DEPARTMENT: Tourism

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend the Board of Supervisors approve The Visitors Bureau to develop and distribute a request for proposal to produce a Mariposa County Travel Guide for the year 2006. It has been three years since the last travel guide was produced. It is a standard in the travel industry to produce an annual travel guide to keep the information fresh and directed to the current trends in the community and the industry.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board of Supervisors has approved past publications.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: No new travel guide will be produced and the existing publication will continue to be outdated and incorrect based on changes in the community and will not be equivalent to those produced by our competitors.

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Financial Impact? ( ) Yes (x) No Current FY Cost: $ Annual Recurring Cost: 
Budgeted In Current FY? (x) Yes ( ) No ( ) Partially Funded
Amount in Budget: $ Additional Funding Needed: $ 
List Attachments, number pages consecutively
None

Source:
Internal Transfer
Unanticipated Revenue ( ) 4/5's vote
Transfer Between Funds ( ) 4/5's vote
Contingency ( ) 4/5's vote
( ) General ( ) Other

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CLERK'S USE ONLY:
Res. No.: 56 Ord. No. ______ Vote – Ayes: $ Noes: ______
Absent: ______
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
By: Deputy

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

CAO: __________

Revised Dec. 2002