DEPARTMENT: Administration/Economic Development

RECOMMENDED ACTION AND JUSTIFICATION:

Approve budget action increasing revenue and appropriations and accepting donations from downtown merchants to offset cost for brochure update and production of the Mariposa Downtown Information Guide ($907).

Annually, the Economic Development Office updates information and obtains a vendor to print the Mariposa Downtown Information Guide that feature businesses located in the town of Mariposa who serve tourists. Brochures were distributed to the Mariposa County Chamber of Commerce, local merchants, local hotel and motel establishments. Last year, over 20,000 copies were distributed to visitors. Additional brochures were photocopied as the supply of 20,000 was exhausted.

During the peak tourism season of 2008, visitors received a brochure to acquaint them with the shops and eating establishments located in the town of Mariposa. Local businesses reported that visitors frequently used the guide while in the downtown area. Further, brochures were distributed to organizations hosting a conference in Mariposa.

Due to a limited budget and the need to increase the volume of brochures, Business Development Coordinator appealed to the business community seeking donations. As a result, $908.25 has been raised from the business community and will be applied toward the update and production cost of the next issue.

A current Mariposa Downtown Information Guide is attached as Exhibit “A”.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board routinely approves budget actions accepting funds for projects that will ultimately benefit the County.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Financial Impact? (x) Yes ( ) No

Current FY Cost: $1407

Annual Recurring Cost: $ 

Budgeted In Current FY? (x) Yes ( ) No

Partially Funded

Amount in Budget: $500

Additional Funding Needed: $907


Budget Action Form, page 1

Source:
Internal Transfer

Unanticipated Revenue

Transfer Between Funds

Contingency

( ) General ( ) Other

Revised Dec. 2002
The foregoing instrument is a correct copy of the original on file in this office.

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

By: 

Deputy Mariposa Downtown: Transmittal action form 3.3.09

Revised Dec. 2002
**BUDGET ACTION FORM**

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<tr>
<th>FUND</th>
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<th>ACCOUNT</th>
<th>DESCRIPTION</th>
<th>PROJECT</th>
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<td>308.01-31</td>
<td>Donations</td>
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<td>001</td>
<td>0143</td>
<td>308.01-55</td>
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<td>308.11-00</td>
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<td>Professional Services</td>
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**GENERAL CONTINGENCY**

**TRANSFER BETWEEN FUNDS**

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<td>0</td>
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</tbody>
</table>

**TOTALS**

|       | 0     | 0      |

**ACTIONS REQUESTED:** (Check all that apply)

☑️ Budget appropriation by Board of Supervisors (4/5ths Vote Required): Amending the total amount available in the county budget, or in any one fund of the budget, or appropriating Reserve for Contingencies;

(●) Transfer by Board of Supervisors (3/5ths Vote Required): Moving existing appropriations from one budget to another, or between categories within a budget unit;

**JUSTIFICATION**

Requesting a transfer of funds to offset update and production costs of the Mariposa Downtown Information Guide.

**DEPT HEAD SIGNATURE**

[Signature]

**DATE**

9-3-09

**APPROVED BY RES NO.**

09-89

**CLERK**

[Signature]

**DATE**

9-3-09

**AUDITOR'S USE ONLY**

BA #