

L. Tannenbaum #19

**Re: Agenda Item #19 - File 25-0137 – TOT/DTOT Fund Allocations and Revenue Measures
Lee Tannenbaum, President, El Dorado County Taxpayers Association**

Good morning, Chair and Members of the Board,

My name is Lee Tannenbaum, and I am the President of the El Dorado County Taxpayers Association. I am here today to speak on behalf of the taxpayers who fund this county and to advocate for greater transparency and accountability in the use of **Transient Occupancy Tax (TOT) and Discretionary TOT (DTOT) funds**.

This week, our association will submit a **Public Records Act request** seeking a **full, line-item breakdown** of how these tax dollars have been spent. We want to know exactly where this money has gone, who has received it, and what impact it has had. We will be requesting **all related communications and recipient reports** to ensure these funds are being used as intended.

With the county considering new revenue measures—including **sales tax increases, new tourism districts, and additional fees**—we believe it is essential for taxpayers to have all the facts. Before asking residents and businesses to pay more, the county must first **demonstrate fiscal responsibility and full transparency** with the funds it already collects.

We are not here to oppose reasonable investments in our community. We are here to ensure that every tax dollar is used **wisely, efficiently, and for the benefit of the people who live and work here**.

We urge this Board to support our call for transparency by publicly releasing detailed accounting of **TOT and DTOT expenditures** before considering any new tax measures. The public deserves clarity, accountability, and a seat at the table in these discussions.

Thank you for your time. We look forward to your response and continued dialogue on this critical issue.

Lee Tannenbaum
President
El Dorado County Taxpayers Association

February 10, 2025
Public Records Officer
El Dorado County

Subject: Public Records Act Request – Line Item Detail of TOT/DTOT Funds Expenditures

Dear Public Records Officer:

Pursuant to the California Public Records Act, Government Code Section 6250 et seq., I am writing on behalf of the El Dorado County Taxpayers Association to request a detailed, line item accounting of how Discretionary Transient Occupancy Tax (DTOT) and Transient Occupancy Tax (TOT) funds have been spent to date. This request is made in connection with the upcoming Board of Supervisors' budget direction for the Chief Administrative Office (CAO), as referenced in the Board meeting on February 11, 2025, and related documents (including Item #19, File 25-0137 and the associated PowerPoint presentation available at eldorado.legistar.com).

Specifically, please provide any records, reports, invoices, or financial statements that detail the allocation and expenditure of DTOT and TOT funds since inception, including but not limited to:

- A complete breakdown of expenditures by line item, category, and date.
- Documentation outlining the decision-making process regarding these expenditures.
- Any amendments or modifications to previous allocations.
- Recipient of such monies and any emails between the County / Recipient, Recipient reports detailing how the funds were actually spent.

The information is crucial for ensuring transparency and enabling the public to review the use of DTOT and TOT funds, thereby facilitating an informed decision-making process regarding future discretionary revenue-generating options.

If any portion of this request is unclear or if you require additional information to locate the records, please contact me at 650-515-2484 or lee.tannenbaum@gmail.com. If there are any fees associated with fulfilling this request, please inform me in advance.

Thank you for your prompt attention to this matter.

Sincerely,

Lee Tannenbaum
El Dorado County Taxpayers Association
President

Public Comment # 19
BOS Recd. 2-11-25

visit
California

CHIEF

Dan Gordon
Gordon Eiersch

CHIEF

Carla Murray
Marriott International

Kevin Fat
Fat Family Restaurant Group

COMMISIONERS

Kevin Boss
Enterprise Holdings

Shuaib Bulhan
The Hertz Corporation

Jim Burba
Burba Hotel Network

Ron Cohen
Mammoth & June Mountain Ski Areas

Sandra Fletcher
Sincis Restaurants Group

Robert Gleason
Evans Hotels

Gerri Games
InterContinental Hotels Group

Daniel Halpern
Jackmont Hospitality

Reed Kandalaft
Reed Seasons Hotels & Resorts/Bevely Hills

John Kalliner
The Grapevine Wine Country Shuttle

Tom Klein
Rojney Strong Wine Estates

Terry Lewis
Hilton Worldwide

Noreen Martin
KS Resorts

Ripton Melhado
Hyatt Corporation

Dee Dee Myers
Governor's Office of Business and
Economic Development

Sima Patel
Redgement Hospitality

Ken Patrick
Jasneword Resorts

Stephen Bevetria
Giants Enterprises

Ted Selogie
AccorHotels

John Sheperdson
Avis Budget Group, Inc

Kurt Stocks
LEGOLAND California Resort

Scott Strahl
Universal Studios Hollywood

Amar Tankha
Sut Rent A Car, LLC

Gary Thomas
Ambidge Hospitality

Benjamin Webster
Utler Mendelson PC

Scott White
Visit Greater Palm Springs

February 10, 2025

To Whom It May Concern,

On behalf of Visit California, I am writing to express our strong support for continued investment in tourism marketing efforts within El Dorado County. As the state's official tourism organization, we recognize the vital role tourism plays in driving economic growth, creating jobs and enhancing the quality of life for residents across the region.

