



## Legislation Text

File #: 22-649, Version: 1

### Memorandum

**Date:** July 12, 2022

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

**From:** Susan Parker, County Administrative Officer

**Subject:** 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 July 1, 2022 to June 30, 2023, and authorize the Chair to sign

**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.

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.

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.

**If not budgeted, fill in the blanks below only:**

Estimated Cost: \_\_\_\_\_ Amount Budgeted: \_\_\_\_\_ Additional Requested: \_\_\_\_\_ Future Annual Cost: \_\_\_\_\_

**Consistency with Vision 2028** (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 Prevention, Preparedness, Recovery |
| <input checked="" 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:** 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 July 1, 2022 to June 30, 2023, and authorize the Chair to sign.