

DEPARTMENT: Tourism

BY: Susan T. Crain
PHONE: 966-3685

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend the Board of Supervisors approve the contract between CVBTV and Mariposa County, and authorize the Chairman of the Board to sign the contract. As presented to the Board on September 26, 2005, this is an intricate part in building the foundation of the Visitors Bureau. CVBTV produced the original website for the Visitors Bureau in June of 2004. At that time it was agreed upon by the Board of Supervisors that the basis site would be further developed in phases. This contract allows for the optimization of the site which will include greater positioning in the placement of our site when potential visitors use the internet for travel searches.

Other companies who contract for their services report similar outstanding results. The Tourism Advisory Council joins the Visitors Bureau in complete support of continuing our relationship with this service provider.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board of Supervisors has approved the initial contract with CVBTV to provide public relations services to the Visitors Bureau with the intention of continuing their services beyond this contract

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: If not approved, Mariposa County will not have the visibility necessary to create an increased awareness (top of mind) by potential visitors and will take an increase in staff to replace the service they provided at a greater cost than this service contract.

Financial Impact? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Current FY Cost	Annual Recurring Cost:
Budgeted In Current FY? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Partially Funded		
Amount in Budget:	\$ _____	List Attachments, number pages consecutively
Additional Funding Needed:	\$20,750	Agreement (3 pages)
Source:		Contract for services
Internal Transfer	X	
Unanticipated Revenue	_____ 4/5's vote	
Transfer Between Funds	_____ 4/5's vote	
Contingency	_____ 4/5's vote	
() General () Other		

CLERK'S USE ONLY:

Res. No.: 05-572 Ord. No. _____
Vote - Ayes: 5 Noes: _____
Absent: _____
 Approved
 Minute Order Attached () No Action Necessary

COUNTY ADMINISTRATIVE OFFICER:

_____ Requested Action Recommended
_____ No Opinion
Comments:

CAO: _____

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

Date: _____
Attest: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
By: _____
Deputy