RESOLUTION - ACTION REQUESTED 2017-775

MEETING: November 14, 2017

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

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 $571,571.00 to Provide Marketing Services for the County; and Authorize the Board of Supervisors Chair to Sign the Agreement.

Yosemite / Mariposa County Tourism Bureau (YMCTB) is responsible for promotion and marketing activities that bring tourists to Mariposa businesses. This agreement outlines a scope of work that is similar to prior years and updates the funding formula according to Board direction from earlier this year. A rate equal to four percent of a rolling three-year average of Transient Occupancy Tax (TOT) collections was used to calculate this agreement amount. This agreement continues the requirement for periodic progress and financial reports to the Board of Supervisors.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board of Supervisors adopted Resolution 16-584 on November 15, 2016, Resolution 15-458 on September 22, 2015, and Resolution 14-532 on October 14, 2014, approving a similar contracts for services with the Yosemite/Mariposa County Tourism Bureau. The funding formula change was discussed in the February 7, 2017, meeting of the Board of Supervisors.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not approve the agreement for services. The Yosemite/Mariposa County Tourism Bureau will have reduced funding and may not be able to continue marketing efforts desired by the Board.

FINANCIAL IMPACT:
Funding for the contract is budgeted in the Community Cultural budget.

ATTACHMENTS:
FY18 Yos-Mariposa Tourism (DOC)
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RESULT:       ADOPTED [UNANIMOUS]
MOVER:        Kevin Cann, District IV Supervisor
SECONDER:     Rosemarie Smallcombe, District I Supervisor
AYES:         Smallcombe, Jones, Long, Cann, Menetrey