DEPARTMENT: Tourism

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend the Board of Supervisors approve a transfer of funds within the Tourism budget. This transfer fund Membership expenses from the Promotional line.

BACKGROUND AND HISTORY OF BOARD ACTIONS: Historically the Board of Supervisors has approved transfers needed.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: If not approved, please make a recommendation.

Financial Impact? ( ) Yes  (X) No  Current FY Cost  Annual Recurring Cost:
Budgeted In Current FY? (X) Yes  ( ) No  ( ) Partially Funded
Amount in Budget: $125.20
Additional Funding Needed: $
Source:
Internal Transfer  X
Unanticipated Revenue  4/5’s vote
Transfer Between Funds  4/5’s vote
Contingency  4/5’s vote
( ) General  ( ) Other

List Attachments, number pages consecutively:
List Budget Action Form
List Review of Travel/Trade Shows and Conferences

Res. No.: Ord. No.  Vote - Ayes:  Noes:
Absent:  ( ) Approved  (X) 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
By: Deputy

COUNTY ADMINISTRATIVE OFFICER:
( ) Requested Action Recommended  (X) No Opinion
Comments:

CAO:  

Revised Dec. 2002
## Budget Action Form

<table>
<thead>
<tr>
<th>FUND</th>
<th>DEPT/DIV</th>
<th>ACCOUNT</th>
<th>DESCRIPTION</th>
<th>PROJECT</th>
<th>INCREASE</th>
<th>DECREASE</th>
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<td>0434</td>
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<td></td>
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<td>$2,115</td>
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### Transfers Between Funds

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<th>PROJECT</th>
<th>INCREASE</th>
<th>DECREASE</th>
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</thead>
</table>

### Totals

<table>
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<th>INCREASE</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,115</td>
<td>$2,115</td>
</tr>
</tbody>
</table>

**Action 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 Reserves for Contingencies;

- [x] 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:** This transfer is necessary to fund Memberships from the Promotional line.

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**Dept Head Signature:**

**Date:**

**Approved by Res No.:** 06 - 44

**Date:** 2-7-06

**Tourism**

Auditor's Use Only

BA#
DATE: January 25, 2006

TO: Mariposa County Board of Supervisors

FROM: Susan T. Crain, Mariposa County Visitors Bureau

RE: TRAVEL/TRADE SHOWS AND INDUSTRY CONFERENCES

It is imperative that we attend travel related shows, actively participate in organizations, and stay up to date on issues as they relate to Visitor Bureau business.

The Mariposa County Visitors Bureau has a responsibility to market the entire county as a destination. A few individual hospitality businesses participate in travel related shows and industry associations to promote their own business. It is the responsibility of the Visitors Bureau to keep all of Mariposa County top of mind for the potential visitors and travel industry decision makers.

The educational conferences give updates on the latest trends in all areas of the business of tourism. It is important for the Visitors Bureau to stay up to date on the latest industry information. This is a critical line item to fund.

Travel and Trade Shows for the remainder of the budget year:

Orange County Travel Show – Costa Mesa, CA
Orange County has the 4th highest median income in the nation with over 2.9 million residents. An excess of 500 travel agents and 6,400 people attending. One person from our staff attended to assist in the Gold Country Visitor Council (GCVC) booth. Fifteen hundred Mariposa County Visitors Guides and over 3,000 Gold Country Visitors Guides, of which we are members and have editorial and advertisement, were distributed. The only cost incurred by the county is travel, lodging and food. The booth cost is paid for by the GCVC. This show provides our county with maximum exposure for minimal costs.
LA Times Travel Show – Long Beach
Over 20,000 people attend this show.
This show is attended and funded in the same way as the Orange County Travel Show.

Bay Area Travel Show – Santa Clara
7000 + travel agents and public attend this show
The Visitors Bureau has participated in this show for the past 3 years. The Bay Area is a prime CA market for Mariposa County.

California Travel Market – San Francisco and Sacramento
This is an invitation only event, which ensures that only important and productive industry buyers and sellers attend. Mariposa County is fortunate to be invited to this show as it provides the opportunity to have significant face time with each buyer.

Industry Conferences

CalTIA – Annual Conference – Anaheim
This is an opportunity for the CA travel industry to come together. The conference provides a forum to improve individual knowledge and insights, to network, and to add a voice to the ongoing political discussion.

CalTIA – Conference – CA Rural Tourism – Location TBA
This conference is similar to the Annual Conference with the focus on Rural Tourism.

Western Association of Visitors Bureaus - Annual Education Forum – Location TBA
Provides education and resources specifically for directors and executive directors of visitor’s bureaus.

Western – Annual Conference – Location TBA
Opportunity for education and networking with professional visitor bureaus from the western states of the nation.