RESOLUTION - ACTION REQUESTED 2017-372

MEETING: June 13, 2017

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Ratify Letter Authorizing the Entry in the California State Association of Counties Challenge Awards

RECOMMENDATION AND JUSTIFICATION:
Ratify a Letter of Authorization from the Mariposa County Administrative Officer for the Entry of Two County Programs in the California State Association of Counties (CSAC) Challenge Awards.

Two level of awards will be presented by CSAC in each category: Challenge and Merit Awards. The award deadline is Friday, June 23rd, 2017.

The County Economic Development Specialist is seeking authorization of the entry of two County programs, the Made in Mariposa Initiative and Mariposa Clean Sweep, in the CSAC Challenge Awards.

Please see the attached pamphlet and entry form for additional information on the Awards.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board has authorized letters of authorization for other award contests.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not ratify the letter of support. The County will not have an entry in the Awards.

FINANCIAL IMPACT:
The cost to the County is $75.00 per entry, with two entries being considered.

ATTACHMENTS:
letter (PDF)
2017 CSAC CHALLENGE AWARDS_mim (DOCX)
2017 CSAC CHALLENGE AWARDS_mcs (DOCX)
entry form (PDF)

CAO RECOMMENDATION
Requested Action Recommended
RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]
MOVER: Kevin Cann, District IV Supervisor
SECONDER: Merlin Jones, District II Supervisor
AYES: Smallcombe, Jones, Long, Cann, Menetrey
May 23, 2017

CSAC Challenge Awards
1100 K Street, Suite 101
Sacramento, CA 95814

RE: Letter of Support from Mariposa County

To Whom It May Concern:

It is with great pleasure that I write to express my authorization for CSAC Challenge Award entries for Made in Mariposa and Mariposa Clean Sweep. These economic development initiatives have captured the essence of community and yielded wonderful social, economic and environmental returns.

Over the past two years, the Made in Mariposa program has gone from conception to implementation to proven success. In collaboration with the Mariposa Chamber of Commerce and the Yosemite/Mariposa County Tourism Bureau, this branding campaign put a spotlight on locally produced, grown and created goods using high-quality marking material, a 60-second video, an interactive website and a holiday store located in the local visitor center.

The results have been tremendous. The holiday store generated nearly $15,000 in sales during one of the County’s slowest tourism seasons. Local producers also reported sales increases; but what’s more, many local businesses have begun collaborating on new products or locally sourcing their own supplies as a result of the exposure generated by Made in Mariposa.

Likewise, the Mariposa Clean Sweep community cleanup was the first of its kind in Mariposa County and proved to be a resounding success. More than 100 volunteers showed up to make our downtown sparkle and win fabulous prizes donated from local businesses (even a riding lawnmower!). Feedback has been extremely positive and most report they had a lot of fun cleaning up our community.

These two programs capture beautifully what it means to live in a community. I’m grateful to our economic development staff for leading the way on these two initiatives and heartily endorse the entry of both programs for a CSAC Challenge Award.

Sincerely,

[Signature]
Dallin Kimble
County Administrative Officer