DEPARTMENT: Tourism

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend the Board of Supervisors approve the contract between Sunset Magazine/California Travel and Tourism Publications and Mariposa County, and authorize the Chairman of the Board to sign the contract. This is an intricate part in our marketing efforts for the Visitors Bureau and is our second best generator for requests for information. These advertisements are in the California Official 2006 State Visitor’s Guide and Travel Planner distributed by the State of California.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board of Supervisor typically approves such contracts in support of the Visitors Bureau’s marketing efforts.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: If not approved, Mariposa County will not have the visibility necessary to create an increased awareness by potential visitors and will take an increase in staff to replace the service provided by Sunset Magazine/California Travel and Tourism Publications at a greater cost than this service contract.

<table>
<thead>
<tr>
<th>Financial Impact? (X) Yes ( ) No</th>
<th>Current FY Cost</th>
<th>Annual Recurring Cost:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budgeted In Current FY? (X) Yes</td>
<td>Yes ( ) No ( ) Partially Funded</td>
<td></td>
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<tr>
<td>Amount in Budget: $124,141</td>
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<tr>
<td>Additional Funding Needed: $0</td>
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</tbody>
</table>

Source:

- Internal Transfer
  - Unanticipated Revenue: 4/5’s vote
- Transfer Between Funds
  - Contingency: 4/5’s vote
  - Other: 4/5’s vote

List Attachments, number pages consecutively
- Contract for Services
- 2007 Insertion Order for the 2007 California State Visitor’s Guide
- Invoice and Ad Copy for Mariposa County Visitors Bureau

CLERK’S USE ONLY:
- Res. No.: 168
- Ord. No.: 168
- Vote – Ayes: 5
- Noes: 0
- Absent: 0
- Approved
- ( ) Minute Order Attached
- ( ) No Action Necessary

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
- Deputy

COUNTY ADMINISTRATIVE OFFICER:
- Requested Action Recommended
- No Opinion
- Comments:

CAO: [Signature]

Revised Dec. 2002