



Legislation Text

File #: 18-1744, **Version:** 1

Chief Administrative Office recommending the Board receive a presentation from Heidi Hill Drum from Tahoe Prosperity Center on activities completed for Fiscal Year 2017-18. (Est. Time: 20 Min.)

FUNDING: N/A

DISCUSSION / BACKGROUND

Policy 10.1.6.4 of the Economic Development Element of the County's General Plan specifies 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." For budget purposes, the "majority" of TOT has been interpreted to mean 51% of funds, although this figure has been adjusted upward by the Board in prior fiscal years.

To accomplish the goals of the Policy, the 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, 2017, the County entered into an agreement (Funding Agreement #087-F1811) with Tahoe Prosperity Center to conduct the following during the period of July 2017 through June 30, 2018:

WORK WITH REGIONAL STAKEHOLDERS TO IMPLEMENT A BROADBAND DEPLOYMENT STRATEGY IN THE TAHOE BASIN:

- 1) Adopt a regional "Dig Once" policy.
- 2) Once the "Dig Once" policy is in place, ensure that 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.

WORK WITH REGIONAL AGENCIES TO ALIGN COMMUNITY AND BUSINESS NEEDS WITH THE LOCAL WORKFORCE IN THE TAHOE BASIN:

- 1) Working with regional partners, implement workforce housing policies to provide jobs/housing balance for the Tahoe region.
- 2) Share the Workforce Tahoe report with the County and include appropriate County representation on Workforce Development Strategies.

WORK WITH REGIONAL PLANNING AND FIRE SUPPRESSION AGENCIES TO EXPAND A FIRE CAMERA MONITORING SYSTEM FOR THE TAHOE BASIN ("ALERT TAHOE"):

- 1) Coordinate public private partnership funding for a fire camera in El Dorado County at Emerald Bay.
- 2) Coordinate public private partnership funding for a fire camera in El Dorado County at Fallen Leaf Lake.

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) Complete the data gathering and analysis for the Economic Development Study (Measuring for Prosperity report).
- 2) Share the final data and analysis (Measuring for Prosperity report) with the County.
- 3) Work with County and Tahoe Basin representatives to ensure that data is utilized in future planning and policy decisions.

ALTERNATIVES

N/A

PRIOR BOARD ACTION

Please see Discussion/Background.

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 total amount of this funding agreement is \$50,000 for the two year period from July 1, 2017 through June 30, 2019, funded with Transient Occupancy Tax revenue.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

Economic Development

CONTACT

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Chief Administrative Officer