



## Legislation Details (With Text)

**File #:** 17-744      **Version:** 1      **Name:**  
**Type:** Agreement      **Status:** Agenda Ready  
**File created:** 8/9/2017      **In control:** BOARD OF SUPERVISORS  
**On agenda:** 8/22/2017      **Final action:**  
**Title:** Approve Agreement between the County of Lake and the Lake County Chamber of Commerce, from July 1, 2017 through June 30, 2018 in the amount of \$45,000; and authorize the Chair to sign.  
**Sponsors:** Administrative Office  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Agreement with Lake County Chamber of Commerce FY17 18-MS (2)

Date	Ver.	Action By	Action	Result
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## MEMORANDUM

**TO:** Board of Supervisors  
**FROM:** Carol J. Huchingson, County Administrative Officer  
**DATE:** August 22, 2017  
**SUBJECT:** Approve Agreement between the County of Lake and the Lake County Chamber of Commerce, from July 1, 2017 through June 30, 2018 in the amount of \$45,000; and authorize the Chair to sign.

### EXECUTIVE SUMMARY:

We have contracted with the Lake County Chamber of Commerce since 2010 to provide marketing services that benefit our: marketing and tourism program, local stakeholders and community. Services have included provision of visitor information services and collecting useful data for marketing initiatives: providing staff services in support of the County's Invasive Species Prevention Program to protect Lake County water bodies from the threat of invasive mussels; supporting the Lake County Certified Tourism Ambassador™ program by helping recruit front-line server businesses and employees; generating and overseeing the distribution of the annual visitor guide Destination's magazine.

Staff is now seeking approval to enter into a new contract for fiscal year 2017-2018 focusing on visitor information services: answering phones and collecting useful data for marketing initiatives and creation of and serving as a distribution site for Destination's Magazine.

**FISCAL IMPACT:** \_\_\_ None   X   Budgeted \_\_\_ Non-Budgeted

Estimated Cost: \$45,000

Amount Budgeted:

Additional Requested:

Annual Cost (if planned for future years):

**FISCAL IMPACT (Narrative):** Forty Five Thousand Dollars (\$45,000.00), \$11,250.00 per quarter.

**STAFFING IMPACT (if applicable):** None

**RECOMMENDED ACTION:** Approve Agreement between the County of Lake and the Lake County Chamber of Commerce, from July 1, 2017 through June 30, 2018 in the amount of \$45,000; and authorize the Chair to sign.