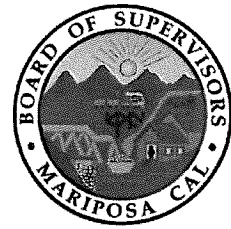




MARIPOSA COUNTY

Administration • 209-966-3222



RESOLUTION - ACTION REQUESTED 2015-458

MEETING: September 22, 2015

TO: The Board of Supervisors

FROM: Mary Hodson, CAO

RE: Yosemite/Mariposa County Tourism Bureau Contract

RECOMMENDATION AND JUSTIFICATION:

Approve a Contract for Services with the Yosemite/Mariposa County Tourism Bureau in the Amount of \$500,000 to Provide Marketing Services for the County, and Authorize the Board of Supervisors Chair to Sign the Agreement. The Board of Supervisors approved funding in the amount of \$500,000 for the Yosemite/Mariposa County Tourism Bureau during the Fiscal Year 2015-16 Budget Hearings. The terms of this contract remains essentially the same as the previous contracts and makes the Yosemite/Mariposa County Tourism Bureau responsible for promotion and marketing activities. The contract also continues the requirement that the Bureau make periodic progress and financial reports to the Board of Supervisors, including a list of vendor(s) and services that county funding was used on.

It is necessary to have signed contract in place before funding can be disbursed to the Yosemite/Mariposa County Tourism Bureau.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board of Supervisors adopted Resolution 14-532 on October 14, 2014, approving a contract for services with the Yosemite/Mariposa County Tourism Bureau for marketing services in the amount of \$400,000.

The Board of Supervisors adopted Resolution 15-340 on July 7, 2015, approving a first amendment to the contract for services with the Yosemite/Mariposa County Tourism Bureau, amending the contract amount by adding an additional \$100,000.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

FINANCIAL IMPACT:

Funding for the contract is budgeted in the Community Cultural budget.

ATTACHMENTS:

Yos- Mpsa Tourism 2015-16 Agmt (DOC)

CAO RECOMMENDATION

Requested Action Recommended

Mary Hoatson

Mary Hoatson, CAO

9/15/2015

RESULT: ADOPTED [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Rosemarie Smallcombe, District I Supervisor

AYES: Rosemarie Smallcombe, Merlin Jones, Marshall Long, John Carrier

EXCUSED: Kevin Cann