitor Information Center.

Exemption is Policy C-17, 3.4, 2(f) - "the procurement is for goods where the continuity of providers will provide efficiency or critical knowledge, and other providers of the goods cannot provide similar efficiencies or critical knowledge." As part of the El Dorado County Chamber of Commerce, the Visitor's Authority has significantly greater resources, institutional knowledge, and interaction with both public and private entities in respect to the services provided and information presented.

Department Head: *Karen L. Garner* 06/16/2023  
Karen L. Garner (Jun 16, 2023 13:11 PDT)

Purchasing Agent: *Michelle Wierma* 06/16/2023  
Signature

Board of Supervisors:  
Date:   
Item:

P&C Assignment:  
Assigned To:   
Date:

**A. The good/service requested is restricted to one supplier for the reason stated below:**

1. Why is the acquisition restricted to this goods/services supplier? (Explain why the acquisition cannot be competitively sourced. Explain how the supplier is the only source for the acquisition.)

The Visitor's Authority promotes tourism and travel to the County and staffs the El Dorado County Visitor Information Center.

2. Provide the background of events leading to this acquisition.

The Visitor's Authority has been receiving Transient Occupancy Tax from the County for over 30 years.

3. Describe the uniqueness of the acquisition. (Why was the goods/services supplier chosen?)

The Visitor's Authority was selected to provide promotional services as they have significantly greater resources, institutional knowledge, and interaction with both public and private entities in respect to the services provided and information presented.

4. What are the consequences of not purchasing the goods/services or contracting with the proposed supplier?

By not contracting with the Visitor's Authority, the County would need to seek a Vendor outside of El Dorado County to provide the marketing, advertising and promotion, outreach, and administrative and organizational programs that the Visitor's Authority provides. Additionally, the County would no longer be assisting in funding the Visitor Information Center that provides information on local travel, lodging, and events. Lack of funding would potentially lead to various programs offered by the Visitor's Authority to dissolve.

5. What market research was conducted to substantiate no competition, including the evaluation of other items or service providers? (Provide a narrative of your efforts to identify other similar or appropriate goods/services, including a summary of how the department concluded that such alternatives are either inappropriate or unavailable. The name and addresses of suppliers contacted and the reasons for not considering them must be included OR an explanation of why the survey or effort to identify other goods/services was not performed.)

No market research was conducted as the Visitor's Center has been providing these promotional services to the County for over 30 years.

**B. Price Analysis:**

1. How was the price offered determined to be fair and reasonable? (Explain what basis was used for comparison and include cost analysis as applicable.)

The contract amount is based on the cost to operate and maintain a website and social media, production and printing of various magazines and travel guides, staffing of the Visitor's Information Center, public relations, research and measurement, advertising and sales, strategic alliances and education, and administration.

2. Describe any cost savings or avoidance realized (one-time or ongoing) by acquiring the goods/services from this supplier.

The Visitor's Authority has represented that it is specially trained, experienced, expert and competent to perform marketing and promotional activities in El Dorado County. By continuing this partnership, the County is guaranteed to be provided with timely deliverables that are above standard, thus avoiding a failed partnership.

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| Contact Name:<br>Patricia Soto        | Subsubject:<br>      | User Code:<br> |
| Telephone:<br>530-621-5706            | Fax:<br>             |                |

**Required Supplier / Vendor Information**

|  |   |
|--|---|
| Vendor / Supplier Name:<br>El Dorado Hills Chamber of Commerce | Vendor / Supplier Address:<br>2085 Vine St., Ste. 105               |
| Contact Name:<br>Debbie Manning                                | El Dorado Hills, CA 95762   |
| Estimated Purchase Price/Contract Amount:<br>\$220,640         | Vendor / Supplier Email Address:<br>debbie@eldoradohillschamber.org |
| Telephone:<br>916-933-1335                                     | Fax:<br>  |

Provide a brief description of the request, including all goods and/or services the vendor/supplier will provide and supporting exemption reference from Board Policy C-17 - Procurement Policy:

The El Dorado Hills Chamber of Commerce (Chamber) provides economic growth to the County with a focus on marketing, advertising and promotion, outreach, and administrative and organizational programs. The Chamber maintains various websites, communicates with potential clients, creates magazines and videos, and staffs the California Welcome Center in El Dorado Hills.

