



# County of El Dorado

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

## Legislation Text

File #: 13-0863, Version: 1

Chief Administrative Office recommending the Board approve the following pertaining to Community Organization and Economic Development Program funding:

- 1) Approve the Cultural and Community Development Grant Program and authorize the use of \$40,000 from Fiscal Year 2012/13 carry over funds and \$40,000 from Fiscal Year 2013/14 funds, with future funding to be established by the Board annually based on available budget resources;
- 2) Identify the initial two member subcommittee of the Board of Supervisors to review all Cultural and Community Development Program applications and develop funding recommendations to the full Board;
- 3) Approve the Grant Development Program and authorize the release of the Request for Proposal No. 14-918-008; and
- 4) Approve the Web Portal Project and authorize the release of the Request for Proposal No. 14-918-006. (Est. Time: 15 Min.)

**FUNDING:** General Fund - Transient Occupancy Tax (TOT).

<b>BUDGET SUMMARY:</b>	
Total Estimated Cost.....	\$280,000
Budgeted.....	\$240,000 (FY12/13 TOT)
New Funding.....	\$40,000 (FY13/14 TOT)
Savings.....	
Other.....	
Total Funding Available.....	\$280,000
Change To Net County Cost.....	0

### Fiscal Impact/Change to Net County Cost

No change to Net County Cost. Funding in the amount of \$240,000 was budgeted in FY 2012-13 and will carry over and be re-appropriated in FY 2013-14 through the Addenda process. Annual funding for the FY 13/14 Cultural and Community Development Grant program is recommended at \$40,000 and will also be included in the FY 2013-14 Addenda process.

### Background

On March 25, 2013, at the recommendation of the Community and Economic Development Advisory Committee (CEDAC), the Board directed staff to initiate the following projects using FY 2012-13 appropriations in the Economic Development/Promotions budget:

Cultural & Community Development Grant Program \$40,000  
Grant Development Program \$100,000

## Web Portal Development \$100,000

Additional funding of \$40,000 from FY 2013-14 Transient Occupancy Tax (TOT) allocated for the Economic Development program is recommended for the initial release of this program for a total of \$80,000.

Subsequent to the Board of Supervisors meeting on March 25, 2013, staff from the Chief Administrative Office prepared a draft Cultural and Community Development Grant program document, as well as draft Request for Proposals (RFPs) for the Grant Development program and the Web Portal project. A working team including staff from the Chief Administrative Office, Economic Development Office, Procurement and Contracts, Information Technologies and Surveyor/GIS, as well as representatives from CEDAC, assembled several times to review and refine the draft documents. Final drafts were then circulated for public input and discussed at the CEDAC Regulatory Reform meeting on May 24, 2013. A Special Meeting was held by CEDAC on July 8, 2013 to review and recommend the final documents to the Board of Supervisors.

### **Reason for Recommendation**

#### Cultural and Community Development Grant Program

This program is intended to encourage tourism, agriculture, and economic development in the County by supporting a series of promotional, cultural, and community activities through the Cultural and Community Development Program. The Board desires to fund projects and events that encourage tourism and help increase County TOT revenue, programs of local cultural benefit to the residents of the County and projects that facilitate community identification. The Cultural and Community Development Program is distinct from the Promotions Program in that it is meant to facilitate smaller, discrete community projects and events rather than sustained marketing of the County generally. Contractors currently receiving Promotions Program funding cannot seek additional funding from this program. The maximum individual funding award is \$5,000 per cycle per applicant.

The Chief Administrative Office will convene a committee consisting of staff, representatives of CEDAC and other subject experts to review applications and provide preliminary recommendations. A rotating two member subcommittee of the Board of Supervisors will then meet to review all applications and develop funding recommendations to the full Board.

Anticipated release date: July 17, 2013

Applications due: August 9, 2013

Award of funds: September 10, 2013

#### Grant Development Program RFP

The Grant Development Program RFP invites proposals to address a variety of grant related support services including Funding Needs Analysis, Grant Research, Grant Proposal Development, Grant Administration and Reporting, as well as training in preparing comprehensive grant proposals. The RFP is structured to include a broad range of grant opportunities that support funding needs and priorities in a number of areas, including History, Arts and Culture; Public Facilities and Maintenance; Economic Development; Community Planning, Identification and Design; Transportation Infrastructure and Planning; Public Health/Mental Health; Social Services; Law Enforcement; and Technology Development. Economic Development funding would only be used for grant related services that support Economic Development and Promotions programs. Procurement and

Contracts will convene a committee consisting of staff, representatives of CEDAC and other subject experts to review the proposals.

Anticipated release date: July 17, 2013

Proposals due: August 21, 2013

Award of RFP: September 2013

#### Web Portal RFP

The Web Portal RFP invites proposals to create a web portal that will serve as a “launching point” or gateway to all the assets and resources available in the County of El Dorado. Assets and resources include such things as businesses and restaurants, tourism and recreation opportunities, employment information, and real estate services. The target audience for the web portal includes those who are interested in living, working, or recreating in the County of El Dorado. The project may be broken down into three components: Web Portal Development, Web Hosting and Site Management, and Web Portal Marketing. Proposers may submit proposals for any or all of the components identified in the RFP. Procurement and Contracts will convene a committee consisting of staff, representatives of CEDAC and other subject experts to review the proposals.

Anticipated release date: July 17, 2013

Proposals due: August 21, 2013

Award of RFP: September 2013

#### **Action(s) to be taken following Board approval**

- 1) Chief Administrative Office, Economic Development Division, to release the Cultural and Community Development Program application on the County's website at [www.edcgov.us/economic](http://www.edcgov.us/economic); and
- 2) Procurement and Contracts to release the Web Portal RFP and Grant Development RFP.
- 3) Staff will return to Board in September with recommendations for award of grant funding and RFPs.

#### **Contact**

Kim Kerr, Assistant Chief Administrative Officer