
HOUSING AND COMMUNITY DEVELOPMENT AGENCY
BY: James F. Evans

PHONE: 966-6121

RECOMMENDED ACTION AND JUSTIFICATION: (POLICY ITEM: YES X NO ___)

Resolution authorizing the Housing and Community Development Agency Director to submit a letter to the California Division of Tourism requesting Federal Disaster Relief funds (\$35,000) for promotional efforts to address tourism losses resulting from the winter storms. (At the request of the Division of Tourism).

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board recently authorized expenditures to address the adverse impacts of the Highway 140 road closure.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION.

Do not submit request for relief funds or revise promotional campaign.

- COSTS: (X) Not Applicable
- A. Budgeted CURRENT FY \$ _____
 - B. Total anticipated costs \$ _____
 - C. Required Add'l funding \$ _____
 - D. Internal Transfers \$ _____

SPECIAL INSTRUCTIONS:
List the attachments and number pages consecutively:

2 Page HCD Letter _____

1 Page letter from DOT _____

- SOURCE: () 4/5ths vote required
- A. Unanticipated revenues \$ _____
 - B. Reserve for contingencies \$ _____
 - C. Source description: _____
- Balance in Reserve for Contingencies, if approved: \$ _____

- CLERK'S USE ONLY:
- Resolution No.: 95-138
- Ordinance No.: _____
- Vote - Ayes: 5 Noes: _____
- Absent: _____ Abstain: _____
- Approved () Denied
- (X) Minute Order Attached
- () No Action Necessary

ADMINISTRATIVE OFFICER'S RECOMMENDATION:

This item on agenda as:

Recommended

Not Recommended

Policy Determination

Submitted w/ Comment

Returned for further action

The foregoing instrument is a correct copy of the original on file in this office.
Date: _____

Comment: _____

ATTEST: MARGIE WILLIAMS
Clerk of the Board
County of Mariposa,
State of California

A.O. Initials: [Signature]

By: _____
Deputy

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: JIM EVANS, Housing and Community Development
Agency Director

FROM: MARGIE WILLIAMS, Clerk of the Board *MW*

SUBJECT: Submit a Letter Requesting (\$35,000) to Address
Tourism Losses Resulting from Recent Storms.

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on April 4, 1995

ACTION AND VOTE:

9:29 a.m. Jim Evans, Housing and Community
Development Agency Director;

B) Resolution Authorizing Housing and Community
Development Agency Director to Submit a Letter to the
California Division of Tourism Requesting Federal Disaster
Relief Funds (\$35,000) for Promotional Efforts to Address
Tourism Losses Resulting from the Winter Storms

BOARD ACTION: Following discussion, (M)Taber, (S)Stewart,
Res. 95-138 adopted/Ayes: Unanimous. Direction was given
for wording to be included to clarify that this application
would be for grant funds.

cc: File

EQUAL HOUSING
OPPORTUNITY

James F. Evans Director

HOUSING AND COMMUNITY DEVELOPMENT AGENCY

- Calaveras/Mariposa County
Community Action Agency
- Head Start
- Housing Authority of the
County of Mariposa
- Recreation Programs

April 4, 1995

John Poimiroo, Director
California Division of Tourism
801 K Street, Suite 1600
Sacramento CA 95814
Attention: Disaster Relief

RE: FEDERAL DISASTER RELIEF FUNDS

Dear Mr. Poimiroo:

Mariposa County wholeheartedly supports the Division of Tourism's efforts to secure Federal disaster grant funding to address substantial tourism-related economic impacts caused by the recent storms. As you are aware, Mariposa County's economy is dominated by tourism with approximately 70% of all employment directly related to tourism.

This letter is authorized by Board of Supervisors action on April 4, 1995.

Cause of Tourism Losses

While Mariposa suffered from limited flooding, electrical outages, brief closures of Highway 41 and other storm related incidents, the major economic impact has been the closure of State Highway 140 at the entrance to Yosemite National Park. This has caused major economic impacts to Mariposa County. While Highway 140 is scheduled to reopen April 6, 1995, adverse media coverage has impacted spring and summer tourism due to visitors changing travel plans.

Financial Impacts of Tourism Losses

According to local lodging operators, the DIRECT financial losses as a result of the storms is estimated to be approximately \$1.40 Million Dollars. Local merchants and businesses estimate DIRECT losses of approximately \$150,000 in gross sales. Based on a 9% Transient Occupancy Tax rate, the County of Mariposa estimates DIRECT losses of approximately \$125,000.