Exemption is Policy C-17, 3.4, 2(f) - "the procurement is for goods where the continuity of providers will provide efficiency or critical knowledge, and other providers of the goods cannot provide similar efficiencies or critical knowledge." As the California Welcome Center of El Dorado Hills, the Chamber has significantly greater resources, institutional knowledge, and interaction with both public and private entities in respect to the services provided and information presented.

Department Head: *Karen L. Garner* 06/16/2023  
Karen L. Garner (Jun 16, 2023 13:22 PDT)

Purchasing Agent: *Michelle Wierma* 06/16/2023  
Signature

Board of Supervisors:  
Date:   
Item:

P&C Assignment:  
Assigned To:   
Date:

**A. The good/service requested is restricted to one supplier for the reason stated below:**

1. Why is the acquisition restricted to this goods/services supplier? (Explain why the acquisition cannot be competitively sourced. Explain how the supplier is the only source for the acquisition.)

The Chamber operates the California Welcome Center in El Dorado Hills to drive tourism efforts for the County. Additionally, the Chamber serves as a voting center for the County when requested.

2. Provide the background of events leading to this acquisition.

In 2008, funding was awarded to the Chamber for their signature Art & Wine Festival. Since 2010, the County has contracted with the Chamber for services to operate the California Welcome Center in El Dorado Hills.

3. Describe the uniqueness of the acquisition. (Why was the goods/services supplier chosen?)

The Chamber was selected to provide promotional services as they have significantly greater resources, institutional knowledge, and interaction with both public and private entities in respect to the services provided and information presented.

4. What are the consequences of not purchasing the goods/services or contracting with the proposed supplier?

By not contracting with the Chamber, the County would need to seek a Vendor outside of El Dorado County to provide the marketing, advertising and promotion, outreach, and administrative and organizational programs that the Chamber provides. Additionally, the County would no longer be assisting in funding the California Welcome Center in El Dorado Hills that provides information on local travel, lodging, and events. Lack of funding would potentially lead to various programs offered by the Chamber to dissolve.



5. What market research was conducted to substantiate no competition, including the evaluation of other items or service providers? (Provide a narrative of your efforts to identify other similar or appropriate goods/services, including a summary of how the department concluded that such alternatives are either inappropriate or unavailable. The name and addresses of suppliers contacted and the reasons for not considering them must be included OR an explanation of why the survey or effort to identify other goods/services was not performed.)

No market research was conducted as the Chamber operates the only California Welcome Center in the County.

**B. Price Analysis:**

1. How was the price offered determined to be fair and reasonable? (Explain what basis was used for comparison and include cost analysis as applicable.)

The contract amount is based on the cost of rent, employee wages, utilities, travel, and marketing. The Chamber has received the same amount of funding since 2019.

2. Describe any cost savings or avoidance realized (one-time or ongoing) by acquiring the goods/services from this supplier.

The Visitor's Authority has represented that it is specially trained, experienced, expert and competent to perform marketing and promotional activities in El Dorado County. By continuing this partnership, the County is guaranteed to be provided with timely deliverables that are above standard, thus avoiding a failed partnership.

