



Legislation Details (With Text)

File #: 19-0483 **Version:** 1

Type: Agenda Item **Status:** Approved

File created: 3/18/2019 **In control:** Board of Supervisors

On agenda: 4/30/2019 **Final action:** 4/30/2019

Title: Planning and Building Department, Economic Development Division, recommending the Board:
1) Find that support for the Wagon Train event provides a public benefit by promoting a sense of community and enhancing tourism; and
2) Authorize the Chair to sign Funding Agreement 3871 with the Highway 50 Association to provide funding assistance for the annual Wagon Train event held each June. Funding to be provided is for a period of three (3) years, beginning June 2019 and continuing through June 2021 in the amount of \$10,000 per year, with a not to exceed total of \$30,000.

FUNDING: Transient Occupancy Tax.

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Blue Route 04.17.19, 2. B - Highway 50 Association_Funding Agreement 3871, 3. Executed Agreement 3870

| Date | Ver. | Action By | Action | Result |
|-----------|------|----------------------|----------|--------|
| 4/30/2019 | 1 | Board of Supervisors | Approved | Pass |

Planning and Building Department, Economic Development Division, recommending the Board:
1) Find that support for the Wagon Train event provides a public benefit by promoting a sense of community and enhancing tourism; and
2) Authorize the Chair to sign Funding Agreement 3871 with the Highway 50 Association to provide funding assistance for the annual Wagon Train event held each June. Funding to be provided is for a period of three (3) years, beginning June 2019 and continuing through June 2021 in the amount of \$10,000 per year, with a not to exceed total of \$30,000.

FUNDING: Transient Occupancy Tax.

DISCUSSION / BACKGROUND

In 1949, to commemorate the 100th anniversary of the "Gold Rush," a Wagon Train was formed to travel west from Lake Tahoe to Placerville along Highway 50. Due to its popularity, the Wagon Train has made its annual trek each year since that time.

Historically, the County has contributed funding to the Wagon Train event. Prior to 2009, funding for this event was included in the budget for the County Museum. Upon approval of the funding agreement for the 2008 Wagon Train, the Board directed that the funding be budgeted in the Economic Development budget from Transient Occupancy Tax (TOT) funds in recognition of that this event in promotes tourism in the County. The Funding Agreement in 2016 was for a period of three (3) years, which began in June 2016 and continued through June 2018. The agreement was for \$10,000 a year, for a total not to exceed \$30,000.00 over the three (3) year period.

On June 5, 2018 (Legistar #18-0855), your Board gave direction to staff to begin work on the next 3-

year contract with the Highway 50 Association to support the Annual Wagon Train event pursuant to General Plan Element, Parks and Recreation, Objective 9.3.5: Historical Events. "The County shall actively encourage major events relating to the County's history and way of life such as historical reenactment of the Pony Express and wagon trains, agricultural festivities, and historical fairs". This event also provides a public benefit by celebrating the history of El Dorado County and offering students and families an educational opportunity by allowing them to experience history first-hand.

ALTERNATIVES

The Board could choose to not fund the Highway 50 Association to support the Annual Wagon Train event.

PRIOR BOARD ACTION

See Discussion/Background above.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION / COMMENTS

It is recommended that the Board approve this item.

FINANCIAL IMPACT

Funding is budgeted in the amount of \$10,000 for the current fiscal year and will be requested for each subsequent year through Fiscal Year 2021-22.

CLERK OF THE BOARD FOLLOW UP ACTIONS

1. Clerk of the Board to obtain signature of Chair on two (2) original Funding Agreements; and,
2. Clerk of the Board to return one (1) fully executed Agreement to the Planning and Building Department, Economic Development Division.

STRATEGIC PLAN COMPONENT

Economic Development

CONTACT

Tiffany Schmid, Director of Planning and Building, x-5132