



Legislation Text

File #: 22-486, Version: 1

Memorandum

Date: May 17, 2022

To: The Honorable E.J. Crandell, Chair, Lake County Board of Supervisors

From: Susan Parker, Interim County Administrative Officer

Subject: (a) Presentation of Proclamation recognizing May 2022 as California Tourism Month in Lake County; and (b) Consideration of Report from the Lake County Tourism Improvement District on its activities over the past year

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

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 May 17, 2022 agenda, the LCTID will report to your Board on its activities over the past year.

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):

☐ Not applicable

- | | | |
|--|---|--|
| <input type="checkbox"/> Well-being of Residents | <input type="checkbox"/> Public Safety | <input type="checkbox"/> Infrastructure |
| <input checked="" type="checkbox"/> Economic Development | <input type="checkbox"/> County Workforce | <input type="checkbox"/> Disaster Preparedness, Prevention, Recovery |
| <input type="checkbox"/> Community Collaboration | <input checked="" type="checkbox"/> Business Process Efficiency | <input checked="" type="checkbox"/> Clear Lake |

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) Presentation of Proclamation recognizing May 2022 as California Tourism Month in Lake County; and (b) Report from the Lake County Tourism Improvement District on its activities over the past year

