



MARIPOSA COUNTY

Administration/Community Development • 966-3222



RESOLUTION - ACTION REQUESTED 2019-98

MEETING: February 19, 2019
TO: The Board of Supervisors
FROM: Dallin Kimble, County Administrative Officer
RE: Made in Mariposa MOU with Chamber

RECOMMENDATION AND JUSTIFICATION:

Approve a Memorandum of Understanding (MOU) with the Mariposa County Chamber of Commerce for the Made in Mariposa Program; and Authorize the Board of Supervisors Chair to Sign the MOU.

In 2015, Mariposa County was awarded a USDA Rural Development Grant for \$25,000 to create the Made in Mariposa (MiM) program. Staff developed branding, built a group of participants, executed the first marketing campaign and helped establish a seasonal Made in Mariposa store at the Mariposa visitor center.

The County objective with the program was to start something that would draw public attention to the quality goods available from local businesses, producers, crafters and artisans. We feel like we have done that.

Made in Mariposa is now a growing collaborative of more than 100 local businesses sharing their products and the MiM brand in local stores, in Yosemite, online and now in some locations in the Central Valley. In 2017, the Made in Mariposa program was recognized with an Excellence in Economic Development Award from the California Association for Local Economic Development (CALED). There is a lot of momentum for the future.

Now the grant dollars are gone and it is time for the County to let someone else take Made in Mariposa to the next level. The attached Memorandum of Understanding authorizes the Mariposa County Chamber of Commerce to use the Made in Mariposa brand in a year-round store associated with the visitors center. It also authorizes the Chamber to maintain the Made in Mariposa website and social media pages and perform other operational tasks associated with building the program.

Staff anticipates an agreement to license the Mariposa County Chamber of Commerce to be the lead operators of Made in Mariposa to come later this year. Until that time, staff recommends approval of this memorandum and looks forward to watching Made

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in Mariposa continue to promote Mariposa businesses in the months and years ahead.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board accepted a USDA Rural Development Grant for Made in Mariposa on August 11, 2015, with Resolution 2015-397.

The CALED Excellence in Economic Development Award was presented to the Board on May 2, 2017.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve. No changes will be made to Made in Mariposa and staff will request additional funding for MiM operations.

FINANCIAL IMPACT:

There is no budget impact associated with this MOU.

ATTACHMENTS:

Made in Mariposa MOU (PDF)

RESULT: ADOPTED [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey