



MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

175 Fulweiler Avenue, Auburn, CA 95603-2133
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TO: Honorable Board of Supervisors

FROM: Tom Miller, County Executive Officer

BY: David C. Snyder, ^{dcy} Director of Economic Development

DATE: June 27, 2006

SUBJECT: Amendment to Contract No. 12054 with Placer County Visitor's Council in the amount of \$32,360

ACTION REQUESTED

Approve the attached amendment to Contract No. 12054 with the Placer County Visitor's Council in the amount of \$32,360 for operation of the Placer County Visitor's Information Center and Tourism Promotion and Marketing Program for FY 2005-06.

BACKGROUND

On June 28, 2005, the Placer County Board of Supervisors approved Contract No. 11824 with the Placer County Visitor's Council (PCVC) in the amount of \$245,000 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 \$32,360.00 to reflect one half of the excess Transient Occupancy Tax (TOT) revenues from FY 2004-05. This increase will be used to conduct a study for combining tourism efforts within the County, perform website work, and advertising promotion with the Placer Valley Tourism, Sierra Gateway and the North Lake Tahoe Resort Association.

FISCAL IMPACT

This amendment changes the original amount of the PCVC contract from \$245,000 to \$275,360 for the operation of the Visitor's Information Center/California Welcome Center and is budgeted in Fiscal Year 2005-06. The funding will be transferred from the Gold Country Tourism & Promotions Fund.

Attachment

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AMENDMENT TO AGREEMENT
12054 FOR PROFESSIONAL SERVICES
FOR OPERATION OF THE PLACER COUNTY
VISITORS INFORMATION CENTER AND
A TOURISM PROMOTION AND MARKETING PROGRAM

CONTRACT NO. 12054-A
BEGINS: July 1, 2005
ENDS: June 30, 2006
ADMINISTERING
AGENCY: Econ. Development

(Higher Risk)

Amended agreement dated this 27th day of June, 2006.

WHEREAS, the COUNTY OF PLACER, hereinafter referred to as ("County") and the PLACER COUNTY VISITOR COUNCIL ("PCVC"), a nonprofit corporation, are mutually desirous in entering into an amendment of Agreement #12054 with the following changes:

(Primary)

Addition to Scope of Work – 2005-2006

Amend the Scope of Work to include: conduct a study for combining tourism efforts within the county, website work, and advertising promotion with the Placer Valley Tourism, Sierra Gateway and the North Lake Tahoe Resort Association.

Paragraph 5 - Payment Schedule

Change: Payments in the amount of \$61,250.00 shall be made to the PCVC in advance, on a quarterly basis, for a total of \$245,000, for additional services rendered, as outlined above; an additional payment of \$32,360.00 will be paid. Total amount of the contract will be \$277,360.00 during fiscal year 2005-2006, 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 PCVC 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 #12054 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: _____
Bill Santucci, Chair
Board of Supervisors

By: _____ Dated: _____
County Counsel

PLACER COUNTY VISITOR COUNCIL

By: Lawrence A. Jordan Dated: 6/19/06
Lawrence A. Jordan, PCVC Board Chair