

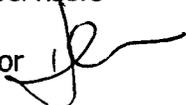


MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

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

DATE: April 3, 2007

TO: Honorable Board of Supervisors

FROM: David C. Snyder, Director 

SUBJECT: Approve a promotional item in the amount of \$500.00 for the Regional Council of Rural Counties (RCRC) Annual Conference held September 20, 2006, in Squaw Valley and hosted by Placer County including the expenditure of \$350.00 for a gift certificate promoting one of Placer County's ski resorts

ACTION REQUESTED

Approve a promotional item in the amount of \$500.00 for the Regional Council of Rural Counties (RCRC) Annual Conference held September 20, 2006, in Squaw Valley and hosted by Placer County including the expenditure of \$350.00 for a gift certificate promoting one of Placer County's ski resorts.

BACKGROUND

Placer County has promoted the North Lake Tahoe tourist economy in a multitude of ways. Historically, one of these promotions is with RCRC, an organization consisting of 30 rural California counties that meets regularly to discuss issues related to improving services and to reviewing statewide legislation.

The Placer County Board of Supervisors has represented County residents and interests through this organization for at least nine years. A Board Member is appointed to this organization and that Supervisor attends regular meetings and participates in the Annual Conference. RCRC has a long-term practice of asking member counties to provide promotional items for auction at its Annual Conference. The auction serves as a conference event and funds raised go to a non-profit organization of RCRC's choice, including educational foundations.

Placer County was selected as the site of the most recent RCRC event, and there were approximately 72 conferees from RCRC's 30 member counties in attendance. Placer County's RCRC representative, Supervisor Bruce Kranz and Placer County were hosts for this event and which was held in Squaw Valley. As in past years, a promotional package was assembled by the Director of Ag. Marketing and the Office of Economic Development to showcase Placer County's agricultural products and visitor and tourist attractions. This year's promotion featured a gift certificate promoting one of Placer County ski resorts.

FISCAL IMPACT

This expense is in Economic Development's Budget for Fiscal Year 2006-07, under miscellaneous expenses, line item 2456.

