



# County of El Dorado

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## Legislation Text

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**File #:** 18-1601, **Version:** 1

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Chief Administrative Office recommending the Board receive a presentation from Jody Franklin of the El Dorado County Chamber of Commerce - Visitor's Authority on activities completed for Fiscal Year 2017-18. (Est. Time: 30 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.

Effective July 1, 2017, the County entered into an agreement (Funding Agreement #088-F1811) with the El Dorado County Chamber of Commerce - Visitor's Authority to conduct the following during the period of July 2017 through June 30, 2018:

### PROMOTION / ADVERTISING:

- 1) Print 93,000 magazine travel guides and distribute them on an ongoing basis to multiple regional locations.
- 2) Maintain and keep current a website and social media pages dedicated to visitor activities in El Dorado County. Identify new website trends to keep site and page view traffic consistent.
  - Increase site and page views by 3% in year-to-year analytics.
  - Maintain postings and website information.

### NETWORKING / PARTNERSHIP BUILDING:

- 1) Build and maintain relationships with state and regional groups to increase knowledge regarding El Dorado County as a vacation destination.
  - Market the County in a minimum of one new region in the State.
- 2) Work with local hotels, tourist attractions, and transportation providers to offer tourism packages and promote them in appropriate venues.
  - Work with El Dorado County business groups to offer a minimum of one new tourism/visitor package.

### **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 \$461,838 for the two year period from July 1, 2017 through June 30, 2019, 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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Chief Administrative Officer