



County of El Dorado

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

Legislation Text

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Planning and Building Department, Economic Development Division, recommending the Board receive a presentation from Debbie Manning of the El Dorado Hills Chamber of Commerce on activities completed for Fiscal Year 2019-20, pursuant to the existing Funding Agreement that has a term from July 1, 2019 through June 30, 2021 in an amount not to exceed \$220,640 for the two-year term.

FUNDING: Transient Occupancy Tax. (General Fund)

DISCUSSION / BACKGROUND

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, 2019, the County entered into an agreement (Funding Agreement #3969) with the El Dorado Hills Chamber of Commerce to conduct the following during the period of July 2019 through June 30, 2021:

Operation of the California Welcome Center - El Dorado Hills ("Center") which provides information regarding recreational and tourism activities in the El Dorado County area, as well as a statewide tourism information. The Center will be open during regular business hours, seven days week, Monday - Friday, 10-4 on Saturdays and Sundays, except Thanksgiving, Christmas and Easter.

1. Operation of the Center during normal visitor's hours as stated in "Activity".
 - a. Keep the Center stocked with appropriate local and state visitor materials.
 - b. Keep the Center staffed to answer questions on an as-need basis.
 - c. Highlight El Dorado County wines, Rubicon Trail, Gold Bug Mine, arts and other El Dorado County tourism assets.
 - d. Promote local products when appropriate in the gift store.
2. Attraction of at least 12,000 annual visitors to the Center.
 - a. A majority of attendees from outside El Dorado County, as demonstrated by visitor survey data. A best effort to attract 50% of visitors from outside the local region.

ALTERNATIVES

N/A

PRIOR BOARD ACTION

On June 4, 2019 (Item. No. 29, Legistar Item #19-0712) the Board approved Funding Agreement 3971 with the El Dorado Hills Chamber of Commerce.

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 County's recent practice has been to direct at least 51% of TOT revenue to the Economic Development budget. This was pursuant to Policy 10.1.6.4 of the Economic Development Element of the County's General Plan which 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." On December 10, 2019 (Legistar Item #19-1755), the Board approved a General Plan Amendment to remove General Plan Section 10.1.6.4. On the same day, 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" (Legistar Item #19-1818).

The total amount of this funding agreement is \$220,640 for the two year period from July 1, 2019 through June 30, 2021, funded with Transient Occupancy Tax revenue.

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, including developing and attracting businesses that provide economic sustainability and quality job creation, and nurturing the Community's business friendly environment.

CONTACT

Tiffany Schmid, Director
Planning and Building Department