

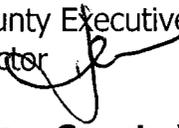


MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

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

DATE: November 2, 2010

TO: Honorable Board of Supervisors

FROM: Thomas M. Miller, County Executive Officer
David C. Snyder, Director 

SUBJECT: **Amendment to Placer County Visitor's Bureau Contract #12896 in the amount of \$40,000**

ACTION REQUESTED

Approve the attached amendment to Contract No. 12896 and Exhibit A – Scope of Work and Item #6 to change the payment amounts to include an additional \$40,000 to Placer County Visitor's Bureau (PCVB) for operation of the Placer County Visitor's Information Center and Tourism Promotion and Marketing Program for FY 10-11 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 fund their operations. Precipitous declines in TOT revenue during FY 2008-09 and FY 2009-10 have negatively impacted PCVB's cash flow. Monthly expenses are exceeding revenues and this deficit severely affects PCVB's ability to market the County to potential visitors. The PCVB will be performing the amended and additional scope of work for the \$40,000 increase in the amount over and above the original contract amount of \$235,000.

ENVIRONMENT IMPACT - none

FISCAL IMPACT

This additional funding restores general fund revenues eliminated on July 1, 2007 when TOT from the Western Slope Tourism Marketing account was sufficient to cover operating expenses. The source of this additional funding is contained within the Office of Economic Development's budget. This is a one-year annual contract amendment in the amount of \$40,000. The availability of this funding is based on performance of the amended Scope of Work 2010-2011.

AMENDMENT TO AGREEMENT
12896 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. 12896
BEGINS: July 1, 2009
ENDS: June 30, 2010
ADMINISTERING
AGENCY: Econ. Development

Amended agreement dated this 2nd day of November, 2010.

WHEREAS, the COUNTY OF PLACER, hereinafter referred to as ("County") and the PLACER COUNTY VISITOR BUREAU ("PCVB"), a nonprofit corporation, are mutually desirous of entering into an amendment on Agreement #12896 with the following changes:

Amend the Scope of Work – 2010-2011

The PCVB will be performing the amended and additional scope of work for the \$40,000 increase in the amount over and above the original contract amount of \$235,000. The PCVB shall perform and provide the following additional obligations under this amended Exhibit A/Scope of Work with Placer County as follows:

- Investigation and placement of additional advertising opportunities in travel industry publications
- Investigation and participation in additional industry-related tradeshows/conferences for external marketing efforts
- Upgrade or replace existing antiquated computer equipment
- Direct staff and PCVB resources to help support various local and regional tourism events throughout Placer County

#6. Invoicing OED via quarterly payments for the final two payments in FY 10-11 in the amount of \$78,750 by the 15th day of the quarter in the months of January and April up to a total of \$275,000 during Fiscal Year 2010-11. The final quarterly payment will be adjusted based upon the availability of TOT sufficient to cover the full quarterly amount due.

ALL other terms and conditions of Agreement #12896 remain intact and unchanged.

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

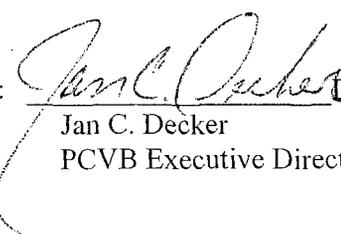
COUNTY OF PLACER

APPROVED AS TO FORM:

By: _____ Dated: _____
Kirk Uhler, Chair
Board of Supervisors

By:  Dated: 10/25/10
Gerald O. Carden
Chief Deputy County Counsel

PLACER COUNTY VISITOR'S BUREAU

By:  Dated: 10/25/2010
Jan C. Decker
PCVB Executive Director