



County of El Dorado

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Legislation Details (With Text)

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Title: Chief Administrative Office, Economic Development Division, recommending the Board:
 1) Receive a presentation from Jacquie Chandler, Executive Director for Sustainable Tahoe, providing a report on the return on investment of funding an exposition of stewardship and thanking El Dorado County for supporting the 2013 Tahoe Expo;
 2) Receive Sustainable Tahoe's final report for funding per MOU No. 181-M1411; and
 3) Receive the staff report on the 2013 Tahoe Expo recommending all future requests for County sponsorship of this event be referred to the Cultural and Community Development Grant Program for consideration. (Est. Time: 45 Min.)

FUNDING: General Fund/Transient Occupancy Tax (TOT).

Sponsors:

Indexes:

Code sections:

Attachments: 1. 2A - 01/28/14 Staff Report 1-28-14, 2. 2B - 01/28/14 2013 Tahoe Expo Report EDC 1-28-14, 3. 2C - 01/28/14 EDC Expo summary 1-28-14, 4. 2D - 01/28/14 Expo Economic Development 1-28-14, 5. 2E - 01/28/14 Sustaining Tahoe 2013 Expo 1-28-14, 6. 2F - 01/28/14 2013 Tahoe Expo Program 1-28-14, 7. A - 8/20/13 Blue Route.pdf, 8. B - 8/20/13 Agreement #181-M1411.pdf, 9. C - 8/20/13 Lake Tahoe Basin Prosperity Plan.pdf, 10. D - 8/20/13 US-and-NG-MOU.pdf, 11. Public Comment Rcvd 1-28-14 BOS 1-28-14

Date	Ver.	Action By	Action	Result
1/28/2014	2	Board of Supervisors	Received and Filed	
8/20/2013	1	Board of Supervisors	Approved	Pass

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Fiscal Impact/Change to Net County Cost

There is no change to net county cost. The FY 2014-15 Economic Development budget will include funding for the Cultural and Community Development Grant Program if approved by the Board during budget hearings.

Background

El Dorado County made a contribution to Sustainable Tahoe in the amount of \$10,000 to be used to

assist with funding in support of the 3rd Annual Tahoe Geotourism Expo. This event provided activities and adventures to demonstrate how visitors can enrich their connection to the region while maintaining the Lake's water clarity and increasing economic well-being. The County determined that the financial contribution would assist the organization in their showcase of collaborative, lead-by-example businesses, government agencies and non-profit organizations in sustainability and geotourism.

Attachment B, the Memorandum of Understanding (MOU) between the County and Sustainable Tahoe stated that the County would receive one vendor booth at Lakeview Commons on Saturday, September 7, 2013 from 8:00 A.M. - 2:00 P.M. and one vendor booth at Sand Harbor on Saturday, September 7, 2013 from 3:00 P.M. to 8:00 P.M. In the weeks leading up to the event, the County was informed by the organization that the event would be held at Lakeview Commons from 9:30 A.M. - 6:30 P.M. The organization identified the reason for not hosting the event at multiple locations was due to the inability to secure additional funding.

Reason for Recommendation

Staff recommends that future requests for sponsorship of this event be referred to the County's Cultural and Community Development Grant Program for award consideration.

Board of Supervisors approval is required to continue the Cultural and Community Development Grant Program for FY 2014-15. The Board has directed staff to bring this item back to the Board in June 2014 for discussion and consideration. Pending approval of the program, non-profit and public agencies would be eligible to apply for funding up to \$5,000 for events or projects that encourage tourism, agriculture and economic development by supporting promotional, cultural and community activities. The Board approves all grant awards issued through this program.

Contact

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