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| Telephone:<br>530-621-5706            | Fax:<br>             |                |

**Required Supplier / Vendor Information**

|   |   |
|---|---|
| Vendor / Supplier Name:<br>Lake Tahoe South Shore Chamber of Commerce | Vendor / Supplier Address:<br>169 U.S. Highway 50         |
| Contact Name:<br>Mike Glover  | Stateline, NV 89449                                       |
| Estimated Purchase Price/Contract Amount:<br>\$157,900                | Vendor / Supplier Email Address:<br>mike@tahoechamber.org |
| Telephone:<br>775-588-1728  | Fax:<br>  |

Provide a brief description of the request, including all goods and/or services the vendor/supplier will provide and supporting exemption reference from Board Policy C-17 - Procurement Policy:

The Lake Tahoe South Shore Chamber of Commerce (Chamber) provides economic growth to the County with a focus on marketing, advertising and promotion, outreach, and administrative and organizational programs. The Chamber maintains various websites, communicates with potential clients, creates videos, and promotes workforce development training and initiatives.

Exemption is Policy C-17, 3.4, 2(f) - "the procurement is for goods where the continuity of providers will provide efficiency or critical knowledge, and other providers of the goods cannot provide similar efficiencies or critical knowledge." As the largest business organization in eastern El Dorado County, the Chamber has greater institutional knowledge, and interaction with both public and private entities in respect to the services provided and information presented.

Department Head: Karen L. Garner 06/16/2023  
Karen L. Garner (Jun 16, 2023 13:24 PDT)  
Signature

Purchasing Agent: Michelle Weimer 06/16/2023  
Signature

Board of Supervisors: \_\_\_\_\_ P&C Assignment: \_\_\_\_\_  
Date: \_\_\_\_\_ Assigned To: Annika Andersson  
Item: \_\_\_\_\_ Date: 5/2/2023

**A. The good/service requested is restricted to one supplier for the reason stated below:**

1. Why is the acquisition restricted to this goods/services supplier? (Explain why the acquisition cannot be competitively sourced. Explain how the supplier is the only source for the acquisition.)

The Chamber promotes tourism and travel to the County and funds unique programs, events, and activities.

2. Provide the background of events leading to this acquisition.

The County has been providing funding to the Chamber since 2010. At the time, the funds were allocated for Geotourism and were utilized to create and launch the Sample the Sierra Farm to Fork Festival.

3. Describe the uniqueness of the acquisition. (Why was the goods/services supplier chosen?)

The Chamber was selected to provide promotional services as they have significantly greater resources, institutional knowledge, and interaction with both public and private entities in respect to the services provided and information presented.

4. What are the consequences of not purchasing the goods/services or contracting with the proposed supplier?

By not contracting with the Chamber, the County would need to seek a Vendor outside of El Dorado County to provide the marketing, advertising and promotion, outreach, and administrative and organizational programs that the Chamber provides. This disruption could potentially lead to various programs to dissolve and/or decrease their promotional reach.

5. What market research was conducted to substantiate no competition, including the evaluation of other items or service providers? (Provide a narrative of your efforts to identify other similar or appropriate goods/services, including a summary of how the department concluded that such alternatives are either inappropriate or unavailable. The name and addresses of suppliers contacted and the reasons for not considering them must be included OR an explanation of why the survey or effort to identify other goods/services was not performed.)

No market research was conducted as the Chamber has successfully been providing these promotional services to the County since 2010.

**B. Price Analysis:**

1. How was the price offered determined to be fair and reasonable? (Explain what basis was used for comparison and include cost analysis as applicable.)

The contract amount is based on the cost to fund various programs, events, and activities to include: business and community development, workforce development and affordable housing, GO Local Shop & Dine marketing and promotions, Tahoe Chamber partnership with the Tahoe Prosperity Center for implementation of the Envision Tahoe Prosperity Playbook, and the Tahoe Chamber partnership with implementation of the new Lake Tahoe Destination Stewardship Plan.

2. Describe any cost savings or avoidance realized (one-time or ongoing) by acquiring the goods/services from this supplier.

The Chamber has represented that it is specially trained, experienced, expert and competent to perform marketing and promotional activities in El Dorado County. By continuing this partnership, the County is guaranteed to be provided with timely deliverables that are above standard, thus avoiding a failed partnership.