RECOMMENDATION AND JUSTIFICATION:
Approve an Agreement with the Yosemite/Mariposa County Tourism Bureau to Provide Support to Local Nonprofits and Events, Marketing for Non-Lodging Businesses, Film Commission Services and Local Emergency Communications in an Amount Not to Exceed $50,000; and Authorize the Board of Supervisors Chair to Sign the Agreement.

This action is the result of Board direction given on September 8, 2020, during the public hearing for the Fiscal Year 2020 - 2021 budget. In addition to preserving the continuity of the relationship between Mariposa County and the Yosemite/Mariposa County Tourism Bureau (YMCTB), this agreement will provide direct support to nonprofits and businesses who have also been severely impacted by the novel coronavirus pandemic.

This agreement continues the requirement for periodic progress and financial reports to the Board of Supervisors. As the agreement is consistent with Board direction, staff recommends approval at this time.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board of Supervisors has adopted an agreement with YMCTB each year since 2007. Most recently, the Board adopted Resolution 19-579, a three-year agreement that compensated YMCTB 3.25% of a three-year rolling average of Transient Occupancy Tax for their services. This most recent agreement has been terminated by the County due to a lack of available funds.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not approve the agreement. Staff may need additional direction.

FINANCIAL IMPACT:
Resolution - Action Requested 2020-608

Funds for this agreement ($50,000) are included in the approved budget for this fiscal year.

ATTACHMENTS:
Yos-Mariño Tourism Bureau FY21  (DOCX)

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