County of El Dorado

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Legislation Details (With Text)

File #:	16-0606 **Version:** 2		
Type:	Agenda Item	**Status:**	Approved
File created:		**In control:**	Board of Supervisors
On agenda:	6/6/2017	**Final action:**	6/6/2017
Title:	Chief Administrative Office, Economic Development Division, recommending the Board: 1) Approve the renewal of Agreement 076-S1711 with the Greater Sacramento Area Economic Council in the amount of $60,187, for Fiscal Year 2017/18, for El Dorado County's participation in the organization as a voting member, and for the provision of economic development related services including regional, statewide, and international strategy development, assistance with retention and expansion of existing businesses within the County, and research on key retention and expansion projects; and 2) Delegate authority to the Chief Administrative Officer to approve future annual renewals provided the annual renewal rate of $0.40/per capita does not increase. FUNDING: Transient Occupancy Tax Funds. (General Fund)		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. A - Contract Internal Approvals 071116 8-2-16, 2. B - GSAEC Info Package 051316 8-2-16, 3. C - GSAEC Prospectus 051316 8-2-16, 4. GSAEC Presentation 8-2-16, 5. Executed Agreement 076-S1711		

Date	Ver.	Action By	Action	Result
6/6/2017	2	Board of Supervisors	Approved	Pass
8/2/2016	1	Board of Supervisors	Approved	Pass

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DEPARTMENT RECOMMENDATION

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2) Delegate authority to the Chief Administrative Officer to approve future annual renewals provided the annual renewal rate of $0.40/per capita does not increase.

DISCUSSION / BACKGROUND

On August 2, 2016 the Board of Supervisors approved Agreement 076-S1711 with the Greater Sacramento Area Economic Council (GSAEC or "Greater Sacramento") with an initial term effective upon execution, continuing through June 30, 2017. The Agreement renews each subsequent fiscal year unless terminated by either party. Compensation under the agreement is based on $0.40 per capita applied to the population of the unincorporated areas of the County as reported in 2014 from the California Department of Finance Demographic Research Unit. This population was listed at 150,468 resulting in an investment of $60,187 from the County. This amount is an annual investment; however, the County's per capita costs will not increase for the first five years of the agreement.

The contract was executed on September 29, 2016. Since this time, GSAEC has hosted 14 El Dorado County employees, including two members of the Board of Supervisors, at their Champions Seminar; John Krueger, Executive Vice President of GSAEC, has attended several County meetings, including presenting to Leadership El Dorado on January 25, 2017 and to the Board of Supervisors on March 28, 2017 for the update to the Economic Development Element of the Strategic Plan; the County has received five Requests for Information from GSAEC, four of which GSAEC prepared a response on behalf of the Region, and one of which is considering locating in El Dorado County; and GSAEC holds monthly Economic Development Directors Taskforce meetings, as well as, bi-monthly Competitiveness Council meetings and Conversations with the Community that all Certified Champions are invited to attend. GSAEC has developed high quality, complex demographic, workforce, economic, and quality of life analytics with a current dashboard that is available to the public, and has advocated for the region in a way that the County simply does not have the resources to do independently.

Information about GSEAC:

The Greater Sacramento Area Economic Council (GSAEC or "Greater Sacramento") (<http://www.selectsacramento.com/>), is the public-private partnership for innovative growth strategies in the Capital Region of California. The organization spearheads community-led direction to retain, attract, grow, and scale new businesses, develop advanced industries, and create jobs and investment throughout a six-county region. Greater Sacramento represents a collaboration between local and state governments, market leaders, influencers, and stakeholders, with the sole mission of driving economic growth. Current GSAEC members include 6 counties and a number of cities: Citrus Heights, Davis, Elk Grove, Folsom, Galt, Lincoln, Rancho Cordova, Rocklin, Roseville, Sacramento, West Sacramento, Woodland, Yuba City, Placer County, Sacramento County, Sutter County, Yolo County, and Yuba County. GSAEC is the successor of the Sacramento Area Trade and Commerce Organization. The Organization's Board of Directors also currently has 36 CEOs from area businesses and academic institutions.

GSAEC promotes the Sacramento Region through domestic and international marketing missions, industry conferences, professional networks, and other channels, and works to recruit high-value companies, jobs, and new investment to the area. Greater Sacramento assists companies with corporate locations and expansions, delivering information and coordinating resources to assist companies from early in the site location process to permitting and hiring, offering a wide range of business relocation services. The Agreement provides the County with access to GSAEC services, use of the organization for business outreach purposes, and voting membership on the Greater

Sacramento Board.

ALTERNATIVES
The Board could choose not to renew the Agreement with GSAEC and invest TOT funds in alternative projects or programs.

OTHER DEPARTMENT / AGENCY INVOLVEMENT
N/A

CAO RECOMMENDATION
It is recommended that the Board approve this item.

FINANCIAL IMPACT
Funding for the renewal of this Agreement is included in the FY 2017-18 Recommended Budget.

CLERK OF THE BOARD FOLLOW UP ACTIONS
None

STRATEGIC PLAN COMPONENT
Economic Development

CONTACT
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