



Legislation Details (With Text)

File #: 24-781 **Version:** 1 **Name:**

Type: Action Item **Status:** Agenda Ready

File created: 7/9/2024 **In control:** BOARD OF SUPERVISORS

On agenda: 7/16/2024 **Final action:**

Title: 1:00 P.M. - Consideration of Lake County Tourism Improvement District 2023 Annual Marketing Report

Sponsors: Administrative Office

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Memorandum

Date: July 16, 2024

To: The Honorable Lake County Board of Supervisors

From: Susan Parker, County Administrative Officer

Subject: 1:00 P.M. - Consideration of Lake County Tourism Improvement District 2023 Annual Marketing report

Executive Summary:

Overview: Brian Fisher, Executive Director, Visit Lake County CA Annual Report covering financials for 2023, website traffic, social media, paid media campaigns, email marketing, partnerships, and public relations.

If not budgeted, fill in the blanks below only:

Estimated Cost: _____ Amount Budgeted: _____ Additional Requested: _____ Future Annual Cost: _____

- Purchasing Considerations** (check all that apply): Not applicable
- Fully Article X. <https://library.municode.com/ca/lake_county/codes/code_of_ordinances?nodeld=COOR_CH2AD_ARTXPU_S2-38EXCOBI>- and/or Consultant Selection Policy <[http://lcnet.co.lake.ca.us/Assets/Intranet/Policy/Policies+\\$!26+Procedures+Manual/Ch4_2021v2.pdf](http://lcnet.co.lake.ca.us/Assets/Intranet/Policy/Policies+$!26+Procedures+Manual/Ch4_2021v2.pdf)>-Compliant (*describe process undertaken in "Executive Summary"*)
 - Section 2-38 <https://library.municode.com/ca/lake_county/codes/code_of_ordinances?nodeld=COOR_CH2AD_ARTXPU_S2-38EXCOBI> Exemption from Competitive Bidding (*rationale in "Executive Summary," attach documentation, as needed*)
 - For Technology Purchases: Vetted and Supported by the [Technology Governance Committee](http://lcnet.co.lake.ca.us/Assets/Intranet/Intranet+Forms/Information+Technology/AdvPlan.pdf) <<http://lcnet.co.lake.ca.us/Assets/Intranet/Intranet+Forms/Information+Technology/AdvPlan.pdf>> ("Yes," if checked)
 - Other (*Please describe in Executive Summary*)

Consistency with [Vision 2028](http://www.lakecountyca.gov/Government/Directory/Administration/Visioning/Vision2028.htm) <<http://www.lakecountyca.gov/Government/Directory/Administration/Visioning/Vision2028.htm>>

(check all that apply):

- | | | |
|--|--|--|
| <input type="checkbox"/> Well-being of Residents | <input type="checkbox"/> Not applicable | <input type="checkbox"/> Disaster Prevention, Preparedness, Recovery |
| <input type="checkbox"/> Economic Development | <input type="checkbox"/> Public Safety | <input type="checkbox"/> County Workforce |
| <input type="checkbox"/> Community Collaboration | <input type="checkbox"/> Infrastructure | <input type="checkbox"/> Clear Lake |
| | <input type="checkbox"/> Business Process Efficiency | |

Recommended Action: Presentation Only.