El Dorado County's unique combination of history, outdoor recreation and small-town charm makes it the namesake destination within California's Gold Country. However, as we have seen time and again, having a great destination is not enough – competitive marketing efforts are essential to attracting visitors in an increasingly crowded travel marketplace. There are more than 300 destination marketing organizations in California, all competing for visitor spending. Without the countywide marketing platform provided by Visit El Dorado, El Dorado County risks losing ground to other destinations, which will lead to reduced visitor spending, job losses and a decline in local tax revenue.

Tourism is a cornerstone of El Dorado County's economy, generating more than \$1.1 billion in annual revenue for local businesses and \$111 million in state and local tax revenue that funds vital local services. More than 14,000 El Dorado County workers depend on the tourism economy for their jobs. Continued investment in tourism promotion strengthens the local workforce and contributes to essential public services that benefit all residents.

We urge the El Dorado County Board of Supervisors to recognize the immense value of tourism to El Dorado County and to maintain its commitment to funding these important initiatives. The partnership between Visit California and El Dorado

County has demonstrated measurable success, and we look forward to continuing our collaborative efforts to drive sustainable growth for the region.

Sincerely,

A handwritten signature in black ink, reading "Caroline Beteta". The signature is written in a cursive style with a prominent loop at the end of the last name.

Caroline Beteta

President & CEO

Public comment
BOS Revd 2-11-25

From: Sue Taylor <sue-taylor@comcast.net>
Sent: Tuesday, February 11, 2025 11:36 AM
To: BOS-Clerk of the Board
Subject: 2/14/2025 - Agenda #19 - Item #25-0236

This Message Is From an External Sender

This message came from outside your organization.

Report Suspicious

Please send to the Board:

Please fund and support those industries that physically bring in the tourism funds. Then fund the road infrastructure and repairs that are needed, the services that are impacted by that tourism; such as sheriff, search and rescue, fire, ambulance, etc. then use what is left over - at the end of the year - for discretionary funds. Veterans should be first on the list since they were promised in the ballot measure.

For over the last decades you use tourism based to draw people here, but most you don't financially support (most would be thrilled with \$20,000 to fund their events). You have been using TOT to impact and eliminate those industries. Our El Dorado & El Dorado Hills Chambers main focus is drawing housing and corporation into the county, which strongly impacts our rural assets that draw tourism. Who generates those funds that are being impacted by misplaced funding? Small businesses and agritourism, not the Chambers.

Also I'm missing where the Planning Director stated that Planning gets around 2.5 million from TOT and Economic Development gets over 3 million. I did not see Economic Development on the chart.

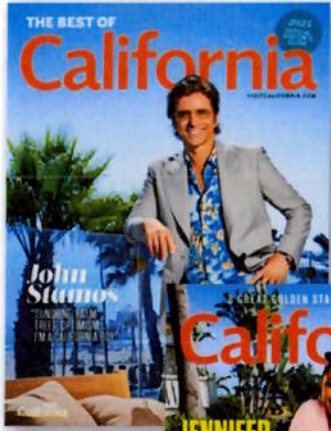
Thanks for your service and hopefully you can focus on supporting the citizens of the county.

Sue Taylor

California Welcome Center Value

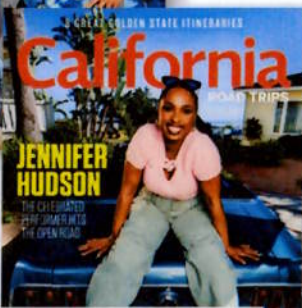


California Welcome Center - Integrated Marketing



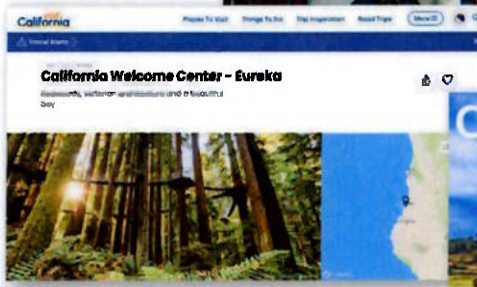
'California Visitor's Guide'

- Feature & 2/3 page placement as regional resource
- Call out on regional map
- 500,000 print circulation to U.S. & Canada
- 425,000 digital downloads
- **\$200,000** ad value



'California Road Trips'

- Promotion throughout publication
- 1 million print circulation
- **\$26,000** ad value



VisitCalifornia.com Consumer Website

- Dedicated page on VisitCalifornia.com. Site receives **1.8 million** unique visits per month!
- Included on each regional page
- Included in trip itineraries



California Official State Map

- Premium placement on the back panel
- **\$49,000** ad value


Benefits to Regional Tourism

Visitation: **1.4 million** visitors in 2024



Visitor Impacts (2019 Study)

- 60% of visitors learned something new about the area when visiting a center
- 43% of visitors learned something new about California
- 27% of visitors went on to visit an attraction featured at the center
- 13% of visitors changed their travel plans following a visit to a center
- 11% of visitors extended their stay in California
 - 1.4 extra nights in the area
 - 2.6 extra nights in California



Where do you want to Play?

Discover the thrill of surfing, the peace of a forest trail, saddle up for a journey on horseback or enjoy a family picnic under ancient trees, California's 280 State Parks offer endless ways to play.

**Scan to find your next
adventure today!**





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