

ECONOMIC DEVELOPMENT/PARKS AND TRAILS

Mission

The Economic Development budget (formerly identified in the Recommended Budget as "County Promotions") provides funding for economic development for direct County economic development activities and through Promotions grants to outside agencies.

The Promotions grant funding supports 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.

The Parks and Trails program provides support for our County parks, the Rubicon Trail and River Management. The program supports the County's vision of safe, healthy and vibrant communities while wisely managing our natural resources and preserving our local heritage.

Program Summaries

Economic Development

Positions: 2.0 FTE

Extra Help: \$ 7,000

Total Appropriations: \$614,557

Total Net County Cost: \$614,557

This program is responsible for stimulating business growth and economic expansion in El Dorado County. This includes retention of businesses that already exist in the County or may be interested in expansion and attraction of new businesses. Activities include developing and implementing technical assistance to enhance local employment and coordinating programs and services with County departments and community organizations to provide resource information regarding business management, marketing, accounting, cash flow management and customer service. The office also staffs the Community and Economic Development Advisory Committee.

Promotions

Positions: 0.0 FTE

Total Appropriations: \$767,000

Net County Cost: \$767,000

The Promotions program currently consists of contracts with organizations to provide promotional services that fulfill the mission as outlined above that were awarded as a result of a prior year Request for Proposal (RFP) process. Pursuant to direction from the Board of Supervisors on March 25, 2013, the budget for this program includes an increase of 15% for the following current program and project contracts:

American River Music Festival	\$ 42,795
El Dorado Arts Council	\$ 136,315
El Dorado Visitor's Authority	\$ 227,835
El Dorado Hills Chamber of Commerce	\$ 126,679

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El Dorado Lake Tahoe Film & Media Office	\$ 138,871
Lake Tahoe South Shore Chamber of Commerce	\$ 83,935

Additionally, \$10,000 has been included for the annual Wagon Train event.

<u>Special Projects</u>	Total Appropriations: \$240,000
Positions: 0.0 FTE	Net County Cost: \$240,000

The budget for this program includes FY 2012-13 carry over funding for the following special projects approved by the Board of Supervisors on March 25, 2013:

Grant Development Program	\$ 100,000
Community Development Micro Grant Program	\$ 40,000
Web Portal Development	\$ 100,000

<u>River Management</u>	Total Appropriations: \$155,090
Positions: 1.00 FTE	Total Revenues: \$155,090
Extra Help: \$29,000	Net County Cost: \$0

The River Management program is responsible for implementation of the El Dorado County River Management Plan (RMP) adopted in 2001. This program was transferred from General Services to Environmental Management in March, 2009. The program regulates commercial and non-commercial whitewater recreation activities on the 20.7-mile segment of the South Fork of the American River between the Chili Bar Dam near State Highway 193, and Salmon Falls Road at the upper extent of Folsom Reservoir. This program administers the established operational rules for commercial and non-commercial/private boaters navigating the river along with health and safety objectives identified in the RMP and other County Ordinances. The revenue generated in this program is from river use permits. The revenue is ongoing for this division.

Extra Help Justification

River Instructor (2 Seasonal Positions)

The extra help River Instructors administer the river program as described in the River Management Plan. Their role in the program is to educate the public on relevant laws, provide first aid and river rescue as needed, monitor the river usage, audit the outfitter permit requirements, and review river use permits. These extra help employees work the program during the busy river use months, which is typically from mid-April to mid-September. These positions are funded from revenue generated by river use permits.

<u>Park Operations</u>	Total Appropriations: \$339,442
Positions: 2.0 FTE	Total Revenues: \$65,000
Extra Help: \$32,000	Net County Cost: \$274,442

The Park Operations division oversees the operations of the established parks in the County. These parks include Henningsen Lotus Park, Pioneer Park and Bradford Park. Operational components related to the parks include park staffing, event scheduling, and ensuring proper usage of the parks. Revenue generated in this program is from park usage fees and facility

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rental fees. Revenue is ongoing for this division, however does not cover the cost of the program resulting in the net county cost.

Extra Help Justification

Park Assistants (2 Seasonal Positions)

The extra help Park Operations Assistants are seasonal staff at the Henningsen Lotus Park. Extra help employees collect park fees, sell light tokens, attend to weekend park maintenance, oversee onsite park facility rentals, and respond to park related emergencies, as needed. These positions are funded through revenue generated by park usage fees collected at the Henningsen Lotus Park.

