



Legislation Details (With Text)

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Title: Chief Administrative Officer recommending the Board approve and authorize the Purchasing Agent to sign Amendment 1 to Funding Agreement 090-F1811 with the El Dorado Arts Council to begin implementation of the Cultural Master Plan, increasing the agreement amount by \$20,000, for a total not-to-exceed amount of \$211,622.

FUNDING: Transient Occupancy Tax. (General Fund)

Sponsors:

Indexes:

Code sections:

Attachments: 1. 2A - Blue Route Agmt 090-F1811 Amd I 12-12-17, 2. 2B - Agmt 090-F1811 Amd I 12-12-17, 3. A - Econ Dev Funding Agreements 6-27-17, 4. B - Quarterly Reports from EDH Chamber of Commerce 6-27-17, 5. Staff Presentation - TOT 5 Year Funding and Expenditure Comparison, 6. Public Comment Rcvd 6-27-17 BOS 6-27-17, 7. Executed Agreement 085-F1811 Lake Tahoe So Shore, 8. Executed Agreement 086-F1811 COC Film, 9. Executed Agreement 087-F1811 Tahoe Prosperity, 10. Executed Agreement 088-F1811 COC Vis Auth, 11. Executed Agreement 089-F1811 EDH Chamber, 12. Executed Agreement 090-F1811 El Dorado Arts Council

Date	Ver.	Action By	Action	Result
12/12/2017	2	Board of Supervisors	Approved	Pass
6/27/2017	1	Board of Supervisors	Approved	Pass

Chief Administrative Officer recommending the Board approve and authorize the Purchasing Agent to sign Amendment 1 to Funding Agreement 090-F1811 with the El Dorado Arts Council to begin implementation of the Cultural Master Plan, increasing the agreement amount by \$20,000, for a total not-to-exceed amount of \$211,622.

FUNDING: Transient Occupancy Tax. (General Fund)

DEPARTMENT RECOMMENDATION

Chief Administrative Officer recommending the Board approve and authorize the Purchasing Agent to sign Amendment 1 to Funding Agreement #090-F1811 with the El Dorado Arts Council to begin implementation of the Cultural Master Plan, increasing the agreement amount by \$20,000, for a total not-to-exceed amount of \$211,622.

DISCUSSION / BACKGROUND

On June 27, 2017 the Board entered into six two-year Funding Agreements for the issuance of Transient Occupancy Tax funding to promote tourism, entertainment, business, and leisure travel in the County, totaling \$691,750 in Fiscal Year 2017-18 and \$691,750 in Fiscal Year 2018-19, for a total two-year commitment of \$1,383,500, with six organizations, including: the El Dorado County Chamber of Commerce - El Dorado Visitors Authority; the El Dorado County Chamber of Commerce - El Dorado Film Commission; the El Dorado Hills Chamber of Commerce - California Welcome Center; the El Dorado Arts Council; the Lake Tahoe South Shore Chamber of Commerce; and the

Tahoe Prosperity Center.

With the exception of the El Dorado Arts Council, which received \$35,000 less than in FY 2016-17, the not-to-exceed amounts of the Funding Agreements remained the same as what was issued in FY 2016-17. The Arts Council received less funding because a one-time project, the Cultural Master Plan, was to be completed in FY 2016-17. The purpose of the Cultural Master Plan is to support cultural amenities that interest the creative labor force through creating points of reference to which arts and cultural organization, educators, social service non-profits, and businesses can refer when developing their own initiatives.

During the Recommended Budget decisions, it was agreed that if Transient Occupancy Tax funding came in higher than expected, that the County would issue the El Dorado Arts Council an additional \$20,000 to begin implementation of the recommendations made in the Cultural Master Plan. At fiscal year end, it was determined that TOT revenue was higher than anticipated, providing an additional \$104,207 (51% of TOT) to Economic Development. The additional appropriations were approved by the Board at the Final Budget meeting (Legistar #17-0406) to be used to increase funds in the Special Projects account, to be used for one-time projects, contributions, or business development/retention incentives. Funds are available to increase the funding agreement with the Arts Council to allow for implementation of the Cultural Master Plan.

ALTERNATIVES

The Board could choose to not approve the Amendment.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION

CAO recommends the Board approve and authorize Amendment 1 to Funding Agreement #090-F1811.

FINANCIAL IMPACT

TOT funds associated with the amendment in the amount of \$20,000 are included in the FY 2017-18 Recommended Budget for Economic Development.

CLERK OF THE BOARD FOLLOW UP ACTIONS

Clerk of the Board to forward amendment to Purchasing Agent for signature.

STRATEGIC PLAN COMPONENT

Economic Development

CONTACT

Don Ashton, Chief Administrative Officer