



County of El Dorado

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Legislation Details (With Text)

File #: 12-0248 **Version:** 1

Type: Agenda Item **Status:** Approved

File created: 2/13/2012 **In control:** Board of Supervisors

On agenda: 2/28/2012 **Final action:** 2/28/2012

Title: Chief Administrative Office, Procurement and Contracts Division, recommending the Board:
1) Award Request for Proposal 12-918-031 for the Promotions Program to Lake Tahoe South Shore Chamber of Commerce in the amount of \$70,000 and to American River Music, Inc. in the amount of \$36,077;
2) Authorize the Chief Administrative Officer, or designee, to negotiate agreements with the above organizations; and
3) Authorize the Purchasing Agent to execute said agreements for a two year term, subject to County Counsel and Risk Management review and approval.

FUNDING: (General Fund): Hotel and Motel Tax (HMT).

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
2/28/2012	1	Board of Supervisors	Approved	Pass

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BUDGET SUMMARY:		
Total Estimated Cost		\$106,077.00
Funding		
Budgeted	\$106,077.00	
New Funding	\$	
Savings	\$	
Other	\$	
Total Funding Available	\$106,077.00	
Change To Net County Cost		\$

Background: Annually, the Office of Economic Development solicits proposals for the purpose of marketing and advertising El Dorado County's agriculture, arts, and tourism. The funding for these programs is budgeted in "County Promotions", a budget whose revenue is half of the net budgeted HMT.

REASON FOR RECOMMENDATION: Eight organizations responded to the RFP. Responses were evaluated by a team that included personnel from the Chief Administrative Office and two members of the Economic Development Advisory Committee (EDAC).

A summary of the organizations and programs to be funded is as follows:

Lake Tahoe South shore Chamber of Commerce - \$70,000.00 to fund the Encounter El Dorado Program designed to expand on current promotional and attraction strategies by developing a multi-faceted approach to leverage the initiatives (i.e., Sample the Sierra, Discover Summer in El Dorado County, El Dorado Geo-Tourism Partners, and Lake Tahoe Basin Prosperity Plan). Encounter El Dorado will encourage collaboration between South Shore and West Slope on these projects.

American River Music, Inc. - \$30,077.00 to fund the annual American River Music Festival which will be held on September 14, 15, and 16, 2012. Music performances take place at the main stage at Henningsen-Lotus Park and in three river front campgrounds (American River Resort, Camp Lotus, and EarthTrek). During this three day event, marketed to residents throughout California and Nevada, visitors additionally experience lodging, shopping, meals, wine tasting, camping, boating, hiking, biking, fishing, swimming, and historical and agricultural tourism, all creating additional revenue for local business and tax revenue for the county of El Dorado.

FISCAL IMPACT/CHANGE TO NET COUNTY COST: The amount of \$106,077.00 has been budgeted in County Promotions for grants in 2011-2012. Funding for 2012-2013 will be subject to increase or decrease depending on the fluctuation of HMT revenues, and will be contingent upon appropriation by the Board of Supervisors. There is no change in net County cost.

ACTION TO BE TAKEN FOLLOWING APPROVAL: Following Board approval, the Chief Administrative Office will negotiate and prepare contracts..

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Concurrences: N/A