Rubicon Trail Grant Programs

Positions: 0 FTE

Total Appropriations: \$695,396

Total Revenues: \$695,396

Net County Cost: \$0

The Chief Administrative Office has assumed the grant administration for the Rubicon Trail. Coordination of the projects will be done in conjunction with the Department of Transportation. Procurement of goods and services, payment of claims, administration of the grants, and liaison with agencies will be provided by the Chief Administrative Office.

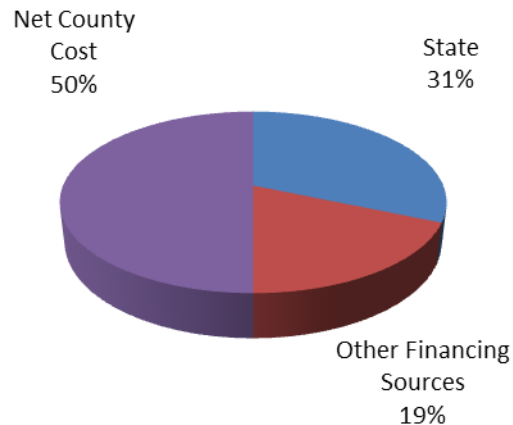
Financial Charts

Source of Funds

State (\$575,574) : Grant funding for the Rubicon Trail

Other Financing Sources: (\$339,912) : Operating transfers from the SMUD special revenue fund for maintenance of the Rubicon Trail (\$119,822), river trust fund (\$155,090) and fees from park operations at Henningsen Lotus Park (\$65,000).

Net County Cost (\$1,895,999): The Department is primarily funded with Transit Occupancy Taxes (TOT) which flow through as discretionary General Fund tax revenue. These revenues are collected in Department 15 – General Fund Other Operations.

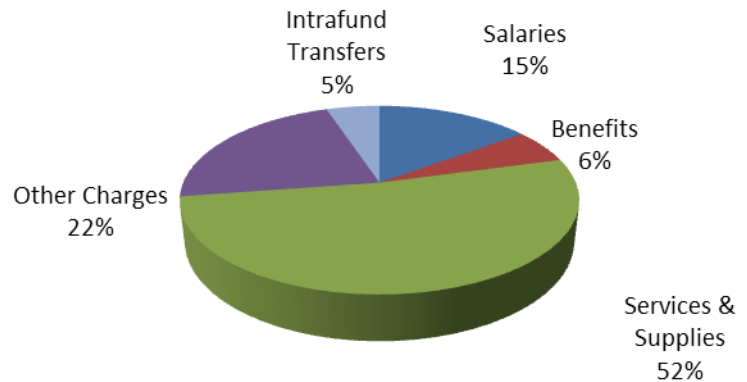


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Use of Funds

Salaries & Benefits (\$584,348): Primarily comprised of permanent salaries (\$350,920), and health insurance (\$77,386), retirement (\$68,991) and temporary employees (\$68,000).

Services & Supplies (\$1,458,417): Primarily comprised of professional services related to promotions contracts (\$865,560), special department expense related to economic development expenses (\$245,000) and special projects related to economic development projects (\$210,000).



Other Charges (\$623,960): Primarily charges from DOT for work on the Rubicon Trail.

Intra-fund Transfers (\$144,760): Includes charges for staff time for the Assistant Chief Administrative Officer (\$105,560) as well as various cost applied charges for telephones and computer support.

Staffing

The staffing allocations for the Economic Development / Parks & Trails division is allocated in the Chief Administrative Office. Total staff includes 7 FTE's, all located on the West Slope.

Chief Administrative Office Comments

The Recommended Budget represents an overall increase of \$915,486 in revenues and an increase of \$1,088,715 or 63% in appropriations when compared to the FY 2012-13 approved budget. As a result, the Net County Cost has increased \$173,229 or 10%.

