



## Legislation Text

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**File #:** 17-1007, **Version:** 1

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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 30, 2017, at a total cost of \$1,000 as a Mt. Tallac sponsor. 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).

### **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 Preak - \$7,500: Only one available. Includes 10 tickets, Wifi password of choice for all participants, center VIP table, premier booth, logo on first page in program, full page ad in program, promotional materials in gift bags and inclusion in all marketing efforts.
- 2) Mt. Rose - \$5,000: Includes 7 tickets, Keynote Sponsor, logo inside second page of program, 1/2 page ad in program, front VIP table, booth, promotional materials in gift bags and inclusion in marketing efforts.
- 3) Castle Peak - \$2,500: Includes 6 tickets, Happy Hour Sponsor, logo inside third page of program, 1/4 page ad in program, booth, promotional materials in gift bags and inclusion in marketing efforts.
- 4) Mt. Tallac - \$1,000: Includes 3 tickets, logo inside program, booth, promotional materials in gift bags and inclusion in marketing efforts.
- 5) Monument Peak - \$500: Includes 2 tickets, logo inside program and inclusion in all marketing efforts.