RESOLUTION - ACTION REQUESTED 2017-195

MEETING: April 11, 2017

TO: The Board of Supervisors

FROM: Dallin Kimble, Interim CAO

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

RECOMMENDATION AND JUSTIFICATION:
Approve the Application for a United States Department of Agriculture Rural Business Development Grant to Fund a Study to Evaluate the Performance of Yosemite/Mariposa County Tourism Bureau’s (YMCTB) Marketing and Advertising Campaigns; and Authorize the County Administrative Officer to Sign the Grant Application. (Subject to County Counsel’s Review.) This study will be performed by an industry professional and will be used to determine the Return On Investment (ROI) of the County’s contributions to YMCTB’s marketing and advertising efforts.

The USDA Rural Business Development grant will be used to fund the marketing study and pay said contractor for work related to the study. The County will utilize study results to discuss the funding structure of the YMCTB.

The grant award amount that the County is applying for is $35,000. 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 project provided by Mariposa County. The estimated cost of the study ranges from $30,000 - $100,000, depending on the firm chosen to conduct the study. Excess funding, if there is any, will be used for unanticipated costs, such as additional research, site visits, and conference calls.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
February 2, 2017 - The Board of Supervisors discussed and gave direction regarding the funding structure for the Yosemite/Mariposa County Tourism Bureau (YMCTB). As a result of the discussion, the BoS directed staff to hire an outside contractor to conduct a study of the performance of YMCTB’s marketing and advertising efforts.

Staff has contacted several qualified companies for quotes on the study. No decisions have been made relative to the quotes received.

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:
2017 Rural Business Development Grant Application Toolkit-Template.
02.09.2017 - Protected (DOCX)
USDA RBDG_Appendix B_Scope of Work (PDF)
Tara G bio (DOCX)
SF-424A (PDF)
SF-424B_print (PDF)
SF-424_print (PDF)
RD 400-1_print (PDF)
RD 400-4_print (PDF)
AD 1047 (PDF)
AD 1049 (PDF)
RD 1940-Q (PDF)
AD-3030_print (PDF)

CAO RECOMMENDATION
Requested Action Recommended

Dallin Kimble
Dallin Kimble, Interim CAO 4/6/2017

RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]
MOVER: Merlin Jones, District II Supervisor
SECONDER: Kevin Cann, District IV Supervisor
AYES: Smallcombe, Jones, Long, Cann, Menetrey