




**MEMORANDUM**  
**COUNTY OF PLACER**  
**Office of Economic Development**

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

**DATE:** January 12, 2010  
**TO:** Honorable Board of Supervisors  
**FROM:** David C. Snyder, Director   
**SUBJECT:** **Amendment to Placer County Visitor's Bureau Contract #12772**

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**ACTION REQUESTED**

Approve the attached amendment to Contract No. 12772 and Exhibit A – Scope of Work, Item #6 to change the timing of the payments to the Placer County Visitor's Bureau (PCVB) for operation of the Placer County Visitor's Information Center and Tourism Promotion and Marketing Program for FY 09-10 and for State Fair Exhibit construction and operation.

**BACKGROUND**

The Placer County Visitor's Bureau (PCVB) relies on Transient Occupancy Tax (TOT) revenue payments from the County to pay for their operations. In years past, the contract between the PCVB and County included payments in advance of expenses. Due to economic uncertainties and a decline in TOT revenue the FY 2009-10 contract changed the County's payment methodology from payment in advance to payment in arrears. The change allowed the County to avoid paying the PCVB prior to final TOT revenue receipts that could potentially fall short; however, the PCVB's cash flow has been negatively impacted. The PCVB does not independently have sufficient resources to pay for their expenses prior to receiving TOT payments from the County. Therefore, the requested contract amendment includes language to revert back to past practice of advancing payments but includes a protection for the County to reduce the final advance based on actual TOT revenue receipts.

**ENVIRONMENT IMPACT - none**

**FISCAL IMPACT**

This amendment does not change the contract amount that is already budgeted for FY 09-10 only the payment timing.

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AMENDMENT TO AGREEMENT  
# 12772 FOR PROFESSIONAL SERVICES  
FOR TOURISM PROMOTION AND MARKETING  
PROGRAMS FOR OPERATING THE PLACER COUNTY  
VISITORS INFORMATION CENTER AND FOR  
STATE FAIR BOOTH CONSTRUCTION AND OPERATION

CONTRACT NO. 12772  
BEGINS: July 1, 2009  
ENDS: June 30, 2010  
ADMINISTERING  
AGENCY: Econ. Development

Amended agreement dated this 12<sup>th</sup> day of January, 2010.

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 #12772 with the following change:

**Amend the Scope of Work – 2009-2010**

**#6. Invoicing OED via quarterly payments in the amount of \$61,250 by the 15<sup>th</sup> day of the quarter in the months of July, October, January, and April up to a total of \$245,000 during Fiscal Year 2009-10. The final quarterly payment will be a partial payment in the amount of 50% or \$30,625 and will be ultimately adjusted based upon the availability of TOT sufficient to cover the full quarterly amount due.**

ALL other terms and conditions of Agreement #12772 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: \_\_\_\_\_  
Kirk Uhler, Chair  
Board of Supervisors

By: \_\_\_\_\_ Dated: \_\_\_\_\_  
Gerald O. Carden  
Chief Deputy County Counsel

PLACER COUNTY VISITOR'S BUREAU

By: Jan C. Decker Dated: 12/14/09  
Jan C. Decker  
PCVB Executive Director