The Recommended Budget for Economic Development has been calculated using 75% of actual Transient Occupancy Tax (TOT) revenues for FY 2011-12; however, this amount will be revised in the Addenda process to reflect 75% of the actual TOT revenues for FY 2012-13, once that amount is known. Appropriations for Economic Development include funding for two staff positions (\$229,079), extra help to assist with special events and projects (\$7,000), \$767,000 for promotional contracts, \$240,000 for carry over projects from FY 2012-13, and \$200,000 to be programmed at a later date based on input from the County's Economic Investment Team and the Community and Economic Development Advisory Committee and direction from the Board of Supervisors.

The Recommended Budget for Parks and River is moving from Environmental Management. The Net County Cost for this program is increasing \$110,750 from FY 2012-13 for a total Net

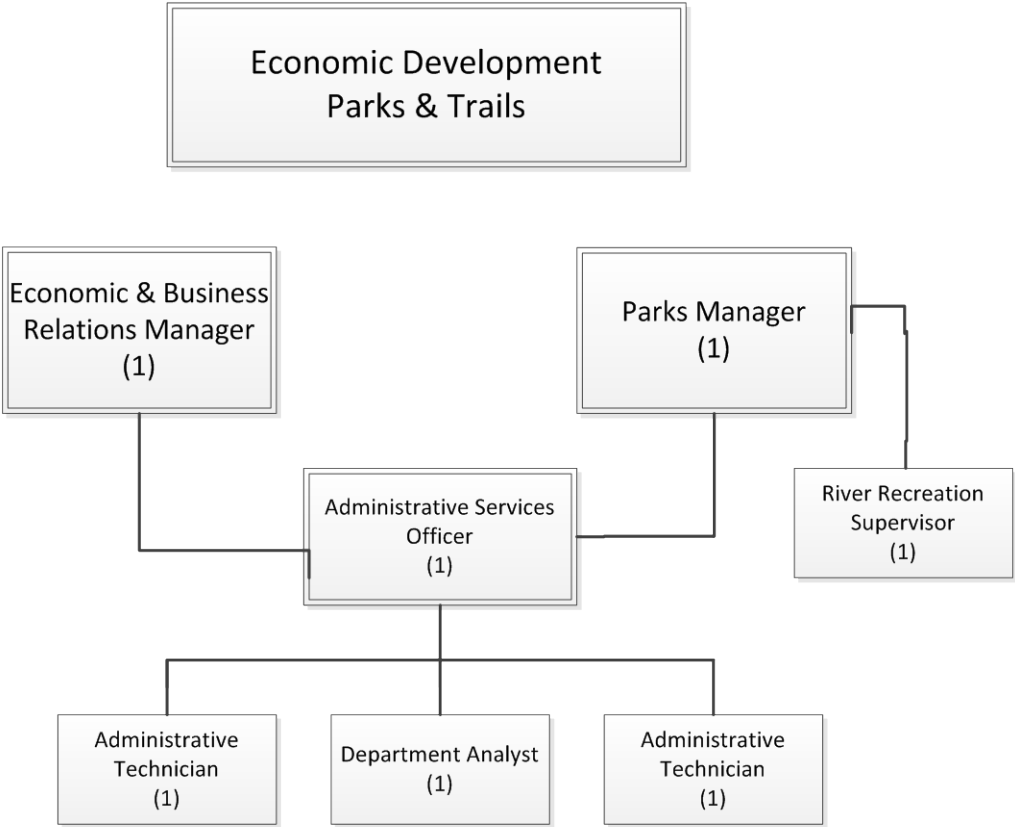
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County Cost of \$274,442. A large portion of this increase is offset with savings in the Chief Administrative Office budget. The increase is primarily related to increased salaries and benefits for staff dedicated 100% to parks and trails.

The Recommended Budget for the Rubicon is decreasing due to less grant funding in FY 2013-14. There is no Net County Cost associated with the Rubicon budget. The budget has moved over from the Chief Administrative Office.

On May 21, 2013, the Board approved in concept moving the Housing Community and Economic Development program out of Human Services and into the Economic Development / Parks & Trails budget. This change will be further defined at Addenda. The Recommended Budget includes the addition of one Administrative Services Officer and one Administrative Technician for this program. These positions will be deleted in Human Services and staff transferred to the Chief Administrative Office.

