



COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)

Name of Project/Program/Event:
(A separate application is required for each unique request) Sample the Sierra

Applicant Address: (Street, City, State, Zip) PO Box 17181, South Lake Tahoe, CA 96150

FEIN/EIN/Tax I.D. #: [REDACTED]

Contact Person Name and Title:
(This person is the authorized contact for this application during the review process) Betty "B" Gorman, President & CEO

Contact Person Address: (incl. City, State, Zip) PO Box 17181, SLT, CA 96150

Contact Person Telephone: 775-588-1728 or 530-318-7900 (cell)

Contact Person E-mail: bgorman@tahoechamber.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

Amount of Grant Funding Requested: \$12,500

Funds available (or to be secured) from other sources: + \$31,000

Total Cost of Proposed Project/Program/Event: = \$43,500

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input checked="" type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) Sample the Sierra is Tahoe's only farm to fork festival featuring EDC wine, produce, spirits and beers. The event started in 2010 with support from EDC with several goals in mind. A strong desire to create B2B relationships that would result in local wines being featured on South Shore restaurant wine lists as they were simply missing from all wine lists at the time. Likewise there were very few if any restaurants utilizing local providers for meat and produce. Triads (restaurant/beverage/producer) are created for each STS booth resulting in lasting relationships whereby we now have numerous chefs featuring local products, while bars and restaurants successfully feature EDC wines. Another goal was to heighten awareness of the riches of EDC in the minds of both residents and visitors with the hopes that the event would inspire loyal visitation to the county's businesses. Wineries now report 40% of their club members are from Tahoe or Reno/Carson Valley. And finally the event was designed to attract visitors to come up to the lake and hopefully taste and buy EDC wines. The first year of the event resulted in some visitation but many attendees were local. While this is not a negative given the other goals related to the event we are pleased to report that as the years have gone on the percentage of visitors attending has grown to approximately 70%.

This brings us to the 2016 event. We have reached a point of sustainability whereby we are no longer seeking fiscal support from the county for the production of the festival. However, after deep conversations with local tourism officials and members of the TSRC the difficult decision has been made to move the event from its successful Labor Day Weekend date into the middle of September. Thus this event is now faced with the challenge of needing to increase its marketing budget and reach to ensure attendance goals are achieved. We are seeking creative ways to leverage funds including a feature on The Chef & The City Season 2

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change. (2,000 character max.) The economic change the chamber aims to achieve is to promote EDC to potential

visitors and encourage them to visit in September after the summer holiday rush is over to increase TOT and sales tax revenue. We seek to expand awareness of both the western slope and the South Shore and the variety of tastes and experiences to be had here to develop new and repeat visitors.

Tahoe Chamber functions as the hub of business development for the South Shore and works as a partner in tourism promotion with the LTVA. The chamber's activities include a variety of programs and services specifically geared at tourism promotion in addition to business retention, expansion and creation. The chamber has been in existence for over 60 years and has a long and successful track record of providing services and managing grant contracts for various entities during that timeframe including successfully managing contract activities for El Dorado County under the Promotions Contract program for the past eight years and doing projects for the Nevada Commission on Tourism. The chamber is known for reviewing and either revitalizing or removing programs on an annual basis ensuring that it is staying connected and current with contemporary business needs hence why the county sees new and innovative ideas coming forth from this chamber each year. This review can also lead to our undertaking a more difficult task as opposed to cruising through the same activities year after year. Our success with STS coupled with input from the TSRC led us to the challenging decision to move STS and start the rebuilding process despite the uphill climb involved with an autumn event in the mountains.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) While the South Shore recently enjoyed a strong winter thanks to Mother Nature's delivery of snow we continue to lag behind our competitive set. The recently released Tahoe Prosperity Measures report revealed that tourism employment declined from 50% of total jobs in 2003 to 44% in 2013. The capture rate for Transit Occupancy Taxes reveals that during the period of 2010 to 2014 CA TOT grew by 9%, Colorado by 7.6% and Tahoe only by 5.5% so we are clearly not keeping pace.

We believe enhancing the reputation of EDC and Tahoe for its culinary offerings is one way to strengthen this vital part of our economy. A study undertaken by Mandela Research Inc., revealed that 71% of the adult population of the US are leisure travelers and 77% of those identify as culinary travelers. Within the category of culinary travelers there are Deliberates (30%) for whom the culinary activity is the reason for travel while an additional 26% are classified as Opportunistics who seek out a culinary experience once at a destination. Within EDC the visitor spend on food (\$165.2 million) has outpaced the lodging spend (\$82.8 million). Given this data we believe that it is possible to leverage and enhance this strength to generate appeal within the Deliberates category of culinary travelers resulting in new overnight stays to generate TOT growth as our reputation and culinary offerings expand.

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) Businesses served by this event include restaurants, breweries, wineries, ranchers, farmers, orchards, artisans, musicians and retailers from the South Shore and western slope. Not only do businesses benefit from the exposure pre, during and post event, we also work with them to support the growth of their businesses through one on one mentoring, and the restaurants are now finding support through the Tahoe South Restaurant Coalition.

Residents are impacted in the form of jobs provided by all of these businesses that grow stronger as tourism during the shoulder season improves. Visitors are served by our providing them with a new reason to visit during September.

Outreach to each of these diverse groups is handled very differently. Businesses are approached one on one as well as via social media, e-mail (targeted and e-news or e-blasts) and exposed to numerous other outreach mechanisms such as website, radio, print and TV. Visitors are targeted via a comprehensive marketing and public relations campaign that will include radio, print, social media and targeted outreach to food and wine editors.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) _

Deliverables to be funded by EDC:

A robust public relations and marketing campaign directed at the Deliberate and Opportunistic culinary visitor through social media, radio and print media.

Deliverable not funded by EDC includes production of a Pop Up Dinner and Sample the Sierra Farm to Fork Festival on September 17th.

Impact:

Event attendance especially by culinary travelers who respond to the call to action to attend STS and/or the related Pop Up Dinner increase. B2B relations continue to develop and expand increasing the number of EDC wineries, producers and artisans whose products are sold in local businesses.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.)

Secure a Pop Up Dinner Chef who is of a high enough caliber to garner additional publicity. Our goal is that between the Pop Up Dinner and STS that we will be featured in a minimum of four Bay Area, Sacramento or Reno publications in the form of editorial content such as a feature article or at a minimum as a calendar listing. Last year for the first time we received a very small listing in the SF Chronicle indicating that we are moving in the right direction in a cluttered and competitive festival and farm to fork movement. We have also set as a goal a prominent web placement/article such as being featured on Yahoo.

Event attendance of 1,500 with a minimum of 50% of guests being overnight visitors and a minimum of 10% stating that the event was the driving reason behind their attendance indicating that we have begun to hit the Deliberate culinary traveler.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) This event requires considerable staff resources including the following:

Events Director produces the events and oversees the Communications Coordinator and Administrative Coordinator in their support roles. The Membership Services Director is involved in doing one on one meetings with potential participants. The CEO is involved in writing proposals and providing guidance

during the event. This event requires a larger volunteer team and thus the Board and Ambassadors are all also engaged on the weekend of the event.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) Procurement policy attached as Addendum N.

Having produced this event for the past six years we have a well founded budget that is accurate and predictable. In terms of support for advertising and PR we have been able to secure quotes from potential vendors in the markets within which we choose to promote the event. We are already in conversation with the TV Producer from The Chef & The City from Great Getaways to negotiate pricing and airing schedule on digital TV. The video would also be available for local usage so a great way to leverage a relatively small marketing buy.

Staff costs are reflective of time and energy for total event production based on estimates of time spent in preparing for, marketing and working the actual event.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement?

(1,500 character max.) While the event is now somewhat sustainable we do not generate the type of revenue now needed to publicize the county, its bounty and the event itself especially as we now face the challenges of being in mid-September as opposed to a busy holiday weekend. Without county support to cover the necessary advertising and public relations efforts the impact of doing this event is certain to be greatly diminished in both awareness and attendance and given the investment we have all made in developing the event and the awareness and B2B relationships it has fostered were are hopeful that the county will see the value in this minimal support request.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.

Betty M. Gorman
Authorized Signature

5/19/16
Date

Betty M. Gorman
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building “A”
Placerville, CA 95667**

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS

APPLICANT NAME: Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)
PROGRAM/PROJECT/EVENT: Sample the Sierra - marketing & promotions

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|---|--------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$12,500.00 | Grant | Pending |
| 2 | The Chef & The City | \$1,500.00 | In-Kind | Secured |
| 3 | Marketing & Advertising - various existing partners or new negotiations | \$5,000.00 | In-Kind | Secured & Pending |
| 4 | LTVA Salaries | \$5,000.00 | Annual Budget | Secured |
| 5 | Chamber Salaries | \$19,500.00 | Annual Budget | Secured |
| 6 | | \$ | | |
| 7 | | \$ | | |
| 8 | | \$ | | |
| 9 | | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$43,500.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

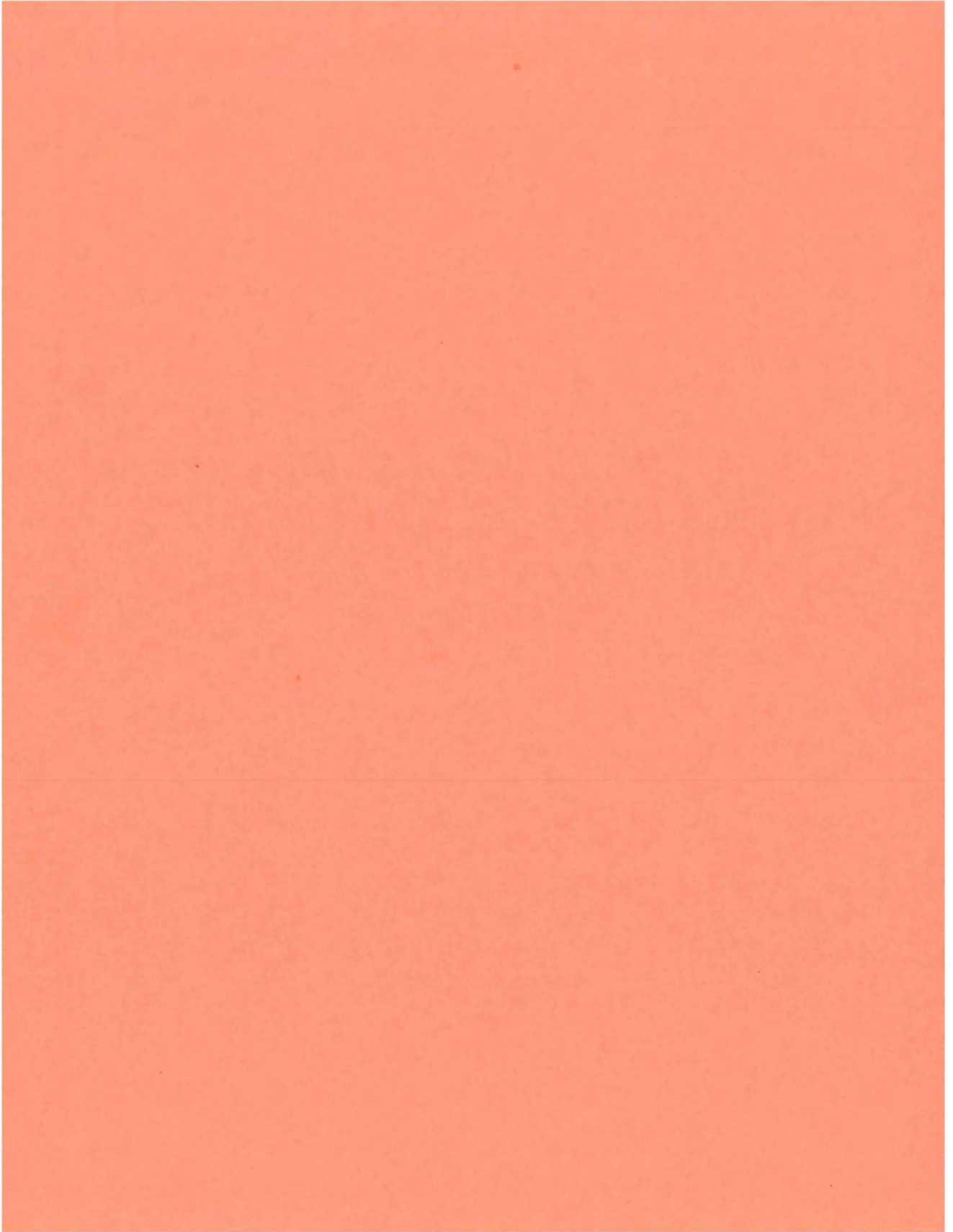
AGENCY NAME: Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)
 PROJECT/PROGRAM/EVENT: Sample the Sierra - marketing & promotions

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|---|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | The Chef & The City | \$4,000.00 | \$2,500.00 |
| 2. | Marketing & Advertising buys to promote EDC & STS | \$10,000.00 | \$5,000.00 |
| 3. | | \$ | \$ |
| 4. | | \$ | \$ |
| 5. | | \$ | \$ |
| 6. | | \$ | \$ |
| 7. | | \$ | \$ |
| 8. | | \$ | \$ |
| 9. | | \$ | \$ |
| 10. | | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$14,000.00 | \$7,500.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Events Director | \$15,000.00 | \$2,000.00 |
| 14. | LTVA Integrated Marketing Manager | \$3,000.00 | \$500.00 |
| 15. | Communications Coordinator | \$5,000.00 | \$1,500.00 |
| 16. | LTVA Executive Director | \$2,500.00 | \$ |
| 17. | Chamber CEO | \$4,000.00 | \$1,000.00 |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$29,500.00 | \$5,000.00 |
| TOTAL: | | \$43,500.00 | \$12,500.00 |

END OF APPLICATION





COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: Lake Tahoe South Shore Chamber of Commerce

Name of Project/Program/Event: Restaurant Week and Tahoe South Restaurant Coalition
(A separate application is required for each unique request)

Applicant Address: (Street, City, State, Zip) PO Box 17181, South Lake Tahoe, CA 96150

FEIN/EIN/Tax I.D. #: XXXXXXXXXX XXXXXX 8

Contact Person Name and Title: Betty "B" Gorman, President & CEO
(This person is the authorized contact for this application during the review process)

Contact Person Address: (incl. City, State, Zip) PO Box 17181, SLT, CA 96150

Contact Person Telephone: 775-588-1728 or 530-318-7900 (cell)

Contact Person E-mail: bgorman@tahoechamber.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

| | |
|---|------------------|
| Amount of Grant Funding Requested: | <u>\$21100</u> |
| Funds available (or to be secured) from other sources: | <u>+ \$10300</u> |
| Total Cost of Proposed Project/Program/Event: | <u>= \$31400</u> |

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input checked="" type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) The recently formed Tahoe South Restaurant Coalition (TSRC) success indicates there was a need waiting to be met as is evidenced by the steady monthly meeting attendance. The goal for 2016 - 2017 is to ensure the group continues to have meaningful monthly sessions leading to more sustainable business operations AND a greatly enhanced food scene to meet the demands of today's consumer whether they be residents or visitors. The TSRC's program will continue to consist of monthly facilitated meetings with guest speakers and strategy sessions to focus on solutions to common challenges and/or opportunities for collaboration. Examples include an interest in developing and executing a Dine the "50" campaign; pursuing collective purchasing programs and working with LTCC to develop a brand new culinary program to address the severe workforce issues being faced by hospitality and culinary businesses.

In an effort to connect our visitors and residents with the South Shore culinary scene, Tahoe Chamber will once again partner with the Lake Tahoe Visitors Authority in presenting the Tahoe South Restaurant Week supporting and supported by TSRC. Restaurant Week will move to September 16-23, 2016, in alignment with Sample the Sierra, the popular farm-to-fork food, wine and spirits festival. The TSRC made this date change based upon several factors of importance to them. The previous date in January was seen as a more stable revenue month (assuming snow) and they had a strong interest in striving to grow shoulder season business with both residents and visitors.

South Shore restaurants will participate in Restaurant Week by designing either a daily or week long farm to fork special menu for the promotion. Tahoe South Restaurant Week is promoted via a variety of avenues including but not limited to web, print, radio, TV and an extensive social media campaign generating in excess of a million impressions in addition to a beautiful print piece.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change.

(2,000 character max.) The economic change we will be working towards is an improvement in business survival rates (retention), job creation and workforce training as outlined in the Economic Development component of the Strategic Plan. We are also seeking an improvement in the perception of the South Shore food scene.

Tahoe Chamber functions as the hub of business development for the South Shore. The chamber's activities include a variety of programs and services specifically geared at business retention, expansion and creation and to a lesser degree business attraction. The chamber has been in existence for over 60 years and has a long and successful track record of providing services and managing grant contracts for various entities during that timeframe including successfully managing contract activities for El Dorado County under the Promotions Contract program for the past 8 years. The chamber is known for reviewing and either revitalizing or removing programs on an annual basis ensuring that it is staying connected and current with contemporary business needs hence why the county sees new and innovative ideas coming forth from this chamber each year. We undertake an annual survey of our membership in addition to numerous one on one information gathering exercises such as the county supported Business Walks this past year. All of these activities collectively inform the board and staff as they review and renew the strategic plan and develop an annual business plan. The need for a focus on restaurants has become evident from both surveys and these conversations over the past 18 months.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) Several years ago, researchers at Cornell University and Michigan State University conducted a study of restaurants in three local markets over a 10-year period. They concluded the following: After the first year 27% of restaurant startups failed; after three years, 50% of those restaurants were no longer in business; and after five years 60% had gone south. At the end of 10 years, 70% of the restaurants that had opened for business a decade before had failed. Another academic research study concluded that 81.4% of all small business failures result from forces within the control of the owners/managers.

These small businesses are made up of individuals who end up living in our community burdened by debt that has the potential to cripple their lives for years.

Additionally a recent South Shore visitor study undertaken by Strategic Marketing Group concluded that fewer than 40% of those interviewed felt that the South Shore had quality restaurants and/or believed that the existing restaurants had choices to their liking!

These statistics coupled with our in-market anecdotal knowledge make it clear that there is a need to support our restaurants as they are a vital component of our tourism and hospitality offerings. Our intent is to support not only survival, but to grow the caliber and variety that today and tomorrow's guests are seeking in dining experiences.

The bottom line is that even if the failure rate is a little daunting, failure is not inevitable!

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.)

1) Business owners (restaurants) benefit from the collaboration and cohesive marketing program that none of them could possibly undertake on their own, 2) Visitors to our region benefit from the opportunity to dine in a variety of restaurants that meet their discerning tastes and 3) Residents benefit from having sustainable businesses in their community that are providing jobs and contribute to the Quality of Life. and 4) the Destination benefits via increased tax base and sales.

1) TSRC participants will be asked to bring new business owners to the group so they too can benefit from the peer to peer support, facilitated discussions and strategy implementation. Outreach for participation in the group and to participate in restaurant week is going to be done via email, face to face meetings with restaurant owners, press releases, social media and radio interviews. Restaurant Week takes a LOT of individual hand holding via email and phone communications.

2) Visitors and 3) Residents are targeted to dine via an extensive marketing and public relations outreach campaign that encompasses all tools at our disposal including an e-news list in excess of 6,000, social media, interviews, targeted outreach to Bay Area and Sacramento food and wine editors and general media in addition to regional media efforts in the Tahoe Basin and Reno Sparks area.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.)

Deliverables:

Monthly TSRC meetings with facilitator, minutes, follow-up, plans and implementation.

TSRC will have contributed to the development of a new Culinary Program at Lake Tahoe Community College.

Restaurant Week program theme developed, rolled out to the community and follow-up to secure restaurants, chefs, recipes, menus, photos and written content.

Restaurant Week Marketing and PR Campaign developed, managed and implemented.

Impact:

1) Increased awareness of and dining at South Shore restaurants.

2) Restaurant stability and reputation for food on the South Shore is improving.

3) Unprecedented collaboration and strategy deployment amongst restaurants and chefs.

4) South Shore is headed to a future where there is growing respect for and awareness of a career in the restaurant industry within our local schools. Ultimate goal is that we groom more culinary and hospitality employees locally rather than having to import so many from eastern Europe and Asia.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.)

1) Number of restaurants participating in Restaurant Week. Goal is to increase from 25 to 30.

2) Business level increases as a result of Restaurant Week to be reported by the restaurants.

3) Number of media hits, listings, articles, postings, views etc. for Restaurant Week. A detailed report will be provided.

- 4) Growth in the number of participants in the TSRC group measured by monthly meeting attendance and participation in strategies and collaborative efforts as rolled out.
- 5) Survival rates of restaurants participating regularly in the TSRC and related initiatives.
- 6) Lake Tahoe Community College has found the instructors it needs from within the ranks of the TSRC and elsewhere, received approval from the Chancellors office for curriculum and is ready to launch the new programming by autumn of 2017.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) Tahoe Chamber partners with the Lake Tahoe Visitors Authority (LTVA) to create and produce Restaurant Week. This requires time and energy on the part of the LTVA's Integrated Marketing Manager and the Chamber's Director of Membership Services and Communications Coordinator. It requires some time from both the LTVA Executive Director and the Chamber CEO to oversee the program. This program is well within the capacity of both organizations.

The TSRC requires regular communications with the restaurants within our community and thus involves the chamber's CEO, Director of Membership Services and Communications Coordinator. Staff are also involved in securing speakers and or facilitators and coordinating logistics. As this group begins to develop initiatives and/or strategies there will be considerable project management work which will be hired out to an independent contractor with oversight by a chamber staff member.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) Our procurement policy is attached as Addendum N. Costs for both programs are based upon current contracts in place, past experience and/or bids received for services to be provided.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement? (1,500 character max.) County funds are critical to the Restaurant Week reaching a broad audience for its new 2017 date. Without funding this program will reach a much smaller audience and likely not hit its goals. County funds enable us to develop more creative concepts and content as well as hit a broader audience thereby promoting the County of El Dorado as a desirable place to visit, stay, dine and maybe even work.

Likewise county funding is vital to the TSRCs next year. As noted previously without structure, support and action groups of this nature rarely achieve well intentioned goals. Without funding to pay for that support for the 2016-2017 time period this group will likely fail as others have before it, and, our food scene risks slipping ratings by visitors and locals alike on social media and word of mouth which hurts county revenues, business stability and community quality of life. We believe that this group will require far less support and funding as it moves into 2017/2018 as it should have well established protocols and leaders by that time.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.

Betty M. Gorman

Authorized Signature

5/19/16

Date

Betty M. Gorman

Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS

APPLICANT NAME: Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)
PROGRAM/PROJECT/EVENT: Restaurant Week & Tahoe South Restaurant Coalition

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|---|--------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$21,100.00 | Grant | Pending |
| 2 | TSRC Facilitation Expenses - contractor | \$200.00 | In-Kind | Secured |
| 3 | TSRC Initiative Support - contractor | \$700.00 | In-Kind | Secured |
| 4 | TSRC Initiative Dev - TSRC member contributions based upon their size | \$2,500.00 | Cash | Pending |
| 5 | Restaurant Week outreach/recruitment | \$200.00 | Annual Budget | Secured |
| 6 | Restaurant Week Media Campaign - LTVA support | \$2,000.00 | Hard dollars | Secured |
| 7 | Restaurant Week Pr Campaign - Weidinger | \$800.00 | In-Kind | Secured |
| 8 | Restaurant Week - collateral | \$500.00 | In-Kind | Pending |
| 9 | | \$ | | |
| 10 | Chamber staff | \$2,400.00 | Annual Budget | Secured |
| 11 | LTVA Marketing Manager | \$1,000.00 | LTVA Annual Budget | Secured |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$31,400.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

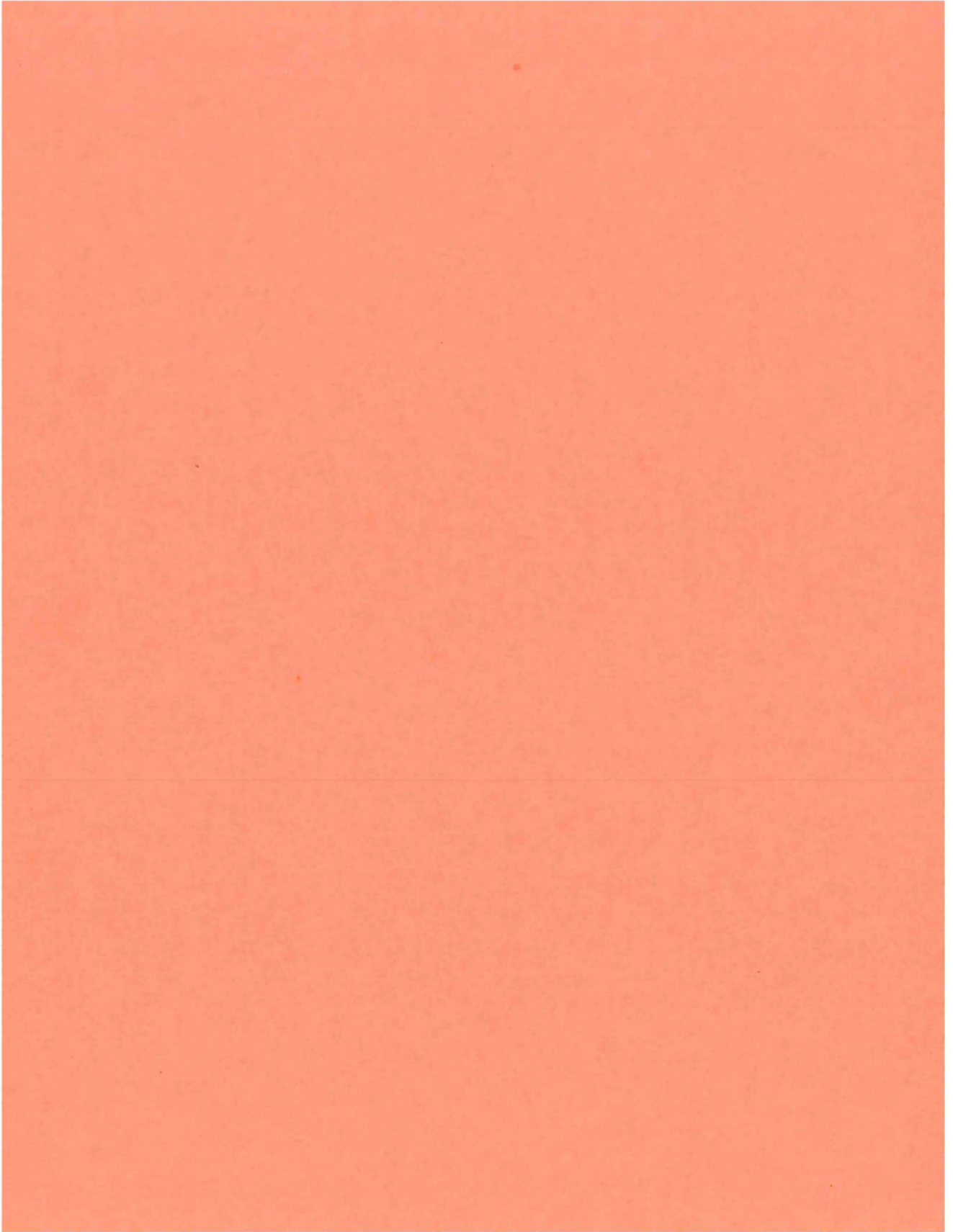
AGENCY NAME: Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)
PROJECT/PROGRAM/EVENT: Restaurant Week and Tahoe South Restaurant Coalition

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|--|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | TSRC Facilitation Expenses | \$1,600.00 | \$1,400.00 |
| 2. | TSRC Initiative Support (Contractor) | \$2,500.00 | \$1,800.00 |
| 3. | TSRC Initiative Development - could be online, print or some other strategy to address collective challenges or opportunities. | \$5,000.00 | \$2,500.00 |
| 4. | | \$ | \$ |
| 5. | Restaurant Week outreach/recruitment | \$500.00 | \$300.00 |
| 6. | Restaurant Week media campaign | \$10,000.00 | \$8,000.00 |
| 7. | Restaurant Week PR Campaign | \$1,800.00 | \$1,000.00 |
| 8. | Restaurant Week collateral materials - design, production, distribution | \$3,000.00 | \$2,500.00 |
| 9. | | \$ | \$ |
| 10. | | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$24,400.00 | \$17,500.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Chamber CEO | \$1,000.00 | \$250.00 |
| 14. | Director of Membership Services | \$1,500.00 | \$500.00 |
| 15. | Communications Coordinator | \$1,100.00 | \$350.00 |
| 16. | | \$ | \$ |
| 17. | LTVA Integrated Marketing Manager | \$3,500.00 | \$2,500.00 |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$7,000.00 | \$3,600.00 |
| TOTAL: | | \$31,400.00 | \$21,100.00 |

END OF APPLICATION





COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: Lake Tahoe South Shore Chamber of Commerce

Name of Project/Program/Event: Level Up Business Workshops
(A separate application is required for each unique request)

Applicant Address: (Street, City, State, Zip) PO box 17181, South Lake Tahoe, CA 96150

FEIN/EIN/Tax I.D. #: [REDACTED]

Contact Person Name and Title: Betty "B" Gorman, President & CEO
(This person is the authorized contact for this application during the review process)

Contact Person Address: (incl. City, State, Zip) PO Box 17181, SLT, CA 96150

Contact Person Telephone: 775-588-1728 or 530-318-7900 (cell)

Contact Person E-mail: bgorman@tahoechamber.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

Amount of Grant Funding Requested: \$10000

Funds available (or to be secured) from other sources: + \$7500

Total Cost of Proposed Project/Program/Event: = \$17500

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input checked="" type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) Over 5 years ago Tahoe Chamber launched a CDBG funded program called the Tahoe Tactical Team providing one on one business coaching and topic specific workshops. The program has helped over 140 entrepreneurs creating 112 new jobs and retaining 86 jobs. The funding will come to an end in September of 2016 but the need will not. Over the last year we have been in conversation with the partners who recently opened the South Shore's new co-working space known as Tahoe Mountain Lab. The chamber has signed a lease to rent an office in the building with the goal of supporting what we see as a hub of business development on the South Shore. Our business coaching coordinator will work in the office several days a week and the space will be available for our coaches to meet with clients on a one on one basis. As the business coaching program has evolved we have recognized the need to adapt to today's entrepreneurs and their preferences. We have found that there is an ongoing need for topic specific education and many prefer to receive that knowledge in a hip location in a group format.

