



## Legislation Text

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**File #:** 19-719, **Version:** 1

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### MEMORANDUM

**TO:** Board of Supervisors

**FROM:** Carol J. Huchingson, County Administrative Officer

**DATE:** July 23, 2019

**SUBJECT:** Approve Agreement between the County of Lake and Visit Lake County California for the Provision of Administrative Services in the amount of \$156,000 from July 23, 2019 to June 30, 2020, and authorize the Chair to sign

#### EXECUTIVE SUMMARY:

On June 19, 2018, your Board passed Resolution 2018-75 declaring your intention to establish the Lake County Tourism Improvement District (LCTID). The LCTID Board, comprised of lodging business owners, a representative from the County of Lake, the City of Clearlake and the City of Lakeport as well as other tourism representatives was seated on November 7, 2018. The official manager of the LCTID is Visit Lake County California (VLCC), a 501(c)3 organization which acts as the Owners' Association for the LCTID.

Staff respectfully requests your approval of the attached Agreement which authorizes the County of Lake to provide funds for the purpose of marketing Lake County. Historically, the funds for these services have been directed to multiple vendors. With the creation of the LCTID the funds can now be directed to one vendor (Visit Lake County California) which will be responsible for promoting Lake County as a tourist, meeting and event destination.

The following table represents the actual expenses for those marketing services over the last two fiscal years.

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Description	FY17/18 Actuals	FY 18/19 Est. Actuals	FY 19/20 Budget
Dogtrekker Digital Services	6,000	17,250	
Crowd USA	34,926	23,097	
Google Adwords	12,000	9,251	
Mail Chimp	900	900	
Destinations	7,000	7,000	
CTA Contract and Renewal	8,630	6,750	
Clearlake Chamber of Commerce	10,000	10,000	
Lake County Chamber of Commerce	45,000	45,000	
CTA Lake County Chamber of Commerce	4,000	7,375	
Visitor Market Research	10,000	10,000	
Blog / Newsletter	9,299		
Photography, Konocti Challenge, Advertisements, Memberships	19,813	12,150	
TID Agreement			156,000
Total:	167,568	148,773	156,000

**FISCAL IMPACT:** ☐ None ☒ Budgeted ☐ Non-Budgeted

Estimated Cost: \$156,000

Amount Budgeted: \$156,000

Additional Requested:

Annual Cost (if planned for future years):

**FISCAL IMPACT (Narrative):** None

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

**RECOMMENDED ACTION:**

Approve Agreement between the County of Lake and Visit Lake County California for the Provision of Administrative Services in the amount of \$156,000 from July 23, 2019 to June 30, 2020, and authorize the Chair to sign.