



County of El Dorado

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Legislation Details (With Text)

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On agenda: 12/15/2015 **Final action:** 12/15/2015

Title: Chief Administrative Office, Economic Development Division, recommending the Board approve and authorize the Chair to sign agreements for County promotions programs:
1) Agreement 289-F1611 with the American River Music Inc. in the amount of \$31,428 for the period October 1, 2015 through June 30, 2016 September 30, 2016;
2) Agreement 290-F1611 with the El Dorado Chamber of Commerce (Film Commission) in the amount of \$101,988 for the period October 1, 2015 through June 30, 2016;
3) Agreement 291-F1611 with the El Dorado Chamber of Commerce (Visitors Authority) in the amount of \$167,328 for the period October 1, 2015 through September 30, 2016 June 30, 2016;
4) Agreement 292-F1611 with the El Dorado Hills Chamber of Commerce in the amount of \$93,033 for the period October 1, 2015 through June 30, 2016;
5) Agreement 293-F1611 with the El Dorado Arts Council in the amount of \$100,107 for the period October 1, 2015 through June 30, 2016; and
6) Agreement 294-F1611 with the Lake Tahoe South Shore Chamber of Commerce in the amount of \$60,984 for the period October 1, 2015 through June 30, 2016.

FUNDING: General Fund (Transient Occupancy Tax).

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Agmt 289-F1611 American River Music, 2. Executed Agreement 289-F1611, 3. B - Agmt 290-F1611 Film Commission - Draft 12-15-15, 4. Executed Agreement 290-F1611, 5. C - Agmt 291-F1611 Visitors Authority - Draft 12-15-15, 6. Executed Agreement 291-F1611, 7. D - Agmt 292-F1611 EDH Chamber - Draft 12-15-15, 8. Executed Agreement 292-F1611, 9. E - Agmt 293-F1611 Arts Council - Draft 12-15-15, 10. Executed Agreement 293-F1611, 11. F - Agmt 294-F1611 SLT Chamber - Draft 12-15-15, 12. Executed Agreement 294-F1611

Date	Ver.	Action By	Action	Result
12/15/2015	1	Board of Supervisors	Approved	Pass
12/15/2015	1	Board of Supervisors	Approved	Pass

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DEPARTMENT RECOMMENDATION

Chief Administrative Office, Economic Development Division, recommending the Board approve and authorize the Chair to sign agreements for County promotions programs.

DISCUSSION / BACKGROUND

General Plan Policy 10.1.6.4 provides that the majority of Transient Occupancy Tax (TOT) generated revenue be directed toward the promotion of tourism, entertainment, business and leisure travel in El Dorado County.

In the FY 2015-16 Adopted Budget, the Board approved funding in the Economic Development Division budget to establish new agreements with existing promotional service providers for this purpose. Further, the Board directed that each agreement have clearly stated deliverables and detailed reporting requirements. Pursuant to that direction, staff has worked with existing service providers to negotiate new agreements for promotional services. The terms of the agreements are for the period of October 1, 2015 through June 30, 2016, with the exception of the with the American River Music, Inc. whose contract term runs through September 30, 2016 in order to cover the music festival event which is held in September.

The scope of service for each agreement is included as Exhibit A to the agreement. Reporting requirements include quarterly progress reports with narrative and financial components, as well as a financial report at the completion of the contract term.

Staff will return to the Board early in 2016 with recommendations for processes for allocating this portion of Transient Occupancy Tax revenue for Fiscal Year 2016-17.

ALTERNATIVES

Provide staff with direction on alternative use of Transient Occupancy Tax funds for the purpose of promoting tourism, entertainment, business, and leisure travel in El Dorado County.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION

Approve and authorize the Chair to sign the Agreements.

FINANCIAL IMPACT

No change to Net County Cost.

CLERK OF THE BOARD FOLLOW UP ACTIONS

The Clerk will obtain the Chair's signature on the two originals of each agreement and return one fully-executed original of each agreement to the Economic Development Division.

STRATEGIC PLAN COMPONENT

Economic Development

CONTACT

Jeff McLaughlin, Economic Development & Business Relations Manager