



County of El Dorado

330 Fair Lane, Building A
Placerville, California
530 621-5390
FAX 622-3645
www.edcgov.us/bos/

Legislation Details (With Text)

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Title: Chief Administrative Office recommending the Board receive a presentation by Laurel Brent-Bumb, Chief Executive Officer of the El Dorado County Chamber of Commerce, Kathleen Dodge of the Film Commission, and Jody Franklin of the Visitors Authority on activities completed for Fiscal Year 2016/17 under the Economic Development Opportunity Grant Program. (Est. Time: 1 Hr.)

FUNDING: N/A

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Visitors Authority Presentation 7-25-17, 2. B - Film Presentation July 2017 7-25-17

Date	Ver.	Action By	Action	Result
7/25/2017	1	Board of Supervisors	Received and Filed	

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FUNDING: N/A

DEPARTMENT RECOMMENDATION

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DISCUSSION / BACKGROUND

Policy 10.1.6.4 of the Economic Development Element of the County's General Plan specifies that, "The majority of transient occupancy tax (TOT) generated revenue shall be directed toward the promotion of tourism, entertainment, business, and leisure travel in El Dorado County." For budget purposes, the "majority" of TOT has been interpreted to mean 51% of funds, although this figure has been adjusted upward by the Board in prior fiscal years.

To accomplish the goals of the Policy, the County has entered into agreements with various organizations over the years that act on the County's behalf to promote tourism, entertainment, business, and leisure travel. Last year the County implemented an Economic Development Opportunity Grant Program where a competitive process was established for the award of TOT funds.

On June 16, 2016 the Board of Supervisors authorized the award of funding under the 2016

Economic Development Opportunity Grant Program and authorized the Chief Administrative Officer to execute two one-year agreements with the El Dorado County Chamber of Commerce Film Commission (\$140,750) and Visitors Authority (\$230,919).

The presentation provides a synopsis of the activities and accomplishments completed during Fiscal Year 2016/17 under the Economic Development Opportunity Grant Program.

ALTERNATIVES

N/A

OTHER DEPARTMENT / AGENCY INVOLVEMENT

None.

FINANCIAL IMPACT

N/A

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

Economic Development.

CONTACT

Don Ashton, Chief Administrative Officer