



Legislation Details (With Text)

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On agenda: 6/4/2019 **Final action:** 6/4/2019

Title: Planning and Building Department, Economic Development Division, recommending the Board approve and authorize the Chair to sign Agreement 3855 with John S. Krueger dba National Market Real Estate Advisors, Economic Development Consulting Services in the amount not to exceed \$100,000, to establish a business attraction and retention program, marketing outreach, and new program analysis including New Finance and Incentive Tool Identification for El Dorado County. (Est. Time: 10 Min.)

FUNDING: Economic Development Budget (Transient Occupancy Tax).

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - National Real Estate Market Advisors Agreement_3855_05.08.19, 2. B - Counsel Approval, 3. C - Business attraction-retention-expansion PP_with footer, 4. Executed Agreement for Services # 3855

Date	Ver.	Action By	Action	Result
6/4/2019	1	Board of Supervisors	Approved	Pass

Planning and Building Department, Economic Development Division, recommending the Board approve and authorize the Chair to sign Agreement 3855 with John S. Krueger dba National Market Real Estate Advisors, Economic Development Consulting Services in the amount not to exceed \$100,000, to establish a business attraction and retention program, marketing outreach, and new program analysis including New Finance and Incentive Tool Identification for El Dorado County. (Est. Time: 10 Min.)

FUNDING: Economic Development Budget (Transient Occupancy Tax).

DISCUSSION / BACKGROUND

On January 29, 2019 (Item # 19-0033) the Chief Administrative Office and Planning and Building Department recommended the Board receive and update on Transient Occupancy Tax Funding, Economic Development efforts and related staff reorganization. Included in this item was conceptual approval of Economic Development’s reorganization and transfer.

Included with the Board’s conceptual approval of the Economic Development reorganization was the intent to contract with a consultant to provide professional services to assist with the development of the following Programs:

1. Business Retention and Expansion Program Development;
2. Marketing Outreach; and
3. New Program Analysis including New Finance and Incentive Tool Identification

Following the approval of the January 29, 2019 presentation staff have been working on coordinating a contract with John Krueger dba National Market Advisors, Economic Development Consulting

services to put together a contract and scope of work that addresses constructing and implementing a strong Business Attraction, Retention and Expansion program.

ALTERNATIVES

The Board could choose not to approve this item and not proceed with implementing a Business Attraction, Retention and Expansion program.

PRIOR BOARD ACTION

Please see Discussion/ Background

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION / COMMENTS

It is recommended that the Board approve this item.

FINANCIAL IMPACT

Funding in the amount of \$100,000 is included in the FY 2019-20 Recommended Budget for Economic Development.

CLERK OF THE BOARD FOLLOW UP ACTIONS

1. Clerk of the Board to obtain signature of the Chair on two (2) original Funding Agreements; and
2. Return one (1) fully executed Agreement to the Planning and Building Department, Economic Development Division

STRATEGIC PLAN COMPONENT

Economic Development - Attract, develop and retain businesses that provide economic sustainability and quality job creation.

CONTACT

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