



Legislation Text

File #: 20-0584, **Version:** 1

Planning and Building Department, Economic Development Division, recommending the Board receive a presentation from Steve Teshara, CEO of Lake Tahoe South Shore Chamber of Commerce giving an overview of activities completed in Fiscal Year 2019-20, pursuant to the existing Funding Agreement that has a term from July 1, 2019 through June 30, 2021.

FUNDING: N/A

DISCUSSION / BACKGROUND

Historically, Policy 10.1.6.4 of the Economic Development Element of the County's General Plan 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."

Based on a recommendation from the FY 2019-20 Budget Ad Hoc Committee to remove General Plan Section 10.1.6.4, on December 10, 2019 (Legistar Item #19-1755), the Board approved a General Plan Amendment to remove General Plan Section 10.1.6.4.

Also on December 10, 2019 (Legistar Item #19-1818), 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."

It should be noted that the County's recent practice, combined with General Plan Section 10.1.6.4, has been to direct at least 51% of TOT revenue to the Economic Development budget.

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 June 10, 2019, the County entered into an agreement (Funding Agreement 3973) with the Lake Tahoe South Shore Chamber of Commerce to conduct the following during the period of July 2019 through June 30, 2021:

Workforce Development Program

- 1) Continue to expand Tahoe Chamber engagement with workforce development training and initiatives; and
- 2) Maintain support for a customized business coaching program and workforce development.

Sample the Sierra "Farm-to-Fork" Festival 2019

- 1) An active multi-media marketing and public relations campaign directed at the "Deliberate" and "Opportunistic" culinary and other Visitors, including radio, print and social media channels and SampletheSierra.com; and

2) Expand the resources on SampletheSierra.com to highlight El Dorado County activities and attractions all year long.

Business Workshops (Level UP) and Annual Tahoe Tourism Forum

- 1) Increase the profile, appeal and marketing of this important educational series tailored to the needs of the business community; and
- 2) Continue producing the annual Lake Tahoe Tourism Forum in partnership with the Lake Tahoe Visitors Authority and Tahoe South destination.

GO Local Shop and Dine Program

- 1) Expand GO Local Shop and Dine to become an active yearlong campaign; and
- 2) Continue to expand consumer awareness of the GO local brand.

South Tahoe Restaurant Association (STRA)

- 1) Continue to evolve, expand and strengthen the STRA's role and leadership in developing the South Shore as a recognized culinary destination; and
 - 2) Continue to engage STRA in the development of South Shore's culinary workforce.
- Attachment B includes a scope of work for activities proposed for Fiscal Year 2020-21.

ALTERNATIVES

N/A

PRIOR BOARD ACTION

On June 4, 2019 (Item. No. 29, Legistar Item #19-0712) the Board approved Funding Agreement 2973 with Lake Tahoe South Shore Chamber of Commerce.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION / COMMENTS

It is recommended that the Board receive and file the presentation.

FINANCIAL IMPACT

There is no financial impact as a result of this presentation. The total amount of the existing funding agreement for the two year period from July 1, 2019 through June 30, 2021 is \$157,900 and is funded with Transient Occupancy Tax revenue. Funding is dispersed quarterly.

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.

CONTACT

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Planning and Building Department