

*We are a welcoming, active and business-friendly rural
foothill community built on California's rich gold rush history*



City Manager's Report
November 9, 2022, City Council Special Meeting
Prepared by: Cleve Morris, City Manager
Item #: 12.1

Subject: Adopt a resolution:

1. Extending an agreement with the El Dorado County Chamber of Commerce thru June 30, 2023 to provide a marketing program for the City and allocating an additional \$9,500 to the project; and
2. Approving \$9,500 budget liquidation from the ARPA Fund for the Contribution to the El Dorado County Navigation Center; and
3. Approving a \$9,500 budget appropriation for the Citywide Marketing Program (CIP #42244).

Purpose: To consider renewal/extension of an agreement with the El Dorado County Chamber of Commerce to providing marketing outreach for the City of Placerville.

Strategic Plan Strategy: Economic Development 2) b. Maintain/Improve Quality of Life:
 Strategy – Prepare and recommend a Program to promote Special Events in Placerville to promote and market the City

Background: On September 28, 2021 the Council authorized an agreement with the El Dorado County Chamber of Commerce to provide marketing services to the City of Placerville. Since that time, the Chamber has done extensive outreach on behalf of the City to market visitors to the City. The initial agreement was for one year and ran through September of this year, although additional work has been done through October as funding allowed. The program was funded through American Rescue Plan Act funds in the amount of \$50,000.

Discussion: The attached proposal is a request from the Chamber to renew the agreement for an additional year. Staff spoke to the Chamber and mentioned that because the funding used for the program was one-time in nature, it may not be possible to fund the program for another year, at least not at the full level. The Chamber provided the attached proposal with two options. No. 1 is the full program at a cost of \$50,000. The second option is a scaled back program at a cost of \$35,000.

In the early 2000's, prior to the Recession, the City contributed funding to the Chamber for the various activities the Chamber does to support business and market the City. The annual amounts at that time were between \$2,000 and \$12,500.

Jody Franklin will provide a summary presentation of the marketing program year-to-date and provide an explanation of the two levels of service outlined in the attached proposal. Also attached is a summary of expenses paid to date for the program.

Options:

1. Approve the Marketing Program Option 1 in the amount of \$50,000.
2. Approve the Marketing Program Option 1 in the amount of \$35,000.

3. Extend the current agreement through June 30, 2022, adding \$9,500 to the remaining funds of \$5,513.22 for a total of \$15,013.22.
4. Do not approve the agreement and direct staff how to proceed.

Environmental: There will be no Environmental effect on the part of the City as a result of this action.

Cost: This cost will be based on the final approval.

Budget Impact: At its meeting held on September 14, 2021, the City Council appropriated \$50,000 for the Citywide Marketing Program (CIP #42244). To date, the \$50,000 project budget is fully encumbered. Staff recommends the Council approve a \$9,500 budget liquidation from the ARPA Fund for the Contribution to the El Dorado County Navigation Center and a \$9,500 budget appropriation for the Citywide Marketing Program (CIP #42244) to continue the program for the remainder of the fiscal year.

Recommendation:

Adopt a resolution:

1. Extending an agreement with the El Dorado County Chamber of Commerce thru June 30, 2023 to provide a marketing program for the City and allocating an additional \$9,500 to the project; and
2. Approving \$9,500 budget liquidation from the ARPA Fund for the Contribution to the El Dorado County Navigation Center; and
3. Approving a \$9,500 budget appropriation for the Citywide Marketing Program (CIP #42244).



M. Cleve Morris, City Manager

Attachments:

Attachment A: Resolution

Attachment B: Presentation