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Title: Planning and Building Department, Economic Development Division, recommending the Board receive a presentation from Heidi Hill Drum from Tahoe Prosperity Center on activities completed for Fiscal Year 2019-20, pursuant to the existing Funding Agreement that has a term from July 1, 2019, through June 30, 2021, in an amount not to exceed \$60,000 for the two-year term.

FUNDING: Transient Occupancy Tax.

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Funding Agreement - Tahoe Prosperity, 2. B - Tahoe Prosperity Scope FY 20-21, 3. C - Tahoe Prosperity Center Presentation

Date	Ver.	Action By	Action	Result
8/4/2020	1	Board of Supervisors	Received and Filed	

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DISCUSSION / BACKGROUND

County has entered into agreements with various organizations over the years that act on the County's behalf to promote tourism, entertainment, business, and leisure travel.

Effective July 1, 2019, the County entered into an agreement (Funding Agreement #3974) with the Tahoe Prosperity Center to conduct the following during the period of July 2019 through June 30, 2021:

Complete an updated Economic Development Study for the Tahoe region (Measuring for Prosperity Report) with relevant economic development data, community demographic data and an updated analysis of the region's economic revenue clusters:

- 1) Update the easy-to-use, accessible website portal for the Tahoe data and analysis to be shared with business, community, government, and the public.
- 2) Work with County and Tahoe Basin representatives to ensure that data is utilized in future planning and policy decisions.
- 3) Host a Business Focus Group about the data gathering to ensure the report focuses on the right data that will be useful to the County, local businesses, employers, and the community.
- 4) Include Lake Tahoe Community College and Lake Tahoe Unified School District in data collection.
- 5) Publish and share the updated report.

Work with regional stakeholders to implement a broadband deployment strategy in the Tahoe Basin (Connected Tahoe Project):

- 1) Highlight the El Dorado County "Dig Once" policy and use the example policy for the City of South Lake Tahoe and Placer County follow.
- 2) Once the "Dig Once" policy is in place, monitor whether all public works, bike trails, and utility projects in the Tahoe Basin include conduit for broadband fiber.
- 3) Work with Internet Service Providers and Cell Phone companies to expand service and capacity in the Tahoe Basin.
- 4) Present and share the US Economic Development Administration (EDA) Feasibility Study findings to County and regional stakeholders and work to implement some of the recommendations to expand broadband.
- 5) Apply for a CA Public Utilities Commission CA Advanced Services Fund grant to continue broadband expansion to get to the 98% Community Served goal.
- 6) Apply for a US EDA Implementation grant to fund the work needed to implement the Feasibility Study findings and recommendations.
- 7) Continue to work with County on its EDA study and broadband expansion efforts and share the learnings with the committee, Community Economic Development Assistance Corporation, and other county partners.

Work with regional planning and fire suppression agencies to expand a fire camera monitoring system for the Tahoe Basin ("Alert Tahoe") and encourage agencies and others to communicate with the public and businesses about fire awareness, resiliency, and disaster planning:

- 1) Install a fire camera in El Dorado County at Emerald Bay.
- 2) Install a fire camera in El Dorado County at Fallen Leaf Lake.
- 3) Support ongoing efforts by local fire agencies, CALFIRE, the State, University of Nevada at Reno, community groups, homeowners associations, and others to promote regional fire protection and awareness.

Build on the success of the Tahoe Career Connect website launched in January 2019. This component of the Workforce Tahoe project focuses on showing students and adult learners their local career and education options in the region. We will also continue to support successful workforce development programs through ADVANCE, Golden Sierra, and regional partners:

- 1) Working with Lake Tahoe Community College, Lake Tahoe Unified School District, the ADVANCE program, and local businesses, promote the Tahoe Career Connect website matching available education programs and available jobs.
- 2) Expand the offerings on the Career Connect website by adding in other regional college programs.
- 3) Work with major employers and businesses to support the current and future workforce needs.
- 4) Identify opportunities to diversify and expand the "location neutral" workforce.

Work with regional stakeholders to support the Housing Tahoe Partnership in El Dorado County:

- 1) Convene the key stakeholders together to the focus on building local workforce housing on the South Shore of Lake Tahoe in El Dorado County.
- 2) Facilitate four (4) key workgroups that meet regularly on housing issues: Policy, Finance, Development, and Community Outreach.
- 3) Facilitate the Housing Tahoe Partnership Quarterly Stakeholder meetings to ensure all workgroups and partners are informed of the progress of all efforts for consistency and transparency.
- 4) Work with agency partners, including the City of South Lake Tahoe, El Dorado County, and the Tahoe Regional Planning Agency, among others, to adopt incentives needed to build a sustainable,

higher density, affordable workforce housing project.

5) Support County with any related efforts such as SB2 data needs, public meeting support, and housing forums, or other community input needs.

Attachment B includes a scope of work for activities proposed for Fiscal Year 2020-21.

ALTERNATIVES

N/A

PRIOR BOARD ACTION

On June 4, 2019 (Item. No. 29, Legistar Item #19-0712) the Board approved Funding Agreement 3974 with the Tahoe Prosperity Center.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION / COMMENTS

Receive and file the presentation.

FINANCIAL IMPACT

There is no financial impact as a result of this presentation.

The County's recent practice has been to direct at least 51% of TOT revenue to the Economic Development budget. This was pursuant to Policy 10.1.6.4 of the Economic Development Element of the County's General Plan which specified that, "The majority of transient occupancy tax (TOT) generated revenue shall be directed toward the promotion of tourism, entertainment, business, and leisure travel in El Dorado County." On December 10, 2019 (Legistar Item #19-1755), the Board approved a General Plan Amendment to remove General Plan Section 10.1.6.4. On the same day, the Board approved a new Budget Policy (Policy B-16, Section II, No. 13), stating the following: "Transient Occupancy Tax revenue shall be directed toward the impact of tourism and economic development, with consideration for support of tourism and promotion activities within the County and for continued support for grant fund allocations to support Veteran programs within the County" (Legistar Item #19-1818).

The total amount of this funding agreement is \$60,000 for the two year period from July 1, 2019, through June 30, 2021, funded with Transient Occupancy Tax revenue.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

This Funding Agreement addresses all elements of the Economic Development component of the County's Strategic Plan, including developing and attracting businesses that provide economic sustainability and quality job creation, and nurturing the Community's business friendly environment.

CONTACT

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