



County of El Dorado

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Legislation Text

File #: 07-1676, **Version:** 1

Chief Administrative Officer recommending adoption of award of Request for Proposals of the 2007-2008 Promotions Program funds.

Chief Administrative Office recommends that the Board:

1) Award the Promotions Program RFP's as follows:

El Dorado Arts Council: \$122,130
El Dorado County Chamber of Commerce Visitor's Authority Council: \$190,440
El Dorado County Chamber of Commerce Film Commission: \$111,270
Lake Tahoe South Shore Chamber of Commerce: \$42,500
El Dorado Hills Chamber of Commerce: \$36,750

2) Authorize the Chief Administrative Officer, or designee, to negotiate agreements with the above organizations in the amounts specified, noting that the contract with the El Dorado Arts Council, El Dorado County Chamber of Commerce for Film and Visitor's Authority will be retroactive to October 1, 2007; and

3) Authorize the Chair to sign the attached agreements subject to approval by County Counsel and Risk Management approval.

Recommended Action: Approve.

Funding: Hotel and Motel Tax (HMT) recorded in Department 15.

Fiscal Impact/Change to Net County Cost: The amount of \$503,090 is budgeted in the 2007-08 Promotions Program. There is no change to budgeted net county cost.

Background: The Promotions Program is designed to create a self-sustaining, long-term marketing and advertising Promotion Program on behalf of Arts, and Culture, Agri-Tourism, Business, Film and Tourism industries, using innovative and comprehensive strategies developed and implemented by partnerships among private, public, and non-profit entities throughout the County. The Promotion strategy identifies four key principles:

- Sustainable marketing of the County's business and tourism amenities;
- Promotion of the County's culture and environment through the arts and film;
- Community-based partnerships that will leverage County revenues, thereby enhancing greater program outcomes; and
- Strategic vision for long-term promotional programming.

Reason for Recommendation: On April 20, 2004, the Board set forth a process for the distribution of promotional funds for the purpose of marketing and advertising the tourism, cultural, and

recreational assets of El Dorado County. Approximately 50% of the Hotel/Motel Tax Revenue is allocated to the County's Promotion Program and the funding is awarded through a competitive Request for Proposal (RFP) process.

The approved FY 2007-08 Budget appropriates \$503,090 to be awarded through the RFP process. Procurement and Contracts issued the RFP, and the responses were reviewed and evaluated by three members of the El Dorado County Economic Development Advisory Commission and four external issue expert reviewers. Applicants were rated along the below listed Evaluation Criteria:

1. Responsiveness to Departments' objectives
2. Integration of proposed promotional program with applicant's marketing plan
3. Facilitation of collaborative approach
4. Description of the anticipated results of the project and how results will be measured and evaluated
5. Financial capacity to carry out the proposed project in a credible manner
6. Leveraging of other dollars demonstrated by letters of commitment from other entities of their support through matching dollars to the marketing plan of program of work
7. Submittal of proposal on appropriate forms using appropriate format
8. OPTION: Bonus Points will be awarded to organizations that can demonstrate previous successful program implementation and ROI to the county
9. OPTION: Points may be deducted if the organization received and reverted (did not use) Promotion Program funds in 2006 fiscal year

A summary of the organization and programs to be funded is as follows:

El Dorado Arts Council - \$122,130 to fund the continuation of the "Art's Alive! Program", including the Summer Concert Series, Coloma Blues Live, and an Evening in Art.

El Dorado County Chamber of Commerce Visitor's Authority Council - \$190,440 to fund the continuation of Countywide marketing programs aimed at increasing tourism and recreation attraction to El Dorado County.

El Dorado County Chamber of Commerce Film Commission - \$111,270 to fund the continuation of the marketing and promotion of El Dorado County as a destination for commercial and independent film production.

Lake Tahoe South Shore Chamber of Commerce - \$42,500 to partially fund the "Wayfinding Program" designed to help visitors and community members alike easily identify shopping areas, tourist recreation areas, and agricultural related activities. Equally important, the Wayfinding Program will jointly promote the El Dorado Foothills attributes to Lake Tahoe visitors while promoting Lake Tahoe to El Dorado Foothills visitors.

El Dorado Hills Chamber of Commerce - \$36,750 to fund the First Annual "The Art Affair," held at the El Dorado Hills Town Center, featuring fine art, entertainment, and wine tasting.

Approval will strengthen El Dorado County's strategy for growing our economy through targeted and proactive investments in organization's that promote Arts and Culture, Agri-Tourism, Business, Film and Tourism businesses located in El Dorado County. Sam Driggers, Economic Development

Coordinator for El Dorado County, is charged with programmatic administration and monitoring of the Promotion Program contracts.

Action to be taken following Board approval: The Procurement and Contracts Division will prepare contracts, with input and guidance from the CAO's Office of Economic Development regarding final development of each awardee's programmatic reporting metrics, with the awarded entities for execution by the Chair.

Contact: Sam Driggers, (530) 621-5570

Concurrences: