

**El Dorado County  
Cultural and Community Development Program  
2013-14**

**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 cannot seek funding from this program to supplement programs already receiving funding from the current County Promotions Programs and Project Contracts.

**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:

Cultural and Community Development Grant Guidelines

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 allow community organizations without formal non-profit status whose project or event is an appropriate use of Cultural and Community Development funds to partner with a non-profit organization.
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.
7. Funding is intended to be used for direct project or event expenses, not for administrative or overhead costs related to a project or event.

### **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**

The level of funding for the 2013-14 Community and Cultural Development Grant Program is based on carry-over funding of \$40,000 from FY 2012-13 and \$40,000 for FY 2013-14. The maximum individual funding award is \$5,000 per cycle per applicant. The Cultural and Community Development Program shall be reviewed and considered for re-approval by the Board of Supervisors on an annual basis. Appropriations for the program shall be established by the Board as part of the County's annual budget process and will be based on available budget resources.

**July 19, 2013**—Application information is made available on the County's website at [www.edcgov.us/Economic](http://www.edcgov.us/Economic).

**August 16, 2013**—Completed applications are 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 19-23, 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 26-30, 2013**—A rotating two member subcommittee of the Board of Supervisors serving one-year terms meets to review all applications and develop funding recommendations to the full Board.

**September 17, 2013**—The Board of Supervisors receives all applications and recommendations and awards Cultural and Community Development funds.