



## Legislation Text

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**File #:** 18-1589, **Version:** 1

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Chief Administrative Office 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 2017-18. (Est. Time: 20 Min.)

**FUNDING:** N/A

### **DISCUSSION / BACKGROUND**

Policy 10.1.6.4 of the Economic Development Element of the County's General Plan specifies 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." For budget purposes, the "majority" of TOT has been interpreted to mean 51% of funds, although this figure has been adjusted upward by the Board in prior fiscal years.

To accomplish the goals of the Policy, 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.

On June 27, 2017, the County entered into an agreement (Funding Agreement #086-F1811) with the El Dorado County Chamber of Commerce - Film Commission to conduct the following during the period of July 2017 through June 30, 2018:

#### Marketing:

- Target industry events such as trade 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 El Dorado County, with the goal of removing all compromised photography and elevating the level of images.

#### Advertising:

- 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 El Dorado County and develop a guided tour of public filming locations in El Dorado County.

#### Outreach:

- 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.

#### Economic Development:

- Pursue County incentives such as no-fee locations, free office space, and possible film financing options.
- Target El Dorado Hills Business Parks as a location to develop a film industry specific grouping of

businesses.

Administrative and Organizational Programs:

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

**ALTERNATIVES**

N/A

**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 total amount of this funding agreement is \$281,500 for the two year period, funded with Transient Occupancy Tax revenue.

**CLERK OF THE BOARD FOLLOW UP ACTIONS**

N/A

**STRATEGIC PLAN COMPONENT**

Economic Development

**CONTACT**

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