We are seeking funding from the county for group workshops to ensure the much needed topic specific educational opportunities are not lost for our entrepreneurs now that we have the perfect location within which to provide these sessions. We are proposing to present a well received Strategic Planning workshop taught by respected author and instructor Anne Marie Smith the author the 60 Minute Strategic Plan. This highly interactive workshop results in business owners and entrepreneurs leaving with an organized plan for success rather than the daunting task of writing a hefty document. This workshop would be presented once in the winter and once in the spring. We are also proposing to present a series of four topic specific workshops to take place in Feb., Mar., April and May of 2017. Topics are chosen based upon needs but are likely to include marketing, leadership and financial planning.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe

past performance managing grant funding used to address economic change.
(2,000 character max.) _____

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) Tahoe attracts those drawn to the beauty and lifestyle who suddenly decide they can start a business in order to have control over their schedules and be able to play whenever they want. Prior to our starting the business coaching program the chamber would regularly hear from these types of entrepreneurs who now had enormous debt accumulated on credit cards and were dependent upon local social services to survive. Thus the need we are addressing is twofold in that we want to guide those not well suited for entrepreneurship to employment options and guide the rest to success rather than becoming another business failure statistic. According to Bloomberg, 8 out of 10 entrepreneurs fail within the first 18 months and according to the BLM over 45% fail within 5 years. The list of reasons almost always includes a lack of financial capital which Anne Marie addresses during her Strategic Planning sessions in addition to the time commitment. Beyond finances some often cited reasons include the inability to develop and communicate a unique value proposition (UVP) that separates the business from competitors. Experts also cite the need for businesses to really understand their customer's pain and how they can fix it or provide a gain. And finally one of the most often cited reasons is the lack of a viable and profitable business model whereby the business owner simply doesn't understand the true cost of their time, materials and overhead to achieve a viable profit margin.

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) 1) Business owners benefit from these workshops in that they make smarter decisions and are more likely to be sustainable, 2) Employees of these businesses benefit in that they are more likely to retain their jobs, 3) the public benefits from these viable businesses in the form of services provided and a more stable economy and a reduction of individuals needing support from social service and non-profit organizations.

Business owners and aspiring entrepreneurs will be targeted in several ways.

1) We partner with the TML to host Entrepreneurs Assembly program where our coaches provide free mentoring for this free 3 hour peer to peer monthly session. This program attracts a group of 15 to 20 each month each of whom needs additional topic specific assistance.

2) We have a data base of all the entrepreneurs we have worked with previously so we will market workshops to this group via emails and personal contact.

3) Chamber e-blasts and e-news.

4) Weekly radio shows

5) Social media (highly effective with this group)

6) Public relations and paid advertising

7) Membership Director and CEO outreach and interactions

8) Tahoe Mountain Lab e-news, bulletin board and outreach and interactions

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.)

Deliverables:

Two Strategic Planning workshops scheduled, marketed and presented

Four topic specific workshops scheduled, marketed and presented

Impact:

Attendance at workshops supports aspiring entrepreneurs and business owners in making better decisions.

Attendance at workshops inspires new entrepreneurs to engage with other entrepreneurs at the monthly EA program and in the TML leading to a more vibrant entrepreneurs eco-system.

Additional mentors are identified in the community who are willing to work with entrepreneurs at no charge either in the Lab or at EA.

Entrepreneurs are being nurtured to the point where they are ready to set up their own business location as applicable and appropriate leading to new job creation and scalable businesses.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.)

Attendance goals

Strategic Planning workshops - 12 participants (this is a small and intimate workshop intentionally)

Topic Specific workshops - 25 to 50 participants per workshop

While much more difficult to measure we will also be looking at business creation and success numbers.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) This program falls within the mission and scope of both the Tahoe Chamber and Tahoe Mountain Lab and both parties are committed to working collaboratively to achieve these goals as both are interested in providing additional entrepreneurship and incubator services as an extension of these services in the coming years. The chamber CEO, Coaching Program Administrator, Membership Director and TML partners will be involved in making final decisions on specific topics. The chamber CEO and/or Events Director will coordinate contracts with instructors and workshop logistics and marketing. All of these duties are within the existing capacity of these two organizations.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) Given our past and current programming experience we are well versed in the costs associated with presenting and marketing workshops of this nature. We regularly contract with

instructors and understand their fees. Instructors fees vary as to whether they are teaching a class they already have prepared with tweaks for our audience which require them to spend 2 - 4 hours of prep time for every hour in the classroom versus creating new content which most state takes them four to eight hours of prep time for every hour in the classroom.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement?

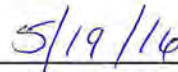
(1,500 character max.) Without county funds (sponsorship of these events) the workshops will simply not happen. While the chamber has the bandwidth and capacity to coordinate, present and market the workshops it does not have the financial capacity to hire the instructors. It should be noted that in the past we have gone down the route of "hiring" instructors for minimal costs or for free and have gotten poor feedback from the attendees due to the poor quality of both the materials and content as well as quality of instructor and in some cases feeling like they were being sold to for future services. We now rely upon trained and skilled professionals who are providing their services for less than they would in the corporate environment but feel sufficiently compensated to provide an excellent product. Beyond the workshops the county funds would also start to lay the foundation and capacity of the partnership between the chamber and TML as they aspire to create a more robust entrepreneurs ecosytem including a variation of an incubator model for the future.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.



Authorized Signature



Date

Betty M. Gorman

Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

**EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS**

APPLICANT NAME: Lake Tahoe South Shore Chamber of Commerce
PROGRAM/PROJECT/EVENT: Level Up Business Workshops

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|--|--------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$10,000.00 | Grant | Pending |
| 2 | Chamber staff salaries | \$3,400.00 | Annual Budget | Secured |
| 3 | Strategic Planning Workshops - Anne Marie Smith | \$400.00 | In-Kind | Secured |
| 4 | Classroom | \$600.00 | In-Kind | Secured |
| 5 | Instructors - may be current instructors who serve as coaches or we may need to source new specialists dependent upon topics | \$800.00 | In-Kind | Pending |
| 6 | Marketing/Advertising - KRLT, KOWL, KTHO, SouthTahoeNow.com, TDT | \$1,500.00 | In-Kind | Secured |
| 7 | Chamber E-blasts - 50% discount on retail | \$600.00 | In-Kind | Secured |
| 8 | TML E-news | \$200.00 | In-Kind | Secured |
| 9 | | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$17,500.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

AGENCY NAME: Lake Tahoe South Shore Chamber of Commerce
PROJECT/PROGRAM/EVENT: Level Up Business Workshops

INSTRUCTIONS:

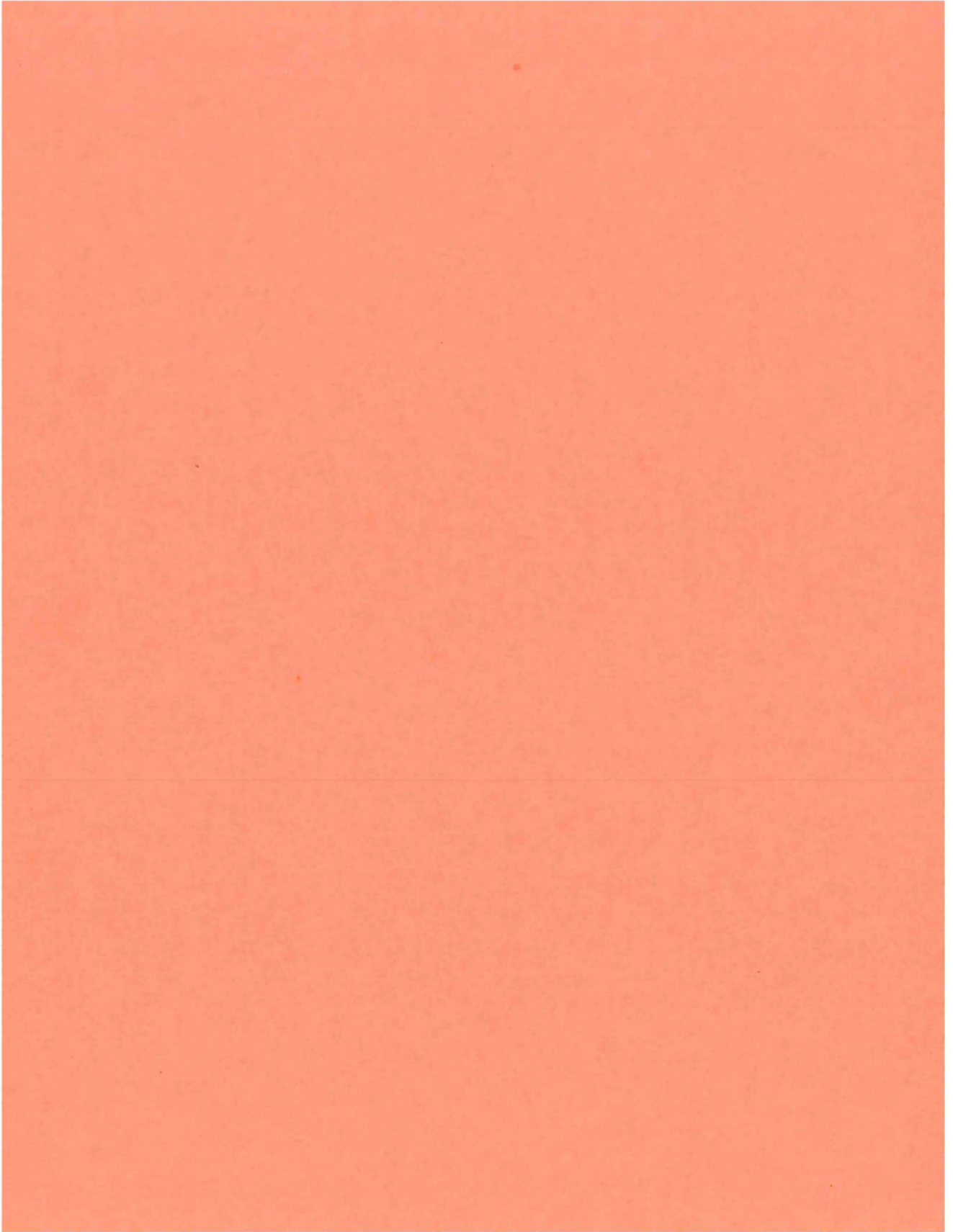
COLUMN 1: List the various cost components of your project/program/event.

COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.

COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|---|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | Strategic Planning Workshops - Instructor Costs | \$2,400.00 | \$2,000.00 |
| 2. | Series calendar/flyer/promotional development | \$200.00 | \$200.00 |
| 3. | Classroom for 6 workshops | \$600.00 | \$ |
| 4. | Instructors for Topic Specific Workshops | \$4,800.00 | \$4,000.00 |
| 5. | Marketing and advertising | \$3,000.00 | \$1,500.00 |
| 6. | Classroom materials & printing costs | \$100.00 | \$100.00 |
| 7. | Chamber E-Blasts | \$1,200.00 | \$600.00 |
| 8. | TML e-news | \$200.00 | \$ |
| 9. | | \$ | \$ |
| 10. | | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$12,500.00 | \$8,400.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Chamber CEO | \$4,000.00 | \$1,000.00 |
| 14. | Communications Coordinator | \$1,000.00 | \$600.00 |
| 15. | | \$ | \$ |
| 16. | | \$ | \$ |
| 17. | | \$ | \$ |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$5,000.00 | \$1,600.00 |
| TOTAL: | | \$17,500.00 | \$10,000.00 |

END OF APPLICATION





**COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION**

APPLICANT INFORMATION

Applicant Name: El Dorado County Chamber of Commerce

Name of Project/Program/Event: El Dorado/Tahoe Film and Media Program
(A separate application is required for each unique request)

Applicant Address: (Street, City, State, Zip) 542 Main Street Placerville, CA 95667

FEIN/EIN/Tax I.D. #: [REDACTED]

Contact Person Name and Title: Laurel Brent-Bumb, CEO
(This person is the authorized contact for this application during the review process)

Contact Person Address: (incl. City, State, Zip) 542 Main Street Placerville, Ca 95667

Contact Person Telephone: 530 621 5885

Contact Person E-mail: chamber@eldoradocounty.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

| | |
|---|-----------------------|
| Amount of Grant Funding Requested: | <u>\$146,526.48</u> |
| Funds available (or to be secured) from other sources: | <u>+ \$168,919.04</u> |
| Total Cost of Proposed Project/Program/Event: | <u>= \$315,445.52</u> |

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input checked="" type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) The Film Office attracts movies, television, and associated film industry business to El Dorado County. Production projects in our county bring jobs, outside revenues, and name recognition value. With more than 3,000 counties in the US to choose from, winning production business requires a long-term, ongoing marketing effort and a significant understanding of the issues industry professionals face.

The Film Office's approach to attracting new and repeat business is based on marketing, resource development, and exceptional local service.

Marketing entails networking with industry professionals, through active membership in key associations; involvement in industry shows, seminars, and symposia; advertising; and conventional sales-oriented tactics.

The Film Office's work with the California Film Commission (CFC), Film Liaisons In California Statewide (FLICS), and the Association of Film Commissioners International (AFCI) puts our County on the radar screens of the top industry professionals worldwide.

The Executive Director presents at industry shows, festivals, and symposia, positioning the County as a savvy, industry-friendly destination for production projects. Cold calling, direct mail and media marketing, lobbying, and promotional campaigns round out the marketing strategy.

The experienced Director provides advice and support to local businesses and individuals to develop themselves as attractive local resources, removing the need for production companies to use crew and services from outside our area. Outreach events provide free learning opportunities to the El Dorado County community.

The Film Office offers 24/7 support while principals evaluate our area for their project, and it extends throughout the project's stay here, from facilitating permits to smoothing ruffled feathers in the community. This level of support has distinguished our area from competing locations and earned our Film Office a reputation for really "getting" production companies' issues.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change. (2,000 character max.) The mission of the El Dorado Lake Tahoe Film & Media Office is to enhance the economy of El Dorado County by attracting new and repeat film, television, commercial and photography on-location business to El Dorado County, and to maximize the promotional value of the projects.

The tools that have proved successful in attracting industry production include marketing (website, advertising), outreach (festivals, symposia, school programs), resource development (crew, talent, locations, accommodations), and economic development (incentives, attractive pricing).

Bringing visual media production business to the County relies on having a good understanding of the needs of production, providing an area to do business that matches the artistic and economic requirements of the project, and offering an experienced and welcoming local business and citizen environment. In the years since its inception, the Film Office has developed a sophisticated pool of resources (talent, crew, locations and services) that can support low budget productions as well as "Hollywood" level projects. Companies come expecting a professional atmosphere and excellent service; we deliver this, and companies return because of it. This year, a filmmaker who had made a number of small films here returned to shoot a Hollywood comedy featuring big stars that enjoyed a healthy nationwide release.

Since 1993, the Film Office has averaged better than 2500% annual return on funding. This past year, the County hosted 27 projects that spent \$2,114,500 locally. And the Film Office generates this level of revenue meeting a tight budget year after year.

The Film Office has stayed current with recent trends in production as distributors like Netflix become content providers and YouTube sensations move out of their backyards looking for more professional locations. Staying on top of these trends will translate into opportunities to serve new players while we continue to enjoy the loyalty of repeat customers.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) As an economic development agent of the County, the Film Office is in a unique position, supporting business, jobs and film tourism in the County and meeting multiple needs.

When production companies film on location in El Dorado County, it is not uncommon for 50% or more of the crew to be hired locally. This creates film jobs and provides an income for local professionals as well as opportunities for entry level residents who are seeking employment to learn a new trade. With 27 projects shot here just last year, the impact over time is significant (626 projects shot in our County since 1993!).

The economic impact of local businesses, vendors and services is infused by production companies when they do business in the County. While on location productions companies local spending includes businesses and vendors such as lodging, gasoline, groceries, office supplies and equipment, props, medical services and tools and the list goes on. Crew and talent receive a per diem for on location dining and shopping.

The recently created El Dorado Lake Tahoe Movie Lover's Guide to Filming Locations is generating considerable buzz as a new reason for tourists to visit locations in El Dorado County and South Lake Tahoe. The film locations guide brings visitors who might not otherwise come to the area, and adds at least a day to the stay of others who are here for other activities. Entirely new jobs will be developed and created, such as tour guides, to support this attraction.

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) There are two categories of populations served by the Film Office: the visual media community and the local community. The Film Office's marketing efforts are aimed at industry professionals outside our area; the local community is targeted primarily through outreach programs.

Networking with industry professionals is a key component of the Office's marketing. The Director has an active and highly visible role in the prominent associations CFC, FLICS, and AFCI. All are heavily relied on resources for companies searching for and evaluating production locations. In addition, they sponsor industry events including a prominent award show honoring location professionals, usually the first point of contact for prospecting production companies.

The Film Office's website serves as a strong promotional piece as well as a valuable tool for location and production pros. The online location photo library is especially well liked – and much used – by scouts, producers, and directors.

Community outreach serves local talent and crew, emerging filmmakers and those eager to learn about the business, students, businesses, property owners, and even people out of work who are eager for the temporary work many short-term projects represent.

Through speaking engagements at groups like Rotary, Newcomers, SIRS, Soroptimists, and chambers of commerce, the Director educates residents on the opportunities available when projects come to the area and provides support for their efforts to get involved.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) For 23 years, the Film Office has brought an average of 28 projects per year to the County, generating an average inflow in excess of \$2,400,000 per year resulting in an average annual ROI greater than 2500%.

While in recent years the motion picture industry has not kept pace with the nation's economy, and California has been especially hard hit, our Film Office has succeeded in generating returns on funding greater than 1300%. (California LAO report dated 30 April 2014)

The success of the Film Office can also be demonstrated by the growing location photo film library and extended crew and talent resources list, and the innovative crossover marketing collaboration with Tourism to impact the county's tourist revenues as well.

In addition to the economic impact of the Film Office's work, there are concrete benefits to the local residents through the Office's outreach efforts. The Office engages local schools and organizations, generating interest in the arts and informing residents about opportunities available in the visual media industry.

There is a valuable impact to the community as a result of Film Office activity. Businesses are infused by the local spending and hiring of film companies. Residents enjoy an excitement and pride in their community when they see – or hear of – a prominent product commercial being shot locally, or a celebrity in the area to shoot a film. These events can help renew an appreciation of our uniqueness and pride of ownership in our community.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.) Naturally, the definitive performance metric is our ROI, which, as mentioned previously, has been consistently very high – never lower than 1300% in any given year to date.

We use the AFCI recognized industry standard formula to calculate our impact dollars of productions spending each year. Components of the computation include the number of projects shot in the County each year, the type of project (Feature Films, TV, Music Video, Stills, Documentary, Commercials, Student Films, Short Films, and New Media), size of the crew, if the crew is union or non-union, and the duration (shoot days) for each production.

Certain non-monetary metrics also help us evaluate our performance. These include website traffic statistics, provide Google Analytics, social media responses, and attendance at our annual Film Mixer, which continues to grow in attendance and local business participation.

The Film Office benefits County residents in many ways: crew and talent are paid for working locally and often times trained for a career path in the motion picture industry field. Productions companies purchase lodging and meals from local providers, private property owners earn fees for on-location rentals, local charities benefit from production companies' philanthropic outreach, and local businesses even get free product placement value at times. Additionally, whenever our area is mentioned (as it has been in reality TV shows), the promotional value for the region is significant.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) The Film Office's only permanent staff is its Executive Director who works a full time schedule and is on call to urgent production needs 24/7. The Film Office is able to balance extremely busy periods with the support of the El Dorado County Chamber of Commerce for part-time support from the staff as follows:

The Public Service Manager handles reception, welcoming and greeting walk-in guests to the office, mail and deliveries, office equipment, and re-directing Film Office phone calls that come to the Chamber phone line to the Film Office direct line.

The Membership manager helps to identify business owners and services in our community.

The Director of Tourism has an often symbiotic partnership with Film Office. Tourism worked with Film on the Film Lovers Guide and has collaborated on various events and educational seminars. Tourism also supports Film in their relationship with History, Recreation, Agriculture, and Business.

The Chief Operating Office handles all billing, payroll and accounting issues.

The Chief Executive Officer runs the office and directly interfaces with the Executive Board and the Board of supervisors and all contract issues.

Additionally, a network of volunteers and interns are called upon for support as needed for staff shortfalls. In more demanding cases, purchased or contracted services are used for miscellaneous support on the occasion that staff is completely booked, or when a task can be more efficiently completed by hiring someone to assist.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) Having been in operation for more than 20 years, the Film Office can predict a number of costs with great accuracy, based simply on previous history. The value of such history allows the Office to arrange well in advance certain high-cost expenses such as memberships to organizations, participation in trade shows and other events, and the purchase of promotional items to help lock in most favorable pricing. Additionally, being a repeat customer of many goods and services allows the Office to negotiate discounted prices.

It is the Film Office's policy and preference to, whenever possible and practical, use local vendors and services, giving special consideration to locally produced items as long as such acquisitions fit within the Office's further intention to acquire the best product or service for the lowest price.

Whenever possible, the Office attempts to use new vendors with the intent of giving opportunity to as many local businesses as possible, so long as the final impact of such purchases do not result in any negative consequences for the Program, project, or County.

All purchases exceeding \$500 are approved by the Chamber of Commerce CEO, and all contractual agreements are approved and signed by the CEO.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement?

(1,500 character max.) The Film Office relies almost entirely on the County Grant Funding, with the exception of in-kind donations of services, equipment, and promotional items. Continued funding will


help ensure the Office can sustain the critical relationships it has built with key film industry professionals and decision makers who choose locations, and who will be bringing future business to the County.

To continue to be viable, the Film Office also needs to continuously build relationships in the industry, and this requires time and trust. A multi-year contract demonstrates a level of commitment to the film industry, as well as to the businesses and residents of the County that make our projects so successful. As with any business, film professionals need to feel confident that any given location is going to "be there" for them with ongoing support as time goes on. Our County branding within the film industry relies heavily on such consistency – of staff, of level of service, and of program features.

The Office can plan for future and repeat events, build momentum and adopt long term strategies, make long-term commitments that will benefit the Office both in relationship building and financial savings, and give hardworking employees a feeling of stability and confidence with the County's acknowledgement of their efforts with the funding of a multi-year contract. A multi-year contract also allows staff to devote more time to specifically fulfilling the mission of the Office.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.



Authorized Signature

5/19/16

Date

Laurel Brent-Bunt

Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

**EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS**

APPLICANT NAME: El Dorado County Chamber of Commerce
PROGRAM/PROJECT/EVENT: El Dorado/Tahoe Film and Media Program

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|--|--------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$146,500.00 | Grant | Pending |
| 2 | Local products and discounts for welcome packs, film industry events, and trade shows | \$2,600.00 | In-Kind | Secured |
| 3 | Local lodging discounts client visits scouting | \$1,200.00 | In-Kind | Secured |
| 4 | Local vendor and services El Dorado County trip baskets at Film Commission Events | \$2,500.00 | In-Kind | Pending |
| 5 | California Film Commission (CFC) Film Industry Breakfast leverage marketing | \$3,000.00 | In-Kind | Secured |
| 6 | Film Liaisons in California Statewide (FLICS) California Only Conference leverage marketing. FLICS California On Location Awards (COLA) leverage marketing | \$5,000.00 | In-Kind | Secured |
| 7 | Private party donated lodging for trips to Southern California, local product delivery and storage for events in the LA area. | \$2,500.00 | In-Kind | Secured |
| 8 | FLICS, CFC, Affiliation of Film Commisisoners International (AFCI) Websites | \$7,500.00 | In-Kind | Secured |
| 9 | El Dorado County Chamber of Commerce Venue Rental, vendor tastings, and Event Coordination staff Film Mixer | \$9,900.00 | In-Kind | Secured |
| 10 | California Film Foundation (NCFE) Capitol Film Arts Alliance (CFAA) Video Industry Professionals (VIPS) Marketing Film Mixer | \$4,500.00 | In-Kind | Secured |
| 11 | Volunteer services 300 hrs. Mixer, career events, and misc @ \$10 per | \$3,000.00 | Volunteer Services | Secured |
| 12 | Volunteer coordinators Film Mixer 160 hrs @\$20 | \$3,200.00 | Volunteer Services | Secured |
| 13 | Mountain Deomcrat Film Mixer | \$3,564.00 | In-Kind | Secured |
| 14 | Visitor Guide Film Office ad, bags and and material distribution services | \$5,000.00 | In-Kind | Secured |
| 15 | Reel Directory Ad and Crew Directory Management | \$3,300.00 | In-kind | Secured |
| Total Project/Program/Event Cost: | | \$56,764.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

**EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)**

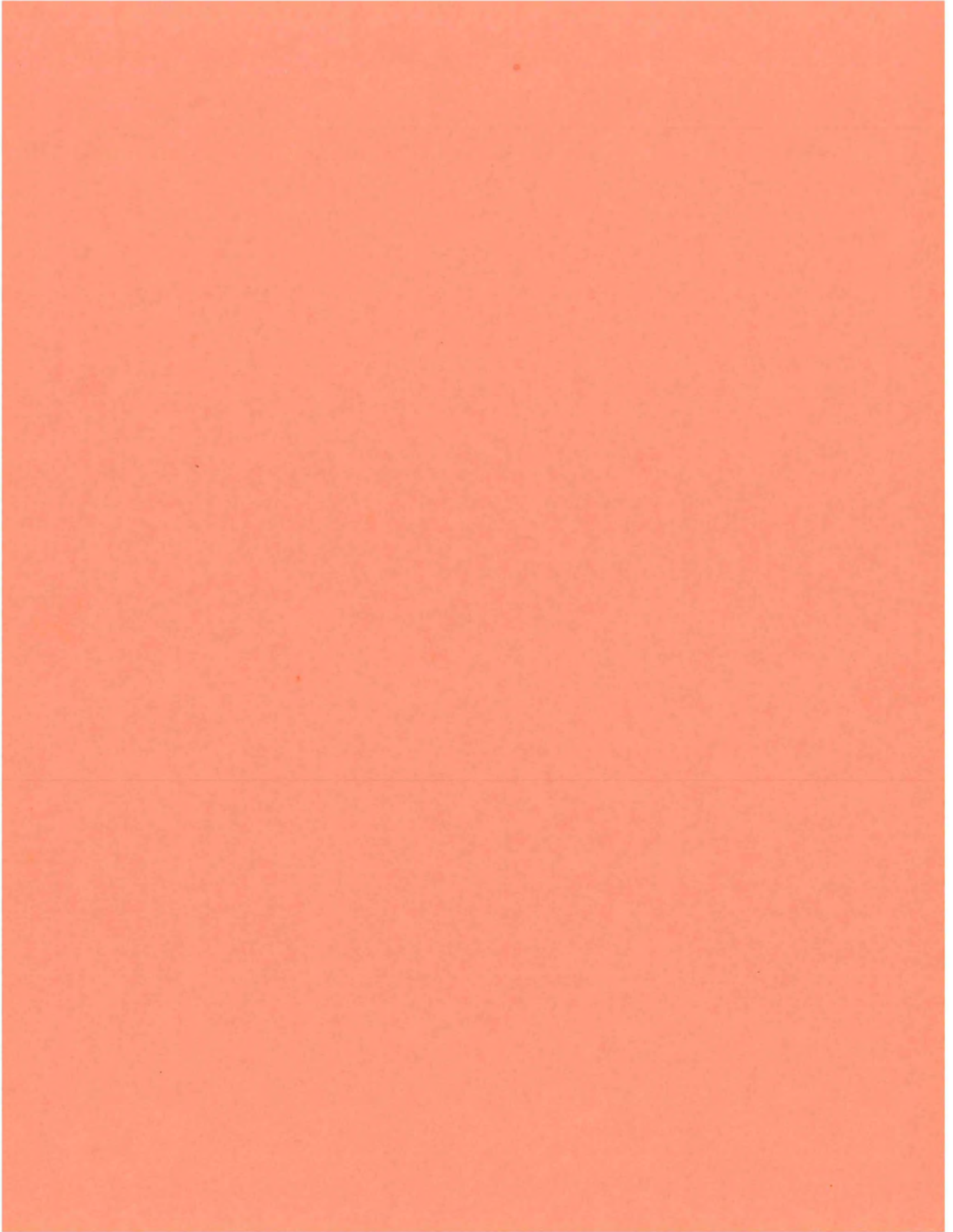
AGENCY NAME: El Dorado County Chamber of Commerce
PROJECT/PROGRAM/EVENT: El Dorado Tahoe Film and Media Program

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|---|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | Advertising and Promotion | \$30,000.00 | \$30,000.00 |
| 2. | Travel | \$6,000.00 | \$6,000.00 |
| 3. | Telephone | \$1,200.00 | \$1,200.00 |
| 4. | Materials and Supplies | \$3,000.00 | \$2,400.00 |
| 5. | Professional Membership | \$2,220.00 | \$1,800.00 |
| 6. | Postage | \$360.00 | \$360.00 |
| 7. | Printing | \$1,800.00 | \$1,800.00 |
| 8. | Parking | \$250.00 | \$0.00 |
| 9. | Purchased Services | \$3,000.00 | \$3,000.00 |
| 10. | Overhead Allocation | \$36,014.00 | \$36,014.00 |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$83,844.00 | \$46,560.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Director | \$73,258.72 | \$73,258.72 |
| 14. | CEO benefits not included paid by Chamber | \$79,500.00 | \$15,900.00 |
| 15. | Admin Assistant benefits not included paid by Chamber | \$49,608.00 | \$4,960.80 |
| 16. | Support Staff benefits not included paid by Chamber | \$29,234.00 | \$5,846.96 |
| 17. | | \$ | \$ |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$231,601.52 | \$99,966.48 |
| TOTAL: | | \$315,445.52 | \$146,526.48 |

END OF APPLICATION





**COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION**

APPLICANT INFORMATION

Applicant Name: Tahoe Prosperity Center

Name of Project/Program/Event:

(A separate application is required for each unique request)

Tahoe Prosperity Center/Tahoe Basin Economic Development Program

Applicant Address: *(Street, City, State, Zip)*

948 Incline Way
Incline Village, NV 89451

FEIN/EIN/Tax I.D. #: [REDACTED]

Contact Person Name and Title:

(This person is the authorized contact for this application during the review process)

Heidi Hill Drum, Executive Director

Contact Person Address: *(incl. City, State, Zip)*

948 Incline Way
Incline Village, NV 89451

Contact Person Telephone:

775-298-0265

Contact Person E-mail:

Heidi@tahoeprosperty.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

Amount of Grant Funding Requested:

\$25,000

Funds available (or to be secured) from other sources:

+ \$20,350

Total Cost of Proposed Project/Program/Event:

= \$45,350

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input checked="" type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) Tahoe Prosperity Center/Tahoe Basin Economic Development Program.

Lake Tahoe is the crown jewel of the Sierra Nevada region and a portion of it lies in El Dorado County - the gateway to the South Shore, the most highly visited part of the lake. There has been a coordinated effort to promote environmental protection in the Tahoe Basin, but not to promote economic development. The Tahoe Prosperity Center (TPC) was created to ensure that the economy of the region thrives along with the community and environment. Our efforts to expand broadband and cell phone coverage, to revitalize our community and improve the regional workforce are having a positive economic impact on the region already. There is no other organization working on these issues in Tahoe and we are El Dorado County's partner on economic development.

The mission of the Tahoe Prosperity Center is to "Unite Tahoe's Communities to Strengthen Regional Prosperity". Lake Tahoe's primary economic clusters are Tourism, Health and Wellness and Environmental Innovation. All of TPC's projects are designed to enhance and improve the three economy clusters. Our work is not a one-time event, rather it is designed to increase full-time jobs, improve opportunities for businesses to expand and encourage investment in the area.