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FTE TOTAL included with CAO Budget

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Financial Information by Fund Type

FUND TYPE: 10 GENERAL FUND
DEPARTMENT: 11 ECONOMIC DEVELOPMENT/PARKS & TRAILS

	MID-YEAR PROJECTION	CURRENT YR APPROVED BUDGET	DEPARTMENT REQUEST	CAO RECOMMENDED BUDGET	DIFFERENCE
TYPE: R REVENUE					
SUBOBJ SUBOBJ					
0880 ST: OTHER	0	0	575,574	575,574	575,574
CLASS: 05 REV: STATE INTERGOVERNMENTAL	0	0	575,574	575,574	575,574
2020 OPERATING TRANSFERS IN	0	0	339,912	339,912	339,912
CLASS: 20 REV: OTHER FINANCING SOURCES	0	0	339,912	339,912	339,912
TYPE: R SUBTOTAL	0	0	915,486	915,486	915,486

ECONOMIC DEVELOPMENT / PARKS AND TRAILS

Financial Information by Fund Type

FUND TYPE: 10 GENERAL FUND
DEPARTMENT: 11 ECONOMIC DEVELOPMENT/PARKS & TRAILS

		MID-YEAR PROJECTION	CURRENT YR APPROVED BUDGET	DEPARTMENT REQUEST	CAO RECOMMENDED BUDGET	DIFFERENCE
TYPE: E EXPENDITURE						
SUBOBJ	SUBOBJ					
3000	PERMANENT EMPLOYEES / ELECTED	132,234	132,234	350,920	350,920	218,686
3001	TEMPORARY EMPLOYEES	25,000	25,000	68,000	68,000	43,000
3020	RETIREMENT EMPLOYER SHARE	24,473	24,473	68,991	68,991	44,518
3022	MEDI CARE EMPLOYER SHARE	1,907	1,907	5,088	5,088	3,181
3040	HEALTH INSURANCE EMPLOYER SHARE	27,453	27,453	77,386	77,386	49,933
3041	UNEMPLOYMENT INSURANCE EMPLOYER	1,207	1,207	700	700	-507
3042	LONG TERM DISABILITY EMPLOYER	487	487	1,263	1,263	776
3080	FLEXIBLE BENEFITS	6,000	6,000	12,000	12,000	6,000
CLASS: 30	SALARY & EMPLOYEE BENEFITS	218,761	218,761	584,348	584,348	365,587
4020	CLOTHING & PERSONAL SUPPLIES	0	0	700	700	700
4022	UNIFORMS	0	0	1,250	1,250	1,250
4040	TELEPHONE COMPANY VENDOR PAYMENTS	0	0	1,210	1,210	1,210
4041	COUNTY PASS THRU TELEPHONE CHARGES	500	500	650	650	150
4060	FOOD AND FOOD PRODUCTS	0	0	4,350	4,350	4,350
4085	REFUSE DISPOSAL	0	0	14,050	14,050	14,050
4161	VEH MAINT: PARTS DIRECT CHARGE	0	0	1,000	1,000	1,000
4220	MEMBERSHIPS	8,900	8,900	10,845	10,845	1,945
4260	OFFICE EXPENSE	4,000	4,000	3,151	3,151	-849
4261	POSTAGE	1,500	1,500	3,400	3,400	1,900
4263	SUBSCRIPTION / NEWSPAPER / JOURNALS	13,500	13,500	15,000	15,000	1,500
4266	PRINTING / DUPLICATING SERVICES	3,500	3,500	7,500	7,500	4,000
4300	PROFESSIONAL & SPECIALIZED SERVICES	804,186	806,786	865,560	865,560	58,774
4324	MEDICAL, DENTAL, LAB & AMBULANCE SRV	0	0	3,421	3,421	3,421
4400	PUBLICATION & LEGAL NOTICES	750	750	1,200	1,200	450
4420	RENT & LEASE: EQUIPMENT	0	0	6,800	6,800	6,800
4460	EQUIP: SMALL TOOLS & INSTRUMENTS	0	0	600	600	600
4461	EQUIP: MINOR	1,500	1,500	18,400	18,400	16,900
4462	EQUIP: COMPUTER	1,500	1,500	1,500	1,500	0
4500	SPECIAL DEPT EXPENSE	0	0	245,000	245,000	245,000
4501	SPECIAL PROJECTS	485,000	485,000	210,000	210,000	-275,000
4503	STAFF DEVELOPMENT	2,500	2,500	5,500	5,500	3,000
4529	SOFTWARE LICENSE	0	0	380	380	380
4600	TRANSPORTATION & TRAVEL	5,000	5,000	2,500	2,500	-2,500
4602	MILEAGE: EMPLOYEE PRIVATE AUTO	2,500	2,500	1,850	1,850	-650
4605	RENT & LEASE: VEHICLE	0	0	4,000	4,000	4,000
4606	FUEL PURCHASES	0	0	2,600	2,600	2,600
4620	UTILITIES	0	0	26,000	26,000	26,000
CLASS: 40	SERVICE & SUPPLIES	1,334,836	1,337,436	1,458,417	1,458,417	120,981
5240	CONTRIB: NON-CNTY GOVERNMENTAL	10,000	10,000	35,072	35,072	25,072
5300	INTERFND: SERVICE BETWEEN FUND TYPES	0	0	588,888	588,888	588,888
CLASS: 50	OTHER CHARGES	10,000	10,000	623,960	623,960	613,960
6042	FIXED ASSET: COMPUTER SYSTEM EQUIP	4,000	4,000	0	0	-4,000
CLASS: 60	FIXED ASSETS	4,000	4,000	0	0	-4,000
7200	INTRAFUND TRANSFERS: ONLY GENERAL	150,000	150,000	127,140	127,140	-22,860
7220	INTRAFND: TELEPHONE EQUIPMENT &	624	624	14,620	14,620	13,996
7225	INTRAFND: CENTRAL DUPLICATING	500	500	0	0	-500
7227	INTRAFND: MAINFRAME SUPPORT	849	849	0	0	-849
7229	INTRAFND: PC SUPPORT	600	600	1,000	1,000	400
7231	INTRAFND: IS PROGRAMMING SUPPORT	0	0	2,000	2,000	2,000
CLASS: 72	INTRAFUND TRANSFERS	152,573	152,573	144,760	144,760	-7,813
TYPE: E SUBTOTAL		1,720,170	1,722,770	2,811,485	2,811,485	1,088,715
FUND TYPE: 10	SUBTOTAL	1,720,170	1,722,770	1,895,999	1,895,999	173,229

