

DEPARTMENT: Administration

BY: Rick Benson
PHONE: 966-3222

RECOMMENDED ACTION AND JUSTIFICATION:

Approve the first amendment to the contract for services with the Yosemite/Mariposa County Tourism Bureau amending the not to exceed amount to \$450,000 and the April 15, 2010 payment to \$150,000; authorize the Chairman of the Board of Supervisors to sign the amendment. During the Mid-Year Budget report, the Board approved an additional \$50,000 to the Yosemite/Mariposa County Tourism Bureau for promotion and marketing activities. It is necessary to amend the contract to correspond with the compensation amount that the Board has approved.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On March 2, 2010, the Board approved an additional \$50,000 to the Yosemite/Mariposa County Tourism Bureau.

The Board adopted Resolution 09-547 on October 20, 2009, approved a contract the Yosemite/Mariposa County Tourism Bureau for promotion and marketing activities with a not to exceed amount of \$400,000.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve the amendment. The Auditor will be unable to compensate the Yosemite/Mariposa County Tourism Bureau the additional \$50,000 that the Board approved without an amended contract.

Financial Impact? (X) Yes () No	Current FY Cost: \$ 450,000	Annual Recurring Cost: \$
Budgeted In Current FY? (X) Yes () No () Partially Funded		
Amount in Budget: \$450,000		List Attachments, number pages consecutively
Additional Funding Needed: \$-0-		Original Contract
Source:		
Internal Transfer		
Unanticipated Revenue	_____ 4/5's vote	
Transfer Between Funds	_____ 4/5's vote	
Contingency	_____ 4/5's vote	
() General () Other		

CLERK'S USE ONLY:

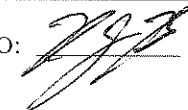
Res. No.: 10-124 Ord. No. _____
Vote - Ayes: 5 Noes: _____
Absent: _____
 Approved
 Minute Order Attached () No Action Necessary

The foregoing instrument is a correct copy of the original on file in this office.

Date: _____
Attest: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
By: _____
Deputy

COUNTY ADMINISTRATIVE OFFICER:

Requested Action Recommended
 No Opinion
Comments: _____

CAO: 

DEPARTMENT: Administration

BY: Rick Benson
PHONE: 966-3222

RECOMMENDED ACTION AND JUSTIFICATION:

Approve the Contract for Services with the Yosemite/Mariposa County Tourism Bureau in the amount of \$400,000 to provide marketing services for the County; and authorize the Chairman of the Board of Supervisors to sign the Agreement. The Board of Supervisors approved funding in the amount of \$400,000 for the Yosemite/Mariposa County Tourism Bureau during the Fiscal Year 2009-10 Final Budget Hearings. The terms of this agreement remain essentially the same as the previous agreements, by making the Yosemite/Mariposa County Tourism Bureau responsible for promotion and marketing activities, and continuing the requirement that the Bureau make periodic progress and financial reports to the Board of Supervisors. It is necessary to have a signed Agreement in place before funding can be disbursed to the Yosemite/Mariposa County Tourism Bureau.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board adopted Resolution 08-286 on June 24, 2008, approving an agreement with the Yosemite/Mariposa County Tourism Bureau in the amount of \$510,000. The agreement was amended with Resolution 09-188, on April 21, 2009, amending the amount to \$500,000 to correspond with the amount of funding approved by the Board during Final Budget Hearings.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve the Contract for Services. The Yosemite/Mariposa County Tourism Bureau will not receive funding from the County. Promotion of tourism activities would then return as a County function, not be undertaken, or be entirely privately funded.

Financial Impact? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Current FY Cost: \$ 400,000	Annual Recurring Cost: \$
Budgeted In Current FY? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially Funded		
Amount in Budget: \$400,000		List Attachments, number pages consecutively
Additional Funding Needed: \$-0-		Contract for Services
Source:		
Internal Transfer		
Unanticipated Revenue	4/5's vote	
Transfer Between Funds	4/5's vote	
Contingency	4/5's vote	
<input type="checkbox"/> General <input type="checkbox"/> Other		

CLERK'S USE ONLY:

Res. No. 09-547 Ord. No. _____
 Vote - Ayes: 5 Noes: _____
 Absent: _____
 Approved
 Minute Order Attached No Action Necessary

COUNTY ADMINISTRATIVE OFFICER:

Requested Action Recommended
 No Opinion
 Comments: _____

The foregoing instrument is a correct copy of the original on file in this office.
 Date: _____
 Attest: MARGIE WILLIAMS, Clerk of the Board
 County of Mariposa, State of California
 By: _____
 Deputy

CAO: 