



Legislation Text

File #: 17-744, Version: 1

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 ☒ 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.