The TPC believes we are in a unique position with the County in an on-going partnership to ensure significant improvement in TOT and economic development. We are improving high speed internet access and submitted an infrastructure grant for broadband in the West Shore portion of El Dorado County (waiting approval from the CA Public Utilities Commission.) We have identified multiple site locations for cell tower expansion efforts that would expand service in the "dead zones" in the County. We have prioritized specific workforce efforts that will help local businesses hire and expand and revitalize our community. This is our program and is what the TPC does for all Tahoe jurisdictions.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County?

Describe past performance managing grant funding used to address economic change. (2,000 character max.) The non-profit Tahoe Prosperity Center was established in 2011 to make the region – two states, five counties, 5,000 businesses, an incorporated city and numerous residential areas – into a catalyst for regional and economic success and stability. El Dorado County helped establish the TPC and has funded the organization and its projects since 2011. In return, the TPC has provided community and economic data not previously gathered, tested and mapped internet speeds and lack of cell coverage in the County and helped bring high speed internet to local businesses and the County Library. The TPC facilitated consensus-based recommendations on the issue of Commodities (Basin development) with El Dorado County among others and those recommendations are being implemented now by the Tahoe Regional Planning Agency.

Our work improves the counties economic development goals: First, broadband and cell phone coverage is necessary for any business to expand in today's global economy. Our South Shore business walks informed us that most every business feels internet is important, but many did not feel they had adequate service. Our Connected Tahoe project is the only effort to improve broadband in Tahoe and help these businesses. Second, our Workforce efforts ensure we understand current and future challenges for area businesses. Working directly with business owners, schools, employees and key partners we will develop strategies that can be implemented immediately to address talent recruitment needs, skills training gaps and other areas that will improve gross sales tax revenues. We have been asked by potential developers to locate sites for housing projects, mixed-use retail and other redevelopment projects and will continue to encourage this capital investment in El Dorado County.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) The tasks outlined in the Economic Development Strategic Plan that TPC will be able to do in the Tahoe portion of the County include (for all Phases 1, 2 and 3): #1 A, B and C) identify business sectors, clusters and locations where growth can occur; D) identify growth models and resources; F) retention tools; I) i) entrepreneurship and ii) incubators (there is already one in the County that TPC supports; J) telecommuting/home occupation. #2 A, B and C - the TPC is coordinating each one of these tasks for the County already. #3 A, B, C, D, E and F) The TPC directly address these tasks of the County Economic Development Strategic Plan. #4 A, B, C and D) The TPC helps to improve the County's business friendly reputation in Tahoe and encourage private investment. #5 A, B, C and D) TPC is your Tahoe partner in economic development in the Basin. #6 A and B) TPC is actively engaged in discussions about Workforce Housing in the region.

Because the Economic Development Strategic Plan is in three distinct phases and each builds on each other, the TPC respectfully requests funding for three years. Our mission and projects are aligned with the County's economic development goals so this 3-year funding will ensure we have adequate resources to address these issues in the Tahoe Basin on behalf of the County and meet your goals in the region. You could consider the TPC an extension of your Economic Development department in Tahoe and an investment in expanding broadband.

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) The TPC is committed to improving the quality of life for all who live, work and recreate in the Tahoe Basin, including the businesses, residents and visitors of El Dorado County. Our work directly impacts residents with improved wages, better broadband, higher quality of life, more affordable housing, better job opportunities and skills training. County businesses benefit with more qualified workers who live in the region and therefore spend money locally. And all visitors, businesses and residents benefit from expanded broadband and cell service, access to capital through private investment and reduced blight. El Dorado County will benefit directly from increased sales tax and tourism occupancy tax revenues.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) All of the Tahoe Prosperity Center's work includes measurable outcomes. Connected Tahoe tracks internet speed tests of businesses and residents that show levels of service. New cell towers (soon to be located in the County) will expand coverage zones for all cell phone companies (through co-location). It will also ensure that everyone can use their cell phone during heavy visitor periods like July 4th or during emergencies. Our workforce efforts will implement strategies that directly impact local business with coordinated skills training for workers, more affordable housing and talent recruitment for Tahoe's economic clusters and industries. Through our Broadband expansion and workforce improvements Tahoe will see significant positive economic impact due to reduction of blight, improved quality of life, and multiple other benefits for the economy, community and environment. All our work is tracked annually through our Measuring for Prosperity report, which we share with the County's Economic Development department, County Supervisors and other stakeholders. One project that the County has not funded, but that benefits El Dorado residents is the (AlertTahoe) fire prevention cameras. Last summer they stopped eight fires before they got out of control - a very positive outcome of our work, that we couldn't do without continuing support from all our partners in the region.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.) TPC will effectively measure our progress through our ongoing Measuring for Prosperity Report. This report is the only place to find Tahoe specific economic and community data for over twenty indicators. We will continue to track and regularly update indicators that the County needs as part of its economic development strategy such as: wages and jobs by industry, average daily hotel rates, population, sales tax and TOT, school enrollment, crime rates and access to health care.

Most importantly our work is already having a direct positive impact on the neighborhoods, community and residents of El Dorado County. We helped connect the County Library with CENIC staff to find a solution that enabled the County Library to finally acquire high speed internet access. We found pockets of businesses that were underserved for broadband and due to our work, got Charter to expand a node in that area so all the businesses now have high speed internet. Due to our success on Broadband, we are also helping County staff on the Broadband Technical Advisory Committee. We are sharing information to help the County secure an Economic Development Administration planning

grant, which would replicate our success on broadband so that the rest of the County can benefit. Our related work on expanding cell coverage in the region has led to the installation of new fire prevention cameras, which caught eight fires in the region before they got out of control. This saved potentially millions of dollars.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) The Tahoe Prosperity Center has been very effective in the past two years with minimal staff (1.5 full time equivalent/FTE) and yet has accomplished much. Some highlighted accomplishments include: submitted a broadband infrastructure expansion grant in El Dorado County, completed the Measuring for Prosperity Report (with over 20 community and economic indicators), finished the Land Use Commodities Action Plan and coordinated the recent business walks/interviews regarding workforce issues. The Executive Director is now full time and a full time project manager position and part-time administrative assistant round out the TPC staff. This is sufficient to achieve TPC's goals outlined above that will benefit El Dorado County. In addition, the Board of Directors of the organization, of which the County has representation, is very involved in accelerating project completion through active engagement on the project committees. Fortunately, TPC's board has the right members to ensure implementation of economic development activities in the Tahoe Basin. We are also happy to have El Dorado County represented on our board, as are all other government jurisdictions in the Tahoe Basin.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) This three year budget proposed is representative of what we have received in the past from the County. It will allow us to meet matching requirements for the CA Public Utilities Commission grant this year (2016) and the Economic Development Authority (EDA) grant for the following two years (2017-2018) for broadband and cell phone expansion efforts, which benefit the County directly. In addition, every government jurisdiction in the Lake Tahoe region supports the Tahoe Prosperity Center financially with a yearly budget line item for economic development. Each jurisdiction, including El Dorado County has representation on our Board of Directors to determine priorities, ensure transparency in our efforts, and to provide oversight of our work. El Dorado County is the only jurisdiction that requires a grant application for this funding. We are the Economic Development entity in the Tahoe Basin ensuring community and economic development goals are met for each of the other Tahoe government jurisdictions. Our board adopted policy is to seek multiple proposals for any large contracts and all procurement of services is vetted by our Board of Directors of which the County has representation. We are 100% transparent in our procurement of goods and services and our work.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement? (1,500 character max.) Ensuring that El Dorado County is in line with all of the other Tahoe Basin government jurisdictions supporting the Tahoe Prosperity Center financially, helps maintain equity among each of the partners who support economic development in the Basin. Through certainty of funding, the Tahoe Prosperity Center will be able to effectively engage the communities, residents,

businesses, schools and government partners together on these important projects. Knowing we have a sustainable funding base from our jurisdictions helps tremendously with our application to the CA Public Utilities Commission for our Phase 2 funding. It also provides matching funds for our federal Economic Development Authority (EDA) grant which will bring the implementation of broadband fiber to the Tahoe area. That grant would significantly and positively impact the rest of El Dorado County as a fiber line would allow for expansion of broadband down highway 50 to the other rural parts of the county. Leveraging funds like these requested from El Dorado County is critical toward showing broad-based and sustainable support to the federal government. Our assistance to the County as a member of the TAC and on its EDA broadband grant is an important part of that as well.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.



Authorized Signature

5-17-16

Date

Heidi Hill Drum
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

**EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS**

APPLICANT NAME: Tahoe Prosperity Center
PROGRAM/PROJECT/EVENT: Tahoe Prosperity Center/Tahoe Basin Economic Development Program

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|---|--------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$25,000.00 | Grant | Pending |
| 2 | Parasol Tahoe Community Foundation | \$3,000.00 | in-kind | Secured |
| 3 | Executive Director oversight | \$7,350.00 | Direct hard cost | Secured |
| 4 | Project Manager Salary | \$10,000.00 | Direct hard cost | Pending |
| 5 | | \$ | | |
| 6 | Note: Our matching funds listed above are well above the 10% match required. Our match is 81%. This highlights the commitment to this program by all of Tahoe's government jurisdictions. | \$ | | |
| 7 | | \$ | | |
| 8 | | \$ | | |
| 9 | | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$45,350.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
 APPLICANT BUDGET FORM
 (USE OF FUNDS)

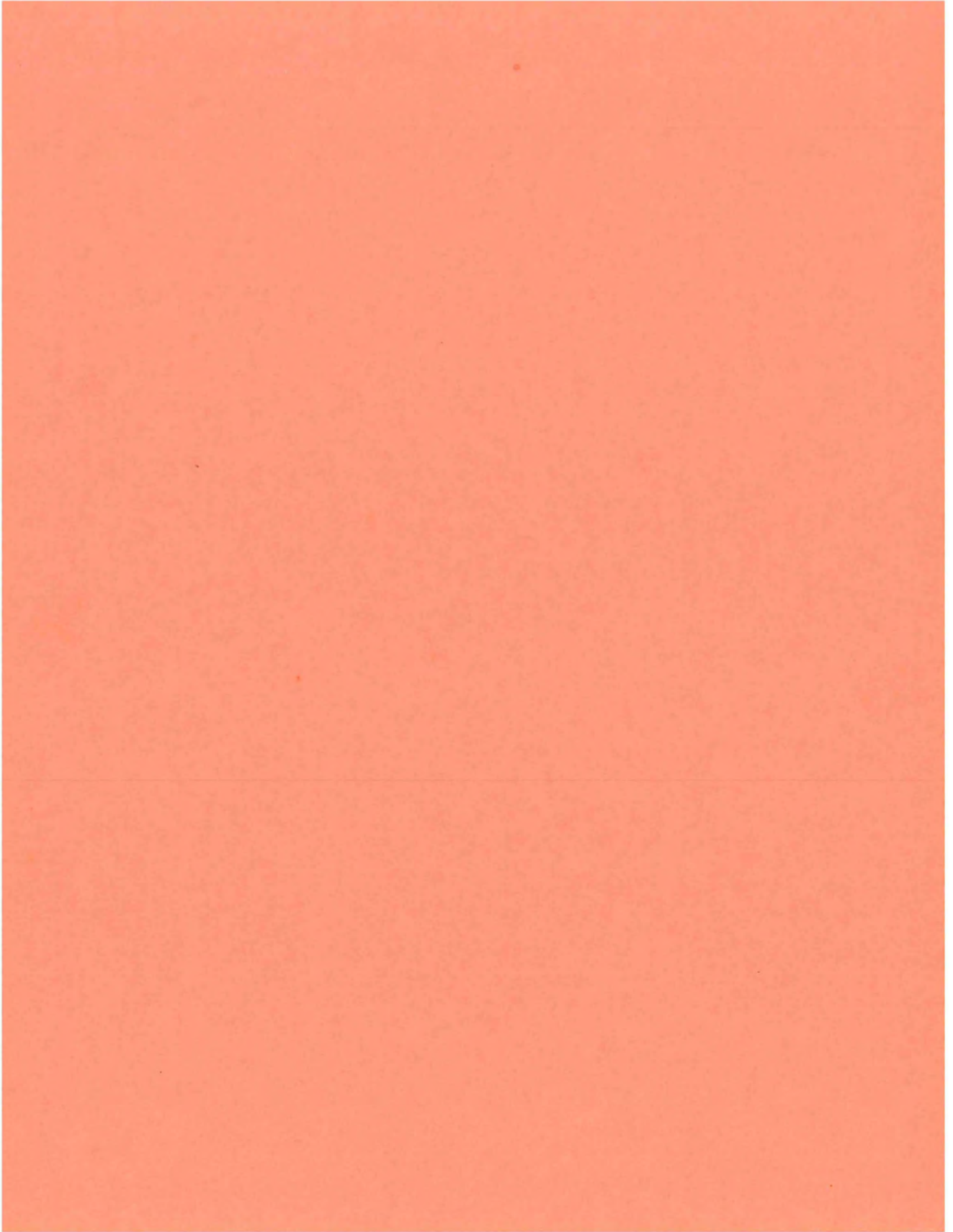
AGENCY NAME: Tahoe Prosperity Center
 PROJECT/PROGRAM/EVENT: Tahoe Prosperity Center/Tahoe Basin Economic Development Program

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|--|-----------------------------------|---------------------------------------|
| Direct Project/Program/Event Costs | | | |
| 1. | Connected Tahoe (Broadband and Cellular): Dig Once Policy development and coordination with Cell Phone and Tower companies, the County, agencies and Internet Service Providers. | \$150,000.00 | \$15,000.00 |
| 2. | Workforce Expansion: Business interviews, skills gaps analysis, labor market study, community outreach and implementation of prioritized solutions. | \$50,000.00 | \$5,000.00 |
| 3. | Community Revitalization and Workforce Housing: Convening government and private stakeholders together on implementable solutions. | \$25,000.00 | \$5,000.00 |
| 4. | AlertTahoe: Fire prevention cameras | \$10,000.00 | \$0.00 |
| 5. | Office costs - covered by the Parasol Tahoe Community Foundation | \$3,000.00 | \$0.00 |
| 6. | | \$ | \$ |
| 7. | | \$ | \$ |
| 8. | | \$ | \$ |
| 9. | | \$ | \$ |
| 10. | | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$238,000.00 | \$25,000 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Executive Director | \$55,000.00 | \$0.00 |
| 14. | Project Manager | \$55,000.00 | \$0.00 |
| 15. | | \$ | \$ |
| 16. | | \$ | \$ |
| 17. | | \$ | \$ |
| 18. | | \$ | \$ |
| 19. | Please note that our salary costs will be covered as our matching requirement and benefits are not offered at this time to TPC employees. | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$17,350.00 | \$0.00 |
| TOTAL: | | \$348,000.00 | \$25,000.00 |

END OF APPLICATION





COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: Lake Tahoe South Shore Chamber of Commerce

Name of Project/Program/Event: Guest Service Ambassador Program
(A separate application is required for each unique request)

Applicant Address: (Street, City, State, Zip) PO box 17181, South Lake Tahoe, CA 96150

FEIN/EIN/Tax I.D. #: [REDACTED]

Contact Person Name and Title: Betty "B" Gorman, President & CEO
(This person is the authorized contact for this application during the review process)

Contact Person Address: (incl. City, State, Zip) PO Box 17181, SLT, CA 96150

Contact Person Telephone: 775-588-1728 or 530-318-7900 (cell)

Contact Person E-mail: bgorman@tahoechamber.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

| | |
|---|-------------------|
| Amount of Grant Funding Requested: | <u>\$25,150</u> |
| Funds available (or to be secured) from other sources: | <u>+ \$14,300</u> |
| Total Cost of Proposed Project/Program/Event: | <u>= \$39,450</u> |

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input checked="" type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) This program will pair destination brand knowledge with customer service and enable our customer facing workforce to provide exceptional and memorable service to visitors. The program will be interactive and will be delivered to resort, recreation, retail, hospitality and small business managers and employees. The class will be developed to ensure that our guests are greeted and informed via Ambassadors who understand the value of tourism, facets of our community and are generally excited to be interacting with the guest. The content of the three to four hour workshop will be divided into three components:

A) Customer Service Basics - why the employee is important to the overall success of the destination. Will hit on key elements of good customer service but will not replace training given at place of employment.

B) Economic Impact of Tourism - overview of the value of tourism to our community as well as an overview of the funds spent to market our destination, by whom and where.

C) An overview of the destination to be done in a fun and interactive way whereby we tour participants to see firsthand the highlights of the community.

The program will be developed in 2016 and roll out in 2017. Classes will be presented twice a year at a minimum with additional classes as demand grows. June and Nov to address pre-summer and ski seasons and July and Dec. for late hires. An annual renewal of the Ambassadorship will be required. The HTRR community will be very involved in development of the content so they value it. Value will translate into sending employees to receive the training or preferential hiring for those who have a certificate of completion. This program content will also be built into the new Culinary and Hospitality programs we that we're involved in developing at Lake Tahoe Community College so there is cohesion throughout the community. The classes will be offered each year to help mitigate the challenges presented by a transient and seasonal workforce.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change. (2,000 character max.) The economic change we are striving to impact is a decrease in employee turnover which costs businesses money, and, an increase in visitor satisfaction that results in an increase in TOT and Sales Tax revenue. Each of these directly relates to business retention and economic stability. Our community has a poor reputation for customer service expressed by both residents and visitors. Residents choose to spend their money off the hill in Carson Valley or online due to their frustration. Visitors choose not to return and they share their experiences on social media and with friends and family. Additionally, we have a rising problem of residents bashing visitors and being very rude in many instances. Collectively the South Shore's business leadership has recognized the need for a more comprehensive and community-wide approach to sharing the importance of tourism. There is a need for for community members to comprehend the value and to recognize that it impacts their jobs and household stability whether or not they work in a job that is directly tied to tourism. During the recent Business Walks a very significant portion of employers cited poor or absent guest service skills as one of their biggest challenges when hiring.

Tahoe Chamber has been in existence for 60 years and has a long history of developing and implementing programs to address economic development and business needs. We have managed numerous contracts of this nature over the years for entities such as the City of South Lake Tahoe, Nevada Commission on Tourism, El Dorado County, Tahoe Douglas Visitors Authority and Douglas County. Our accounting manager and CEO have ample expertise to manage a contract of this nature and lead the team of community members and chamber staff to successful deployment and reporting.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) Customer service is difficult to measure as only 4% of dissatisfied customers verbalize their problem to the business. BUT - 91% of dissatisfied customers refuse to patronize that business again. A quick look on sites like Yelp! will reveal reviews such as this one posted just a few days ago about one of our purportedly high end restaurants.

Average:

Food is generally average and nothing special for type of restaurant and price

Waitstaff seems out of it and not very helpful (slightly arrogant?)

On average 70% of buying experiences are based upon how the customer feels they are being treated. Add to these statistics the cost of reaching out to and selling to a new customer versus a loyal one (3 times as high) it is very apparent that for our community as a whole, for each of our businesses the return on investing in improving the guest experience has huge payback. Residents have the potential to become those loyal customers who return AND recommend the business and visitors not only write and post positive reviews they also recall with fondness their overall community experience and share that in person with family and friends and often return to recreate those fond memories. I often share with people (including writing a news article) on the collective exceptional guest experience a chamber group experienced while in Costa Rica. This is because their government "gets" tourism and funds numerous programs to enhance the guest experience and ensure residents understand its value.

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe

how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) 1) Visitors will benefit from having a richer experience in our community, 2) Residents will also benefit from a better experience, 3) Employers will benefit from having better trained employees and reduced complaints and/or turnover and finally 4) Students at the college will benefit from receiving the same training that is being offered in the private sector with the knowledge that the local business community values that training and 5) the community as a whole benefits from increased and/or repeat visits to improve the overall economy.

Visitors will probably not be directly targeted for this program although it is possible that we may create a brand for our Ambassadors whereby they are identified or a business is identified as have an Ambassador on board who can answer community questions.

Residents will be made aware of the program through community outreach that will be done via social media and traditional media avenues.

Employers will be specifically targeted to provide input during program creation and to support the program by sending their employees and be contributing financially in the future.

Students will be targeted through the LTCC Advance program where there are several advisors whose job it is to work with both businesses and workforce to provide multiple entry points to the adult pathways we are collaborating on.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.)

Deliverables: Creation of the program:

a) Curriculum development to cover the three areas outlined by our convening business owners, LTCC representatives and chosen contractor.

b) Materials development

c) Brand development for the program

d) Outreach campaign development

e) Trainer training

Program execution - outreach campaign deployed, employees registered and classes conducted. Schedule established and funding sources secured to pay the trainer(s) for conducting appropriate number of classes per year going forward.

Impact of this program will be as previously noted in this document an improved reputation amongst our community for exceptional guest experiences. Our community has three 5 Star properties opening in 2017 and thus we have a choice now to be proactive and begin to enhance current service levels to raise up the entire community or risk the cream of the current crop being culled by these properties (as has already happened with the opening of the Hard Rock) which without pre-emptive action is likely to result in our entire community's customer service levels declining as shops, restaurants and lodging properties are forced to hire individuals who are untrained and have little aptitude for service.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please

describe the performance measures you will use to evaluate your outcomes. (1,500 character max.) As noted previously the positive affect will be improved customer service levels, decreased employee turnover, increased tourism visitation resulting in TOT and sales tax revenue. It is impossible to measure tourism increases and attribute them to a single program or advertising campaign given the multiple factors that go into travel decision making but there are volumes of evidence to support the ROI of customer service training on repeat and increased visitation. We will measure success by surveying employers who have sent employees to the program. Our request is that they would share their customer feedback statistics pre and post training but we cannot force this so it is unclear how much of this data we will be able to secure. We will also monitor social media sites for trends one way or the other. Communications with the original group who helped to develop the curriculum will be ongoing and will also provide us with a way to monitor and refine as appropriate. The one factor we will accurately be able to measure will be the number of employees or citizens taking the class. Goal for initial classes would be 50 each at a minimum. If we see these classes fill up very quickly we will rapidly add additional days to meet demand. As a group we will look at setting longer term goals and we tentatively expect that goal to be in the range of 750 Ambassadors at the end of 3 years spread throughout our community.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) We are currently working with a number of businesses who would be asked to contribute expertise and/or resources to this program. As noted in other sections of these proposals outreach is a part of our normal business operations. Additionally we are deeply engaged in the Adult Education Consortium as well as with two sub groups working on developing the HTRR curriculum and guest services programming. Development of this guest services program helps address a community-wide issue and will align well with much more in-depth customer service training that is being developed for inclusion in the new college courses both as part of a certificate and as stand alone badges. Our proposed guest services program could function as a stand alone but we believe there is far more value in its be a part of a more comprehensive ladder of customer service training options and hence our strong commitment to the collaborative partnership we are engaged in with the college and work force boards.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) Please seen Addendum N for our procurement policy. We have already done extensive research on these sorts of programs and have found the costs range from approximately \$20,000 to \$100,000. Some contractors help you develop the curriculum and you own it, while others license their model and charge an annual fee. We will go out with an RFP but we are definitely most interested in working with a contractor who will help us to develop a South Shore specific product that we will own and be able to improve upon in the ensuing years. We envision the chamber being the lead agency on this project with the college as a supporting partner. We have also talked to the workforce boards and there is funding available from them in the form of "scholarships" for individuals or employers to cover the minimal costs of sending an employee to the class. Beyond the contractor costs for development and launch of the program we are very familiar with what local trainers charge for their services to teach a class. We have relationships with several who

would be appropriate guest services trainers. We as also noted elsewhere in this proposal have a keen awareness of the costs for print, social, TV and Radio advertising costs. Staff costs were determined by estimating percentage of time that would be devoted to program development and implementation.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement?
(1,500 character max.) The chamber's capacity would be enhanced via county funding based upon the opportunity to hire a contractor to work with us in developing and launching this program. This would not be possible but for the county funds. That said after the program is built and launched we feel confident that once the value is proven we will be able to cover the ongoing costs for outreach, advertising, bus transportation and trainer costs via a minimal admission charge and business underwriting. Thus county funding will enable the chamber to achieve and sustain a vital program that is much needed in this tourism based economy. Our competitors are moving ahead of us as is evidenced by TOT results and thus we must approach get more strategic and inclusive in our strategies to compete.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.



Authorized Signature



Date

Betty M. Gorman
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS

APPLICANT NAME: Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)
PROGRAM/PROJECT/EVENT: Customer Experience Ambassador Program

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|--|--------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$25,150.00 | Grant | Pending |
| 2 | Program development | \$5,000.00 | In-Kind or Cash from local businesses | Pending |
| 3 | Materials development | \$200.00 | In-Kind | Secured |
| 4 | Transportation - will ask local providers who have partnered w/ us in the past | \$1,000.00 | In-Kind | Pending |
| 5 | Train the Trainers | \$200.00 | In-Kind | Pending |
| 6 | Ambassador Renewal program | \$300.00 | In-Kind | Pending |
| 7 | Program Outreach | \$750.00 | In-Kind | Secured |
| 8 | Brand Development | \$500.00 | In-Kind | Pending |
| 9 | Chamber staff | \$6,350.00 | Annual Budget | Secured |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$39,450.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

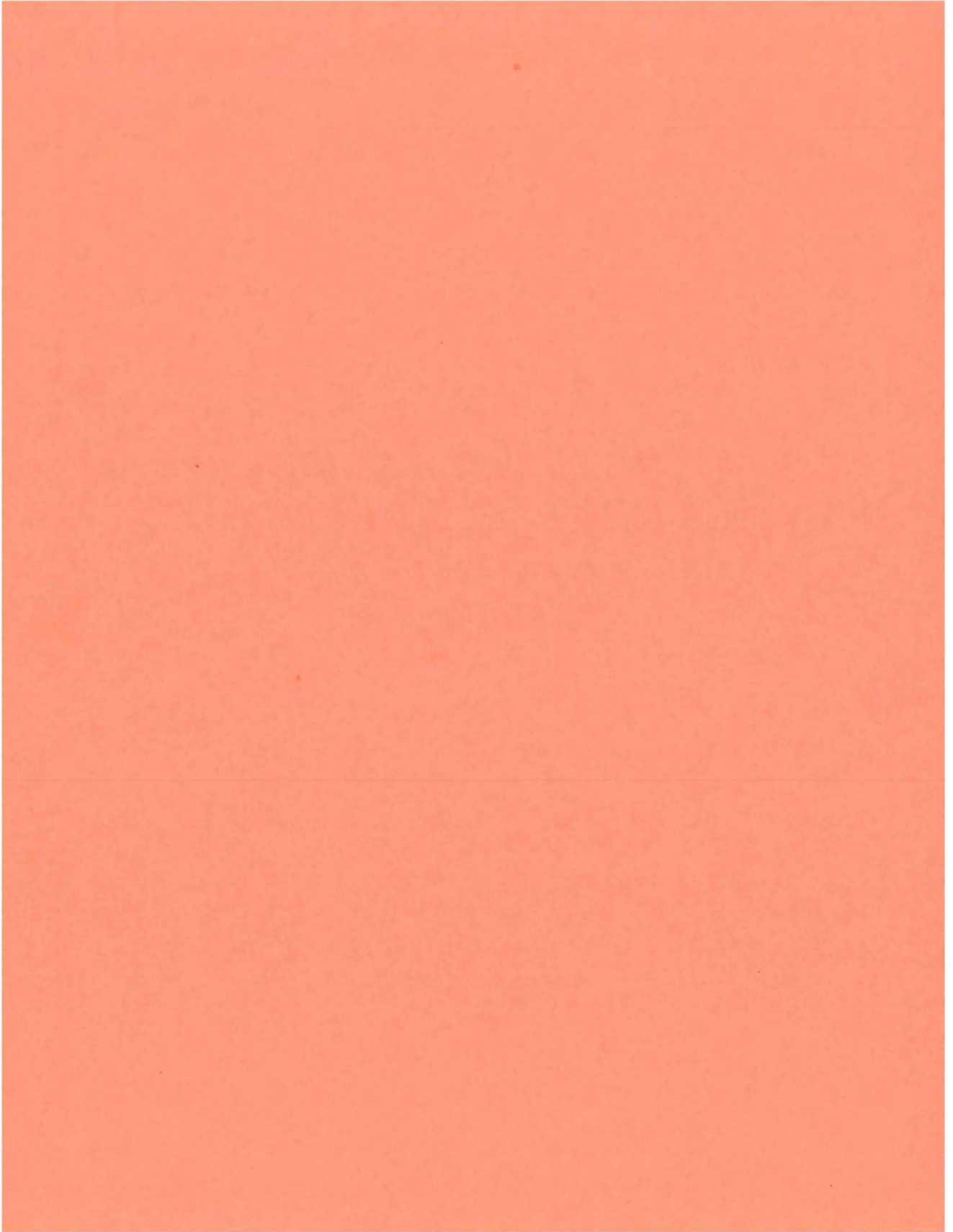
AGENCY NAME: Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)
PROJECT/PROGRAM/EVENT: Customer Service Ambassador Program

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|---|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | Program development and launch - independent contractor | \$20,000.00 | \$15,000.00 |
| 2. | Materials development and production | \$1,000.00 | \$800.00 |
| 3. | Transportation | \$2,000.00 | \$1,000.00 |
| 4. | Train the Trainers | \$1,500.00 | \$1,300.00 |
| 5. | Ambassador renewal program dev. | \$1,500.00 | \$1,200.00 |
| 6. | Program outreach | \$1,000.00 | \$250.00 |
| 7. | Brand development | \$750.00 | \$250.00 |
| 8. | | \$ | \$ |
| 9. | | \$ | \$ |
| 10. | | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$27,750.00 | \$19,800.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Chamber CEO | \$4,000.00 | \$1,800.00 |
| 14. | Chamber Director of Membership Services | \$2,900.00 | \$1,100.00 |
| 15. | Events Director | \$1,600.00 | \$800.00 |
| 16. | Communications Coordinator | \$2,100.00 | \$900.00 |
| 17. | Administrative Coordinator | \$1,100.00 | \$750.00 |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$11,700.00 | \$5,350.00 |
| TOTAL: | | \$39,450.00 | \$25,150.00 |

END OF APPLICATION





**COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION**

APPLICANT INFORMATION

Applicant Name: El Dorado County Chamber of Commerce

Name of Project/Program/Event: El Dorado County Visitors Authority
(A separate application is required for each unique request)

Applicant Address: (Street, City, State, Zip) 542 Main Street Placerville, CA 95667

FEIN/EIN/Tax I.D. #: ██████████

Contact Person Name and Title: Laurel Brent-Bumb, CEO
(This person is the authorized contact for this application during the review process)

Contact Person Address: (incl. City, State, Zip) 542 Main Street Placerville, Ca 95667

Contact Person Telephone: 530 621 5885

Contact Person E-mail: chamber@eldoradocounty.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

| | |
|---|-----------------------|
| Amount of Grant Funding Requested: | <u>\$284,126.66</u> |
| Funds available (or to be secured) from other sources: | <u>+ \$246,399.14</u> |
| Total Cost of Proposed Project/Program/Event: | <u>= \$530,525.80</u> |

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input checked="" type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) [See Attached](#)

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change. (2,000 character max.) [See Attached](#)

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) [See Attached](#)

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) [See Attached](#)

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) [See Attached](#)

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.) [See Attached](#)

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) See Attached

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) See Attached

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement? (1,500 character max.) See Attached

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.


