



# MARIPOSA COUNTY

Administration · 209-966-3222



## **RESOLUTION - ACTION REQUESTED 2016-584**

MEETING: November 15, 2016

TO: The Board of Supervisors

FROM: Mary Hodson, CAO

RE: Yosemite/Mariposa County Tourism Bureau Contract

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### **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 2016-17 Budget Hearings and reaffirmed that amount at their regular meeting on November 1, 2016. The terms of this contract remain 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 15-458 on September 22, 2015, and Resolution 14-532 on October 14, 2014, approving a similar contracts for services with the Yosemite/Mariposa County Tourism Bureau.

### **ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:**

Do not approve the agreement for services. The Yosemite/Mariposa County Tourism Bureau will have reduced funding and may not be able to continue marketing efforts desired by the Board.

### **FINANCIAL IMPACT:**

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

### **ATTACHMENTS:**

**FY17 Yos-Mpsa Tourism Agmt (DOC)**

### **CAO RECOMMENDATION**

Requested Action Recommended

  
Mary Hodson, CAO 11/10/2016

**RESULT:** ADOPTED BY CONSENT VOTE [UNANIMOUS]

**MOVER:** Rosemarie Smallcombe, District I Supervisor

**SECONDER:** Merlin Jones, District II Supervisor

**AYES:** Smallcombe, Jones, Long, Cann, Carrier