Based on a total DIRECT financial impact of \$1.675 Million Dollars of the storms and related media coverage, the INDIRECT (5 X Direct Losses) financial impact to the Mariposa County economy is estimated to be EIGHT MILLION DOLLARS.

Marketing Plan to Recover Tourism Losses

Anticipating receipt of Federal Disaster relief funds in July, 1995, a marketing campaign must focus on the following fall, winter, and spring seasons. The campaign must focus on attracting new visitors and encouraging repeat visitation. Therefore, the following marketing campaign is proposed to attract new and repeat visitors to the County:

(1) Direct mailing/faxes to selected California Travel Agents. (70% of Mariposa County/Yosemite National Park visitors reside in California. This activity is designed to attract new California visitors to Mariposa County). Estimated cost = \$7,500 for two distributions.

(2) Direct mailings of Mariposa County brochures to AAA clubs and other similar distribution points. Estimated cost is \$4,000 for one distribution.

(3) Production and printing of Mariposa visitor guides. (Product used for distribution). Estimated cost is \$3,500 for 30,000 units.

(4) Print media advertisements in target markets (San Luis Obispo, Monterey, San Francisco Bay Area, and Central San Joaquin Valley). Estimated cost is \$10,000 for two weekend publications.

(5) Production of a television news/travel information video for distribution to California television stations. Estimated cost is \$5,000 (\$2,500 for production and \$2,500 for distribution and follow up).


The following campaign is designed to promote Mariposa County activities to visitors in the area.

(1) Production and distribution of events calendars, visitor packages, and other written material to local visitor bureaus, tourist information centers, and lodging and other businesses. Estimated cost is \$5,000.

The requested \$35,000 includes all direct and indirect costs including personnel, support, and overhead.

Thank you very much for your action on this urgent matter. Please feel free to contact me regarding this matter.

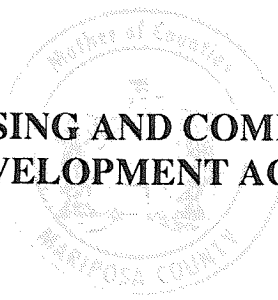
Sincerely,


JAMES F. EVANS,
Director



James F. Evans Director

**HOUSING AND COMMUNITY
DEVELOPMENT AGENCY**



- Calaveras/Mariposa County
Community Action Agency
- Head Start
- Housing Authority of the
County of Mariposa
- Recreation Programs

April 5, 1995

DRAFT

John Poimiroo, Director
California Division of Tourism
801 K Street, Suite 1600
Sacramento CA 95814
Attention: Disaster Relief

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Based on a total DIRECT financial impact of \$1.80 Million Dollars of the storms and related media coverage, the INDIRECT (5 X Direct Losses) financial impact to the Mariposa County is estimated to be NINE MILLION DOLLARS.

DRAFT

Marketing Plan to Recover Tourism Losses

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The requested \$35,000 includes all direct and indirect costs including personnel, support, and overhead.

Thank you very much for your action on this urgent matter. Please feel free to contact me regarding this matter.


Sincerely,


JAMES F. EVANS,
Director

Memorandum

DATE: March 23, 1995

TO: Rural Tourism Marketing Committee

FROM: Tom Lease 
California Division of Tourism
916.322.3429

RE: Federal Disaster Relief Funds

CC: John Polmiroo

Because of the recent storms in California, the State of California and the Division of Tourism are taking steps to submit a proposal for consideration to the Federal Government for disaster relief funds. The funds would be used for tourism promotion.

If counties within your region are suffering or may suffer from a tourism standpoint as a result of the recent storms, they may contact in writing, the California Division of Tourism, 801 K Street - Suite 1600, Sacramento, CA 95814 - Attention: Disaster Relief with the following information for funding consideration:

- c Cause of tourism loss due to the storms (e.g., closed highways, washed out bridges, mudslides, electrical failures, flooding, etc).
- o Financial impact of visitor loss from storms or media portrayal
- o A marketing plan specific to recovering lost business as a result of the storm. Must include special flood marketing campaign estimated costs.

The California Division of Tourism will submit your written proposals on April 7, 1995 to the Federal Government. All proposals must reach the tourism office by Friday, April 7.

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