Authorized Signature

5 18 2016
Date

Laurel Brent-Bumb, A.C.E., CEO
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

Project/Program/Event Description

The 2016 EDVA county-wide marketing plan will guide the tourism marketing efforts for El Dorado County over the next three to five years.

In 2002 The El Dorado County Chamber of Commerce introduced the El Dorado County Visitor's Authority Council (EDVA), dedicated solely to county-wide tourism promotion. Currently, the council consists of more than 25 representatives from organizations within the county who have a vested interest in tourism promotion. A chairperson is selected to preside over the meetings. The EDVA has created a multi layered countywide tourism promotional plan that leverages county promotional funds through partnerships, collaborations and in kind donations. EDVA has improved this strong foundation by expanding successful programs and analyzing domestic and international travel trends. With a limited budget and county wide focus the EDVA recognizes the value of a multi-year, long term promotional plan in order to achieve its goals.

EDVA develops and implements countywide tourism programs that position El Dorado County as a year-round travel destination taking into consideration the interests and needs of current and potential visitors, tourism-related businesses, Agri-tourism, cultural heritage, history, recreation, tourism promotion agencies and local governments in order to work in harmony with the environment and the values of the community.

Project/Program/Event Goal

The El Dorado County Visitors Authority continues to be market-focused and market-driven to improve the overall competitiveness of El Dorado County.

Marketing efforts are driven by the four strategic business objectives.

1. Continue to generate visitor-related economic impact for El Dorado County
2. Protect and maintain volume in primary target drive markets
3. Leverage cooperative programs and encourage community involvement and support
4. Evaluate return on investment (ROI) and measures on major programs.

The EDVA has recognized the need for new and updated county-wide marketing plan that takes into consideration the changing the tourism landscape among El Dorado County's competitive set. The 2016 developed plan will be designed to integrate smoothly into existing El Dorado County Visitor Authority marketing efforts while addressing the needs of the broader tourism stakeholder community.

The El Dorado County Visitors Authority marketing programs generate revenue by increasing visitor spending, increasing Transient Occupancy and Sales Tax and increasing tourism related jobs.

The EDVA has become the cornerstone of tourism marketing for El Dorado County by consistently providing a positive Return on investment, increased communication and satisfaction among EDVA representatives, greater partner participation in all areas, and increase in product awareness throughout the state. We will continue to manage strategic long range planning and multi-year planning strategies to insure optimal return on investment. We will refine a comprehensive report of all marketing efforts in order to provide a review of the performance and ROI to ensure efforts are continually increasing visitations to the VisitElDorado.com website and links to lodging properties and attractions.

The El Dorado County Chamber of Commerce has been in existence for 100 years and has been promoting tourism on behalf of the County for much of that time.

Project/Program/Event Need:

The EDVA promotional plan fulfills the goals by effectively branding, uniting and differentiating El Dorado County from its competing counties with similar assets. Above all the El Dorado County Visitors Authority successfully integrates all of the tourism assets, businesses and area chambers of commerce in order to encourage cross promotion of the overall region and increase travel spending that positively impacts tourism generated jobs and Transient Occupancy Taxes for El Dorado County.

The research portion of the program will bring much needed behavioral data for potential visitors. This in conjunction with the collaboration & cross promotion gives the program the leveraging power to deliver increased positive return on investment. In addition, the program recognizes the importance of protecting natural resources, which add to visitor satisfaction as well as local quality of life resulting in increased length of stay, frequency of visits and elevated visitor spending.

Target Population:

Generate visitor-related economic impact by marketing tourism assets in a way that optimizes recreation, history, agriculture and culture; and contributes to economic prosperity, increased employment and tax revenues while working to support the rural small town attributes. The EDVA will continue to target new and repeat visitor segments to El Dorado County as well as expand new avenues to expand web presence and Internet.

Protect and maintain volume in primary target drive markets through the development of differentiated El Dorado County brand and educational components that communicate an appreciation of the scenic beauty, rural character, agricultural products, geographic destinations, history, culture, recreation and attractions.

Leverage cooperative programs and encourage community involvement and support –

Continue to extend reach and leverage marketing dollars by taking advantage of matching grants with regional partners such Gold Country Visitors Association and Visit California. The plan will identify new strategic partnerships and promotions that are mutually beneficial and take advantage of cross promotion strategies.

Evaluate return on investment (ROI) and measures on major programs by using multiple measurements to evaluate success of programs. It will introduce, share, and utilize the most effective recent research to identify significant target markets, diversify funding sources, sustain on-going economic growth and increase the TOT tax. Reports and measurements are provided and reviewed with EDVA representatives to enable partners to benefit from focused evaluation results. These and other individual measurements have provided important direction to all marketing efforts.

Impact and Deliverables:

- Print 93,000 magazine travel guides and distribute them on an ongoing basis to multiple regional locations.
- Advertise El Dorado County in appropriate venues as a tourist destination.
- Organize and maintain a website devoted to visitor activities.
- Respond on a timely basis to information requests regarding tourism activities, events, incentives, and tourism resources.
- Maintain and keep current a website and social media pages dedicated to visitor activities in El Dorado County.
- Identify new website trends to keep site and page view traffic consistent.
- Increase site and page views in year to year analytics.
- Build and maintain relationships with state and regional groups to increase knowledge regarding El Dorado County as a vacation destination.
- Work with local hotels, tourist attractions, and transportation providers to offer tourism packages and promote them in appropriate venues.
- Work with El Dorado County business groups to offer tourism/visitor packages.
- Continue to develop online database and consistently communicate with targeted segment of participants.
- Return on investment of at least 4 to 1
- Using customer research, develop profiles of El Dorado County visitors including perceptions, motivations and behaviors in order to improve marketing efforts and efficiencies.
- Develop additional forms of measurement and augment existing measurement systems to substantiate results and better communicate successes generated from tourism promotion efforts and return on investment.

Outcome Performance Measures:

The Visitors Authority will continue incorporate meaningful forms of measurement to evaluate success of its programs.

Print Advertising – quantity of leads generated, zip codes of origination, publication used and areas of interest of the reader.

Public Relations - Measure public relations efforts through generated coverage, visits to the website media center, calls from the media and media visits.

Promotions - Introduce a call to action in every ad campaign - Measure the effectiveness of promotions for driving usage website by counting promotional sign ups as well as all click throughs generated by email newsletter.

Trade/Travel Shows – number of attendees, visitor information distributed, amount of visitor information collected and type of visitor demographics.

Online - Track leads generated, click-throughs to designated landing pages, unique visits, duration, peak days, times, key search phrases, country of origin, online orders of the El Dorado County Visitors Guide

Social Platforms – measure brand awareness, brand engagement and brand conversions

Strategic Partners - Measure the value of each strategic partnership and associated programs by the number of links to the VA website and distribution of visitor information.

Email- track opened emails, click throughs, and conversions

Sustainable Tourism - Reviewing the impact on identified resources and identifying areas of improvement.

Distribution - Track the number of Visitor Guides and partners' collateral distributed and the source of distribution.

Organizational Resources

The El Dorado County Chamber of Commerce has been in existence for 100 years and has been promoting tourism on behalf of the County for much of that time. The EDVA has benefited and grown by sharing program and staff expenses with the EDC Chamber.

Program Staff includes:

Jody Franklin – EDC Visitor’s Authority Director of Tourism since January 2008
40 hours+ weekly - as needed basis - The EDVA benefits from Jody’s extensive background in broadcast journalism as well as her knowledge of the county. Her lifelong residency here allows her a unique appreciation of the area’s rich history and her formal education provides the knowledge new innovations in marketing and promotion.

Laurel Brent – Bumb, CEO El Dorado County Chamber of Commerce since 2001
12 plus hours weekly –as needed basis –

Brooks Walton – Office support staff and Visitor Center- El Dorado County Chamber of Commerce since 2004 - 12 plus hours weekly
Brooks’ history with the chamber, county knowledge, organizational skills & part time availability are a huge service to the VA.

Ellen Vaughn – Chief Operating Officer, El Dorado County Chamber of Commerce since 1999

6 hours weekly - Ellen has proved invaluable to the EDVA for her knowledge of the financial requirements of contractual agreements with public and private entities and part time availability to the EDVA.

- **Rand Miller**– Distribution Coordinator El Dorado County Chamber of Commerce
20 hours weekly –1.5 year experience working with tourism
The EDVA consistently benefits from Rand’s flexibility, organizational skills, county knowledge & friendly outgoing nature while distributing collateral material.

Visitors Authority Council Members

| Title | Name | Area of Interest / Website |
|-----------------|--------------------|--|
| Chairperson | Christa Campbell | |
| Member | Robyn Delfino | Apple Hill Growers |
| Member | Robin Miller | Bed & Breakfast Inns |
| Member | Charlie Basham | Gold Bug Park & Mine |
| Member | Cathy Morgan | Christmas Tree Growers Assn. |
| Member | Janine D' Agostini | Fair Play Winery Association |
| Member | Alisyn Gularte | El Dorado Arts Council |
| Member | Jody Gray | El Dorado County Fairgrounds |
| Member | Kristi Schroeder | El Dorado National Forest |
| Member | Lisa Crummett | Placerville Downtown Assn. |
| Member | Kris Paine | Historical Museums/Sites |
| Member | Daryl Sullivan | Fair Play Marketing Group |
| Member | Nate Rangel | Whitewater Rafting |
| Member | Emily Abernathy | South Lake Tahoe |
| Member | Lesla Dalthorp | Divide Chamber of Commerce |
| Member | Jenna Hoyt | Lodging |
| Member | Jeanne Harper | Community Economic Dev. of Pollock Pines |
| Member | Kim Stoll | Gaming |
| Member | John Simoneau | Campgrounds |
| Member | Doug Hus | El Dorado County Farm Trails |
| Member | Jennifer Steward | GDPA |
| Member | Susie Davies | EDC Chamber of Commerce |
| Member | Howard Penn | Coloma/Lotus Chamber |
| Member | Debbie Manning | El Dorado Hills Chamber of Commerce/Welcome Center |
| Member | Wendell Smith | Shingle Springs Chamber of Commerce |
| Dir. of Tourism | Jody Franklin | EDC Chamber of Commerce |
| CEO | Laurel Brent-Bumb | EDC Chamber of Commerce |
| | Danica Olivo | El Dorado Winery Association |

Cost Reasonableness

The El Dorado Visitors Authority Council is proud of its long history of successful marketing for El Dorado County. It is this history that allows us to predict a number of costs with great accuracy. The value of such history allows EDVA to arrange well in advance certain high-cost expenses such as memberships to organizations, participation in trade shows, and the purchase of promotional items to help secure the most favorable pricing. Additionally, being a repeat customer of many goods and services allows for rate negotiation.

It is our policy and preference to, whenever possible and practical, use local vendors and services, giving special consideration to locally produced items as long as such acquisitions fit within our overall intention to acquire the best product or service for the lowest price.

Whenever possible, EDVA attempts to use new vendors with the intent of giving opportunity to as many local businesses as possible, so long as the final impact of such purchases do not result in any negative consequences for the program, project or El Dorado County.

Impact of Grant Funding

The El Dorado Visitors Authority Council relies almost entirely on the grant funding, with the exception of in-kind donations of services, strategic partnerships and promotional items. Continued funding helps to insure EDVA can sustain the critical partnerships it has built with key tourism industry organizations and professionals able to bring future business to El Dorado County.

To continue to be viable, EDVA must continuously build relationships in the industry which requires time and trust. A multi-year contract demonstrates a level of commitment to the tourism industry, as well as to the businesses and residents of El Dorado County. The El Dorado County brand relies on such consistency – staff, level of service, collaboration, and visitor experience.

A multi year contract allows for long term strategies and commitments that will benefit the programs of EDVA both in relationship building and financial savings.

**EL DORADO COUNTY
PROMOTIONS CONTRACTS FUNDING CYCLE
Applicant Sources of Funds**

APPLICANT NAME: El Dorado County Chamber of Commerce
 PROPOSAL NAME: El Dorado County Visitors Authority

Source of Funds

Please list all funding sources that will be used to carry out the project. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|----------------------------|---|------------------|---|--------------------|
| 1 | El Dorado County Promotions Contracts funding | | Grant | Pending |
| 2 | Gold Country Visitors Association/Visit CA | 60,000 | Grant | secured |
| 3 | Partnership Collaboration | 20,300 | Cash | pending |
| 4 | Partnership Contribution - goods and services | 120,000 | In Kind | secured |
| 5 | Volunteer Labor | 11,300 | In Kind | secured |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |
| 11 | | | | |
| 12 | | | | |
| 13 | | | | |
| 14 | | | | |
| 15 | | | | |
| Total Project Cost: | | \$211,600 | | |

Definition of Grant Match:

The value of the neighborhood organization's contribution must equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

**EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)**

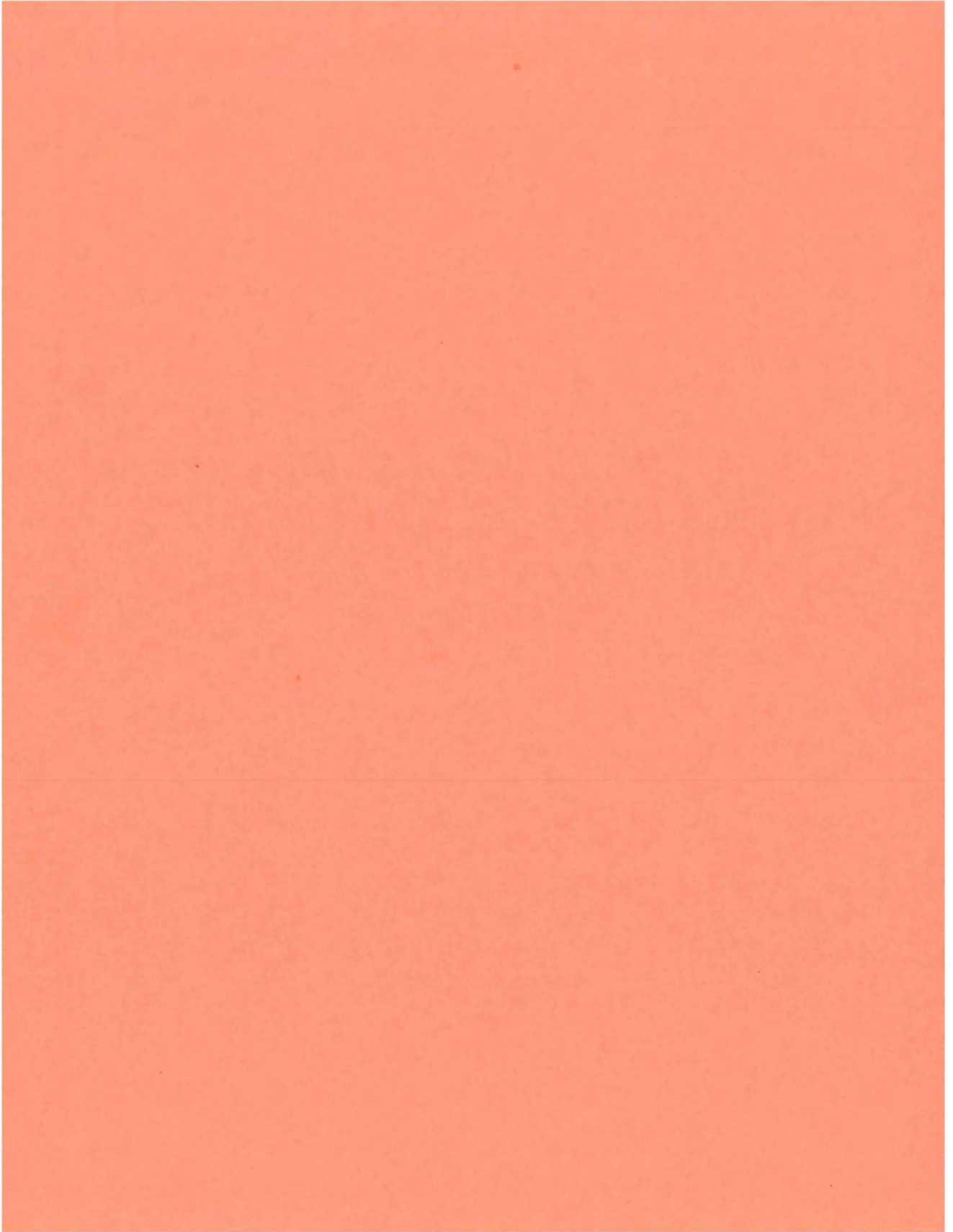
AGENCY NAME: El Dorado County Chamber of Commerce
PROJECT/PROGRAM/EVENT: El Dorado County Visitors Authority

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|---|-----------------------------------|---------------------------------------|
| Direct Project/Program/Event Costs | | | |
| 1. | Advertising/Promotion , full description attached | \$151,200.00 | \$87,800.00 |
| 2. | Travel | \$3,600.00 | \$2,800.00 |
| 3. | Telephone/Postage/Materials and Supplies | \$10,320.00 | \$7,488.00 |
| 4. | Professional Memberships | \$3,000.00 | \$2,400.00 |
| 5. | Printing | \$30,000.00 | \$24,000.00 |
| 6. | Parking | \$288.00 | \$0.00 |
| 7. | Purchased Services | \$18,000.00 | \$14,400.00 |
| 8. | Registration/Entry Fees | \$11,400.00 | \$9,120.00 |
| 9. | State Fair Exhibit | \$12,000.00 | \$9,600.00 |
| 10. | Web site development/ Maintenance | \$31,200.00 | \$22,560.00 |
| 11. | Overhead Allocation | \$36,800.00 | \$0.00 |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$307,808.00 | \$180,288.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Tourism Director including benefits | \$60,420.00 | \$60,420.00 |
| 14. | CEO benefits not included paid by Chamber | \$79,500.00 | \$26,235.00 |
| 15. | Admin Assistant benefits not included paid by Chamber | \$49,608.00 | \$7,441.20 |
| 16. | Support Staff benefits not included paid by Chamber | \$29,243.80 | \$9,742.46 |
| 17. | Intern | \$39,555.00 | \$0.00 |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$222,717.80 | \$103,838.66 |
| TOTAL: | | \$530,525.80 | \$284,126.66 |

END OF APPLICATION





COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: El Dorado Hills Chamber of Commerce

Name of Project/Program/Event:
(A separate application is required for each unique request) California Welcome Center

Applicant Address: (Street, City, State, Zip) 2085 Vine St. Suite 105 El Dorado Hills, CA 95762

FEIN/EIN/Tax I.D. #: XXXXXXXXXX

Contact Person Name and Title:
(This person is the authorized contact for this application during the review process) Debbie Manning

Contact Person Address: (incl. City, State, Zip) 2085 Vine St. Suite 105 El Dorado Hills, CA 95762

Contact Person Telephone: (916) 933-1335

Contact Person E-mail: debbie@eldoradohillschamber.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

Amount of Grant Funding Requested: \$120320.00

Funds available (or to be secured) from other sources: + \$42283.00

Total Cost of Proposed Project/Program/Event: = \$162603.00

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input checked="" type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input checked="" type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) _____

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change. (2,000 character max.) _____

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) _____

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) _____

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) _____

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.) _____

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) _____

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) _____

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement? (1,500 character max.) _____

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.


Authorized Signature

5/17/2016
Date

Debbie Manning
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

Program Description:

This program provides for the continued operation of El Dorado County's sole California Welcome Center (CWC) in El Dorado Hills. A three-year grant at \$120,320/year is proposed to allow longer-term contracting, stability and best prices.

CWCs are sanctioned by the State of California, based on a restricted application process. They are the gold standard for visitor information centers in the state, and only 16 are currently authorized by the State of California.

Other CWCs are located in: Anderson (Shasta Cascade), Auburn (Gold Country), San Francisco (SF Bay Area), Santa Rosa (SF Bay Area), Yreka (Shasta Cascade), Mammoth Lakes (High Sierra), Merced (Central Valley), Oxnard (Central Coast), Pismo Beach (Central Coast), Salinas (Central Coast), Truckee (High Sierra), Barstow (Deserts), Buena Park (Orange County), Oceanside (San Diego County) and Yucca Valley (Deserts).

El Dorado County's CWC is situated near the western county boundary at the El Dorado Hills Town Center. It is the only CWC between San Francisco and Nevada (along this corridor), the only one along U.S. 50 and only one of two in California's vast Gold Country tourism region.

This is a valuable location to El Dorado County, as it intercepts motorists who have just approached the county from its most highly populated sources of tourism... the Sacramento Valley region and San Francisco Bay Area. It informs these travelers about what there is to see and experience in the county, helps them plan their stay and encourages repeat visits. For those who are about to leave the county heading west on U.S. 50, it gives them reasons to extend their visit or return another time.

An unexpected benefit of CWC El Dorado Hills is that it also serves as a valuable orientation center for new county residents and businesses, educating them about all there is to see and do in the county and introducing them to retail and service areas throughout the county.

State law requires that California Welcome Centers be self-sufficient. No state funding is provided for their design, facilities or operation. On the contrary, CWCs pay the State of California an annual fee to maintain their designation. They must also meet state standards for visitor service, statewide information, operating hours, cleanliness and accessibility. CWCs are inspected regularly by the State of California. Those that do not meet these high standards are decertified and lose all benefits, including highway signs.

In return for meeting state requirements, CWCs receive special promotion and assistance from Visit California (the state tourism marketing organization), distinctive highway signage (the blue and gold California Traveling Bear sign, which has the special distinction of being placed at greater than usual distances from the centers that normal highway signs), and higher than usual visitation from travelers researching trips locally and throughout the immediate region and beyond.

Because so few CWCs have been authorized by the State of California, they are sought by destinations that do not have them. Along the U.S. 50/I-80 corridor, destination marketing organizations (DMOs) in Folsom, Sacramento, Vacaville and Vallejo have expressed interest in qualifying to open a CWC.

However, state guidelines and practices by Visit California limit the number and location of CWCs, in order to: protect the investment made by existing CWC hosts in staffing, stocking, operation and design of their centers, distribute CWCs broadly, serve California visitors across the state, and not over-burden state regulatory staff.

Nevertheless, when a CWC closes (due to loss of financial support or because it is decertified), there is usually a rush of applications by other destinations seeking to replace the closed center. This happened after CWCs closed in Rohnert Park (Santa Rosa), Kingsburg (Merced), Los Angeles (Buena Park and Oxnard) and Ontario (Yucca Valley and Barstow).

Therefore, sustaining CWC El Dorado hills is vital to El Dorado County maintaining its position as one of California's most important travel destinations. As, tourism is El Dorado County's largest industry and doing so has enormous consequence upon El Dorado County's economy, jobs, government services and vitality.

CWC El Dorado Hills is a 2,000 square foot space located adjacent to the El Dorado Hills Chamber of Commerce offices. it contains a staffed reception desk, public restrooms, three reserved parking spaces, public telephone, brochure and literature racks containing El Dorado County and statewide tourist information, souvenir shop, a video screen that plays helpful videos for travelers, advertising panels available to local businesses and destinations, a statewide map, and artistically designed murals and kiosks that depict and describe the history, recreation, scenery and attractions to be seen and experienced in and around El Dorado County. It was established at a cost in excess of \$150,000.

Industrial sectors benefitting from CWC El Dorado Hills include;

- Agritourism (Apple Hill, El Dorado County Wineries Assn.)
- Mountain Resorts (Sierra at Tahoe, Heavenly, Kirkwood, Snow Play)
- Cultural/Heritage Tourism (Coloma, Placerville, Georgetown, Lake Tahoe, Native-American)
- Recreational Tourism (American River, cycling, hiking, OHV - Rubicon Trail, Folsom Lake, Lake Tahoe, Sly Park)
- Nature Tourism (wildlife viewing, scenery, national forests)
- Destinations (Placerville, Camino, South Lake Tahoe)
- Hotels (South Lake Tahoe, Placerville, El Dorado Hills)
- Restaurants (South Lake Tahoe, Placerville, Cameron Park, El Dorado Hills)
- Retail (South Lake Tahoe, Placerville, Shingle Springs, Cameron Park, El Dorado Hills)
- Services (South Lake Tahoe, Placerville, Shingle Springs, Cameron Park, El Dorado Hills)

Program Goal:

The goal of CWC El Dorado Hills is to attract travelers off the highway, interest them in the history, landscape and attractions of the region and thereby encourage them to visit, stay longer/explore or plan return trips to El Dorado County.

Many new residents of El Dorado Hills, who are oriented naturally toward the Sacramento Valley, come into the center to learn about what they can do and see in the area, but then discover the many retail and service businesses that are available in El Dorado Hills and upslope in Cameron Park, Shingle Springs and Placerville. This is an economic development benefit to the county that was unanticipated when the center was conceived and opened.

CWC El Dorado Hills' objective is to increase visitor counts by 5% annually, to 20,000 by 2020.

Program Need:

The Opportunity Grant will help underwrite rent, staffing/salaries, security, operations, utilities, maintenance and improvements to California Welcome Center El Dorado Hills.

With the opening of a new exit on U.S. 50 at Silva Valley Road, CWC El Dorado Hills will need to relocate its west-bound exit signs. Since CWCs pay for the design and installation of all CWC highway signs, the replacement of old or damaged signs and their placement is a cost that must be borne by the center.

Target Population:

72,000 vehicles pass the Latrobe Road exit on U.S. 70 each day. This amounts to approximately 2.6 million vehicles a year. Considering 1.6 passengers per vehicle, that equates to a potential target population of over 4 million travelers/year. *Among CWC visitors, travel size is 2.6 passengers per vehicle.*¹

Additionally, the population of El Dorado Hills, neighboring Folsom and Cameron Park are burgeoning. These areas provide additional sources of visitors to the center.

Impact and Deliverables:

CWC El Dorado Hills conducts daily counts of visitors. From these, it has established that its visitation has risen 62% since the center opened in 2010.

¹ California Welcome Center Visitor Satisfaction Survey, San Francisco State University, California Travel & Tourism Commission, © 2010

In 2015, the center welcomed 16,385 persons. From 2010 to 2012, visitation to the center grew rapidly, but then construction of a new highway on/off ramp at Latrobe Road/El Dorado Hills Blvd. and corresponding loss of wayfaring signs caused visitation to drop. However, after the off ramps were finished, visitation recovered and in the last year measured, it surpassed the previous high.

CWC El Dorado Hills Visitor counts:

2010 – 10,114
2011 – 12,948 (+ 28%)
2012 – 15,990 (+23%)
2013 – 14,888 (-7% - no wayfaring sign due to on/off ramp construction)
2014 – 15,236 (+2%)
2015 – 16,385 (+8%)

Visitor Distribution

| | |
|---------------------------|-----|
| Local (Sacramento Region) | 60% |
| California | 15% |
| US | 18% |
| International | 7% |

Visit California reports that El Dorado County hotel occupancy has risen 11% since the center was established

Outcome Performance Measures:

\$645.7 million was spent by travelers in El Dorado County in 2014 (the most recent year measured), according to Visit California.²

In the four years following the opening of CWC El Dorado Hills, direct travel spending in El Dorado County has trended upwardly. Before that, the trend was declining.

Direct Travel Spending

2006
2007 -3.4%
2008 +0.7%
2009 -7.9%
2010 -5.5%
2011 +5.7%
2012 +2.9%
2013 +1.7%
2014 +.9%

² County Travel Impacts, Dean Runyan Associates © 2016

Visitor spending at El Dorado County hotels and motels has increased each year since CWC El Dorado Hills opened.

2006 -2.5%
2007 -8%
2008 -3.4%
2009 -8.7%
2010 -11.4%
2011 +4.2%
2012 +6.6%
2013 +5.7%
2014 +4.1%

And, since the center opened, El Dorado County accommodations have done better than day travel, on average. That means the county is doing a better job encouraging overnight stays than generating day travel.

2006 +3%
2007 -1.2%
2008 +2.9%
2009 -5.5%
2010 -4.1%
2011 +5.5%
2012 +1.2%
2013 +2.7%
2014 +.3%

Considering that Transient Occupancy Taxes (TOT) are a vital, irreplaceable source of county revenues generated by tourism exports, any effort to sustain, extend or increase overnight stays is essential to the county and its residents.

Retail spending by travelers has also increased each year, since the center was opened with more spent on food and beverage, in food stores, for ground transportation and motor fuel, for arts, entertainment and recreation, retail sales and transportation in the county.

Correspondingly, Direct Tax Receipts in El Dorado County from travel spending were declining prior to the opening of CWC El Dorado Hills, but have increased each year, since.

2006 +3.7%
2007 -2.2%
2008 -0.5%
2009 -3.2%
2010 -7%

2011 +1%
2012 +.4%
2013 +7.8%
2014 +2.7%

Since CWC El Dorado Hills opened in 2010, 2,100 more tourism jobs have been created in El Dorado County. Today, 9,300 jobs exist in this county because of travel spending. The respending of revenues earned from travel spending by these workers produces secondary benefit in El Dorado County which further fuels county businesses and government.

Daily spending of visitors to CWCs is:

Lodging - \$138
Shopping - \$116
Food - \$86
Sightseeing - \$62
Gas - \$54
Souvenirs - \$40

Organizational Resources:

CWC El Dorado Hills is operated by the El Dorado Hills Chamber of Commerce. It receives promotional support from Visit California, the state destination marketing organization, and is assisted by the El Dorado Hills Town Center.

The El Dorado Hills Chamber of Commerce and Visit California welcome the involvement of local government, businesses and NGOs at CWC El Dorado Hills. Free distribution of tourist information is provided to national, state and local governments and to business members of the El Dorado County Visitor Authority, a cooperating sponsor.

Numerous county businesses and organizations contribute to operating the center through sponsorships and in-kind donations. They include: Red Hawk Casino, El Dorado Wine Association, El Dorado County Farm Trails and Apple Hill.

And, the center has been a platform for community events, including appearances by Santa Claus, receptions and gatherings.

Cost Reasonableness:

CWC El Dorado Hills' rent is provided at a below market rate by the El Dorado Hills Town Center; it includes security services. Volunteer docents assist professional staff in welcoming visitors to El Dorado County. Exhibits and signs were purchased for the center's opening in 2010, and though they are maintained in like-new condition, their cost was a one-time investment. Visitor information is supplied by the State of California at no cost to the center.

The annual CWC fee paid to the State of California has remained unchanged since the 1990s. The operating budget is supplemented with modest income from the sale of travel items and souvenirs, and sponsorships.

Impact of Grant Funding:

Over the course of the requested three-year contract, it is anticipated that CWC El Dorado Hills will assist over 50,000 persons.

Visit California reports that the average visitor to a CWC spends \$396 per day.³ This study also established that 17% of CWC visitors extend their stay by 2 – 3 nights, as a result of visiting the center.

If that percentage of visitors to CWC El Dorado Hills (8,500) were to spend an additional day in El Dorado County, they would contribute an additional \$3,366,000 to the county economy, returning over ten times the amount requested within this Economic Development Opportunity Grant.

