



County of El Dorado

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

Legislation Text

File #: 14-0743, **Version:** 2

Chief Administrative Office, Economic Development Division, recommending the Board:

- 1) Determine that a public benefit is derived from a promotional video celebrating the 50th Anniversary of the Apple Hill Growers Association and memorializing the benefits and economic contributions to El Dorado County brought by the Association; and
- 2) Adopt Resolution **141-2014** authorizing a contribution in the amount of \$7,000 to the Apple Hill Growers Association to support the production of the video.

FUNDING: Transient Occupancy Tax.

Fiscal Impact/Change to Net County Cost

There is no change to Net County Cost associated with this item. Funding is available with the Fiscal Year 2014-15 Economic Development budget.

Reason for Recommendation

At its June 17, 2014 meeting (Item 24), the Board of Supervisors heard a presentation from the Apple Hill Growers Association on their plans to commemorate their 50th Anniversary and presented a Proclamation to the Apple Hill Growers Association acknowledging and celebrating the 50th Anniversary. The Board authorized a contribution in the amount of \$7,000 to fund the development of a promotional video celebrating the 50th Anniversary and memorializing the benefits and economic contributions by the Apple Hill Growers to El Dorado County.

Apple Hill Growers has been in existence for 50 years. More than 750,000 people visit Apple Hill each year, contributing to the local economy. What began in 1964 as an October event, has expanded to a year-round agri-tourism destination and an important component of El Dorado County's economy.

The attached Resolution authorizes the Auditor-Controller to disburse funding in the amount of \$7,000 to the Apple Hill Growers Association for the purpose stated above.

Contact:

Jim Claybaugh, 621-7539