



County of El Dorado

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Legislation Details (With Text)

File #: 14-0743 **Version:** 2

Type: Agenda Item **Status:** Approved

File created: 5/19/2014 **In control:** Board of Supervisors

On agenda: 8/26/2014 **Final action:** 8/26/2014

Title: Chief Administrative Office, Economic Development Division, recommending the Board:
1) Determine that a public benefit is derived from a promotional video celebrating the 50th Anniversary of the Apple Hill Growers Association and memorializing the benefits and economic contributions to El Dorado County brought by the Association; and
2) Adopt Resolution 141-2014 authorizing a contribution in the amount of \$7,000 to the Apple Hill Growers Association to support the production of the video.

FUNDING: Transient Occupancy Tax.

Sponsors:

Indexes:

Code sections:

Attachments: 1. 2A - Reso - Contrib to Apple Hill Growers Assn 2014 8-26-14, 2. 2B - Blue Route.pdf, 3. A - Apple Hill 50th Proclamation 2014 6-17-14, 4. B - Proposal for Funding 6-17-14, 5. Executed Resolution 141-2014 8-26-14 item 4.pdf

Date	Ver.	Action By	Action	Result
8/26/2014	2	Board of Supervisors	Approved	Pass
6/17/2014	1	Board of Supervisors	Approved	Pass

Chief Administrative Office, Economic Development Division, recommending the Board:
1) Determine that a public benefit is derived from a promotional video celebrating the 50th Anniversary of the Apple Hill Growers Association and memorializing the benefits and economic contributions to El Dorado County brought by the Association; and
2) Adopt Resolution **141-2014** authorizing a contribution in the amount of \$7,000 to the Apple Hill Growers Association to support the production of the video.

FUNDING: Transient Occupancy Tax.

Fiscal Impact/Change to Net County Cost

There is no change to Net County Cost associated with this item. Funding is available with the Fiscal Year 2014-15 Economic Development budget.

Reason for Recommendation

At its June 17, 2014 meeting (Item 24), the Board of Supervisors heard a presentation from the Apple Hill Growers Association on their plans to commemorate their 50th Anniversary and presented a Proclamation to the Apple Hill Growers Association acknowledging and celebrating the 50th Anniversary. The Board authorized a contribution in the amount of \$7,000 to fund the development of a promotional video celebrating the 50th Anniversary and memorializing the benefits and economic contributions by the Apple Hill Growers to El Dorado County.

Apple Hill Growers has been in existence for 50 years. More than 750,000 people visit Apple Hill each year, contributing to the local economy. What began in 1964 as an October event, has

expanded to a year-round agri-tourism destination and an important component of El Dorado County's economy.

The attached Resolution authorizes the Auditor-Controller to disburse funding in the amount of \$7,000 to the Apple Hill Growers Association for the purpose stated above.

Contact:

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