³ California Welcome Center Visitor Satisfaction Survey, San Francisco State University, California Travel & Tourism Commission, © 2010

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS

APPLICANT NAME: El Dorado Hills Chamber of Commerce
PROGRAM/PROJECT/EVENT: California Welcome Center

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|---|--------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$ | Grant | Pending |
| 2 | RENT | \$24,783.00 | in-kind | secured |
| 3 | EDH CHAMBER TEAM | \$10,000.00 | in-kind | secured |
| 4 | CWC VOLUNTEER TRAVEL CONCIERGE | \$7,800.00 | in-kind | secured |
| 5 | | \$ | | |
| 6 | | \$ | | |
| 7 | | \$ | | |
| 8 | | \$ | | |
| 9 | | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$42,583.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization’s contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

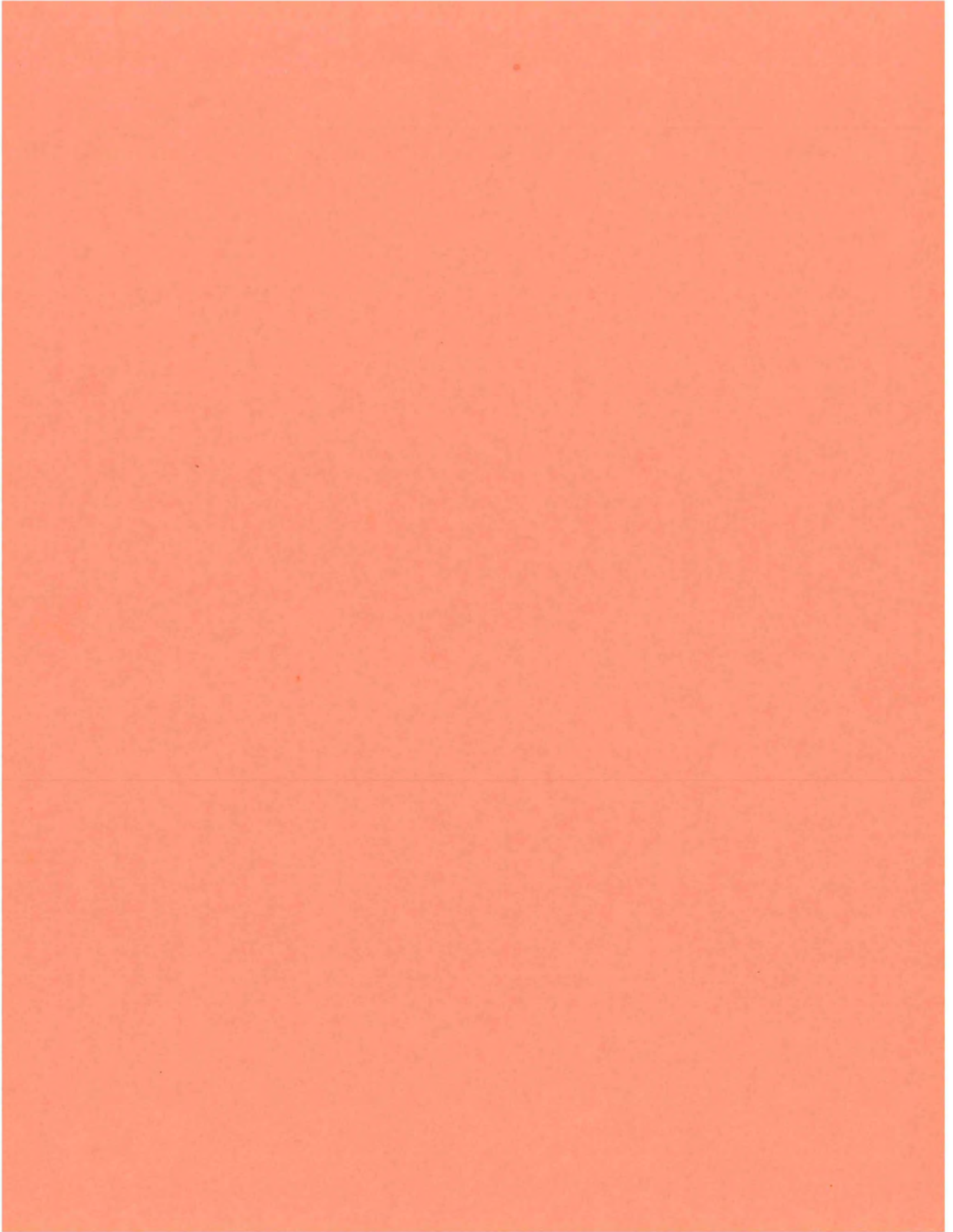
AGENCY NAME: El Dorado Hills Chamber of Commerce
 PROJECT/PROGRAM/EVENT: California Welcome Center

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|---|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | RENT | \$72,153.00 | \$47,370.00 |
| 2. | SPONSORSHIP - MARKETING & ADVERTISING | \$12,000.00 | \$12,000.00 |
| 3. | EQUIPMENT | \$1,000.00 | \$1,000.00 |
| 4. | TRAVEL - 2 MANDATORY CWC MEETINGS | \$2,000.00 | \$2,000.00 |
| 5. | ALARM | \$500.00 | \$500.00 |
| 6. | CA OFFICE OF TOURISM - ANNUAL FEE | \$5,000.00 | \$5,000.00 |
| 7. | MARKETING | \$3,000.00 | \$3,000.00 |
| 8. | PHONE & INTERNET | \$1,500.00 | \$1,500.00 |
| 9. | OFFICE SUPPLIES | \$250.00 | \$250.00 |
| 10. | SIGNS - HIGHWAY 50 SILVA VALLEY INTERCHANGE | \$3,000.00 | \$3,000.00 |
| 11. | PG&E | \$4,000.00 | \$4,000.00 |
| 12. | JANITORIAL | \$700.00 | \$700.00 |
| SUBTOTAL: | | \$105,103.00 | \$80,320.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | TRAVEL CONCIERGE | \$40,000.00 | \$40,000.00 |
| 14. | CHAMBER TEAM COVERAGE | \$10,000.00 | \$0.00 |
| 15. | CWC MANAGER | \$7,500.00 | \$0.00 |
| 16. | | \$ | \$ |
| 17. | | \$ | \$ |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$57,500.00 | \$40,000.00 |
| TOTAL: | | \$162,603.00 | \$120,320.00 |

END OF APPLICATION





COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: El Dorado Arts Council
Name of Project/Program/Event: Cultural Master Plan
(A separate application is required for each unique request)
Applicant Address: (Street, City, State, Zip) 772 Pacific Street, P.O. Box 2400, Placerville, CA 95667

FEIN/EIN/Tax I.D. #: [REDACTED]

Contact Person Name and Title: Terry LeMoncheck
(This person is the authorized contact for this application during the review process)
Contact Person Address: (incl. City, State, Zip) 772 Pacific Street, P.O. Box 2400, Placerville, CA 95667
Contact Person Telephone: 530-295-3496
Contact Person E-mail: terry@eldoradoartscouncil.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

| | |
|---|--------------------|
| Amount of Grant Funding Requested: | <u>\$35,000</u> |
| Funds available (or to be secured) from other sources: | + <u>\$82,200</u> |
| Total Cost of Proposed Project/Program/Event: | = <u>\$117,200</u> |

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input checked="" type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) PLEASE NOTE: THIS IS A ONE-YEAR FUNDING REQUEST

Our largely rural/agricultural county has a population of 180,000 spread over 1,800 square miles, numerous small cultural and historic sites, arts organizations and other venues, and is dependent on tourism for a large part of its revenue. With a new Executive Director experienced in cultural planning, EDAC is ideally suited to assume a leadership role in helping to define the future of arts and culture in the region. Working with a seasoned planning consultant, EDAC will build on a recently completed series of focus groups and strategic plan to develop a Cultural Plan that embraces engagement, partnerships, historical and educational resources and the creative community, and will dovetail with the County's Economic Development Strategic Plan.

El Dorado County currently lacks a comprehensive approach to audience engagement, public art, sustainability for arts organizations and an overall vision for arts and culture in the region. A consultant experienced in cultural planning will be retained to design and engage in a master-planning process, working closely with EDAC staff and advisors on the following project activities:

Formation of Master Plan Advisory Committee of key foundation, nonprofit, business and government leaders, educators, artists and philanthropists.

Research and review of foundational documents, economic plans, general plans.

Survey of current cultural ecosystem with mapping.

Design and implementation of interview process.

Writing and documentation: Identification of challenges, findings and recommendations, proposed pilot programs and partner collaborations. Topics may include cultural tourism, sustainability, capacity-building, technical assistance, networking opportunities, public art and arts education policy, issues relating to diversity and engagement. The report will contain maps, charts and data to support findings and a complete list of interviewees and cultural assets in the County.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change. (2,000 character max.) Simply put, the arts mean business. The nonprofit arts and culture industry is also an economic driver—an industry that supports jobs, generates government revenue and is the cornerstone of the tourism industry. And since this Cultural Plan will be developed in dialogue with the Board of Supervisors, Economic Development staff, City Councils of Placerville and South Lake Tahoe, Chambers of Commerce, and Community Services Districts, the primary goal of the Economic Development Strategic Plan – "Enable a Prosperous and Vibrant Economy" – and its specific objectives will be addressed throughout the Plan and woven into its recommendations. CNBC recently reported that 34% of Bay Area residents are "ready to leave." The biggest concern for the Bay Area is the potential loss of its creative labor force. "These younger folks, millennials, are our future workforce; this is our labor market; this is our talent pool," Rufus Jeffris, VP of Communications for the Bay Area Council, told CNBC. Where will this young talent pool go? El Dorado County has a significant opportunity, if it acts decisively and soon, to attract millennials – first to visit and then to relocate – by investing in the kinds of cultural amenities that interest this critical demographic. The Cultural Plan will survey current cultural amenities and assets and make specific recommendations regarding cultural tourism. In addition, the Cultural Master Plan will create points of reference to which cultural entities (current or proposed), educators, social service nonprofits, partners such as farms, orchards and wineries and others can refer when developing their own initiatives and business plans. EDAC has enjoyed the support of the County Promotions program for some years, and has managed grant funds carefully, but given the awards by the NEA and other funders, EDAC is now poised to leverage County funding to maximum effect.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) Approximately 40% of arts councils engage in some form of cultural planning, and there are numerous studies and data available to support the benefits of a Cultural Master Plan. Nonlocal arts and culture audiences (such as those traveling from the Bay Area or Reno) spend an average of \$170.58 per person per event, not including admission or ticket price; this figure does include local ground transportation, overnight lodging (one night), clothing and accessories, child care, gifts and souvenirs, and meals. Arts and culture tourists spend more and stay longer, are more likely to stay in overnight lodging, and are more likely to spend \$1,000 or more during their stay. Nearly half of cultural audiences (both local and nonlocal) say they would have traveled to a different community in order to attend a similar cultural experience, had the event during which they were surveyed not been happening. The Cultural Master Planning process will include extensive discussion with other tourism sectors such as recreation and agricultural tourism. This will result in recommendations designed to create engagement between recreational and cultural tourism, agritourism and cultural tourism, and other cross-sector partnerships which leverage the strengths of the partners. It should be noted that the Cultural Plan also addresses two other Economic Development Objectives – Business: Improve rate of survival and/or growth of businesses, and Entertainment: Support jobs in the arts or film.

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe

how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) In its most comprehensive application, beneficiaries of this Cultural Plan will be the residents of and visitors to El Dorado County. Specific target groups will be cultural tourists and visitors to the County, along with artists (many of whom should be considered business owners), restauranteurs, craftspeople, merchants, nonprofit and commercial cultural organizations/businesses, hoteliers, the travel industry, and many others. The specifics of how to reach these populations will be brought forth in the Plan's conclusions, but a recommendation will undoubtedly be made that a close working partnership be formed with the chambers of commerce.

A public meeting will be convened to present the cultural plan to the public, and it will also be presented at a Board of Supervisors meeting. Print and electronic copies will be distributed to organizations, agencies and individuals and will be available on the EDAC website.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) The specific outcomes of the Cultural Master Plan will be the challenges, findings, and recommendations detailed in the consultant's report. A visionary Cultural Plan relevant to its community, geography, and arts assets will ultimately have a positive, lasting impact. This plan will suggest effective partnerships among cultural entities and also between arts and culture and the business community, other social service nonprofits, recreation, agriculture, the food and wine industry, and others – partnerships which will enliven and mutually support one another. The plan will also recommend funding sources for implementation steps. Cultural plans rarely succeed when they stand alone. The plan for El Dorado County will leverage community assets, support arts and culture as an engine for a creative economy, position arts and culture as an integral element in local decision-making, and nurture future leaders, artists, audiences, and an informed citizenry.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.) The immediate objective of the project is the creation of a cultural master plan for El Dorado County; the long-term objective is for arts and culture to be positioned as vibrant and renewable elements of the local economy, for enhanced connectivity among artists, arts organizations, and the public, for engagement to be heightened and public awareness of the intrinsic value of the arts firmly established, and for the region to be recognized as a new cultural destination. To address immediate objectives, performance measurements will include the number of people and organizations engaged in the planning process; the scope of challenges and findings identified, and recommendations, pilot programs and potential partnerships proposed. The long-term objectives will be understood better over time; some will be easily identified, others may be more subtle. These could be evaluated in terms of audience statistics, the number of new or enhanced arts programs, the number of young people experiencing the arts in new and creative ways. Surveys of hotel guests and event attendees could prove useful in evaluating performance measurements.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) EDAC's ongoing programs and services are in good hands with existing staff; recruiting is under way for a new Program Manager to replace a staff position currently unfilled. As described in the Project Budget, a percentage of staff time will be devoted to the Cultural Planning process, but the

majority of the project – research and document review, cultural asset mapping, stakeholder interviews and public meetings, documenting the findings and writing the report – will be handled by the consultant. The EDAC Executive Director has extensive planning experience and has worked with this consultant in the past. The impact to the agency’s workload will not be insignificant, but the planning process is called for, the community is enthusiastic about the process and the outcomes, and the resulting foundation that the plan will create is essential.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) A review of other cultural planning processes, many of which can be found online, has indicated that the figure of consultant fees are considered reasonable for the scope of this project. While there is no cookie-cutter approach to cultural planning, smaller cities may spend \$20,000 to \$40,000 on cultural planning, large metropolitan areas may spend up to \$100,000 or more, and this project spans all of El Dorado County. Per diem was calculated using the IRS/GSA per diem calculator tool. Hotel costs will be an in-kind donation. Costs for graphic design, printing, supplies, and other direct project costs have been kept to a minimum and will be sourced locally.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement? (1,500 character max.) A visionary Cultural Plan relevant to its community, geography, and arts assets will ultimately have a positive, lasting impact. This plan will suggest effective partnerships among cultural entities and also between arts and culture and the business community, other social service nonprofits, recreation, agriculture, the food and wine industry, and others – partnerships which will enliven and mutually support one another. The plan will also recommend funding sources for implementation steps. Cultural plans rarely succeed when they stand alone. The plan for El Dorado County will leverage community assets, support arts and culture as an engine for a creative economy, position arts and culture as an integral element in local decision-making, and nurture future leaders, artists, audiences, and an informed citizenry.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County’s Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization’s name and picture(s) of the funded project or activity for the purposes of public information and publicity.


Authorized Signature

5/20/16
Date

Terry LeMoncheck, Executive Director
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building “A”
Placerville, CA 95667**

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS

APPLICANT NAME: El Dorado Arts Council
PROGRAM/PROJECT/EVENT: Cultural Master Plan

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|---|------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$35,000.00 | Grant | Pending |
| 2 | National Endowment for the Arts | \$35,000.00 | Grant | Secured |
| 3 | Gold Country Center for the Arts | \$35,000.00 | Grant | Secured |
| 4 | El Dorado Savings Bank | \$5,000.00 | Grant | Secured |
| 5 | Cary House Hotel | \$4,200.00 | In-kind | Secured |
| 6 | CA Arts Council Development & Consulting | \$3,000.00 | Grant | Pending |
| 7 | General community support | \$20,000.00 | Donations | Pending |
| 8 | | \$ | | |
| 9 | | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$137,200 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

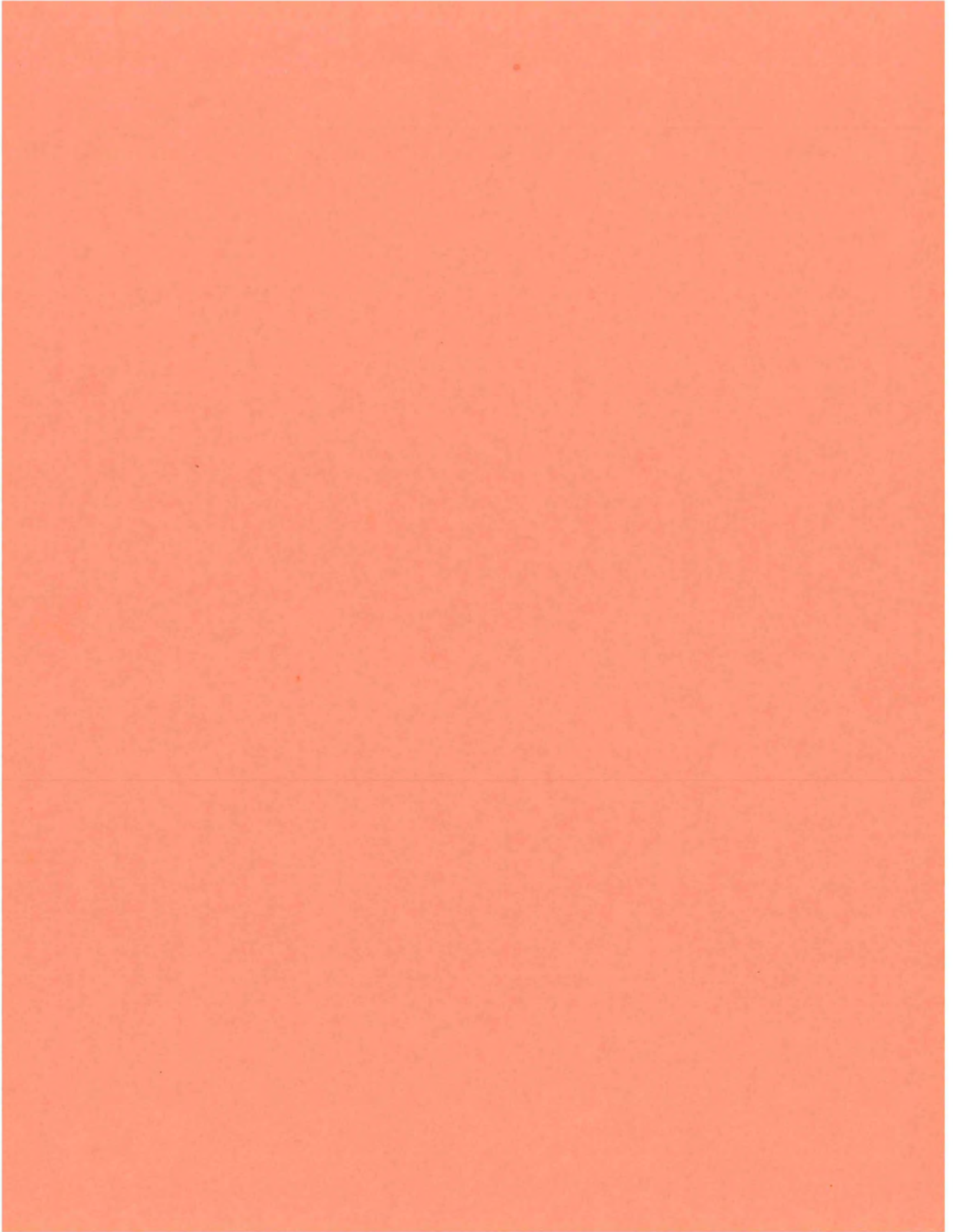
AGENCY NAME: El Dorado Arts Council
PROJECT/PROGRAM/EVENT: Cultural Master Plan

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|---|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | Consultant fee | \$64,800.00 | \$35,000.00 |
| 2. | Consultant travel & per diem | \$7,491.00 | \$ |
| 3. | Meeting & event costs | \$4,000.00 | \$ |
| 4. | Graphic design | \$3,000.00 | \$ |
| 5. | Printing | \$2,500.00 | \$ |
| 6. | Supplies | \$1,000.00 | \$ |
| 7. | Phase I implementation | \$20,000.00 | \$ |
| 8. | | \$ | \$ |
| 9. | | \$ | \$ |
| 10. | | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$102,791.00 | \$35,000.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Executive Director | \$31,341.00 | \$ |
| 14. | Director of Operations and Communications | \$3,068.00 | \$ |
| 15. | | \$ | \$ |
| 16. | | \$ | \$ |
| 17. | | \$ | \$ |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$34,409.00 | \$ |
| TOTAL: | | \$137,200.00 | \$35,000.00 |

END OF APPLICATION





COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: Lake Tahoe South Shore Chamber of Commerce

Name of Project/Program/Event: Go Local Program (New name may be developed)
(A separate application is required for each unique request)

Applicant Address: (Street, City, State, Zip) PO Box 17181, South Lake Tahoe, CA 96150

FEIN/EIN/Tax I.D. #: [REDACTED]

Contact Person Name and Title: Betty "B" Gorman, President & CEO
(This person is the authorized contact for this application during the review process)

Contact Person Address: (incl. City, State, Zip) PO Box 17181, SLT, CA 96150

Contact Person Telephone: 775-588-1728 or 530-318-7900 (cell)

Contact Person E-mail: bgorman@tahoechamber.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

| | |
|---|------------------|
| Amount of Grant Funding Requested: | <u>\$10200</u> |
| Funds available (or to be secured) from other sources: | <u>+ \$9535</u> |
| Total Cost of Proposed Project/Program/Event: | <u>= \$19735</u> |

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input checked="" type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) In December of 2015 the chamber launched a new shop local campaign. Based upon the success of the program given the limited budget and outreach we believe there is room to broaden the scope and impact of this initiative. After launching our program and researching other successful programs we have decided to develop a contemporary identity for the program that could be embraced by multiple generations and types of shoppers. Therefore we are proposing to develop a new name, logo and reach for the 2016 program. We will extend the time period beyond the short holiday period used for 2015. A loyalty and/or reward component will be developed into the program for residents and visitors who engage with us.

Furthermore we will be working with retailers to educate them on how they can create the "Experiences" that today's consumers are demanding. Businesses that are able to create a sense of community and authentic experiences are seen as those most likely to survive and thrive in the coming age of drone delivered goods. The chamber will produce a two part autumn kick-off workshop for the retailers to educate them on current trends and strategies and to launch the newly branded shop local campaign. Additionally, one on one sessions will be offered to businesses as follow-up and will include support on how to create and leverage their social media presence to drive consumers to both their physical and internet locations as well as ensuring that campaign materials are being integrated into physical and online marketing activities.

So rather than simply launching a web page to promote shopping local there is an educational component built into this so businesses are learning how to compete and stay relevant in the era of internet shopping and in our case "off the hill" shopping dollars going to the Carson Valley in Nevada.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change. (2,000 character max.) Tahoe Chamber is seen as the "go to resource" for businesses on the South Shore

who are looking for educational resources to grow their business. The proposed shop local program would fall within our ongoing economic development work to retain and expand businesses leading to economic sustainability, an increase in sales tax and jobs development. Retail management jobs provide a livable wage and thus are part of our current focus on developing workforce pathways in HTRR (Hospitality, Tourism, Recreation and Retail) in partnership with Lake Tahoe Community College and the workforce boards and school district. While the Adult Education Consortium is developing training for HTRR businesses it is equally important for the chamber to continue to work with the business community to ensure that they stay in business to provide the jobs that individuals are going to be preparing for through the educational pathways.

The chamber has been in existence for 60 years and has extensive experience in developing, launching and implementing a variety of programs during that time. Over the past eight years Tahoe Chamber has had various contracts for services with the City of South Lake Tahoe, El Dorado County, Tahoe Douglas Visitors Authority, Nevada Commission on Tourism and more recently with Douglas County to provide business development and tourism related services. In all instances reports have been turned in and results proven. Economic change initiatives we have worked on have included providing businesses with technical assistance in the form of workshops and one on one coaching and thus this proposed activity is in perfect alignment with our skills and capacity as proven by past performance.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) Communities are experiencing the demise of brick and mortar retail and related sales tax. RetailNext compiles data about brick-and-mortar stores and reported declines of 4.7% for the 2015 Thanksgiving weekend, while ShopperTrak reported 10% declines during holiday shopping weekends. A 2015 study from Blackhawk Engagement Solutions, an international engagement company offers some suggestions. The two phase study of 1,000 millennials focused on the means, devices and influences leading to purchases. The results demonstrated that millennial shoppers are plugged into mobile and social shopping and they are disrupting traditional shopping. Smartphones are the dominant method of connection to the web for 89% of millennials and social media is the primary source for products, special deals and shopping news. Retailers therefore need to have a mobile first strategy if they want to stay relevant with this generation. Many businesses in our community lack understanding about how to go about this. Pricing and quality are key components for all generations but especially for millennials who prefer spending money on authentic experiences rather than buying copious quantities of cheap goods. 69% of millennials belong to a loyalty program hence retailers can still drive return sales by creating or participating in a transparent and value-added loyalty program such as the proposed shop local program. These shopping habits once understood could be the key to survival for our small businesses

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) 1) Business owners (retailers & subject experts) benefit from increased business levels 2)Visitors and 3) Residents benefit from more engaging retail experiences and 4) the Destination as a whole benefits from having a stronger and more sustainable retail component necessary for a tourism destination as shopping is now classified as a recreational activity.

There will be two phases of outreach. The initial to inform businesses about the opportunity to participate as retailers and/or subject matter experts. The second phase will inform the community about the program and encourage shopping local especially at participating retailers. During both phases the chamber will do comprehensive outreach via its weekly e-news, e-blasts, social media, weekly TV and Radio interviews as well as print media and some paid advertising.

1) Business Owners will be additionally targeted to participate in the autumn workshop as well as in one on one social media consultations via face to face meetings and/or emails and phone calls.

2) Visitors will be additionally targeted to participate through sharing of information with the LTVA for inclusion in their vast email and social media outreach campaigns. Information will also be shared with out of area media via public relations outreach.

3) Residents and the 4) community as a whole will be targeted via the aforementioned outreach and additional media secured through a PR campaign that may include a public press conference type event.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) _____

Deliverables:

1) Design of new identity and related materials for the shop local campaign. (Name, logo, identity, collateral materials and concept launch plan)

2) Autumn workshop and launch event for retailers taught by subject experts.

3) One on one social media consultations coordinated by chamber staff and conducted by either chamber staff or subject experts.

4) Shop local campaign implemented throughout the community

Impact:

Retailers move into the mobile age and become competent in integrating social media into their ongoing marketing efforts. This will be evidenced by their buying into the concepts and doing it not just for the program but on an ongoing basis! Additional impact during the program itself will come from increased visitation and purchases by residents and visitors.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes.

(1,500 character max.) This program will positively affect the community and its residents by strengthening the retail sector. Success will be measured via participation at several levels

1) Participation in the workshop/launch campaign - Goal of 18 retailers

2) Participation in one on one social media consultations - Goal of 15 retailers

3) Public participation in the program - Goal of 125 shoppers checking in with us.

4) Feedback from retailers on sales figures and social media engagement. Ex. 5% sales increase year over year or 25 new FB followers or 10% increase in web site visitation

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) Tahoe Chamber staff are well equipped and capable of implementing this program. The Director of Membership Services and CEO regularly spend time in the community visiting with businesses and thus they would make visiting retailers a focus during the months of September and October to encourage participation. The Communications Coordinator would take on the majority of the outreach as a part of her regular job responsibilities. The development of a new logo and identity for the program as well as some of the PR would however be outsourced due to the time and expertise involved. Subject matter experts would be used to teach the workshop. The one on one consultations would be conducted by subject matter experts and/or the Communications Coordinator. Managing a project of thist type falls within the expertise of the chamber.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) Our procurement policy is included as addendum N. Costs for programs are based upon past and current programming whereby we know what subject matter experts charge as well as marketing, advertising and public realtions experts whose services we might contract for. Likewise costs for logo and collateral development are based upon history and knowledge of current rates for said services.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement? (1,500 character max.) Funding from the county would enable the chamber to innovate this fledging program to encompass the breadth and reach that we believe is necessary to make the desired impacts. Funding would lay the foundation for this program to take root in the community and would build capacity of the chamber and businesses. By being able to use subject matter experts we are able to increase effectiveness of the program in the delivery of services to the businesses. Additionally, funding that is used to underwrite some of the costs of subject matter experts to work with retailers is growing capacity and sustainability of retailers by helping them to become smarter business owners making better and more strategic decisions in their marketing.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.

Sam Gorman

Authorized Signature

5/19/16

Date

Betty M. Gorman

Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS

APPLICANT NAME: Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)
PROGRAM/PROJECT/EVENT: Go Local Program

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|---|--------------------|---|---------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$10,200.00 | Grant | Pending |
| 2 | Chamber staff | \$5,985.00 | Annual Budget | Secured |
| 3 | Graphic design services | \$200.00 | In-Kind | Pending |
| 4 | Marketing & Advertising - KOWL, KRLT, KTHO, TDT, SouthTahoeNow.com | \$1,050.00 | In-Kind | Secured |
| 5 | Collateral Dev/Printing - local printer likely will be Redwood Printing | \$1,000.00 | In-Kind and/or Annual Chamber budget to cover | Secured and pending |
| 6 | Workshop development/presentation | \$300.00 | In-Kind | Pending |
| 7 | Reward/Loyalty - prizes | \$1,000.00 | Material Goods - In Kind | Pending |
| 8 | | \$ | | |
| 9 | | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$19,735.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization’s contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

AGENCY NAME: Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)
PROJECT/PROGRAM/EVENT: Go Local

INSTRUCTIONS:

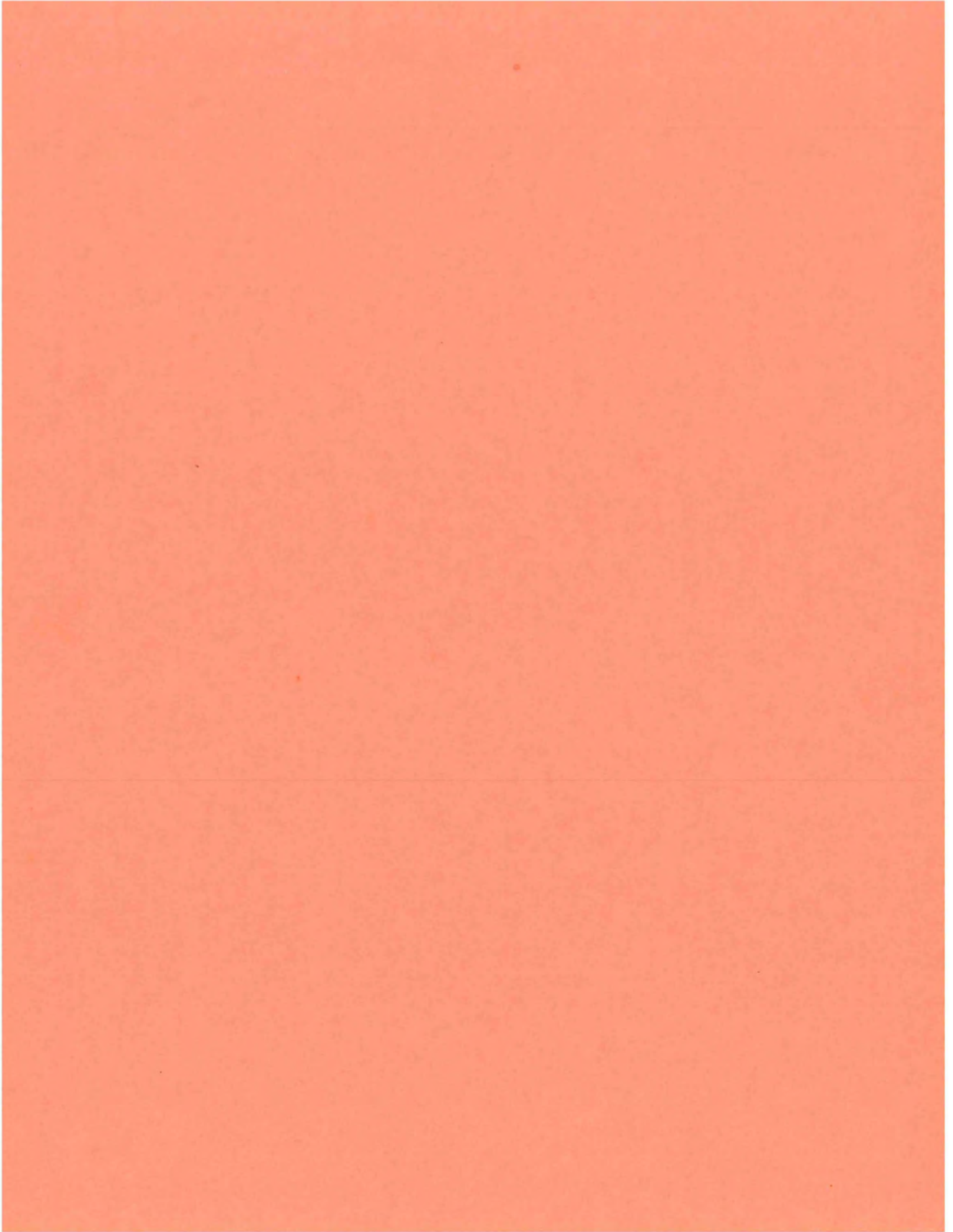
COLUMN 1: List the various cost components of your project/program/event.

COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.

COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|--|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | Name/logo/identity development | \$600.00 | \$400.00 |
| 2. | Collateral development/printing | \$2,500.00 | \$1,500.00 |
| 3. | Outreach campaign for retailers | \$500.00 | \$250.00 |
| 4. | Workshop development/presentation | \$1,300.00 | \$1,000.00 |
| 5. | Outreach gampaign for program (shoppers) | \$2,800.00 | \$2,000.00 |
| 6. | Reward/loyalty component | \$1,000.00 | \$0.00 |
| 7. | | \$ | \$ |
| 8. | | \$ | \$ |
| 9. | | \$ | \$ |
| 10. | | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$8,700.00 | \$5,150.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Events Director | \$3,885.00 | \$2,500.00 |
| 14. | Communications Coordinator | \$3,150.00 | \$1,800.00 |
| 15. | CEO | \$1,000.00 | \$ |
| 16. | Administrative Coordinator | \$500.00 | \$250.00 |
| 17. | Director of Membership Services | \$2,500.00 | \$500.00 |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$11,035.00 | \$5,050.00 |
| TOTAL: | | \$19,735.00 | \$10,200.00 |

END OF APPLICATION





**COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016APPLICATION**

APPLICANT INFORMATION

Applicant Name: EL DORADO COUNTY FARM TRAILS ASSN.

Name of Project/Program/Event:
(A separate application is required for each unique request) THE QUILT TRAIL PROJECT

Applicant Address: *(Street, City, State, Zip)* PO BOX 20
PLACERVILLE, CA 95667

FEIN/EIN/Tax I.D. #: [REDACTED]

Contact Person Name and Title:
(This person is the authorized contact for this application during the review process) WENDELL SMITH

Contact Person Address: *(incl. City, State, Zip)* 5900 GARDEN VALLEY RD
GARDEN VALLEY, CA 95633

Contact Person Telephone: 530 333-1177 FT# 530-919-2445

Contact Person E-mail: WENDELLSMITHECI@GMAIL.COM

PROJECT FUNDING *(if requesting multiple year contract, include funding information for first year only.)*

Amount of Grant Funding Requested: \$ 14,250

Funds available (or to be secured) from other sources: + \$ 2,120

Total Cost of Proposed Project/Program/Event: = \$ 16,370

PROJECT: THE QUILT TRAIL PROJECT

ECONOMIC DEVELOPMENT OBJECTIVE OF PROJECT: Leisure Travel: increase the number of tourists traveling to El Dorado County.

PROJECT DESCRIPTION:

What is a Quilt Trail? Most quilts are made of squares. A barn quilt is a replica of one square, painted on plywood, 3-4 feet square and hung on buildings and barns for passersby to see. There are thousands of them— currently in 33 states and Canada.

The Quilt Trail Project was presented to El Dorado County's Farm Bureau, Chamber of Commerce, Arts Council, and others in 2014. In November 2014, it was presented to the El Dorado County Farm Trails Assn. and was adopted to continue development of agri-tourism and public art. What started with four volunteers; quilters, artists, and journalists, the Project grew fast with the backing of Farm Trails, their Route Signs, website, Trail Guide, and large membership. Currently there are 10 hand painted, wooden quilt blocks hanging in the county and 4 new ones in the works. A Farm Trail Board Member installed the first in February 2015. The added benefit to Farm Trails is increased membership.

The Quilt Trail Project continues a rich history of the barn quilt movement started in Ohio in 2001. As such, El Dorado County has joined an imaginary clothesline of quilts across America. In Suzi Parron's book "Barn Quilts and the American Quilt Trail Movement", testimonials from Art Councils, Visitor & Conventions Bureaus, and governments, from Neversink, New York to Tillamook, Oregon, all praise the Quilt Trails for encouraging tourists to spend more time in their community.

The Project team travels the county to speak to ranchers, wineries, B&B's and others about the project. organizations like the Veterans Memorial Building, Something MORE Artists Gallery, El Dorado County Farm Bureau, and El Dorado Arts Council see the value as quilters, artists, and all types of visitors follow the trails that lead them around the county.

The Project communicates through its face book, Farm Trails website and the Farm Trails & Visitors Guide . We use Constant Contact to connect with CA. Quilt Guilds, and via news releases. Last year we raised funds with a raffle of quilt blocks. This paid for brochures and postcards. Our rapid growth has increased the need for, and costs of, professional photography, printing, and participation in events. As we reach outside the county, we plan several guided tours.

We help members choose a quilt design and our artists finalize the order with the member. The financial transaction is between the two parties. The Project receives no income in this transaction.

Character Count 2,050

El Dorado County Farm Trails Association, The Quilt Trail Project

PROJECT GOAL:

Wendell on past performance managing grant funding...

The goal of this Project is to promote our county businesses, creating a new and unique activity to entice visitors. The Quilt Trail Project promotes community pride by creating a public art project of brightly painted quilt blocks to display on barns, homes, and businesses. We are part of a national movement that connects communities by developing and contributing to agri-tourism and the arts. People travel across states to specifically view these community art projects – they stay, dine, and shop too.

Characters Count:

PROJECT NEEDS:

Research included speaking with Suzi Parron, author of *"Barn Quilts and The American Quilt Trail Movement"*. Suzi also has a website www.barnquiltinfo.com that has a map of the U.S. Clicking on any state, you are directed to the websites of other Quilt Trail projects. We worked very closely with the Lake County Quilt Trail group [www.lakecountyquilttrail.com], learning how they are organized, their mistakes, their growth, their application process. We contacted over a dozen groups across the country to learn how to successfully paint a quality work, using special MDO board, quality primers, and quality UV latex paint, and techniques of taping the designs. Lake County is our benchmark and inspiration. Started in 2009, they created 49 quilt blocks in their first 4 years. Another new Quilt Trail is in Rio Linda/Elverta – [www.rleQuiltTrail.com]. They started in 2014 and currently have 12 quilt blocks on display. Our research also took us to Tillamook, Oregon [www.tillamookQuiltTrail.org] where there are three quilt trails and they use geo-caching as a fun way to attract tourists and move them around their community.

Funding from this grant will greatly enhance our marketing activities, through print media tailored to locals and out-reach activities like guided tours. It will enlarge our web presence, and email communications beyond the county, supporting activities that promote our farms and wineries, at events catering to visitors. It will raise the professionalism of our advertising with professional photography, and continue our news releases to local and out of town media.

Characters Count: 1353

TARGET POPULATION:

Tourism! El Dorado enjoys a large tourist base with its family farms, wineries, scenic beauty and recreational opportunities. We'd like to increase the tourist population by including more artists and quilters. It is well known in quilting circles that quilters love to take road trips. This translates into dining, shopping and lodging. We network with quilt guilds throughout California; our Farm Trails

El Dorado County Farm Trails Association, The Quilt Trail Project

website gets hundreds of hits, and there is the Quilt Trail face book page. There is expanded interest from the community and regional media. We entice the public, especially out of county visitors to spend their money in our county and target locals, especially those with a high visibility factor in order to increase the number of participants in the Project.

Word Count: 646

IMPACT AND DELIVERABLES:

When we started in late 2014, we determined our first goal was a dozen quilt blocks in the first year. We have 11 installed and three are being painted. As soon as we reached six, we developed our brochure. We reached out to the community and involved the people at the Veterans Memorial Building, now that hosts a beautiful Stars & Stripes Quilt Block. We approached Mother Lode Rehabilitation Services and donated supplies for their clients to paint their own quilt block... a very rewarding project. We hope to involve artists from surrounding high schools. The El Dorado Arts Council has been supportive from the beginning and they are in the process of choosing a design for their building that reflects the history of the Fausel House and the Fausel family. We wanted to reach into the community to build art appreciation while at the same time enhancing the existing agri-tourism activities. Our goal is 100 businesses, wineries, farmers and others on board.

Character Count: 801

OUTCOME PERFORMANCE MEASURES:

The success of this Project will be measured by the people who participate. The more quilts that are hung, the more important and popular the Quilt Trail will be. These Quilt blocks make people smile and increase the sense of community and foster goodwill.

Our program continues to be successful in our goal to bring added awareness of the arts, of historical buildings, of fifth and sixth generation family farms, and helps move visitors around the county to discover all the treasures they may find. Our successes are measured by the interest we have created and the continued involvement of community members, and by the constant orders for our painted quilt blocks.

Character Count: 558

ORGANIZATIONAL RESOURCES:

In addition to the Board and the Farm Trails membership, and their involvement in Quilt Trail Project activities, we have a team of seven volunteers who are farmers, artists, quilters, writers, and public

El Dorado County Farm Trails Association, The Quilt Trail Project

relations specialists. They are a jack-of-all-trades team. We meet regularly to discuss activities geared to increasing our number of quilt blocks, and visit members of the community to tell our story. Last year we had a successful raffle, won first prize for our booth at the county fair, and made presentations to community groups. This year we are producing a pocket calendar featuring our quilt blocks. . The Three volunteers are Farm Trail board members. Two volunteers are Farm Trail members and our PR person is with Farm Bureau. Two volunteers are our artists. The Project utilizes the Farm Trail Board for guidance and financial services. All Board Members of Farm Trails are also volunteers.

Character Count: 759

COST REASONABLENESS: Wendell describe how FT does this.

Quilt Trail costs are largely for printing. We get two local bids on printing and shop local for supplies. The Project relies on small fundraising activities and public/personal donations, and in-kind support.

Character Count:

IMPACT OF GRANT FUNDING:

Funding will help expand media outreach, improve the professionalism of our presentation tools by using local photographers, graphic artists, and printers. It will increase our visibility by placing advertising in local and regional media, pay for fees to attend community events such as parades, fees for space at the County Fair and other fairground events, increase our fundraising, and help to purchase Quilt Trail signs. It will help us travel more to make presentations and attract sponsors and assist in establishing guided tours of the Farm and Quilt Trails. Winning a grant lends credibility to the Project, which we believe will lead to increased participation in the Quilt Trail by local businesses and lead to greater success for the Project.

Character Count: 635

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture[s] of the funded project or activity for the purposes of public information and publicity.

Wendell E. Smith May 18, 2016
Authorized Signature Date
Print Name: Wendell E. Smith

EL DORADO COUNTY
 ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
 APPLICANT BUDGET FORM
 [USE OF FUNDS]

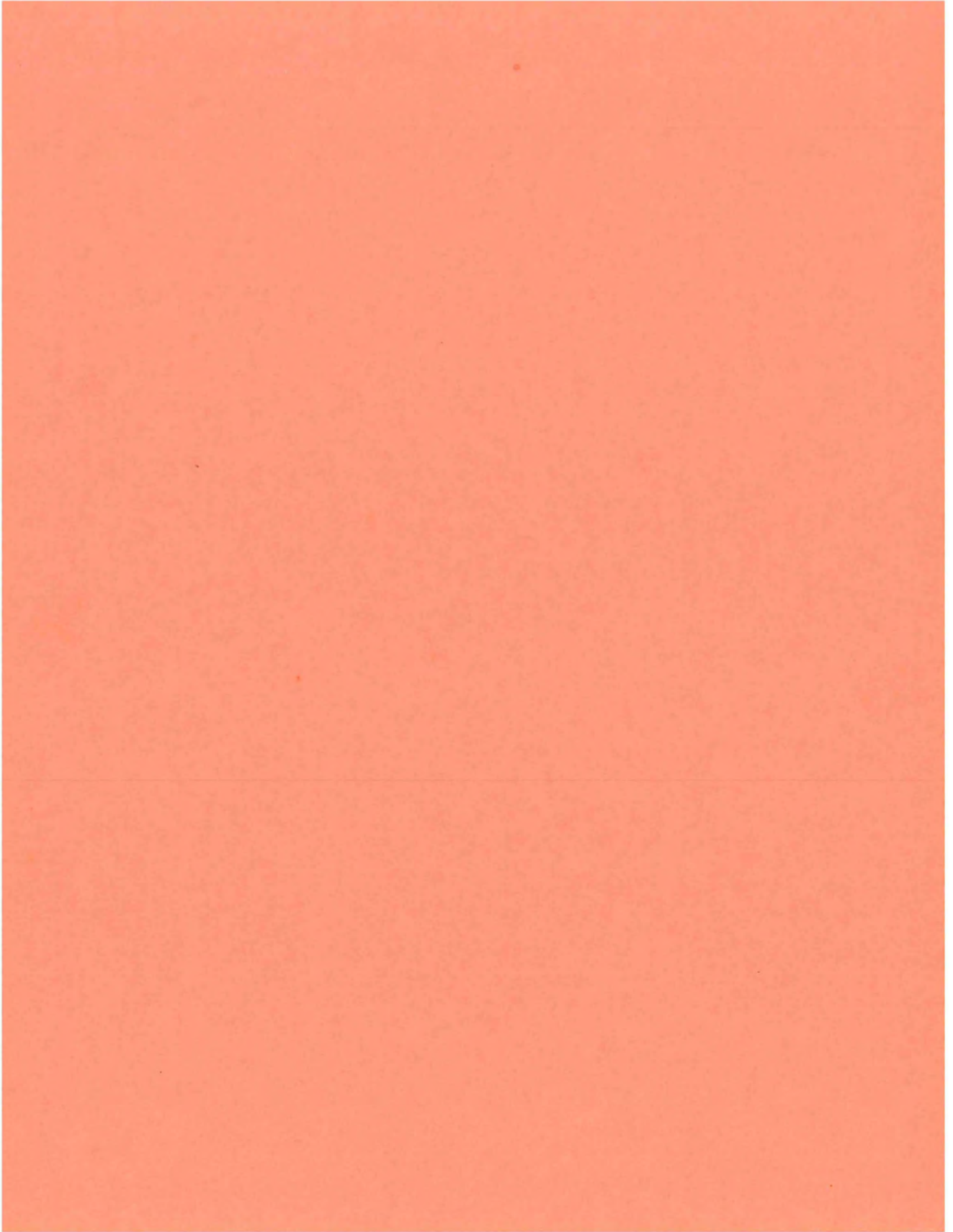
EL DORADO COUNTY FARM TRAILS ASSOCIATION, THE QUILT TRAIL PROJECT

Created to bring a traditional art form to El Dorado County this Project creates a tie between our rich local history, our plentiful agricultural wonders, and the added benefit of encouraging tourists to spend more time exploring our county. Testimonials about the Quilt Trail Movement from across American praise these projects for increasing tourism.

| Column 1 – Designated Use of Funds | | Column 2 Total Amount/ Value | Column 3 Amount County Funds |
|---------------------------------------|--|---------------------------------------|---------------------------------------|
| 1 | Production of professional photographs of 14 pre-hung quilt blocks and additional as more are added for use in Project media in 2016 | \$2,500 | \$2,500 |
| 2 | Graphic design of 3-fold brochure for tourism racks; large postcards 5.5" x 8.5" for mailing and use by Farm Trail members; and small postcards for handouts | \$ 300 | \$ 300 |
| 3 | Printing of items above –Quantity: 500 each | \$2,000 | \$2,000 |
| 4 | Graphic design and printing of fundraising pocket-sized calendars featuring quilt photos—Quantity: 500 each | \$2,000 | \$2,000 |
| 5 | Graphic design and printing of Quilt Trail map for Gold Week, County & State Fairs, and Farm Trail Members. Quantity 2,500 | \$2,500 | \$2,500 |
| 6 | Funding for Constant Contact with Mobile App – 1 year | \$ 350 | \$...350 |
| 7 | Travel expenses for research of out-of-county Quilt Trails-2 trips | \$ 400 | \$ 400 |
| | Van/bus rental for six promotional tours of Farm/Quilt Trails for local and out of county tourists. Working with California Welcome Center, and other county and quilt groups. | \$1,500 | \$1,500 |
| 8 | Participation fees and flatbed trailer rental and decorations, i.e., Garden Valley and Pleasant Valley 4 th of July parades, 2016 World Gold Panning Championship Parade, Georgetown Founder's Day Parade, Placerville Santa Parade | \$1,000 | \$1,000 |
| 9 | Participation/booth fees for events at County Fairgrounds [Fair, Home Show, etc] | \$ 500 | \$ 500 |
| 10 | Quilt Trail directional signs posted under Farm Trail Signs –Qty 20 | \$ 600 | \$ 600 |
| 11 | Supply cost and discounted artists fees for painted quilt blocks for raffle purposes 2016.—Quantity 2 4x4 foot blocks | \$ 600 | \$ 600 |
| Totals | | \$14,250 | \$14,250 |

EL DORADO COUNTY
 ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
 APPLICANT BUDGET FORM
 [SOURCES OF FUNDS]

| | Source | Amount or Value | Type [grant, loan, in-kind] | Secured or Pending |
|----|--|-----------------|-----------------------------|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant Funding | \$14,250 | grant | pending |
| 2 | Raffle of 2 painted quilt blocks-2015 | \$ 400 | | secured |
| 3 | Supplies and Artist fees for raffle blocks-2015 | \$ 400 | In-kind | |
| 4 | Fees for Facebook work and News Features 2015-ytd | \$ 950 | In-kind | |
| 5 | Creation and fees for media package for California Bountiful publication | \$ 100 | In-kind | |
| 6 | Graphics and Design work 2015-ytd | \$1,000 | In-kind | |
| 7 | Supplier – product contribution and discounted materials | \$1,000 | In-kind | |
| 8 | Member financial contributions | \$ 500 | | secured |
| 9 | Seed Money contribution 2015-ytd | \$ 600 | | secured |
| 10 | Additional funds available from Farm Trails as necessary | \$ 500 | | secured |
| 11 | Route sign and member sign audit: labor, mileage, data base construction Approx 1200 hours and 1,000 miles | Unknown | In-kind | |
| 12 | Miscellaneous donations | \$ 800 | In-Kind | |
| 13 | Sale of Quilt Trail signs | \$ 120 | | secured |
| | Total | \$20,620 | | \$16,370 |



original



**COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION**

APPLICANT INFORMATION

Applicant Name: American River Music, Inc.
Name of Project/Program/Event: American River Music Festival - 2017
(A separate application is required for each unique request)
Applicant Address: (Street, City, State, Zip) PO Box 830 Lotus Ca 95651

FEIN/EIN/Tax I.D. #: [REDACTED]

Contact Person Name and Title: Matt Semonsen, Executive Director
(This person is the authorized contact for this application during the review process)
Contact Person Address: (incl. City, State, Zip) PO Box 830 Lotus Ca 95651
Contact Person Telephone: 530.622.6044
Contact Person E-mail: matt@americanrivermusic.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

| | |
|---|----------------|
| Amount of Grant Funding Requested: | \$34,000.00 |
| Funds available (or to be secured) from other sources: | + \$103,000.00 |
| Total Cost of Proposed Project/Program/Event: | = \$137,000.00 |

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input checked="" type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

The American River Music Festival is an event conceived to support El Dorado County's cultural needs for music while meeting American River Music's mission "To Teach, Inspire and Enjoy Music".

The festival takes place in the Coloma-Lotus valley utilizing the resources of the valley, the South Fork of the American River, the support of the community and El Dorado County partnerships.

The festival, as are all music events, is a complicated presentation. American River Music partnerships include contracting and outreach for sound, stage, shade, security, sanitation, web design, vending, shuttles, parking, volunteers, KVMR live broadcast, musicians, camping, lodging, marketing and publicity as well as working closely with El Dorado County (parks, environmental management, sheriff, planning and economic development).

The 2017 festival anticipates presenting over 30 live music performances including on a river trip and river walk during 3 days/nights in September.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change.

The ARMF has a proven track record of bringing economic change and development to El Dorado County in three ways.

First, it brings a high median income and highly educated outside visitor into the county for 3 days during the important shoulder season of the Coloma-Lotus Valley. The local Coloma-Lotus businesses depend on the all important river rafting season (Memorial Day – Labor Day) for their livelihoods, and the ARMF provides an important income stimulus to the Restaurants,

Lodging Facilities, Campgrounds, and other businesses after this season has ended. Outside visitors spend dollars where they are visiting. ARMF intends to bring 1000 outside visitors to the festival.

Second, American River Music partners with El Dorado County vendors whenever possible for the operation of the festival.

Third, this event was the first of its kind in the County and has done an exceptional job of publicity and branding of El Dorado County as a music destination.

The ARMF began as a 100% volunteer organization. In 2007 attendance was approximately 250. In 2012 ARM submitted a proposal for county funding to continue its goal of increasing visitors to the festival. American River Music has received TOT grant funding for 5 consecutive years successfully completing the festival (2016 festival in progress). Attendance for 2015 was 1,462. ARM has provided various El Dorado County departments with grant funded ROI (based upon documented visitor attendance and independent visitor spending figures) and a complete summary of local partnerships, outreach and publicity each year funds were received.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above.

The ARMF is an extremely quantifiable event.

Outside visitor attendance figures are based upon online ticket purchases which represent the majority of sales. Ticket buyers are required to provide their address when purchasing tickets. Other attendees (Vendors, Volunteers, Musicians) provide their addresses as well. For outside visitor attendance metrics please see the attached document: *ARMF 2015 visitor profile*.

County funded return on investment calculations are based upon two independent studies (one study contracted by the El Dorado County Parks Department) on visitor spending: See the attached *ARMF 2015 grant funding ROI calculations*.

Please see the accompanying letters of support from local business partners regarding the impact their business receives during the festival.

Documentation of county partnerships is via our accounting and receipts.

In 2015 the ARMF web site (americanrivermusic.org) had 40,000 unique visitors with 153,000 page views. The ARMF has been featured on the cover of Submerge Magazine, the Sacramento Bee's Ticket, and Folsom Entertainment Magazine. The event was the first Live Music Radio Broadcast in the county through its media agreement with KVMR radio reaching approximately 25,000 listeners over the weekend broadcast each year. Examples of our successful publicity are included in this proposal.

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables.

The population being served is based upon past festival visitor results. Visitor attendance comprises 1/3 El Dorado County residents, 1/3 Sacramento area residents and 1/3 SF Bay Area and Nevada residents. The median age of outside visitors is 40, mostly coming as couples with strong disposable incomes and a high % of advanced education degrees. Local visitors tend to be younger with families. The festival's main stage has an excellent youth activities program.

This multi day music event combined with its use of the river resource develops a strong sense of community as well as many mental and physical health benefits improving the quality of life for the visitor. It presents diverse high quality live music in a beautiful outdoor setting with many active participation options to choose from.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured.

The ARMF's goal is to bring 1,500 visitors to the festival (1000 outside the county) for the 3 day event. Measurements will continue to be through ticket sales data requirements and the festivals required forms for all other attendees (Volunteers fill out and sign a waiver. Vendors submit an application, Musicians have contracts, etc.)

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes.

The measurement of success will be the total attendees (both local and outside visitors) to the festival and the continued use of local resources whenever possible.

The Coloma-Lotus Valley's residents have the opportunity to experience nationally renowned musicians in an easily accessed relaxed and friendly setting. We offer a local's ticket discount to make it affordable to any and all local residents. Additionally, over 100 local residents volunteer for the festival and our return rate is 99%. Our management staff has a 100% return rate for the past 10 years and 90% reside in El Dorado County. Many retail and food vendors are county residents with a 100% return rate to the festival. The community's businesses benefit greatly through visitor spending (see local business owner letters of support)

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.).

The festival has a dedicated and very experienced staff. Matt Semonsen has organized the festival for 10 years and the staff (see Required Document I) has returned every year of the festival's existence. We have a 99% return rate of Volunteers, and our community partners have a 100% return rate of collaboration.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)?

All goods and service expenses are determined by quoted proposals, and as the festival is now in its 10th year, staff has considerable experience on where these expenses should come in. Musician Fees and Advertising represent the two most volatile and ever evolving variable expenses, and are contracted after considerable consultation with the Board of Directors. The festival is a model of community collaboration working with partners to keep our overall expenses very low compared to other similar events.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement?

County funds are essential to the continued presentation of the festival. Without county support the festival would not be able to continue in its current capacity. With county support the festival will continue to explore all avenues to improve the experience and target increased outside visitor and local attendance.

Since the event began in 2007 music presentations have increased 5X within the surrounding area. Facilities such as Harris Center for the Arts in Folsom (a Ca bond subsidized facility costing over \$15 million to build) now presents multiple shows within the Roots genre of music similar to what the festival presents. Sacramento's Crest Theater now presents Roots music throughout the year. While this offers the consumer many more live music choices it has made securing county funding necessary to continue progress toward reaching the festival's goals of increasing attendance.

Additionally, Matt Semonsen, as the founder and executive director of ARM and the festival organizer since 2007 received no compensation for his full time ARM and festival work until county support began in 2012. Without county support it is uncertain if Mr. Semonsen would continue in his capacity. The current Board of Directors and operating staff will have considerable turnover were this to happen.

Given the festival's strong brand, strong outside visitor attendance, dedicated staff, high county funded ROI, and high Matching Funds (see budget) we respectfully request evaluators to support our application for funds to present the 2017 festival.

APPLICANT CERTIFICATION

**EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF
FUNDS**

APPLICANT NAME: **American River Music, Inc.**
PROGRAM/PROJECT/EVENT: **American River Music Festival - 2017**

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|---|------------------|--|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$34,000 | Grant | Pending |
| 2 | Executive Director Salary | \$23,000 | Festival Revenue Sources including Ticket, Beverage, Vending Sales, Sponsorships and other | Pending |
| 3 | Musician Fees | \$20,000 | Same as above | Pending |
| 4 | Campgrounds | \$20,000 | Same as above | Pending |
| 5 | Stage and Structures | \$8,000 | Same as above | Pending |
| 6 | Beverage | \$4,000 | Same as above | Pending |
| 7 | Advertising | \$4,000 | Same as above | Pending |
| 8 | Insurance | \$3,500 | Same as above | Pending |
| 9 | Sound | \$2,500 | Same as above | Pending |
| 10 | Security | \$2,500 | Same as above | Pending |
| 11 | Lodging | \$2,500 | Same as above | Pending |
| 12 | Other includes | \$11,000 | Same as above | Pending |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$137,000 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

AGENCY NAME:
PROJECT/PROGRAM/EVENT:

INSTRUCTIONS:

COLUMN 1: List the various cost components of your project/program/event.

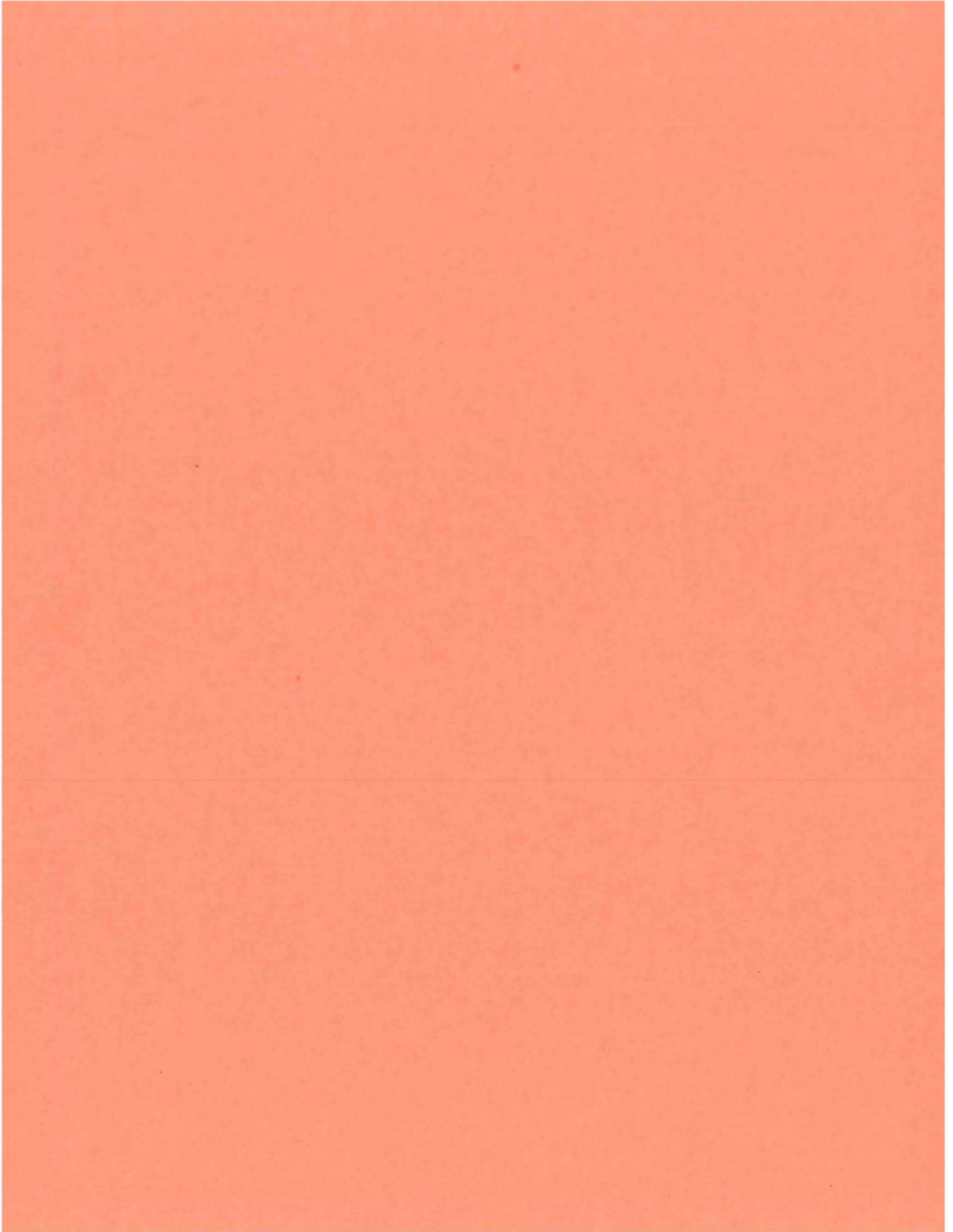
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.

COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|--|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | Musician Fees | \$30,000 | \$10,000 |
| 2. | Campgrounds | \$20,000 | \$0 |
| 3. | Advertising | \$8,000 | \$4000 |
| 4. | Stage and Structures | \$8,000 | \$0 |
| 5. | Beverage | \$4,000 | \$0 |
| 6. | Sound | \$2,500 | \$0 |
| 7. | Security | \$2,500 | \$0 |
| 8. | Lodging | \$2,500 | \$0 |
| 9. | Other including printing, credit card fees, park fees, shuttles, sanitation, web site, etc | \$10,000 | \$0 |
| | | \$ | \$ |
| | SUBTOTAL: | \$87,500 | \$14,000 |
| Personnel/Administrative Costs <i>(Group salary/benefits together for each position title)</i> | | | |
| 1. | Executive Director | \$40,000 | \$17,000 |
| 2. | Insurance | \$3,500 | \$0 |
| 3. | Volunteer Coordinator | \$3,000 | \$3,000 |
| 4. | Other including Postage, Supplies, Internet, Telephone, Accounting, | \$3,000 | \$0 |
| 5. | | \$ | \$ |
| 6. | | \$ | \$ |
| 7. | | \$ | \$ |
| 8. | | \$ | \$ |
| 9. | | \$ | \$ |
| 10. | | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| | SUBTOTAL: | \$49,500 | \$20,000 |

| | | |
|--------|-----------|----------|
| TOTAL: | \$137,000 | \$34,000 |
|--------|-----------|----------|

END OF APPLICATION





COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: El Dorado Arts Council
Name of Project/Program/Event: Gallery Exhibition Series
(A separate application is required for each unique request)
Applicant Address: (Street, City, State, Zip) 772 Pacific Street, P.O. Box 2400, Placerville, CA 95667

FEIN/EIN/Tax I.D. #: XXXXXXXXXX

Contact Person Name and Title: Terry LeMoncheck
(This person is the authorized contact for this application during the review process)

Contact Person Address: (incl. City, State, Zip) 772 Pacific Street, Placerville, CA 95667

Contact Person Telephone: 530-295-3496

Contact Person E-mail: terry@eldoradoartscouncil.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

| | |
|---|--------------------|
| Amount of Grant Funding Requested: | <u>\$71,899</u> |
| Funds available (or to be secured) from other sources: | + <u>\$35,414</u> |
| Total Cost of Proposed Project/Program/Event: | = <u>\$107,313</u> |

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input checked="" type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) **PLEASE NOTE: THIS REQUEST IS FOR TWO YEARS OF SUPPORT**

El Dorado County has many artists whose work is displayed in commercial galleries around the area. And in the past EDAC has also offered gallery shows with works displayed for sale; however, this puts EDAC in competition with the galleries themselves. We propose a new model, with curated exhibitions that celebrate the heritage and natural treasures of this special place, and forge key cross-sector partnerships.

BACK TO THE FUTURE: FIFTY YEARS OF AMAZING AUTOMOTIVE CONCEPT ART (Fall 2016) will feature works of vintage automotive design art. This unique collection, never seen by the public, will attract car lovers from around the region, and allow us to partner with local car clubs, dealerships, automotive parts dealers etc.

TEA/SILK/GOLD (Spring 2017) will present an exhibition of Japanese arts and culture in partnership with Wakamatsu Tea and Silk Colony Farm. The Farm will lend objects for the show and the two organizations will cross-market and promote each other's activities.

DEEP BLUE LEAD (Summer 2017) will pair a local photographer with a noted geologist to explore the ancient river channel that runs through El Dorado County, passing along the volcanic rocks near Lava Cap Winery, and dipping under Smith Flat House. Both businesses will promote this show.

TAKE ME TO THE APPLE BREEDER (Fall 2017) will complement apple season with an exhibition of ceramic apple sculptures and photographs of rare apple trees. Apple Hill Growers Association is very enthusiastic about this show and will partner on marketing and promotion.

THE GAMES OF WINTER (Spring 2018), will coincide with the 2018 Winter Olympics and will partner with the Olympic Museum in Squaw Valley to display fascinating sporting equipment, memorabilia, and other ephemera from the 1960 Winter Games.

THE STARS OF SUMMER (Summer 2018) will exhibit a stunning array of astronomy photography in partnership with Cameron Park Rotary Club Community Observatory.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change. (2,000 character max.) (1) The curatorial model will create a rotating exhibition program which will be the only one of its kind in the County. Other galleries, commercial in nature, display artworks for sale, but this series will present new, exciting content, free of charge to the public and with accompanying educational and public programs, lectures, demonstrations and other activities related to the show. EDAC will no longer be in competition with the 12 commercial galleries on Main Street and others throughout the region, but will attract visitors from the two-hour drive market (and beyond), who will be encouraged to then browse, dine, and stay for the weekend. Information on these options will be available in the gallery. (2) The series is designed to partner with local organizations and businesses in order to leverage promotional resources, staff and networks. These entities include car dealerships and related automotive concerns, the American River Conservancy, Lava Cap Winery, Smith Flat House, the Apple Hill Growers Association, Cameron Park Rotary, the chambers of commerce, other Rotary groups, restaurants and many others. Management at the Cary House Hotel is highly enthusiastic about this series and has offered to promote the various exhibitions to a distribution list of over 15,000 households. (3) This project specifically targets several highly desirable demographic groups: Cultural tourists, who spend more and stay longer than other types of travelers; Millennials, with their disposable income, mobility and interest in getting out and seeing the latest new and exciting thing; wine tourists, for whom art and wine are a natural pairing; and special-interest groups, clubs, and associations. For example, EDAC will invite the Northern California DeLorean club for a special visit to Placerville to see "Back to the Future," the automotive design art exhibition. EDAC has a positive track record managing funds for promotions and tourism throughout the County.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) Local arts and culture audiences spend an average of \$17.42 per person to attend an event; nonlocal arts and culture audiences (such as those traveling from the Bay Area or Reno) spend an average of \$39.96 per person per event. These figures do not include admission or ticket price, but do include local ground transportation, clothing and accessories, child care, gifts and souvenirs, and meals. Nonlocal cultural audiences with overnight lodging (28.5%) spend an average of \$170.58 (one person, one night). When surveyed, 59.4% of nonlocal or nonresident travelers stated that the primary reason for their trip was to attend a specific cultural event. Arts and culture tourists spend more and stay longer, are more likely to stay in overnight lodging, and are more likely to spend \$1,000 or more during their stay. Nearly half of cultural audiences (both local and nonlocal) say they would have traveled to a different community in order to attend a similar cultural experience, had the event during which they were surveyed not been happening.

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) Each exhibition in this gallery series will have a broad appeal to the general population, and each will include an educational component for young people as well as a public

programming component such as a lecture or demonstration. However, each exhibition is also designed to have a specific appeal to one or more target groups, as indicated above. All exhibitions in the series will appeal to tourists and visitors from various sectors – car enthusiasts, those interested in history and heritage, those interested in arts and cultures of other countries and specifically Japan, photography enthusiasts, geology and astronomy buffs, knowledgeable arts patrons, agritourists and wine tasters, and many others.

In addition, this Gallery Exhibition Series will serve local merchants, restaurants, gallery owners, hoteliers and others associated with travel and tourism. A vigorous advertising and marketing campaign will be implemented in local and regional outlets (print, radio, online) to capitalize on the specific interests of the tourist sectors described above. And the cross-promotional activities of the partnering organizations and businesses will have a multiplier effect on tourism results.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) The specific outcomes of this project are six exhibitions of high caliber and artistic content -- three in 2016-17 and three in 2017-18, along with ancillary programming for both young people and the general public. Other related outcomes are crossover collaborations with non-arts organizations and businesses. These collaborations will leverage resources and firmly establish the value of arts and culture in the quality of life of the community.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes.

(1,500 character max.) Surveys will be on hand in the Fausel House Gallery to determine response to the exhibition and also demographic information, and attendance figures for exhibitions and public programs will be tracked. EDAC views this Gallery Exhibition Series as an explicitly beneficial contribution to the immediate Placerville community and the County as a whole. Because this curatorial model (as distinct from a commercial model) lends itself to nonprofit grant awards and sponsorships, EDAC will have the ability to offer these programs free to the public. Each exhibition will have something fun for young people -- a free screening of the classic "Back the Future" movie, a pinewood derby, an origami lesson, a silkworm project, a geology lesson -- and for the general public as well -- a barbecue event for classic car lovers and a pop-up pie shop for apple addicts, an ikebana (Japanese flower arranging) demonstration, a sushi roadmap, a star party during the magnificent Perseid meteor shower. It is our goal to create a true energy center for arts and culture at the Fausel House, and the positive impact on our neighborhood and community will be unmistakable.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) The Director of Operations and Communications is responsible for facility management and other operations duties related to the Fausel House Gallery. This staff position is also responsible for marketing, advertising, social media, public outreach and special events. The Executive Director is responsible for overall direction and vision of the Gallery Exhibition Series, selection of outside curators (if used), and outreach to collaborators. Because this exhibition series is designed to attract visitors and tourists, a gallery attendant will be hired so that the Gallery may remain open on weekends. Gallery shows are currently imbedded in the organizational workplan, so there will be no undue stress on staff

resources; the Executive Director, highly experienced in grant-writing and fundraising, will oversee foundation and government relations in order to support the program.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) All goods and services, such as graphic design, printing, supplies, catering, rentals and others will be obtained from local sources whenever possible. The specific line items in this project budget relating to goods and services are fairly basic and easy to come by; as a small nonprofit, EDAC always searches for the most cost-effective ways to do business.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement? (1,500 character max.) As has been stated throughout this proposal, County funds for this Gallery Exhibition Series will enable EDAC to launch and sustain a truly innovative program for El Dorado County. As far as our research has shown, there is no other entity in the County presenting exhibitions of this nature – curated works with related public programming and cross-sector promotional partnerships. The closest model is the Haldan Gallery at Tahoe Community College; however, this institution presents the work of individual artists as solo shows, or faculty shows, on a college campus. Our Gallery Exhibition Series will fit squarely in EDAC's mission to create access to the arts, and will allow our organization and others who promote tourism to point to the Fausel House Gallery as a new, exciting cultural destination with programs that are stimulating, relevant to our setting, our history and our heritage, and which will inspire residents and visitors alike.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.


Authorized Signature


Date

Terry LeMoncheck, Executive Director
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"**

Placerville, CA 95667

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS

APPLICANT NAME: El Dorado Arts Council
PROGRAM/PROJECT/EVENT: Gallery Exhibition Series

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|---|---------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$71,899.00 | Grant | Pending |
| 2 | National Endowment for the Arts | \$30,000.00 | Grant | Pending |
| 3 | Individual contributions | \$5,414.00 | Donations | Pending |
| 4 | | \$ | | |
| 5 | | \$ | | |
| 6 | | \$ | | |
| 7 | | \$ | | |
| 8 | | \$ | | |
| 9 | | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$107,313.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

**EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS**

APPLICANT NAME: El Dorado Arts Council
PROGRAM/PROJECT/EVENT: Gallery Exhibition Series

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| 9 | | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$107,313.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

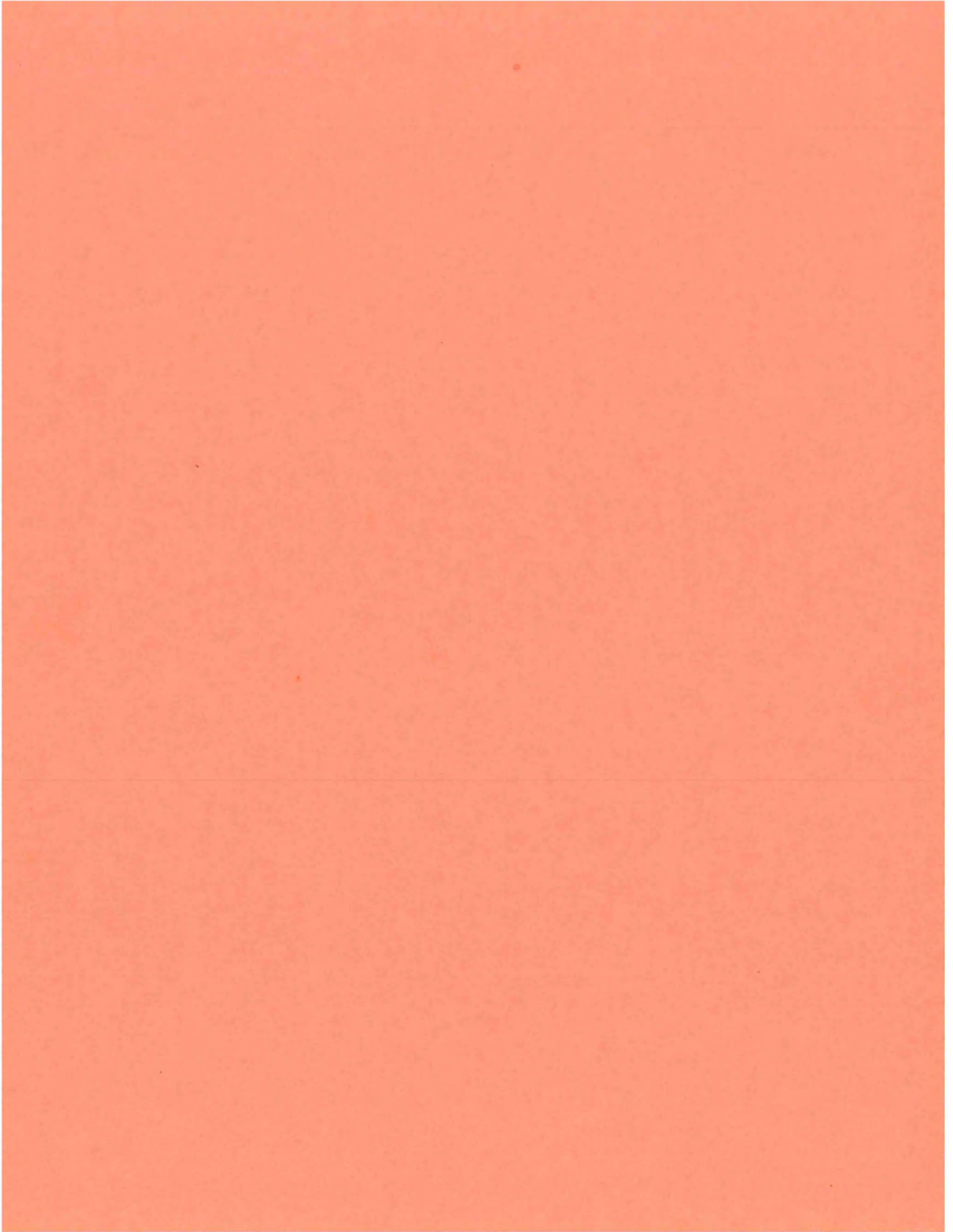
AGENCY NAME: El Dorado Arts Council
PROJECT/PROGRAM/EVENT: Gallery Exhibition Series

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|---|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | Occupancy (Gallery space only) | \$13,309.00 | \$8,917.00 |
| 2. | Advertising | \$12,000.00 | \$8,040.00 |
| 3. | Graphic design | \$4,000.00 | \$2,680.00 |
| 4. | Printing | \$3,800.00 | \$2,546.00 |
| 5. | Gallery supplies | \$500.00 | \$335.00 |
| 6. | Events (opening receptions, speaker series, etc.) | \$3,000.00 | \$2,010.00 |
| 7. | Exhibition fees | \$4,000.00 | \$2,680.00 |
| 8. | Artists & speakers | \$5,300.00 | \$3,551.00 |
| 9. | Curator fees | \$5,000.00 | \$3,350.00 |
| 10. | Public & educational programming | \$7,500.00 | \$5,025.00 |
| 11. | Misc admin | \$600.00 | \$402.00 |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$59,009.00 | \$39,536.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Executive Director | \$18,815.00 | \$12,606.00 |
| 14. | Director of Operations and Communications | \$14,489.00 | \$9,707.00 |
| 15. | Gallery attendant | \$15,000.00 | \$10,050.00 |
| 16. | | \$ | \$ |
| 17. | | \$ | \$ |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$48,304.00 | \$32,363.00 |
| TOTAL: | | \$107,313 | \$71,899.00 |

END OF APPLICATION





COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: El Dorado Arts Council

Name of Project/Program/Event: Cultural Programs and Services
(A separate application is required for each unique request)

Applicant Address: (Street, City, State, Zip) 772 Pacific Street, P.O. Box 2400, Placerville, CA 95667

FEIN/EIN/Tax I.D. #: XXXXXXXXXX

Contact Person Name and Title: Terry LeMoncheck
(This person is the authorized contact for this application during the review process)

Contact Person Address: (incl. City, State, Zip) 772 Pacific Street, Placerville, CA 95667

Contact Person Telephone: 530-295-3496

Contact Person E-mail: terry@eldoradoartscouncil.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

| | |
|---|--------------------|
| Amount of Grant Funding Requested: | <u>\$78,328</u> |
| Funds available (or to be secured) from other sources: | <u>+ \$38,582</u> |
| Total Cost of Proposed Project/Program/Event: | <u>= \$116,910</u> |

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input checked="" type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) PLEASE NOTE: THIS REQUEST IS FOR TWO YEARS OF SUPPORT

EDAC maintains a diverse roster of Programs and Services which address the primary goal and specific objectives of the Economic Development Strategic Plan:

S.T.E.A.M.: This year, working with local educators, EDAC will begin development of a STEAM program. This movement -- Science, Technology, Engineering, Arts and Math -- encourages integration of art and design into education and works to influence employers to hire artists and designers to drive innovation.

POET LAUREATE OF EL DORADO COUNTY: A noted poet is honored for his/her body of work. Entails a two-year term and will include the composition of several "occasional poems," to celebrate public events.

POETRY OUT LOUD: Annual competition in which high school students recite classic and contemporary poetry. Encourages the study and appreciation of great poetry. Students learn about their literary heritage and build self-confidence by mastering public speaking skills.

VETERANS' VOICES: Workshop series, launched in response to the alarming veteran suicide rate, is an opportunity for vets—in particular those who've served in Iraq and Afghanistan—to write their stories in the form of memoir, letter, poetry, fiction, or drama.

ART IN PUBLIC PLACES: Rotating exhibitions for local institutions where works of art by local artists transform the space. Current locations include El Dorado County Board of Supervisors boardroom, Placerville Senior Center, Gold Country Retirement Center and Images of Hope Cancer Resource Center.

ONLINE CULTURAL CALENDAR: Interactive calendar where the public may post events free of charge. The searchable calendar includes active links, ticket and venue information, a map, and export options.

NETWORKING & WORKSHOPS: EDAC makes its conference room available to local groups who wish to gather on topics such as writing, photography, marketing, social media, Photoshop and other opportunities for artists and members of the community.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change. (2,000 character max.) To "enable a prosperous and vibrant economy" (Econ Dev Strategic Plan Goal), EDAC's programs and services address these specifics as means to effect economic change:

Attract/Retain Businesses to Provide Economic Stability: Behind every business, especially those in the technology and innovation sectors, are people who seek quality of life for themselves and their families. It is well-understood that Millennials enjoy cultural amenities, and they are fanning out across Northern California in droves. EDAC's programs elevate arts and culture, promote cultural opportunities throughout the County, and convey that this is a place where the power of the arts -- for young people, for seniors and veterans, indeed for all concerned -- is valued and sustained.

Increase Employment Opportunities by Improving Workforce Dev. Skills: A skilled workforce is populated by those with strong learning skills, who are confident and creative regardless of their pay grade, and arts improve academic performance. Students with an education rich in the arts have higher GPAs, standardized test scores and lower drop-out rates, regardless of socioeconomic status, and programs such as Poetry Out Loud directly address this objective. And as innovation recognized as a way to ensure a prosperous future, initiatives such as STEAM will empower students from kindergarten through college --the workforce of the future -- to realize their highest potential. EDAC's professional development workshops for artists increase their marketing abilities, artmaking techniques and improve their viability in the commercial market.

In addition to these specific economic change agents, arts strengthen the economy, are good for local merchants, drive tourism, have social impact and improve healthcare, all of which contribute directly to creating an exceptional quality of life for the community.

EDAC has a consistent, positive track record in managing grant funding for promotions and tourism in El Dorado County.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) Arts students outperform non arts students on SATs: Students who took four years of arts and music classes in high school scored an average of 96 points higher on SATs regardless of socioeconomic status. Students who participate in the arts are more likely to graduate: Among students with socioeconomic challenges, those with no arts involvement show a 22% drop-out rate, compared with only 4% of the same sampling but who have arts involvement. Among at-risk youth, communication skills, attitudes, and delinquent behavior rise from a 29% scoring system before

exposure to the arts to a level of 86% after becoming involved in arts programs. There is no STEAM program in all of California Congressional District 4.

Healthcare institutions invest in the arts because they create a healing environment. A national survey of the health care industry reported the following results: 80% of respondents note that the arts benefit patients; 70% note that they contribute to a healing environment; 58% note that the arts help patients and families deal with serious illness; 42% note that the arts benefit healthcare staff; 41% note that the arts are an important part of physical recovery; 31% note that the arts are effective in communicating health information; 27% note that the arts can contribute to neurological recovery; and 19% note that an arts background supports innovate medical research.

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) Visual, performing, literary and multidisciplinary artists: The EDAC website includes an artist registry with links to each artist's professional website. The online calendar promotes gallery openings, performances and events. The workshop series provides professional development opportunities as mentioned above, including marketing for artists and technical assistance. An interactive gallery and bookstore map is planned for the coming year to direct visitors to these locations. Outreach will be accomplished via social media, e-newsletters, public events and on the EDAC website.

The STEAM initiative will harness the power of art and design for students and integrate it into traditional STEM disciplines. EDAC has overseen the Poetry Out Loud program for 11 years and has documented the impact that it has on students' confidence and self-esteem. EDAC will develop a small working group to begin STEAM outreach; Poetry Out Loud is well-established and connected to the community through a network of dedicated educators and volunteers.

Seniors and the health care sector will benefit from the power of the arts to enliven and inspire through the Art in Public Places program, which has established relationships at local facilities.

Veterans will be introduced to the healing power of writing from memory, chronicling their experiences, translating thought and memory into the written word. Veterans Voices also enjoys a robust network of supporters, especially in the faith-based community.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) Specific outcomes will be the successful completion of each of the Cultural Programs and Services described in this application. A Poet Laureate will be named; a series of high school-based Poetry Out Loud competitions will be held, resulting in a County POL Champion; a series of writing workshops will be completed for the Veterans' Voices program; rotating exhibitions will be displayed in public spaces around the region; the first phase of a STEAM initiative will be launched; and on site and online, opportunities for artists, residents and visitors will be promoted and implemented.

The outcomes will be measured by attendance at Veterans' Voices and professional development workshops; number of competitors in the Poetry Out Loud events; number of poems composed and other activities developed by the Poet Laureate; frequency of use of the Fausel House conference room by outside community groups; number of rotating public exhibitions; website analytics. It is

anticipated that a white paper with recommendations and implementation steps will be issued as a result of the STEAM planning group.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.) Measuring the success of arts programs takes many forms, some metric, others subjective. Attached to this application is a writing sample from a participant in the Veterans' Voices workshop series. This is one way to measure success, one veteran at a time. "Something unexplainable happened inside me, I went from thoughts of ridicule and embarrassment to encouragement, camaraderie and hope," he writes. This is success, undeniably, just as much as the joy on the face of our 2016 Poetry Out Loud winner, who hails from Independence High School, a continuation school which can be the last chance for at-risk youth.

In terms of a positive effect on the neighborhood, community and its residents, it must be said that the arts foster creativity, goodness and beauty. They help us express our values, build bridges between cultures and bring us together regardless of ethnicity, religion or age. In addition to strengthening the economy, arts lead to higher civic engagement, higher child welfare, and lower crime and poverty rates. However, in order to ensure that we are building a strong, sustainable foundation for our programs and quantify their success rate, we will engage an outside consultant to perform a program review and make recommendations for future content development.

A very specific measure of the success of EDAC's Cultural Programs and Services will be when "Arts and Culture" appears as a tab on the El Dorado County website.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) The EDAC Program Manager will oversee external Cultural Programs and Services, including STEAM, Poet Laureate, Poetry Out Loud, and Veterans' Voices. The Director of Operations and Communications will oversee internal Cultural Programs and Services, including facility management of workshops and networking events, online cultural calendar, artist registry, gallery map, and related outreach and communications. The Operations and Communications Director will also oversee the Art in Public Places program. The Executive Director will provide overall vision and direction for all programs and services and ensure relevance and adherence to mission. With the exception of the STEAM initiative, all programs and services are currently under way and will not negatively impact the agency workload. In order to bring the STEAM initiative on board, EDAC proposes to increase the Program Manager position from half-time to full-time.

A small but resourceful nonprofit has the ability to be nimble and respond quickly to changing dynamics; indeed, it is the job of an arts council to understand and respond to the needs of its cultural ecosystem, creating programs and services that are relevant, cost-effective, and results-oriented.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)?

(1,500 character max.) All goods and services, such as graphic design, printing, supplies, catering, rentals and others will be obtained from local sources whenever possible. The specific line items in this project budget relating to goods and services are fairly basic and easy to come by; as a small nonprofit, EDAC always searches for the most cost-effective ways to do business.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement?

(1,500 character max.) Effectiveness: Increasing the Program Manager position to full-time will positively impact all the programs overseen by that position and specifically allow the addition of a STEAM project. All EDAC staff positions will benefit from the support directed to wages and benefits from County funding. And should the County grant two years of funding towards Cultural Programs and Services, the organization will be able to think more expansively about the breadth and depth of each program and overall as an institution.

Innovation: The injection of County funds toward a STEAM program (Science, Technology, Engineering, Arts and Math) will enable EDAC to establish the first program of this kind anywhere in the region. In point of fact, innovation is at the heart of STEAM programming, so County support would constitute a win-win for program innovation.

Program Improvement: County support will directly contribute to an enhanced caliber of programs and services. In 2015-16, EDAC launched a new website, inaugurated a Poet Laureate program, expanded Art in Public Places, created an online cultural calendar, added workshops and made other enhancements to existing offerings -- made possible by funding from the County, and this funding is what will allow these critically important programs to continue serving residents and visitors throughout El Dorado County.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.

Authorized Signature

Date

Terry LeMoncheck, Executive Director
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

(1,500 character max.) Effectiveness: Increasing the Program Manager position to full-time will positively impact all the programs overseen by that position and specifically allow the addition of a STEAM project. All EDAC staff positions will benefit from the support directed to wages and benefits from County funding. And should the County grant two years of funding towards Cultural Programs and Services, the organization will be able to think more expansively about the breadth and depth of each program and overall as an institution.

Innovation: The injection of County funds toward a STEAM program (Science, Technology, Engineering, Arts and Math) will enable EDAC to establish the first program of this kind anywhere in the region. In point of fact, innovation is at the heart of STEAM programming, so County support would constitute a win-win for program innovation.

Program Improvement: County support will directly contribute to an enhanced caliber of programs and services. In 2015-16, EDAC launched a new website, inaugurated a Poet Laureate program, expanded Art in Public Places, created an online cultural calendar, added workshops and made other enhancements to existing offerings -- made possible by funding from the County, and this funding is what will allow these critically important programs to continue serving residents and visitors throughout El Dorado County.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.


