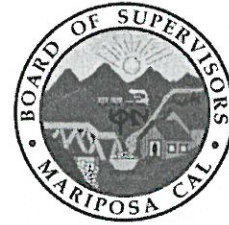




MARIPOSA COUNTY

Administration • 209-966-3222



RESOLUTION - ACTION REQUESTED 2013-554

MEETING: December 10, 2013

TO: The Board of Supervisors

FROM: Rick Benson, County Administrative Officer

RE: Yosemite/Mariposa County Tourism Bureau Contract

RECOMMENDATION AND JUSTIFICATION:

Approve a Contract for Services with the Yosemite/Mariposa County Tourism Bureau in the Amount of \$500,000 to Provide Marketing Services for the County, and Authorize the Board of Supervisors Chair to Sign the Agreement. The Board of Supervisors approved funding in the amount of \$500,000 for the Yosemite/Mariposa County Tourism Bureau during the Fiscal Year 2013-14 Budget Hearings. The terms of this contract remains essentially the same as the previous contracts and makes the Yosemite/Mariposa County Tourism Bureau responsible for promotion and marketing activities. The contract also continues the requirement that the Bureau make periodic progress and financial reports to the Board of Supervisors, including a list of vendor(s) and services that county funding was used on.

It is necessary to have signed contract in place before funding can be disbursed to the Yosemite/Mariposa County Tourism Bureau.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board of Supervisors adopted Resolution 12-558 on November 13, 2012, approving a contract for services with the Yosemite/Mariposa County Tourism Bureau for marketing services in the amount of \$500,000.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

FINANCIAL IMPACT:

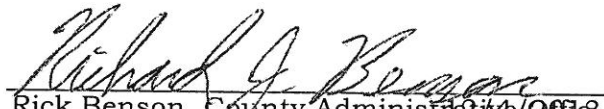
Funding for the contract is budgeted in the Community Cultural budget.

ATTACHMENTS:

Yos Mpsa Tourism Contract 2013 (DOC)

CAO RECOMMENDATION

Requested Action Recommended


Rick Benson, County Administrative Office

RESULT: ADOPTED [UNANIMOUS]
MOVER: Merlin Jones, District II Supervisor
SECONDER: Kevin Cann, District IV Supervisor
AYES: Stetson, Jones, Bibby, Cann, Carrier