



Legislation Text

File #: 18-1381, **Version:** 1

Supervisor Novasel recommending the Board sponsor the Tahoe Economic Summit which is an effort by the Tahoe Prosperity Center to bring community leaders together around the goal of improving Tahoe's regional economy on October 19, 2018, at a total cost of \$1,000 as a Mt. Tallac sponsor, and approve and authorize the Chair to sign the related Funding Agreement (attached) finding that a public benefit exists from sponsorship of this event. The Summit will provide opportunities for attendees to learn about the "Sharing Economy," and specifically how it impacts housing, entrepreneurship, workforce, and jobs.

FUNDING: Economic Development Special Projects Budget (funded by Transient Occupancy Tax).

DISCUSSION / BACKGROUND

In order to be successful in accomplishing the County's Strategic Plan goal relative to Economic Development, El Dorado County must be seen as a partner in regional economic development activities. To accomplish this, El Dorado County has partnered with the Greater Sacramento Economic Council (GSEC) which consists of five other counties in our region and emphasizes a 'shared economy', the primary message of the Tahoe Economic Summit. By agreeing to sponsor the Tahoe Economic Summit, it will further demonstrate El Dorado County's partnership in these efforts, promote El Dorado County as a preferred location for business attraction, growth and retention, as well as provide an educational opportunity for staff to learn about regional and national economic issues that impact the local economy.

The Tahoe Prosperity Center has the following five sponsorship levels for consideration:

- 1) **Freel Peak - \$7,500:** Noted as the Opening Keynote Speaker Sponsor with introduction announcement and happy hour sponsor, company logo to appear on all Summit videos - shared with regional media after the event, full page ad inside Summit program, logo promotion on video screens during event, recognition on conference web site and all promotional materials, company/organization VIP table in center of room, 8 full Summit registrations, 2 full Summit registrations dedicated as a scholarship/entrepreneur sponsored attendee, *optional - booth/table display in lobby - next to main entrance to event space.
- 2) **Mt. Rose - \$5,000:** Noted as the Video Production Sponsor and logo will appear on all post-event videos shared with media, logo promotion on video screens during event, half page ad in Summit program, recognition on conference web site and all promotional materials, company/organization VIP luncheon table off center of room, 6 full Summit registrations, 1 full Summit registration dedicated as a scholarship/start up sponsored attendee, *optional - booth/table display in lobby - near main entrance to event space.
- 3) **Castle Peak - \$2,500:** Noted as Lunch Keynote Speaker, logo promotion on video screens during event, quarter page ad in the Summit program, recognition on conference web site and all promotional materials, 5 full Summit registrations, *optional - booth/table display in lobby - near entrance to event space.

4) Mt. Tallac - \$1,000: Recognition on conference web site and all promotional materials, 3 full Summit registrations, medium logo inside Summit program.

5) Monument Peak - \$500: Recognition on conference web site and all promotional materials, 2 full Summit registrations, small logo inside Summit program.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

CONTACT

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