



Legislation Text

File #: 19-49, Version: 1

MEMORANDUM

TO: Board of Supervisors

FROM: Carol J. Huchingson, County Administrative Officer

DATE: January 29, 2019

SUBJECT: Report and Update of the Lake County Chamber of Commerce Certified Tourism Ambassador Program

EXECUTIVE SUMMARY:

The County of Lake entered into an agreement with Mickey Schaefer & Associates LLC December 9, 2014 to provide and facilitate the development of the Lake County Certified Tourism Ambassador (CTA) program to support the County's tourism and destination marketing efforts. The CTA program has been designed based upon considerable research and information obtained through years of experience in the industry and has been successfully implemented in numerous tourism communities worldwide to enhance visitor experiences and provides internationally recognized professional certification. A customized Lake County CTA program was developed to train our residents and citizens to become positive ambassadors for Lake County and to enhance our visitors' experiences. The County of Lake entered into an Agreement with the Lake County Chamber of Commerce in October, 2017 till present to serve as the Coordinator for the CTA program.

The Lake County Chamber of Commerce wishes to present a report on the current activities of the CTA program to your Board.

FISCAL IMPACT: ☒ None ☐ Budgeted ☐ Non-Budgeted

Estimated Cost:

Amount Budgeted:

Additional Requested:

Annual Cost (if planned for future years):

FISCAL IMPACT (Narrative): None

STAFFING IMPACT (if applicable): None

RECOMMENDED ACTION: Report and Update of the Lake County Chamber of Commerce Certified Tourism Ambassador Program.