

PROMOTIONS

Mission

To create a self-sustaining, long-term marketing and advertising Promotion Program on behalf of Arts and Culture, Agri-Tourism, Business, Film and Tourism industries, using innovative and comprehensive strategies developed and implemented by partnerships among private, public, and nonprofit entities throughout the County. The Promotion strategy identifies four key principles:

- Sustainable marketing of the County's business and tourism amenities;
- Promotion of the County's culture and environment through the arts and film;
- Community-based partnerships that will leverage County revenues, thereby enhancing greater program outcomes; and
- Strategic vision for long-term promotional programming.

Program Summary

Promotions
Positions: 0.0 FTE

Total Appropriations: \$802,562
Net County Cost: \$802,562

Under the supervision of the CAO, the Economic Development Coordinator manages the County Promotion program. The Economic Development Coordinator oversees the Request for Proposal (RFP) process used to select organizations to provide promotional services that fulfill the mission as outlined above, and negotiates and monitors the resultant contracts.

Chief Administrative Office Comments

Funding for the promotions budget is recommended at \$802,562, an increase of \$130,797 from FY 2007-08. While the Board directed in March, 2008 that the Promotions funding for FY 2008-09 remain at the same level as FY 2007-08, the budget includes carryover balances on contracts that were awarded through the RFP process in FY 2007-08.

Promotions Grants

The funding allocated for new awards through the RFP process in FY 2008-09 is recommended at \$571,765. Awards will be made to organizations for activities consistent with the Promotions mission statement. The entire carryover amount of \$130,797 is reallocated for contracts already in place with awarded entities.

Economic Development

The budget includes \$100,000 for Business Attraction and County promotion. This amount includes funding for the Economic Development Advisory Committee (EDAC), studies and business attraction tools, and development and implementation of the County's Economic Development and Marketing Program, which is required by the General Plan. The Economic Development Coordinator will obtain Board of Supervisors approval for allocation of these funds for specific purposes other than reimbursement of the EDAC members' per diem and mileage expense.

PROMOTIONS

Financial Information by Fund Type

FUND TYPE: 10 GENERAL FUND
 DEPARTMENT: 11 COUNTY PROMOTION

		PRIOR YR ACTUAL	CURRENT YR APPROVED BUDGET	DEPARTMENT REQUEST	CAO RECOMMENDED BUDGET	DIFFERENCE
TYPE: E EXPENDITURE						
CLASS	CLASS TITLE					
40	SERVICE & SUPPLIES	627,607	671,765	802,562	802,562	130,797
70	OTHER FINANCING USES	100,000	0	0	0	0
72	INTRAFUND TRANSFERS	25,000	0	0	0	0
TYPE: E SUBTOTAL		752,607	671,765	802,562	802,562	130,797
FUND TYPE:	10 SUBTOTAL	752,607	671,765	802,562	802,562	130,797
DEPARTMENT:	11 SUBTOTAL	752,607	671,765	802,562	802,562	130,797