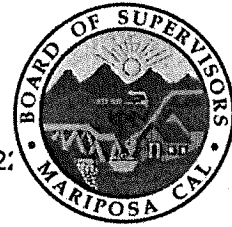




MARIPOSA COUNTY

Administration/Community Development • 209-966-3211



RESOLUTION - ACTION REQUESTED 2015-290

MEETING: June 16, 2015

TO: The Board of Supervisors

FROM: Mary Hodson, CAO

RE: Request for Approval to Apply for USDA Rural Business Development Grant

RECOMMENDATION AND JUSTIFICATION:

Approve Applying for a United States Department of Agriculture (USDA) Rural Business Development Grant (RBDG) to fund the marketing of the Made In Mariposa branding campaign; and Authorize the County Administrative Officer to Sign the Grant Application. This campaign will brand products created, manufactured, grown, etc. In Mariposa County, and create interest, a positive image, and trust in Mariposa products and business culture, while reinforcing the values of Mariposa County's residents and history.

The USDA Rural Business Development grant will be used to fund the marketing (web site, copyright, collateral material, public relations) of the Made In Mariposa branding campaign for products and goods originated in Mariposa County. The grant functions will be carried out in a coordinated effort with the Mariposa Chamber of Commerce, the Yosemite/Mariposa County Tourism Bureau, and the Mariposa County Economic Development Corporation. If the County is successful in being awarded the grant, then Memorandums of Understanding (MOUs) will be prepared for review and approval by the Board of Supervisors with the Mariposa Chamber of Commerce, the Yosemite/Mariposa County Tourism Bureau and the Mariposa County Economic Development Corporation.

The grant award amount that the County is applying for is \$35,000 and there is a commitment of a \$15,000 in-kind match to make the application competitive, which will be accomplished with staff time on this program provided by the Community Development/Grant Coordinator, and staff from the Mariposa Chamber of Commerce and the Yosemite/Mariposa County Tourism Bureau.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board has approved grant applications for programs that benefit the citizens of Mariposa County.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve applying for the USDA Rural Business Development Grant. This action will eliminate Mariposa County from being a possible recipient of the grant

funds.

FINANCIAL IMPACT:

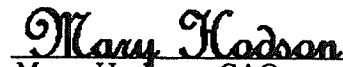
There will be no financial impact, as the grant application includes an in-kind contribution and not a cash contribution.

ATTACHMENTS:

mimmarketing_revised (DOCX)
Mariposa Project Brand RFP- May 15 (DOCX)
Made in Mariposa Support_costaolivos (DOC)
MIM Grant Ltr of Support (DOC)
MIM Grant Ltr of Support (DOC)
rbdg_grant_app_mim (PDF)

CAO RECOMMENDATION

Requested Action Recommended



Mary Hoatson, CAO

6/11/2015

RESULT: ADOPTED [UNANIMOUS]
MOVER: Kevin Cann, District IV Supervisor
SECONDER: Marshall Long, District III Supervisor
AYES: Smallcombe, Jones, Long, Cann, Carrier