



Legislation Text

File #: 21-172, Version: 2

Memorandum

Date: March 23, 2021

To: The Honorable Bruno Sabatier, Chair, Lake County Board of Supervisors

From: Carol J. Huchingson, County Administrative Officer

Subject: (a) Consideration of report from the Lake County Tourism Improvement District on its activities over the past year

(b) Approve Agreement between the County of Lake and Visit Lake County California for the Provision of Administrative Services in the amount of \$78,000 from March 2, 2021 to June 30, 2021, and authorize the Chair to sign

Executive Summary: (include fiscal and staffing impact narrative):

(a) 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. During your March 23, 2021 agenda, the LCTID will report to your Board on its activities over the past year.

(b) With the establishment of the LCTID and its own revenue stream, County staff are no longer engaged in tourism marketing directly and funds previously used for direct services are now provided to the LCTID for marketing and destination tourism activities, which promote the local economy.

This agreement is coming to your Board later in FY 2020-21 due to the pandemic and transition of staffing.

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.

If not budgeted, fill in the blanks below only:

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

Consistency with Vision 2028 and/or Fiscal Crisis Management Plan (check all that apply):

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> Well-being of Residents | <input type="checkbox"/> Public Safety | <input type="checkbox"/> Infrastructure | <input type="checkbox"/> Not applicable |
| <input checked="" type="checkbox"/> Economic Development | <input type="checkbox"/> Disaster Recovery | <input type="checkbox"/> County Workforce | <input type="checkbox"/> <i>Technology Upgrades</i> |
| <input type="checkbox"/> Community Collaboration | <input checked="" type="checkbox"/> Business Process Efficiency | <input checked="" type="checkbox"/> Clear Lake | <input checked="" type="checkbox"/> <i>Revenue Generation</i> |
| | | | <input checked="" type="checkbox"/> <i>Cost Savings</i> |

If request for exemption from competitive bid in accordance with County Code Chapter 2 Sec. 2-38, fill in blanks below:

Which exemption is being requested?

How long has Agreement been in place?

When was purchase last rebid?

Reason for request to waive bid?

Recommended Action:

- (a) Consideration of report from LCTID
- (b) Approve Agreement between the County of Lake and Visit Lake County California for the Provision of Administrative Services in the amount of \$78,000 from March 2, 2021 to June 30, 2021, and authorize the Chair to sign.