



Legislation Text

File #: 23-0614, **Version:** 1

Planning and Building Department, Economic Development Division, recommending the Board:

- 1) Find that the provision of economic development and tourism promotion services provided by the contractors are in the public's best interest and that there are specialty skills, qualifications, and equipment not expressly identified in County classifications involved in the performance of the work in accordance with El Dorado County Ordinance Code, Chapter 3.13.030(B);
- 2) Waive the competitive bid process for the agreements over \$100,000 in accordance with County's Procurement Policy Section 3.4.2(f), Exemption from Competitive Bidding, as these providers provide critical knowledge and to ensure continuity of these services;
- 3) Approve and authorize the Chair to sign the following Funding Agreements for the issuance of Transient Occupancy Tax funding to promote tourism, entertainment, business, and leisure travel in the County:
 - a) Agreement 7699 with the Folsom Economic Development Corporation for the 50 Economic Alliance activities, in the amount of \$6,000, for the period of July 1, 2023, through June 30, 2024;
 - b) Agreement 7703 with the El Dorado County Chamber of Commerce Film Commission, in the amount of \$301,500, for the period of July 1, 2023, through June 30, 2025;
 - c) Agreement 7705 with the El Dorado County Chamber of Commerce Visitor's Authority, in the amount of \$558,796, for the period of July 1, 2023, through June 30, 2025;
 - d) Agreement 7708 with the El Dorado Hills Chamber of Commerce, in the amount of \$220,640, for the period of July 1, 2023, through June 30, 2025;
 - e) Agreement 7709 with the Lake Tahoe South Shore Chamber of Commerce, in the amount of \$157,900, for the period of July 1, 2023, through June 30, 2025;
 - f) Agreement 7713 with the Tahoe Prosperity Center, in the amount of \$60,000, for the period of July 1, 2023, through June 30, 2025;
 - g) Agreement 7511 with the Highway 50 Association, in the amount of \$30,000, for the period of July 1, 2023, through June 30, 2025; and
- 4) Approve and authorize the Chief Administrative Officer to sign Agreement 7512 with the Greater Sacramento Economic Council, in the amount of \$63,448, for the period of July 1, 2023, through June 30, 2024.

FUNDING: Discretionary Transient Occupancy Tax. (General Fund)

DISCUSSION / BACKGROUND

The Transient Occupancy Tax (TOT), or Hotel/Motel Occupancy Tax, is a tax imposed on the daily rental price of a room in a lodging facility, including vacation home rentals, when used by visitors staying in the unincorporated portions of El Dorado County for a period of 30 days or less.

On December 10, 2019 (File No. 19-1818, Item No. 45), the Board approved a new Budget Policy (B-16). Policy B-16, Section II, Item No. 13, states that "Transient Occupancy Tax revenue shall be directed toward the impact of tourism and economic development, with consideration for support of tourism and promotional activities within the County and for continued support for grant fund allocations to support Veteran programs within the County."

On March 7, 2023 (File No. 23-0474, Item No. 35), the Board directed the Chief Administrative Office (CAO) to solicit requests for the allocation of TOT funds to promote tourism within the County and to return to the Board at the April 18, 2023, Board Meeting to receive Board direction on which requests shall be included in the Recommended Budget for Fiscal Year 2023-24.

On April 18, 2023 (File No. 23-0771, Item No. 33), the Board received a presentation regarding the proposed uses and recommendations of TOT funding for the Fiscal Year 2023-24 Budget. The Board provided direction to staff to develop one (1) year Funding Agreements with the Folsom Economic Development Corporation and the Greater Sacramento Economic Council, and two (2) year Funding Agreements with various organizations including: the El Dorado County Chamber of Commerce Film Commission, the El Dorado County Chamber of Commerce Visitor's Authority, the El Dorado Hills Chamber of Commerce, the Lake Tahoe South Shore Chamber of Commerce, the Tahoe Prosperity Center, and the Highway 50 Association. Acting on the County's behalf, these organization are tasked with promoting tourism, entertainment, business, and leisure travel in their respective areas.

Services or resources provided by each organization include, but are not limited to, the following:

Folsom Economic Development Corporation

- Marketing and business outreach efforts including conducting data analysis and preparing marketing materials
- Website creation and maintenance for the 50 Economic Alliance
- Track and disperse business leads

El Dorado County Chamber of Commerce Film Commission

- Marketing, outreach, and advertising for filming locations through associations, trade shows, and the filmtahoe.com website
- Economic development activities, including research, product placement, County incentives, and promoting filming locations in the County
- Host the annual Film Industry Mixer and Business Showcase
- Join a FAM tour

El Dorado County Chamber of Commerce Visitor's Authority

- Website, social media, digital marketing, and print promotions and advertising, including printing and distributing 65,000 magazine travel guides and two (2) new videos
- Networking activities to develop or maintain relationships with regional groups to promote and attract tourism
- Trade show attendance
- Staff Visitor Information Center and respond to visitor inquiries regarding tourism activities in the County
- Implement a Search Engine Optimization (SEO) strategy

El Dorado Hills Chamber of Commerce

- Staffing of the El Dorado Hills California Welcome Center
- Highlight local tourism assets and promote local products
- Attract visitors from outside the local region

Lake Tahoe South Shore Chamber of Commerce

- Write and produce various videos to reflect Lake Tahoe’s diverse, creative, and energetic business environment
- Marketing and events for local shopping, business development, and to establish Tahoe as a culinary destination
- Enhance and expand the GO Local Tahoe marketing campaign to promote local businesses
- Workforce development training and initiatives through educational and career advancement opportunities

Tahoe Prosperity Center

- Continue to support the Housing Tahoe Partnership with the implementation of the South Shore Regional Housing Action Plan
- Work with regional stakeholders to implement the Connected Tahoe Project and Broadband for All
- Coordinate regional economic recovery and resiliency workgroups in the Tahoe Basin
- Continue to expand the “Alert Tahoe” fire camera monitoring system
- Host an annual Tahoe Economic Summit to address the economy, housing, and workforce development

The Highway 50 Association

- Annual coordination of the Wagon Train event

Greater Sacramento Economic Council

- Regional, statewide, and international strategy development
- Assistance with retention and expansion of existing businesses
- Research of key retention and expansion projects

ALTERNATIVES

The Board may choose not to approve the proposed Funding Agreements as presented and direct staff to seek alternative options to expend this TOT funding consistent with Board Policy B-16.

PRIOR BOARD ACTION

See Discussion/Background above.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

County Counsel and Risk Management have approved the proposed Funding Agreements.

CAO RECOMMENDATION / COMMENTS

Approve as recommended.

FINANCIAL IMPACT

There is no change to Net County Cost associated with this item. Funding for these agreements has been included in the Fiscal Year 2023-24 budget and will be included in the Fiscal Year 2024-25 budget request.

CLERK OF THE BOARD FOLLOW UP ACTIONS

- 1) The Clerk of the Board will obtain the Chair's signature on two (2) original copies of each Funding Agreement; and
- 2) The Clerk of the Board will forward one (1) fully-executed copy of each Funding Agreement to the Chief Administrative Office, Procurement and Contracts Division, for further processing.

STRATEGIC PLAN COMPONENT

Economic Development

CONTACT

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