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)

File #:	20-0870 **Version:** 1		
Type:	Agenda Item	**Status:**	Time Allocation
File created:	6/26/2020	**In control:**	Board of Supervisors
On agenda:	7/14/2020	**Final action:**	7/14/2020
Title:	Planning and Building Department, Economic Development Division, recommending the Board receive a presentation from Kathleen Dodge of the El Dorado County Chamber of Commerce - Film Commission on activities completed for Fiscal Year 2019-20, pursuant to the existing Funding Agreement that has a term from July 1, 2019 through June 30, 2021 in an amount not to exceed $301,500 for the two-year term. FUNDING: Transient Occupancy Tax. (General Fund)		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. A - 3972 Funding Agreement - Film Commission, 2. B - IWLMSC Task Force White Paper, 3. C - Film Commission Presentation		

Date	Ver.	Action By	Action	Result
7/14/2020	1	Board of Supervisors	Received and Filed	

Planning and Building Department, Economic Development Division, recommending the Board receive a presentation from Kathleen Dodge of the El Dorado County Chamber of Commerce - Film Commission on activities completed for Fiscal Year 2019-20, pursuant to the existing Funding Agreement that has a term from July 1, 2019 through June 30, 2021 in an amount not to exceed $301,500 for the two-year term.

FUNDING: Transient Occupancy Tax. (General Fund)

DISCUSSION / BACKGROUND

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. Effective July 1, 2019, the County entered into an agreement (Funding Agreement #3972) with the El Dorado County Chamber of Commerce - Film Commission to conduct the following during the period of July 2019 through June 30, 2021:

Marketing:

- Maximize association membership opportunities and relationships with AFCI, FLICS, and AICP.
- Research benefits of establishing new industry memberships.
- Target industry events such as trade shows, conferences, film festivals, and award shows with innovative, low cost, hi-impact strategies
- Enhance the filmtahoe.com website
- Enhance on-line digital photo location library for the purpose of promoting and expanding locations available in EDC, with the goal of removing all compromised photography and elevating

the level of images.

Advertising

- Work with press and media to inform the community of opportunities to participate and learn about filming in EDC.
- Continue to refine and improve the advertising campaign for print, web and interactive
- Distribute the Film Lover's self-guided tour of filming locations in EDC and develop a guided tour of public filming location in El Dorado County.

Outreach

- Act as a speaker at clubs and organizations to disseminate information about the film office's activities and areas to get involved.
- Support the local filming community with event support, on-line showcasing of trailers, sponsorships, etc.
- Support the local charitable community with donations from the film community and the Film Office.
- Include the general public by holding the annual "Film Mixer" and Business Showcase to inform and educate the local community.

Economic Development

- Research, encourage and implement "product placement" and branding opportunities for local products on all conducive film projects.
- Pursue County incentives such as no fee locations, free office space and possible film financing options.
- Explore all business park areas to encourage filmmakers to create a film specific hub in El Dorado County.
- Discover and develop new film friendly locations and businesses throughout all areas of El Dorado County.

Administrative and Organizational Programs

- Continue all required documentation and reporting for EDC offices and the El Dorado County Chamber of Commerce.
- Collect historical records of media related to the office as well copies of promotional materials and footage of projects filmed in EDC.

ALTERNATIVES

N/A

PRIOR BOARD ACTION

On June 4, 2019 (Item. No. 29, Legistar Item #19-0712) the Board approved Funding Agreement 3971 with the El Dorado County Chamber of Commerce - Film Commission.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION / COMMENTS

Receive and file the presentation.

FINANCIAL IMPACT

There is no financial impact as a result of this presentation.

The County's recent practice has been to direct at least 51% of TOT revenue to the Economic Development budget. This was pursuant to Policy 10.1.6.4 of the Economic Development Element of the County's General Plan which specified 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." On December 10, 2019 (Legistar Item #19-1755), the Board approved a General Plan Amendment to remove General Plan Section 10.1.6.4. On the same day, the Board approved a new Budget Policy (Policy B-16, Section II, No. 13), stating the following: “Transient Occupancy Tax revenue shall be directed toward the impact of tourism and economic development, with consideration for support of tourism and promotion activities within the County and for continued support for grant fund allocations to support Veteran programs within the County" (Legistar Item #19-1818).

The total amount of this funding agreement is $301,500 for the two year period from July 1, 2019 through June 30, 2021, funded with Transient Occupancy Tax revenue.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

This Funding Agreement addresses all elements of the Economic Development component of the County’s Strategic Plan, including developing and attracting businesses that provide economic sustainability and quality job creation, and nurturing the Community’s business friendly environment.

CONTACT

Tiffany Schmid, Director
Planning and Building Department