

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



City Manager's Report
April 11, 2023, City Council Meeting
Prepared by: Cleve Morris,
Item #: 6.3

Subject: Presentation on the City's Marketing Program through the El Dorado County Chamber of Commerce

Recommendation: Receive and File

Purpose: To update the Council and citizens on the City's Marketing Program being provided by the El Dorado County Chamber of Commerce.

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 City Council approved an agreement with the El Dorado County Chamber of Commerce to provide a marketing program for the City. That contract ran through September of 2022. In October of 2022, the Chamber made a presentation and requested additional funding for another year. The Council approved funding on a reduced level of service through June 30, 2023.

Discussion: Jody Franklin, Executive Director of Tourism for the El Dorado County Visitor's Authority, will make a presentation on the success of the program to date.

Cost: None. Council approved an amendment funding the contract through June 30, 2023.

Budget Impact: None

Recommendation: Presentation on the City's Marketing Program through the El Dorado County Chamber of Commerce



M. Cleve Morris, City Manager

Attachments:

Attachment A: Presentation