



CALAVERAS COUNTY BOARD OF SUPERVISORS AGENDA SUBMITTAL

Short Name/Subject Government Financial Strategies, Inc. Presentation	Board Meeting Date May 22, 2018	Agenda Number 21
Dept: Administrative Office Div: Economic Development Contact: Kathryn Gallino Phone: 209/754-6025	Supervisory District Number Countywide	Regular Agenda
Published Notice Required? No Public Hearing Required? No		Estimated Time: 1 Hour
Type of Document? Informational Item PowerPoint Presentation Included? Yes Budget Transfer Included (Must be signed by Auditor)? No Complete Agreement Required? No Position Allocation Change? No		

RECOMMENDATION:

Receive a presentation from Government Financial Strategies, Inc. on the proposed Transient Occupancy Tax increase.

DISCUSSION/SUMMARY: This is an informational item to discuss the services to be performed by Government Financial Services, Inc. (GFS) in regards to a proposed Transient Occupancy Tax (TOT) increase. The GFS presentation will provide background information regarding TOT history in Calaveras County, transient occupancy taxes in other jurisdictions, options and requirements for voter approval, community engagement, and voter demographics. The presentation will also serve as a foundational document for future public communications.

GFS's services include providing the County with professional assistance in the planning of a proposed TOT ("Hotel Stay Tax") increase and parameter development for the proposed tax measure. The GFS scope of work includes the research and analysis of: economic factors; lodging industry concerns; comparative examination of other jurisdictions; and academic studies.

In addition, financial modeling of the revenue potential of different TOT approaches will be discussed, as will the schedule necessary to meet ballot initiative timelines. GFS will coordinate all efforts with County Officials, Counsel, and Staff, and has assisted with retaining a public opinion survey firm. GFS's expertise will clarify roles in identifying public-private partnership opportunities and assist with the development of an implementation plan for community outreach.

FINANCING: This is an informational item and does not impact the general fund.

ALTERNATIVES: The Board could choose not to receive the presentation.

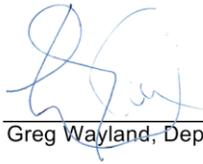
APPROVED BY:



Kathryn Gallino, Economic Development Director 5/10/2018



Christa Vo Latta, Administrative Analyst 5/10/2018



Greg Wayland, Deputy County Counsel 5/11/2018



Diane Beverud, Deputy Clerk of the Board of Supervisors 5/14/2018