



Legislation Text

File #: 22-0006, **Version:** 1

Planning and Building Department, Economic Development Division, recommending the Board consider the following:

- 1) Find that support for the Wagon Train event provides a public benefit by promoting a sense of community and enhancing tourism; and
- 2) Approve and authorize the Chair to sign Agreement 6287 with the Highway 50 Association to provide a funding contribution for the annual Wagon Train, with an annual amount of \$10,000, a term of two (2) years, and a total not-to-exceed amount of \$20,000.

FUNDING: Transient Occupancy Tax.

DISCUSSION / BACKGROUND

In 1949, to commemorate the 100th anniversary of the "Gold Rush," a Wagon Train was formed to travel west from Lake Tahoe to Placerville along Highway 50. Due to its popularity, the Wagon Train has made this event an annual tradition.

Pursuant to General Plan Element, Parks and Recreation, Objective 9.3.5: Historical Events. "The County shall actively encourage major events relating to the County's history and way of life such as historical reenactment of the Pony Express and wagon trains, agricultural festivities, and historical fairs". This event also provides a public benefit by celebrating the history of the County and offering students and families an educational opportunity by allowing them to experience history first-hand.

Historically, the County has contributed funding to the Wagon Train event. Prior to 2009, funding for this event was included in the budget for the County Museum. Upon approval of the funding agreement for the 2008 Wagon Train, the Board directed that the funding be budgeted in the Economic Development budget from Transient Occupancy Tax (TOT) funds in recognition that this event promotes tourism in the County.

The Agreement in 2016 was for a period of three (3) years, which began in June 2016 and continued through June 2018. The agreement was for \$10,000 a year, for a total not to exceed \$30,000 over the three (3) year period.

On June 5, 2018 (File No.18-0855, Item No. 18), the Board gave direction to begin work on the next 3-year contract with the Highway 50 Association to support the Annual Wagon Train event.

On April 30, 2019 (File No. 19-0483, Item No. 22), the Board authorized Agreement 3871 with the Highway 50 Association to provide funding assistance for the annual Wagon Train event held each June. Funding to be provided is for a period of three (3) years, beginning June 2019 and continuing through June 2021 in the amount of \$10,000 per year, with a not to exceed total of \$30,000.

On December 10, 2019 (File No. 19-1818, Item No. 45), the Board approved a new Budget Policy (B-16). Policy B-16, Section II, Item No. 13, states that "Transient Occupancy Tax revenue shall be directed toward the impact of tourism and economic development, with consideration for support of

tourism and promotional activities within the County and for continued support for grant fund allocations to support Veteran programs within the County.”

On March 9, 2021 (File No. 21-0349, Item No. 38), the Board received a presentation regarding the proposed uses of TOT funding for the Fiscal Year 2021-22 Budget. Though many of the requests for potential uses of TOT funding were continued to a TOT Workshop on March 30, 2021 (File No. 21-0484, Item No. 3), the Board provided direction to staff on March 9, 2021 to develop two-year funding agreements with the various organizations previously contracted with, including the Highway 50 Association for the continued support of the Wagon Train event.

ALTERNATIVES

The Board may choose to not to approve the proposed Agreement, which would result in a decrease in funding for the Highway 50 Association to hold the annual Wagon Train event.

PRIOR BOARD ACTION

See Discussion/Background above.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

County Counsel and Risk Management have approved the proposed Agreement.

CAO RECOMMENDATION / COMMENTS

Approve as recommended.

FINANCIAL IMPACT

There is no change to Net County Cost associated with this item. Funding for this Agreement, \$10,000 each year, has been included in the Fiscal Year 2021-22 budget and will be included in the Fiscal Year 2022-23 budget.

CLERK OF THE BOARD FOLLOW UP ACTIONS

- 1) The Clerk of the Board will obtain the Chair’s signature on two (2) original copies of the Agreements; and
- 2) The Clerk of the Board will forward one (1) fully-executed copy of the Agreement to the Chief Administrative Office, Procurement and Contracts Division, for further processing.

STRATEGIC PLAN COMPONENT

Economic Development - Promote and expand agriculture, recreation and tourism (etc. geotourism and agriculture tourism) and their related businesses.

CONTACT

Kyle Zimbelman, Economic and Business Relations Manager
Planning and Building Department