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.

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Financial Impact? (X) Yes ( ) No  Current FY Cost:
Budgeted In Current FY? ( ) Yes (X) No ( ) Partially Funded
Amount in Budget: $ __________________
Additional Funding Needed: $20,750
Source: X

List Attachments, number pages consecutively
Agreement (3 pages)
Contract for Services

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CLERK’S USE ONLY:
Res. No.: 05-572  Ord. No. _____
Vote – Ayes: 5  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

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COUNTY ADMINISTRATIVE OFFICER:
Requested Action Recommended
No Opinion
Comments:

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CAO: ________