



Legislation Text

File #: 22-1379, **Version:** 1

Planning and Building Department, Economic Development Division, recommending the Board receive and file presentations from the organizations related to their respective activities completed during Fiscal Year 2021-22 pursuant to each organizations' Funding Agreement:

- 1) El Dorado County Chamber of Commerce - Film Commission;
- 2) El Dorado County Chamber of Commerce - Visitor's Authority;
- 3) El Dorado Hills Chamber of Commerce;
- 4) Lake Tahoe South Shore Chamber of Commerce; and
- 5) Tahoe Prosperity Center.

FUNDING: Transient Occupancy Tax (TOT).

DISCUSSION / BACKGROUND

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 for the continuation of their services. These organizations include: the El Dorado County Chamber of Commerce -Film Commission; the El Dorado County Chamber of Commerce - Visitor's Authority; the El Dorado Hills Chamber of Commerce; the Lake Tahoe South Shore Chamber of Commerce; and the Tahoe Prosperity Center.

On June 29, 2021 (File No. 21-0800, Item No. 31), the Board approved and authorized the Chair to sign two-year Funding Agreements for the issuance of TOT to promote tourism, entertainment, business, and leisure travel in the County, for a total two-year commitment of \$1,221,800. Below is a brief summary of each Funding Agreement and the objective, services and/or resources provided.

Agreement 5736 with the El Dorado County Chamber of Commerce - Film Commission, with a not-to-exceed amount of \$301,500.

- Marketing, outreach, and advertising for filming locations through associations, trade shows, and the filmtahoe.com website
- Economic development activities, including research, product placement, County incentives, and promoting filming locations in the County
- Host the annual I Love Film Mixer

Agreement 5740 with the El Dorado County Chamber of Commerce - Visitor's Authority, with a not-to-exceed amount of \$481,840.

- Website, social media, digital marketing, and print promotions and advertising, including printing and distributing 80,000 magazine travel guides and two (2) new videos
- Networking activities to develop or maintain relationships with regional groups to promote and attract tourism
- Trade show attendance
- Provide resources to visitors at the Visitor Information Center and respond to visitor inquiries regarding tourism activities in the County

Agreement 5734 with the El Dorado Hills Chamber of Commerce, with a not-to-exceed amount of \$220,640.

- Staffing of the El Dorado Hills California Welcome Center
- Highlight local tourism assets and promote local products
- Attract visitors from outside the local region

Agreement 5738 with the Lake Tahoe South Shore Chamber of Commerce, with a not-to-exceed amount of \$157,900.

- Assist with the development and promotion of the Sample the Sierra Festival
- Marketing and events for local shopping, business development, and to establish Tahoe as a culinary destination
- Enhance and expand the GO Local Tahoe marketing campaign to promote local businesses
- Workforce development training and initiatives through educational and career advancement opportunities

Agreement 5739 with the Tahoe Prosperity Center, with a not-to-exceed amount of \$60,000.

- Continue to support the Housing Tahoe Partnership with the implementation of the South Shore Regional Housing Action Plan
- Work with regional stakeholders to implement the Connected Tahoe Project and Broadband for All
- Coordinate regional economic recovery and resiliency workgroups in the Tahoe Basin
- Continue to expand the "Alert Tahoe" fire camera monitoring system
- Host an annual Tahoe Economic Summit to address the economy, housing, and workforce development

In an effort to keep the Board apprised of recent economic development and tourism related activities completed during the previous fiscal year, staff have asked each organization to prepare a presentation to showcase their efforts.

ALTERNATIVES

The Board could choose not to receive and file the presentations from each organization.

PRIOR BOARD ACTION

See Discussion/Background above.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION / COMMENTS

Receive and file the presentations as recommended.

FINANCIAL IMPACT

There is no change to Net County Cost associated with this item. The total amount of the existing Funding Agreements for the two-year period from July 1, 2021, through June 30, 2023 is \$1,221,800 and is funded with TOT revenue. Funding for the remaining term of these Funding Agreements, \$610,940, has been included in the Fiscal Year 2022-23 Budget.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

These Funding Agreements address all elements of the Economic Development component of the County's Strategic Plan.

CONTACT

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