



COUNTY OF HUMBOLDT

For the meeting of: 6/27/2023

File #: 23-665

To: Board of Supervisors

From: Supervisor Steve Madrone

Agenda Section: Initiated by Board Member

SUBJECT:

Film Commission Annual Report (Supervisor Steve Madrone)

RECOMMENDATION(S):

That the Board of Supervisors:

1. Hear the presentation and take appropriate action, if required.

SOURCE OF FUNDING:

Hotel & Motel Tax (107010)

DISCUSSION:

Each year the Humboldt County Film Commission comes before the Board of Supervisors to give an annual report on the Film Commission's activities for the previous year. Cassandra Hasseltine, Humboldt County Film Commissioner, will update the Board on 2022 production activities as well as discuss generated revenues that have positively impacted Humboldt County's economy.

FINANCIAL IMPACT:

There is no financial impact to hearing the report. However, the county maintains a contract with the Film Commission, paid through the County Administrative Office - Economic Development Promotion budget unit (1100-181), to provide annual funding equal to 5% of the actual total of Hotel & Motel Tax collected, plus \$20,000. Additionally, your Board in February approved allocating 10% of the revenue collected from the Measure J to the Film Commission for Fiscal Years 2022-23 and 2023-24. Measure J was approved by voters in November, and it increases the Hotel & Motel Tax by 2%, and applies the tax to private campgrounds and RV parks.

STRATEGIC FRAMEWORK:

This action supports your Board's Strategic Framework by providing community-appropriate levels of service.

OTHER AGENCY INVOLVEMENT:

N/A

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ALTERNATIVES TO STAFF RECOMMENDATIONS:

Board discretion

ATTACHMENTS:

N/A

PREVIOUS ACTION/REFERRAL:

Board Order No.: N/A

Meeting of: Feb. 7, 2023

File No.: 23-160