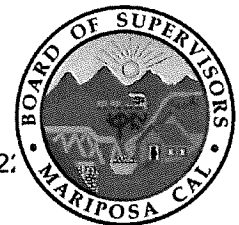




MARIPOSA COUNTY

Administration/Community Development • 209-966-3271



RESOLUTION - ACTION REQUESTED 2015-397

MEETING: August 11, 2015

TO: The Board of Supervisors

FROM: Mary Hodson, CAO

RE: Accept Award for Funding from USDA for Made in Mariposa Campaign

RECOMMENDATION AND JUSTIFICATION:

Accept a \$25,000 Grant Award from United States Department of Agriculture (USDA) to Fund the Implementation of the Made in Mariposa Marketing Campaign; and Authorize the Board of Supervisors Chair to Sign the Obligation of Funds and Letter of Intent to Meet Conditions Grant Forms. The USDA contacted the County of Mariposa on Friday, July 31, 2015, notifying the County that it was awarded the technical assistance grant; however, because the USDA received requests in upwards of \$200 million, they have offered the award at a reduced rate of \$25,000. Technical assistance will include but not be limited to development of market research, marketing strategies and competitive analysis, and marketing implementation and execution. The required county match will be provided by staff time from the Mariposa Chamber of Commerce, Yosemite/Mariposa County Tourism Bureau, and the Community Development/Grant Coordinator position.

It is anticipated that the grant award of \$25,000 will be sufficient to initiate the Made in Mariposa Campaign.

A detailed presentation on the Made in Mariposa Marketing Campaign will be made at later date once the specifics of the program have been designed.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On June 16, 2015, the Board approved the submission of a grant application in the amount of \$35,000 for a USDA grant to fund a Made in Mariposa campaign.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

A negative vote with result in the County declining the \$25,000 award from USDA and the Made in Mariposa marketing campaign will not be initiated using these funds. An alternate funding source will need to be identified if the campaign is to be implemented by the County.

FINANCIAL IMPACT:

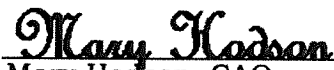
A new fund will be established by the Auditor, and revenue and appropriations in the amount of \$25,000 will be included with the Balancing Adjustments.

ATTACHMENTS:

Letter of Conditions (PDF)
Email Clarification on Grant Forms (PDF)
request for Obligation of Funds(PDF)
Letter of Intent to Meet Conditions (PDF)

CAO RECOMMENDATION

Requested Action Recommended



Mary Hoatson, CAO

8/6/2015

RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Smallcombe, Jones, Long, Cann, Carrier