Authorized Signature

5/20/16
Date

Terry LeMoncheck, Executive Director
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS

APPLICANT NAME: El Dorado Arts Council
PROGRAM/PROJECT/EVENT: Cultural Programs and Services

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|---|---------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$78,328.00 | Grant | Pending |
| 2 | California Arts Council State-Local Partner | \$27,000.00 | Grant | Pending |
| 3 | CA Arts Council Veterans Initiatives in the Arts | \$10,000.00 | Grant | Pending |
| 4 | Individual contributions | \$1,582.00 | Donations | Pending |
| 5 | | \$ | | |
| 6 | | \$ | | |
| 7 | | \$ | | |
| 8 | | \$ | | |
| 9 | | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$116,910.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

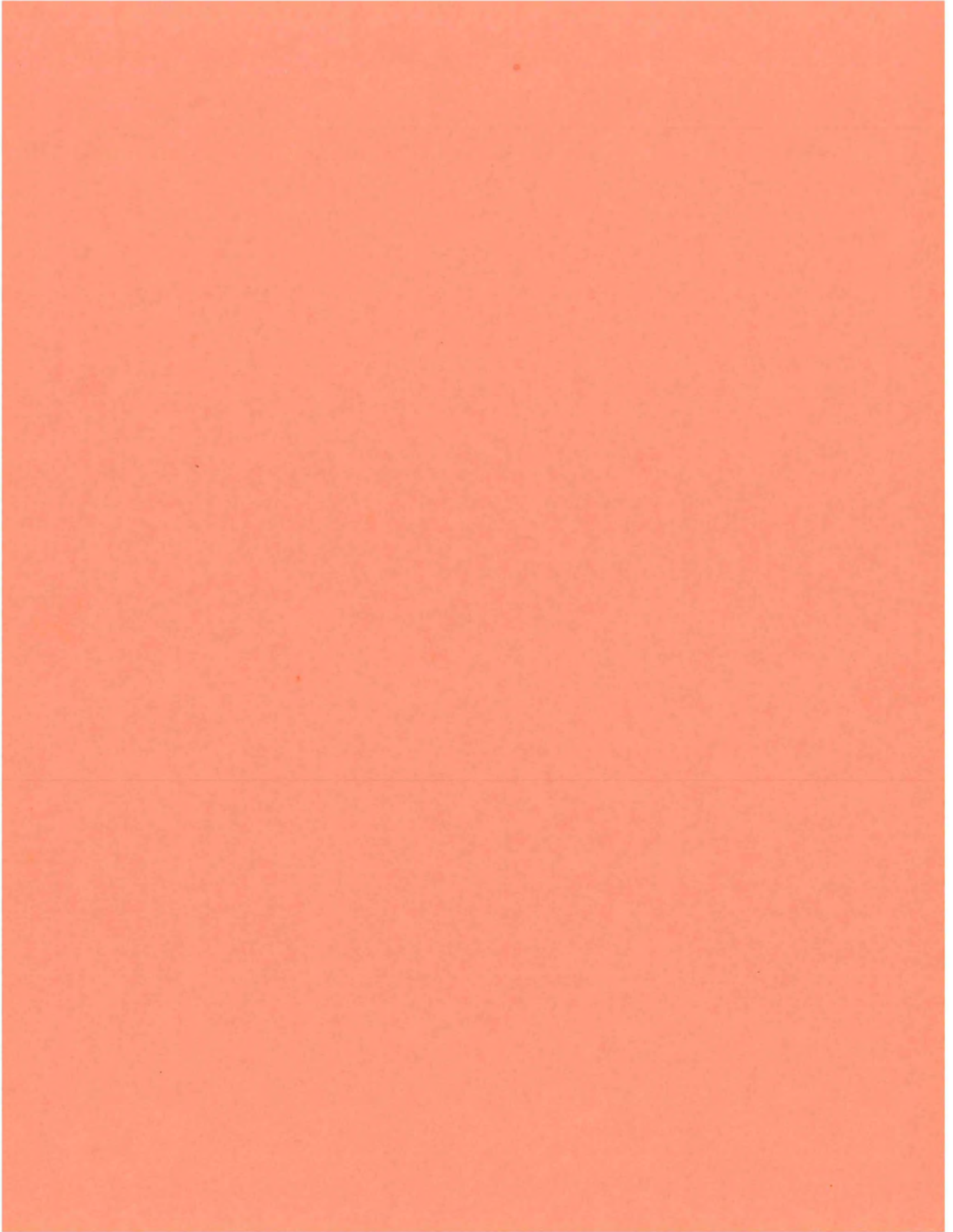
AGENCY NAME: El Dorado Arts Council
PROJECT/PROGRAM/EVENT: Cultural Programs and Services

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|--|--|--|
| Direct Project/Program/Event Costs | | | |
| 1. | Occupancy (office space excluding Gallery) | \$16,285.00 | \$10,910.00 |
| 2. | Advertising | \$2,000.00 | \$1,340.00 |
| 3. | Graphic design | \$1,000.00 | \$670.00 |
| 4. | Printing | \$1,200.00 | \$804.00 |
| 5. | Office supplies | \$1,000.00 | \$670.00 |
| 6. | Community events | \$500.00 | \$335.00 |
| 7. | Artists & speakers | \$4,000.00 | \$2,680.00 |
| 8. | Public programs and workshops | \$4,000.00 | \$2,680.00 |
| 9. | Misc admin | \$1,000.00 | \$670.00 |
| 10. | | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$30,985.00 | \$20,759.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Executive Director | \$4,139.00 | \$2,773.00 |
| 14. | Director of Operations and Communications | \$31,115.00 | \$20,847.00 |
| 15. | Program Manager | \$50,671.00 | \$33,949.00 |
| 16. | | \$ | \$ |
| 17. | | \$ | \$ |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$85,925.00 | \$57,569.00 |
| TOTAL: | | \$116,910.00 | \$78,328.00 |

END OF APPLICATION





COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: El Dorado Western Railway Foundation (EDWRF)

Name of Project/Program/Event:

(A separate application is required for each unique request)

SPTC Maintenance and Fire Fuel Reduction Project

Applicant Address: (Street, City, State, Zip)

104 Placerville Dr. Placerville Ca. 95667

FEIN/EIN/Tax I.D. #: XXXXXXXXXX

Contact Person Name and Title:

(This person is the authorized contact for this application during the review process)

Edward Cunha President

Contact Person Address: (incl. City, State, Zip)

3461 Wedge Hill Rd. Placerville, CA. 95667

Contact Person Telephone:

530-306-5418

Contact Person E-mail:

cunha2@comcast.net

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

Amount of Grant Funding Requested:

\$116,850

Funds available (or to be secured) from other sources:

+ \$447,010

Total Cost of Proposed Project/Program/Event:

= \$563,860

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| Specific Objectives | Performance Indicators (examples) |
|--|--|
| <input type="checkbox"/> Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input checked="" type="checkbox"/> Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) Purchase a Hy-Rail truck and brush chipper to provide transportation within Sacramento Placerville Transportation Corridor (SPTC). Vehicle would be used to allow maintenance of the rails/trails within the SPTC, including transporting rail/trail crews, transporting a brush chipper and weed control equipment in the SPTC for fire fuel removal, and for potential transport of emergency personnel to areas in the SPTC that are not accessible by road. There is currently no way of getting a brush chipper or weed control equipment into the SPTC except by rail. There are also miles of rail/trail sections that are not accessible by vehicles.

This project will provide economic benefit to El Dorado County by improving the rail/trail within the SPTC to attract both rail and trail users from within and outside El Dorado County as stated in the 2015 Sacramento Placerville Transportation Corridor Alternatives Analysis provided to the County by the El Dorado County Transportation Commission.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County? Describe past performance managing grant funding used to address economic change. (2,000 character max.) Purchase a Hy-Rail truck and brush chipper to clear the vegetation on the Sacramento Placerville Transportation Corridor (SPTC) in El Dorado County. Most areas of the rail/trail corridor are not accessible by road and can only be accessed by walking/biking or by rail. Clearing of brush and downed trees is needed for rail/trail maintenance and for fire control. Weed abatement via spraying is also required and towing of the sprayer on the rails would be done by the Hy-Rail vehicle. The only way to get a brush chipper and spray rig down the corridor is by rail. The Hy-Rail vehicle could also transport fire/law enforcement personnel into the SPTC.

The El Dorado County Board of Supervisors has approved the EDWRF to provide rail maintenance within the SPTC. The EDWRF assists in economic development by providing excursion rail services

for county residents and tourists to the County. Trail use of the SPTC also assists in the economy of the County.

The EDWRF received a Cultural and Community Development Grant for \$5,000 in FY 2013/14 for restoration of the Plymouth Locomotive, and the purchase of a storage container to enhance the excursion rail program.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) In 2015, El Dorado County Board of Supervisors accepted the SPTC Alternatives Analysis. Per this analysis "It is anticipated that with increased rail capacity, paved paths, or formalized natural trails, the corridor could potentially draw up to 850,000 annual users and \$13 million in annual regional economic benefit."

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) Target groups include, persons using the corridor for biking, equestrian riding, walking, and riding on the El Dorado Western RailRoad (EDWRR).

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) The outcome of this purchase would allow access to all parts of the SPTC in El Dorado County and allow personnel, the brush chipper, and other equipment to be transported to all parts of the corridor. It would also provide a vehicle that could transport fire/law enforcement personnel into the SPTC for emergencies. Maintenance is necessary to assure the continuity of the rail/trail, improve the appearance of the SPTC, and reduce fire fuel.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.) Rail ridership is currently monitored. Processes could also be set up to monitor trail use and surveys will be used to evaluate the economic impact on the community such as volume of rail/trail users that stay at hotels in the community, and if things like gas, food or other merchandise are purchased in the county.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) The Hy-Rail vehicle and the brush chipper would be operated by the volunteers of the EDWRR under the direction of the El Dorado County Museum Administrator. The volunteers will be trained to use the equipment per the Memorandum of Understanding between EDWRF and El Dorado County. EDWRR currently has 40+ volunteers that provide rail services, including maintenance, on a weekly basis.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)?

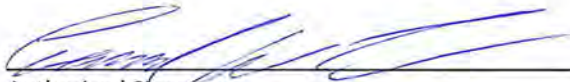
(1,500 character max.) The Hy-Rail truck is a specific piece equipment for rail use with a single source bid as this is the only company that can provide both the truck and the Hy-Rail conversion all together. The brush chipper was sent out for bid.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement?

(1,500 character max.) Improvements and maintenance of the rail/trail corridor is necessary to provide a safe and visually pleasing experience for persons using the corridor, and to reduce fire fuel along the SPTC. Improvements in the SPTC will drive increased use of both rail and trail activities.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.



Authorized Signature

05/20/16

Date

Edward W. Cunha
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS

APPLICANT NAME: El Dorado Western Railway Foundation
PROGRAM/PROJECT/EVENT: SPTC Maintenance and Fire Fuel Reduction Project

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|--|---------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$116,850 | Grant | Pending |
| 2 | Volunteer in-kind service (1500 manhours at \$25 per hour*) | \$375,000.00 | in-kind | Secured |
| 3 | Fuel (185 work days x \$25 per day*) | \$46,250.00 | in-kind | Secured |
| 4 | Vehicle Registration per year after initial * | \$4,360.00 | in-kind | Secured |
| 5 | Vehicle Maintenance (\$1,000 per year *) | \$10,000.00 | in-kind | Secured |
| 6 | Transport fees from Kansas City KS | \$1,400.00 | in-kind | Secured |
| 7 | Vehicle Insurance * | \$10,000.00 | in-kind | Secured |
| 8 | | \$ | | |
| 9 | * Using a 10 year lifespan on vehicle and chipper and 10 years of volunteer labor. | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$563,860.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

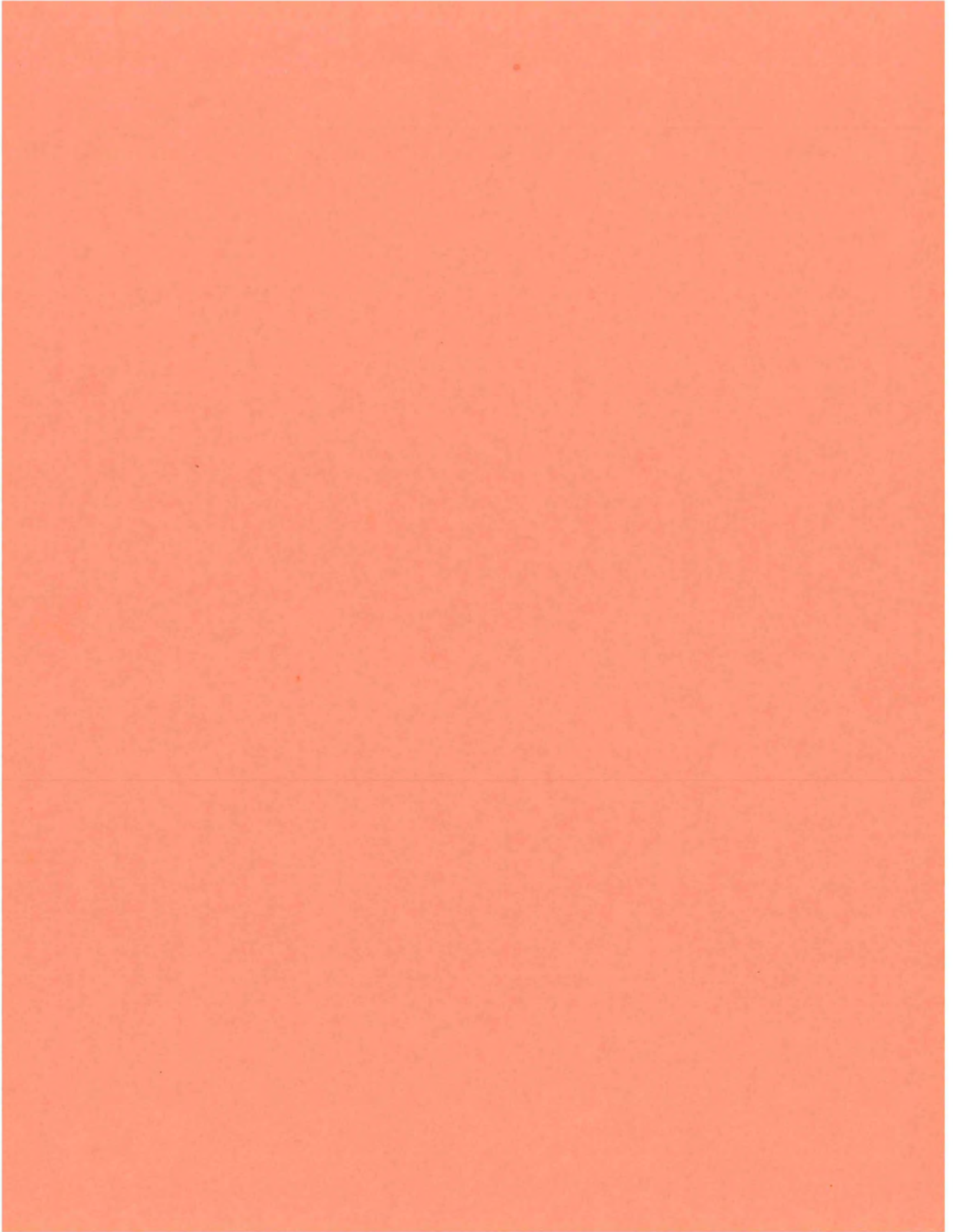
AGENCY NAME: El Dorado Wester Railway Foundation
PROJECT/PROGRAM/EVENT: SPTC Maintenance and Fire Fuel Reduction Project

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|--|-----------------------------------|---------------------------------------|
| Direct Project/Program/Event Costs | | | |
| 1. | Hy-Rail Truck Ford F350 with utility bed (\$67,176 FOB Kansas City: CA tax and Lic. \$5934 | \$73,110.00 | \$73,110.00 |
| 2. | Brush Chipper- Bandit 150 XP CARB compliant (\$40,500: CA tax \$3,240) | \$43,740.00 | \$43,740.00 |
| 3. | Volunteer in-kind service (1500 manhours at \$25 per hour *) | \$375,000.00 | \$ |
| 4. | Fuel (185 work days x \$25 per day*) | \$46,250.00 | \$ |
| 5. | Vehicle Registration per year after initial * | \$4,360.00 | \$ |
| 6. | Vehicle Insurance * | \$10,000.00 | \$ |
| 7. | Vehicle Maintenance (\$1,00 per year *) | \$10,000.00 | \$ |
| 8. | Transportation of vehicle | \$1,400.00 | \$ |
| 9. | * Using a 10 year lifespan on vehicle and chipper, and 10 years of | \$ | \$ |
| 10. | volunteer time | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| | SUBTOTAL: | \$ | \$ |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | No salary or other paid benefits are used for this project. | \$0.00 | \$ |
| 14. | | \$ | \$ |
| 15. | | \$ | \$ |
| 16. | | \$ | \$ |
| 17. | | \$ | \$ |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| | SUBTOTAL: | \$ | \$ |
| TOTAL: | | \$563,860.00 | \$116,850.00 |

END OF APPLICATION





COUNTY OF EL DORADO
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
2016 APPLICATION

APPLICANT INFORMATION

Applicant Name: Coloma-Lotus Chamber of Commerce/ARRA

Name of Project/Program/Event: Tourism Marketing and Business Development Program (TMBDP)
(A separate application is required for each unique request)

Applicant Address: (Street, City, State, Zip) 7308 Highway 49 Suite F, Lotus, CA 95651

FEIN/EIN/Tax I.D. #: [REDACTED]

Contact Person Name and Title: Howard Penn
(This person is the authorized contact for this application during the review process)

Contact Person Address: (incl. City, State, Zip) PO Box 157, Coloma, CA 95613

Contact Person Telephone: (530) 906-4966

Contact Person E-mail: Howard@ARRAssociation.org

PROJECT FUNDING (If requesting multiple year contract, include funding information for first year only.)

Amount of Grant Funding Requested: \$41,580

Funds available (or to be secured) from other sources: + \$4,620

Total Cost of Proposed Project/Program/Event: = \$46,200

PROJECT / PROGRAM / EVENT

Eligible Activities: From the table below, please check the box next to the Economic Development Objective that your project, program or event will most closely address. Projects, programs and events must promote the availability and/or accessibility to economic opportunity for El Dorado County residents. **Please ONLY CHECK ONE BOX.**

| | Specific Objectives | Performance Indicators (examples) |
|-------------------------------------|---|--|
| <input type="checkbox"/> | Tourism: Create sales tax generating activities of jobs related to bringing in additional visitors to the County. | Number of new tourism jobs will be created for local residents |
| <input type="checkbox"/> | Entertainment: Support jobs in the arts or film. | Number of increased film days or art sales as a result of assistance |
| <input type="checkbox"/> | Business: Improve rate of survival and or growth of businesses. | Number of businesses increasing their gross sales by 10% as a result of assistance |
| <input checked="" type="checkbox"/> | Leisure Travel: Improve number of tourists traveling to El Dorado County. | Number of new travelers visiting the County as the result of assistance |

Project/Program/Event Description:

2,000 character max.) Description: 2000 Characters

Coloma-Lotus Chamber of Commerce (CLCC) has been operating for over 20+ years and has grown significantly in the past 10 years under new leadership and structure. We currently have over 100+ members who service over 750K tourists annually for approximately \$40-\$50M of economic revenue to the county. Our current successes of increasing visitation, year-round job availability, and total dollars spent in the valley have mostly been due to extensive volunteer efforts and oversight. We are proposing three years of funding for a Tourism Marketing and Business Development Program (TMBDP). The TMBDP will focus on advancing our current promotions, external and internal media communications, tourism marketing online and offline, partnership outreach and business development strategies, therefore growing our job creation, sales and TOT taxes, and overall economic benefits.

We currently focus our marketing efforts toward recreational and historical tourism. We will continue to focus on that as well as mid-week and shoulder season activities. Expanding our online outreach and marketing will have the greatest immediate impact since the majority of tourists plan their visits online first. Currently our media and PR outreach throughout the year is intermittent but with a more consistent and funded effort, specifically our social media strategy, we can return significant value with low expenses. Lastly, the most important resource we need is time, which equates to staff, volunteers or contractors. We will continue to utilize the extensive network of volunteers, donated services, and in-kind donations to leverage every dollar possible but dedicated people are necessary to coordinate all the donated services and leverage them effectively. For 20+ years CLCC has accomplished amazing things with very little. With this funding we will accomplish so much more.

Project/Program/Event Goal: Describe the economic change your program or project is trying to achieve. How does your organization work to address economic development for the County?

Describe past performance managing grant funding used to address economic change. (2,000 character max.) The goal of the TMBDP is to increase year-round tourism, especially in the shoulder-season and mid-week, which will extend the employment base and increase the revenue throughout the entire year. The economic benefits of year-round visitation would have the greatest gains for the local economy and job market. The standard destination brand of the Coloma Valley is gold discovery and whitewater recreation. The TMBDP would highlight the additional opportunities such as mountain biking, hiking, horseback riding, wine tasting, retreats and weddings, educational tourism, and agri-tourism/farm-to-fork opportunities offered throughout the year. We have done little to no marketing on those activities to date and the demand for those items has grown significantly.

Currently the CLCC has been functioning as the valley's tourism marketing organization to drive as many visitors into the Coloma Valley as possible. We promote tourism to our valley for all businesses through our current web sites (Coloma.com and TheAmericanRiver.com). We have over 200K visitors to those two sites each year and upgrading those sites to mobile responsive and SEO ready would be the easiest and most cost effective effort. Also, focusing online and social media marketing on our robust 100+ special events and wedding market would yield significant returns. Additionally, we would increase our off-season PR and media outreach as well as host media events and familiarization trips. Developing in-town promotional material for additional activities and signage for cross-marketing opportunities would fill the current void of in-town marketing. These are just a few examples of program tasks we would implement with additional funding.

This is CLCC's first economic development grant application. We were awarded a small mini-grant for gateway signs and are working with Caltrans and the State Park to implement them.

Project/Program/Event Need: Describe supporting research/documentation about how this project/program/event will address the Eligible Activity/Objective that you have cited above. (1,500 character max.) The main need of the grant funding will be additional human resources which are necessary to execute the objectives above. The three primary vehicles of the TMBPD are the websites, online marketing and communications efforts, and destination advertising/marketing. We have researched our existing web site performances by surveying our businesses and have assessed that a large majority of our businesses receive upwards of 25-50% of their web traffic from one of our two websites. That is a large click-through value for our businesses and increasing their impressions to purchases (conversions) is our goal. In the tourism market, online marketing has become the most important. Tourist operators across California and the country are spending millions to market their destinations (see recent efforts by Moab, UT). We are competing in a global tourism industry and the UNWTO has reported significant increases in DIY international tourism, as well as educational and cultural tourism.

Visitors, as well as businesses and residents, have all responded to questionnaires about their experiences in the Coloma Valley and the lack of visitor's kiosks, maps, and information. Better in-town marketing materials, signage and distribution are needed to help direct and incent visitors to purchase more while in town. Getting visitors here is more expensive than encouraging them to spend more once they are here.

Target Population: Describe the population served by your project/program/event (e.g. tourists, film makers, business owners, etc.) and how they will benefit from the project/program/event. Describe how you will target them to achieve the desired program or project impact and deliverables. (1,500 character max.) The target population is tourists to the Coloma area interested in agri-tourism, farm to fork education, non-river recreation (mountain biking, hiking, horseback riding, photography, etc.), special events, retreats, wedding services, local specials, and gold rush history (our #1 web page). The Coloma Valley is busy during the summer and the TMBDP will translate that success across the entire year. Targeting these visitors will be an integrated strategy of online analytics, content and keyword SEO, media and local business partnerships, destination branding and marketing, and promotional material. An example of this was a Coloma wedding open house hosted several years ago of 10 different wedding venues, with dozens of local service providers (caterers, cake bakers, DJ's, photographers, etc) on-site. Numerous service providers received wedding contracts from that one marketing effort. Several other collaborative marketing strategies such as this have been discussed in the past but with very little resources to make them happen. The TMBDP will allow us to coordinate more volunteers and donated services.

Impact and Deliverables: Describe the specific outcomes of your project/program/event and how they will be measured. (1,500 character max.) The impact of the TMBDP will be the increase of tourists to the Coloma Valley. The website upgrades, online marketing campaign and integrated marketing efforts will be targeted to reach tourists interested in destination, cultural, educational, recreational and agricultural tourism. Mobile access for trip booking is now at over 50% of tourism web traffic. Without it, you're dead in the water. Redevelopment of our effective websites to increase shoulder season tourism would be a key deliverable, including mobile responsive and SEO ready updates performed by volunteers and reduced cost services. Marketing collateral, online marketing materials, PR and media packets, directional and informational signage, and tourism industry outreach would all be additional deliverables. Please see the budget sheet below with program tasks.

Outcome Performance Measures: How will you measure the success of your project/program/event? How will your project positively affect the neighborhood, the community, and its residents? Please describe the performance measures you will use to evaluate your outcomes. (1,500 character max.) The CLCC will utilize several key performance measures to track the efficacy of the TMBDP: a business survey, web site analytics and demographics, measured increase of business hours, job creation, visitation numbers and TOT revenue. The TMBDP will positively affect the community by increasing year-round resources, visitation numbers and economic growth therefore increasing sales tax, TOT and jobs. The beneficial crossover from increased tourism is that businesses will be open more throughout the year with longer employment periods. We will also be developing a new community section of Coloma.com for local services not currently promoted on our tourism oriented sites. The growth of local residential service businesses will also greatly enhance the communities' economy, service and tax basis.

Organizational Resources: Describe the organizational resources to be used in managing and carrying out the proposed project/program/event (e.g. capacity of staff, impact to agency workload, etc.). (1,500 character max.) The CLCC has successfully executed various programs through extensive volunteer efforts and limited resources over the past 20+ years. The successes of the CLCC, despite limited bandwidth of the volunteers and paid contractors, has been effectively done through in-kind

services, volunteers, matching donations, internships, and service providers who donate time and resources (photographers, caterers, graphic designers, editors, etc...). The CLCC will continue to do this to leverage grant funds as much as possible. A specific example of this is the Coloma-Lotus Guide. This publication is produced and edited by a local resident at 50% below fairmarket value including donated photographs and copy editing. Additionally, our web site has been built by a previous local business owner that donates almost half of her time to support our sites. Vendors' donations of services at reduced costs is an integral component to the TMBDP. As effective as the CLCC resources have been, they are finite. The grant funding will pay for the TMBDP to execute projects limited by those finite resources and continue the successes at a greater level.

The executive board will manage the financial aspects of this grant and oversee the contracted services necessary to execute the TMBDP objectives. We have been operating that way for over a decade now with great effectiveness and efficiency. The work load increase will be handled by contracted and/or donated services appropriate for each task.

Cost Reasonableness: Describe how the applicant determined the project/program/event costs. What is your policy for the procurement of goods and services (i.e. proposals, bids, quotations, etc.)? (1,500 character max.) The CLCC has determined that the largest portion of costs for the TMBDP will be for human resources. Much of our material costs are donated or at significantly reduced costs. A cost analysis of each program component determined the TMBDP budget. With 20+ years of experience executing economic development programs, the CLCC has experience managing costs and resources efficiently. We get more for our money than most other organizations as we have a strong support network of businesses that donate generously. The policy for procurement of goods and services with the CLCC is 2 to 3 bids for services rendered, unless donated. Each component of the TMBDP is analyzed for the human and material resources needed to successfully develop and execute the tasks. Each of the program components have had costs estimated with existing or new vendors taking into account previous projects with similar scopes.

Impact of Grant Funding: How will the injection of County funds lead to increased effectiveness, innovation or program improvement? (1,500 character max.) The injection of county funds will increase tourism by allowing us to contract with more services to complete program tasks. We have had many of these strategies for years but as a small non-profit, have not been able to execute due to cash flow and increased costs to our businesses. Even though our growth has been exceptional (e.g. \$80-100K in TOT), we can do more if we had more. One year of grant funding will allow for development of the TMBDP; however a three year grant of the proposed amount each year would allow continued execution over multiple years. Programs such as this take time to gain traction and will only benefit more in year two and three. This grant is essential for leveraging the efforts of the CLCC and catapulting them forward with much more rapid and impactful successes.

Since we have been self-sufficient for so many years, one could ask why not continue that way. We can and will if these funds are not granted to us. However, with these funds, it allows us to employ many more resources to get things done faster and more effectively. The Coloma Valley is one of the largest and most well known tourist destinations in the county and even in the State. Similar to Moab or Yosemite, Napa, and Shasta in California, the continued nurturing and development of destination

marketing is necessary to keep us vibrant and growing. Otherwise these and other destination spots will take our visitors, and their money.

APPLICANT CERTIFICATION

To the best of my knowledge and belief, data in this application are true and correct, this application has been duly authorized by the governing body of the applicant, and the applicant will comply with all regulations applicable to El Dorado County's Economic Development Opportunity Grant program. I understand and approve that the County of El Dorado may use my organization's name and picture(s) of the funded project or activity for the purposes of public information and publicity.


Authorized Signature


Date

Howard Penn
Print Name

Submit completed applications by 3:00 p.m., May 20, 2016

**County of El Dorado – Chief Administrative Office
330 Fair Lane, Building "A"
Placerville, CA 95667**

**EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT SOURCES OF FUNDS**

APPLICANT NAME: Coloma-Lotus Chamber of Commerce/ARRA
 PROGRAM/PROJECT/EVENT: Tourism Marketing and Business Development Program

Matching Funds

Please list all sources of *matching funds* that will be used to carry out the project/program/event. If resources include in-kind donations, please list the value.

| | Source | Amount or Value | Type (examples: grant, loan, in-kind etc) | Secured or Pending |
|--|---|--------------------|---|--------------------|
| 1 | El Dorado County Economic Development Opportunity Grant funding | \$41,580.00 | Grant | Pending |
| 2 | Graphics and Editing Services | \$1,000.00 | In-Kind | Secured |
| 3 | Web Development and Programming | \$1,200.00 | In-Kind | Secured |
| 4 | Material Costs | \$1,420.00 | Cash | Secured |
| 5 | Design Services | \$1,000.00 | In-Kind | Secured |
| 6 | | \$ | | |
| 7 | | \$ | | |
| 8 | | \$ | | |
| 9 | | \$ | | |
| 10 | | \$ | | |
| 11 | | \$ | | |
| 12 | | \$ | | |
| 13 | | \$ | | |
| 14 | | \$ | | |
| 15 | | \$ | | |
| Total Project/Program/Event Cost: | | \$46,200.00 | | |

Definition of Matching Funds:

The value of the neighborhood organization's contribution must be equal to 10% of the total amount requested from the County of El Dorado. A combination of cash, volunteer labor and/or in-kind goods or services can be used as match. In-kind or cash donations from County of El Dorado services, staff, or elected officials cannot be counted as match. Professional services and labor must be furnished by established service providers, skilled laborers and/or businesses in order to be counted as match.

EL DORADO COUNTY
ECONOMIC DEVELOPMENT OPPORTUNITY GRANT
APPLICANT BUDGET FORM
(USE OF FUNDS)

AGENCY NAME: Coloma-Lotus Chamber of Commerce/ARRA
PROJECT/PROGRAM/EVENT: Tourism Marketing and Business Development Program

INSTRUCTIONS:

- COLUMN 1:** List the various cost components of your project/program/event.
COLUMN 2: List the total cost (or the value if in-kind) of each project/program/event component.
COLUMN 3: List the amount of County funds proposed for each project/program/event component.

| COLUMN 1 Designated Use of Funds | | COLUMN 2 Total Amount/Value | COLUMN 3 Amount of County Funds |
|--|--|-----------------------------------|---------------------------------------|
| Direct Project/Program/Event Costs | | | |
| 1. | Web Site Re-Development - tasks include (but are not limited to): mobile responsive, SEO upgrades, content update, communications and social media integration, community services site addition, analytics and demographic tracking, coded promotional campaigns, interactive media integration, enhanced interactive interface development, online marketing launch and landing pad deployment, etc. | \$12,200.00 | \$10,980.00 |
| 2. | Online Marketing and Social Media - strategy and content development, deployment, media integration, maintenance, outreach and advertising, dynamic tracking and integration, etc. | \$9,300.00 | \$8,370.00 |
| 3. | Marketing Collateral- online and printed material, content development, publishing, editing and distribution, PR and media packets, visitor kiosks, signage, and information. | \$8,400.00 | \$7,560.00 |
| 4. | Destination Marketing and Branding - PR, media outreach, co-marketing and branding, visitor kiosks, branding development, etc. | \$4,300.00 | \$3,870.00 |
| 5. | | \$ | \$ |
| 6. | | \$ | \$ |
| 7. | | \$ | \$ |
| 8. | | \$ | \$ |
| 9. | | \$ | \$ |
| 10. | | \$ | \$ |
| 11. | | \$ | \$ |
| 12. | | \$ | \$ |
| SUBTOTAL: | | \$34,200.00 | \$30,780.00 |
| Personnel/Administrative Costs (Group salary/benefits together for each position title) | | | |
| 13. | Contracted Program Coordinator | \$12,000.00 | \$10,800.00 |
| 14. | | \$ | \$ |
| 15. | | \$ | \$ |
| 16. | | \$ | \$ |
| 17. | | \$ | \$ |
| 18. | | \$ | \$ |
| 19. | | \$ | \$ |
| 20. | | \$ | \$ |
| 21. | | \$ | \$ |
| 22. | | \$ | \$ |

| | | | |
|------------------|--|--------------------|--------------------|
| 23. | | \$ | \$ |
| 24. | | \$ | \$ |
| SUBTOTAL: | | \$12,000.00 | \$10,800.00 |
| TOTAL: | | \$46,200.00 | \$41,580.00 |

END OF APPLICATION