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Ten Year History

	04/05 Actual	05/06 Actual	06/07 Actual	07/08 Actual	08/09 Actual
State	-	-	-	-	-
Other Financing Sources	-	-	-	-	-
Misc.	-	-	-	848	-
Total Revenue	-	-	-	848	-
Salaries	-	-	-	-	-
Benefits	-	-	-	-	-
Services & Supplies	204,337	381,994	627,607	588,475	621,146
Other Charges	-	-	-	-	-
Fixed Assets	-	-	-	-	-
Operating Transfers	-	56,550	100,000	-	-
Intrafund Transfers	36,769	60	25,000	-	-
Total Appropriations	241,106	438,604	752,607	588,475	621,146
NCC	241,106	438,604	752,607	587,627	621,146
FTE's	-	-	-	-	-

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Ten Year History

	09/10 Actual	10/11 Actual	11/12 Actual	12/13 Projected	13/14 Budget
State	-	-	-	-	575,574
Other Financing Sources	-	-	-	-	339,912
Misc.	-	-	-	-	-
Total Revenue	-	-	-	-	915,486
Salaries	89,247	-	-	157,234	418,920
Benefits	35,753	-	-	61,527	165,428
Services & Supplies	704,697	518,962	666,531	1,334,836	1,458,417
Other Charges	-	8,587	-	10,000	623,960
Fixed Assets	-	-	-	4,000	-
Operating Transfers	16,639	-	-	-	-
Intrafund Transfers	20,000	70,532	30,390	152,573	144,760
Total Appropriations	866,336	598,081	696,921	1,720,170	2,811,485
NCC	866,336	598,081	696,921	1,720,170	1,895,999
FTE's	-	-	-	-	-

10 Year Variance		
	\$ Change	% Change
Misc.	-	N/A
Total Revenue	915,486	N/A
Services & Supplies	1,254,080	614%
Other Charges	623,960	N/A
Intrafund Transfers	107,991	294%
Total Appropriations	2,570,379	1066%
NCC	1,654,893	686%
FTE's	-	N/A

Notes

FTE's are included in the Chief Administrative Office allocation

FY 2013-14 Includes the addition of Parks, Trails, Rubicon, River and Housing Community and Economic Development (HCED)

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