



MARIPOSA COUNTY

Administration · 966-3222



RESOLUTION - ACTION REQUESTED 2019-579

MEETING: October 1, 2019
TO: The Board of Supervisors
FROM: Dallin Kimble, County Administrative Officer
RE: Tourism Bureau Agreement

RECOMMENDATION AND JUSTIFICATION:

Approve a Three-Year Agreement with the Yosemite/Mariposa County Tourism Bureau to Provide Marketing, Film Commission and Emergency Public Information Services in an Amount Not to Exceed 3.25% of a Rolling Three-Year Average of Transient Occupancy Tax Receipts; and Authorize the Board of Supervisors Vice Chair to Sign the Agreement.

Yosemite/Mariposa County Tourism Bureau (YMCTB) is responsible for promotion and marketing activities that bring tourists to Mariposa businesses. They also manage the county's film commission and provide some public information services, particularly with visitors and lodging partners during natural disasters.

This agreement outlines a scope of work that is similar to prior years and captures the scope of services being provided. As directed earlier this year, this is a three-year agreement for a fixed \$500,000 in the first year and a funding formula in years two and three. The funding formula is equal to 3.25% of a rolling three-year average of Transient Occupancy Tax (TOT) receipts. An attached matrix provides possible projections on the dollar amounts that formula may yield.

This agreement continues the requirement for periodic progress and financial reports to the Board of Supervisors. As the agreement is consistent with Board direction, staff recommends approval at this time.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The term and compensation in this agreement were discussed during the regular Board of Supervisors meeting held May 28, 2019. Staff has constructed this agreement as directed.

The Board of Supervisors has adopted an agreement with YMCTB each year since 2007. Most recently, the Board adopted Resolution 18-639, a one-year agreement with a not-to-exceed amount of \$500,000.

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Resolution 17-775, approved November 14, 2017, is the only prior agreement that was funded by formula. The formula used at that time was four percent (4%) of a three-year rolling average. The formula was not continued in Fiscal Year 2018-2019 because of reduced revenues caused by the Ferguson Fire.

Since 2008, the County has contracted with YMCTB for services in the following amounts:

Fiscal Year	YMCTB Agreement	TOT Receipts
2008	\$510,000	\$10,331,070
2009	\$500,000	\$9,683,077
2010	\$450,000	\$10,281,307
2011	\$500,000	\$10,663,944
2012	\$500,000	\$11,460,827
2013	\$500,000	\$11,438,223
2014	\$500,000	\$11,624,190
2015	\$400,000	\$13,523,199
2016	\$600,000	\$14,342,174
2017	\$500,000	\$15,002,488
2018	\$571,571	\$15,101,700
2019	\$500,000	\$13,952,740*

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Per the attached possible funding matrix, the Board may decide to fund YMCTB using a different fixed or variable percentage rate over a three-year rolling average. Using a three-year rolling average increases the volatility in the funding amounts but also makes them more responsive to current conditions.

Alternatively, the Board may decide to keep the existing flat payment of \$500,000 or another flat payment amount. The Board could request additional information or considerations, if desired, or elect not to enter this agreement. These alternatives may require additional time or studies, which could in turn require interim solutions for implementation.

Any of the agreement options here can be executed for a single year or multiple years. Amendments to the term or compensation may require a new agreement to be brought at a future meeting.

FINANCIAL IMPACT:

Funds for this agreement (\$500,000) are included in the approved budget for this fiscal year.

ATTACHMENTS:

Yos-Mariposa Tourism Bureau Agreement (DOCX)
Tourism Possible Funding Matrix (PDF)



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RESULT: ADOPTED [3 TO 2]

MOVER: Merlin Jones, District II Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Rosemarie Smallcombe, Merlin Jones, Kevin Cann

NAYS: Marshall Long, Miles Menetrey