



Legislation Text

File #: 23-1972, **Version:** 1

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

- 1) Find that support for the Shingle Springs Cameron Park Chamber of Commerce provides a public benefit by promoting tourism, entertainment, business, and leisure travel in the County; and
- 2) Approve and authorize the Chair to sign Agreement 8225 with the Shingle Springs Cameron Park Chamber of Commerce, with a not-to-exceed amount of \$25,000, and a term of one (1) year effective upon execution.

FUNDING: Discretionary Transient Occupancy Tax.

DISCUSSION / BACKGROUND

Policy B-16, Budget Policies, states that the County's Discretionary Transient Occupancy Tax (TOT) revenue, excluding voter-approved Tahoe area-specific 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.

The Shingle Springs Cameron Park Chamber of Commerce (Chamber) is a non-profit organization, whose mission is to be a proactive membership organization dedicated to developing, promoting, and representing the Shingle Springs Cameron Park business community. Under Agreement 8225, a one-year Funding Agreement with a not-to-exceed of \$25,000, the Chamber will provide the following services and/or resources:

- Create a directory of El Dorado County businesses to refer visitors and residents
- Develop partnerships and perform outreach to encourage individual businesses and organizations to operate their businesses in El Dorado County
- Reach out to local lodging facilities to identify opportunities to increase stays at local lodging, resulting in increased TOT revenue
- Track the number of businesses joining and renewing their annual memberships to show that local businesses find value in their memberships
- Expand visibility of community events and improve attendance through an extensive outreach strategy that includes interactive social media marketing efforts such as email blasts, website promotion, flyers, and signage
- Redesign the Chamber's website to promote local businesses and events and increase site and page views
- Expand marketing efforts to include paid and organic social media, eblasts, and videos highlighting El Dorado County and specifically the Shingle Springs Cameron Park area
- Utilize social media and newsletters to promote new businesses within the Shingle Springs Cameron Park area
- Arrange ribbon cuttings to showcase businesses to the community
- Develop a signage plan to improve the Chamber's street visibility and to display information on

upcoming events in order to increase visits to the Chamber and local events

- Provide an Annual Report demonstrating return on investment (ROI) of the funding provided under this Funding Agreement
- Implement website measurements with a goal to increase site and page views by five (5) percent year over year
- Measure and improve attendance to key community events

To satisfy the County's requirement that all Funding Agreement partners provide in depth reporting on funds spent and the ROI of those expenditures, the Chamber shall submit to Economic Development a year-end financial statement that provides information on expenditures made with funds under this Agreement. This report shall also include an analysis demonstrating the ROI of the funding provided. Upon completion of the Agreement, the Chamber shall provide the Board of Supervisors with a presentation on the activities completed during the year of funding as it pertains to their Agreement.

The funding provided under Funding Agreement 8225 will serve a public purpose and provide a valuable public benefit in that it will promote cultural activities, and/or promotional activities that enhance tourism and industry and/or local community events that encourage a sense of community to the people of the County. Further, this Agreement promotes the County's Economic Development Strategic Plan component, as this collaboration with a local organization will help strengthen the County's economic development advantages and nurture the County and Community's business friendly environment.

ALTERNATIVES

The Board may choose not to approve the proposed Funding Agreement as presented and direct staff to seek alternative options to expend this TOT funding consistent with Board Policy B-16.

PRIOR BOARD ACTION

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 7, 2023 (File No. 23-0474, Item No. 35), the Board directed the Chief Administrative Office (CAO) to solicit requests for the allocation of TOT funds to promote tourism within the County and to return to the Board at the April 18, 2023 Special Budget Meeting to receive Board direction on which requests shall be included in the Recommended Budget for Fiscal Year 2023-24.

On April 18, 2023 (File No. 23-0771, Item No. 33), the Board received a presentation regarding the proposed uses and recommendations of TOT funding for the Fiscal Year 2023-24 Budget. Although the Shingle Springs Cameron Park Chamber of Commerce submitted a request for funding in the amount of \$37,500, this request was deferred and a motion was made to explore the allocation of TOT to other Chambers of Commerce in El Dorado County at a future date.

On September 19, 2023 (File No. 23-1725, Item No. 21), the CAO recommended that the Board consider recommended changes to the County's Budget for Fiscal Year 2023-24. The Board approved a reduction to the Discretionary TOT contribution to replenish the Capital Projects

Designation for Projects Tied to Tourism Impact to fund the Shingle Springs Cameron Park Chamber of Commerce, in the amount of \$25,000, and directed staff to return on September 26, 2023, with a Budget Resolution and Budget Amendment based on discussion and direction during this item.

On September 26, 2023 (File No. 23-1771, Item No. 2), the Board approved an amendment to the County of El Dorado Budget for Fiscal Year 2023-24 to reflect the Board's direction at the September 19, 2023 meeting.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

County Counsel and Risk Management have approved the proposed Funding Agreement.

CAO RECOMMENDATION / COMMENTS

Approve as recommended.

FINANCIAL IMPACT

Funding for Agreement 8225 has been included in the Fiscal Year 2023-24 budget. Approval of the agreement would expend \$25,000 of TOT.

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 Funding Agreement; and
- 2) The Clerk of the Board will forward one (1) fully-executed copy of the Funding Agreement to the Chief Administrative Office, Procurement and Contracts Division, for further processing.

STRATEGIC PLAN COMPONENT

Economic Development - Nurture the County's and Community's business friendly environment.

CONTACT

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