



MEMORANDUM  
COUNTY OF PLACER  
Office of Economic Development

175 Fulweiler Avenue, Auburn, CA 95603-2133  
(530) 889-4016 • Fax:(530) 889-4095

TO: Honorable Board of Supervisors

FROM: David Boesch, County Executive Officer 

BY: David C. Snyder, Director of Economic Development

DATE: August 20, 2013

SUBJECT: Amendment to Contract No. 13215 with Placer County Visitor's Bureau in the amount of \$8,972

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**ACTION REQUESTED**

Approve an amendment to Contract No. 13215 with the Placer County Visitor's Bureau to upgrade the Visitor's Guide the amount of \$8,972 funded by Western Slope TOT and no net county cost for the period of July 1, 2012 to June 30, 2013.

**BACKGROUND**

On September 11, 2013, the Placer County Board of Supervisors approved Contract No. 11824 with the Placer County Visitor's Bureau (PCVB) in the amount of \$270,000 for the operation of the California Welcome Center funded by \$185,000 in Western Slope Transient Occupancy tax, \$45,000 in net county cost for the State Fair Booth and \$40,000 in Eastern Slope Transient Occupancy to maintain the operation of the Visitor's Information Center/California Welcome Center and promote tourism on the Western Slope. The attached amendment will increase this contract by \$8,972.00 to reflect one half of the excess Transient Occupancy Tax (TOT) revenues from FY 2012-13. This increase will be used to restructure 2014 Visitor's Welcome Guide to include enrichments that would turn the welcome guide into an entertaining and useful guide that visitors would retain and value. Past publishers who have partnered with PCVB have only been amicable to publications that allowed them the opportunity to sell ad placements. With adequate funding, PCVB can share expenses and turn the Welcome Guide into a comprehensive, all-county-inclusive publication. Specific upgrades would be: more informative editorials, less advertisement requirements of each town, day trip maps and a center pull out map of county.

**FISCAL IMPACT**

This amendment changes the original amount of the PCVB contract from \$270,000 to \$278,972 for the operation of the Visitor's Information Center/California Welcome Center and is budgeted in Fiscal Year 2012-13. The funding will be transferred from the Gold Country Tourism & Promotions Fund.

Attachment

AMENDMENT TO AGREEMENT  
#13215 FOR PROFESSIONAL SERVICES  
FOR OPERATION OF THE PLACER COUNTY  
VISITORS INFORMATION CENTER AND  
A TOURISM PROMOTION AND MARKETING PROGRAM

CONTRACT NO. 13215-A  
BEGINS: July 1, 2012  
ENDS: June 30, 2013  
ADMINISTERING  
AGENCY: Econ. Development

Amended agreement dated this 20<sup>th</sup> day of August, 2013.

WHEREAS, the COUNTY OF PLACER, hereinafter referred to as ("County") and the PLACER COUNTY VISITOR BUREAU ("PCVB"), a nonprofit corporation, are mutually desirous in entering into an amendment of Agreement #13215 with the following changes:

**Addition to Scope of Work – 2012-2013**

**Amend the Scope of Work to include:** To restructure the 2014 Visitor's Welcome Guide to include enrichments that would turn the welcome guide into an entertaining and useful guide that visitors would retain and value. Past publishers who have partnered with PCVB have only been amicable to publications that allowed them the opportunity to sell ad placements. With adequate funding, PCVB can share expenses and turn the Welcome Guide into a comprehensive, all-county-inclusive publication. Specific upgrades would be more informative editorials, less advertisement requirements of each town, day trip maps and a center pull out map of county.

**Paragraph 5 - Payment Schedule**

**Change:** Payments in the amount of \$64,500.00 shall be made to the PCVB in advance, on a quarterly basis, for a total of \$270,000, **for additional services rendered, as outlined above; an additional payment of \$8,972.00 will be paid. Total amount of the contract will be \$278,972.00** during fiscal year 2012-2013, for the term of the agreement predicated on the ongoing fulfillment of the terms of this agreement and based upon receipt of an activity performance report for the previous prior quarter. COUNTY, in its sole discretion, may withhold or suspend part or all of quarterly payments if the PCVB fails to take prompt and effective corrective action to remedy material variances from this agreement and the Scope of Work within 15 days after notification by COUNTY.

ALL other terms and conditions of Agreement #13215 remain intact and unchanged.

WITNESS WHEREOF, the amended agreement approved and adopted the day and year above written.

COUNTY OF PLACER

APPROVED AS TO FORM:

By: \_\_\_\_\_ Dated: \_\_\_\_\_  
Jim Holmes, Chair  
Board of Supervisors

By: \_\_\_\_\_ Dated: \_\_\_\_\_  
County Counsel

PLACER COUNTY VISITOR BUREAU

By: Teena Wilkins Dated: 8/16/13  
Teena Wilkins, PCVB Interim Board President