

DEPARTMENT: Admin/Economic Development

BY: Richard J. Benson, CAO

PHONE: 966-3222

RECOMMENDED ACTION AND JUSTIFICATION:

Approve the Economic Development Grant Application to Pacific Gas & Electric (PG&E) in the amount of \$10,000 for development of a Mariposa County Recreation Guide.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The attached document is presented to the Board of Supervisors providing information on the Economic Development grant application to PG&E requesting \$10,000. The application is to create a Mariposa County Recreation Guide depicting recreational sites in Mariposa County on spectacular settings for individual, family and corporate getaways. If the grant of \$10,000 were awarded to Mariposa County approximately 40,000 brochures would be printed. The targeted audience would be local, national and international visitors.

The County of Mariposa has been awarded the following grants from PG&E:

- In 2004: Business Development Training Program - \$2,500
- In 2005: Create the Mariposa Downtown Information Guide - \$5,000
- In 2006, Mariposa is Open for Business - \$7,000

The General Plan of Mariposa County contains an Economic Development component for the purpose of creating a sustainable community.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Financial Impact? () Yes (x) No Current FY Cost: \$ _____ Annual Recurring Cost: \$ _____
 Budgeted In Current FY? () Yes () No () Partially Funded
 Amount in Budget: \$ _____
 Additional Funding Needed: \$ _____ Grant Application, pages 1 - 7
 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:

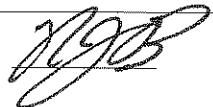
Res. No.: 07-377 Ord. No. _____
 Vote - Ayes: 5 Noes: _____
 Absent: _____
 Approved
 () Minute Order Attached () No Action Necessary

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: 

Local Economic Development Application 2007

Please Note:

Please ensure your application is complete before submitting it to PG&E. We can not review your application without all the required information. If you have questions about any part of the application, please contact us as described in the application instructions on pge.com/edgrant.

Organization Information**Request Date**

August 07, 2007

Please enter your Tax ID

946000880

Organization Official Name (the name shown on your 501(c)(3) letter)

Mariposa County

Organization Common Name (if different from above)**Address**

P.O. Box 784

City

Mariposa

State

CA

Zip/Postal Code

95338

Organization Main Phone

(209) 966-3222

Organization Main Fax

(209) 966-6168

Organization Website URLwww.mariposacounty.org

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Organization Location :

Area 5-Mariposa County

Board of Directors

Please list all members of your Board of Directors.

Janet Bibby, Chair of Board of Supervisors
Lyle Turpin, District II
Brad Aborn, District I
Dianne Fritz, District IV
Bob Pickard, District V

PG&E Volunteers

Please list all PG&E employees who are involved with your organization.

Phil A. Pennino, Account Services

Contact Information

Prefix

(Mr., Mrs., Ms., Dr.)

Ms.

First Name

Marilyn

Last Name

Lidyoff

Middle Initial

Title in Organization

Business Development Coordinator

Telephone

(209) 966-4303

E-mail Address

mlidyoff@mariposacounty.org

Proposal Information

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1. Your Organization

Summarize your organization's mission (half-page maximum).

All officials and employees of Mariposa County will strive to provide high quality, courteous, timely and cost-effective services to assist individuals and serve the broader public interest. Excellent public service includes:

- * Addressing all citizens seeking information, assistance and/or services with courtesy and respect;
- * Being a patient listener;
- * Assuring that public inquiries are guided to and addressed by the appropriate departments;
- * Working together across department lines to resolve problems;
- * Cooperating with citizens to develop workable alternatives to achieve common goals that are in the public interest;
- * Being fair, consistent and honest in our dealings with citizens;
- * Following the Golden Rule: Do unto others as you would have others do unto you.
- * Always remembering that we work for the public benefit.

2. Type of Support

What type of grant are you seeking?

Project

3. What is the amount of the grant you are seeking?

\$10,000

4. Grant Title

Please provide a descriptive title or name for your grant proposal or project.

Mariposa County Recreation Guide

5. Grant Description

Please provide a two or three sentence description of your grant. If selected, we will use this description in a PG&E local news release.

The guide will be a 4-color, 4-fold map brochure with a depiction of recreational sites in Mariposa County. The magic of Mariposa offers all-season picturesque areas all within a short driving distance. Among the countryside offerings are national treasure Yosemite National Park, Adventure at Briceburg, Merced River, Bagby Lake and Lake McClure. Discover rich history at the County courthouse, jail, museums, town of Mariposa, Coulterville and Hornitos, and view the 100-year formation of the massive Ferguson Rock Slide and much more!

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6. Funding Area

Please state whether your project is "Economic Development" or "Community Development."

Economic Development

7. In what county will the grant be used primarily?

Area 5 - Mariposa

8. Project Funding

If you are requesting this grant to fund (or partially fund) a project, please describe the project, including project goals, target population(s), community needs that will be addressed, time span, and metrics to be used to determine success (one-page maximum).

Project Description:

The Mariposa County Recreation Guide will be distributed to the Visitor Center in the town of Mariposa and Coulterville to inform the traveling public (tourists) about sites to visit while in Mariposa County. The 11" x 17", 4-color, 4-fold brochure will include a map depicting breathtaking beautiful sites creating an unforgettable journey. These breathtaking sites will leap off the map calling tourists to visit each destination.

Project Goal:

The goal of the project is to increase public awareness of local, national and international, on the spectacular settings for individual, family and corporate getaways. Mariposa's four season climate makes it a perfect year-round destination.

Further, despite the massive Ferguson Rock Slide and road closure in 2006, Mariposa County is aggressively working toward recapturing its tourism market share, which is its only major operating revenue source.

Target Population:

All ethnic, age and gender target population both nationally and internationally will be targeted.

Community Needs:

The community need is lack of jobs for its residents. The County's unemployment rate is higher than that of the State of California. Mariposa County has averaged 9.3 percent compared to the state rate of 6.1 percent (California Employment Department of Labor Market). Increased tourism in the county equates to the creation of new jobs.

The community need that will be addressed is the creation of new jobs for residents. Given that Mariposa County offers weekend adventure, spectacular destinations and memorable experiences, the proposed project, Mariposa County Recreation Guide, is a PERFECT match!

Time Span:

The project timetable will be October 2007 through June 2008.

Project cost:

* Project map and layout - \$5,600

Print Cost - \$4,400

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9. General Operating

If you are requesting this grant to fund your organization's general operations, please describe your organization's funding needs, including other sources of funding, projected growth, issues affecting operating budget, and, any other information you believe we should know (one-page maximum).

N/A

10. Event Funding

If you are requesting this grant to fund an event your organization is hosting, please describe the event in general, the sponsorship and recognition opportunities, and the timeline during which you want a decision (one-page maximum).

N/A

11. What is the total proposed budget for this project/event?

\$10,000

12. What specifically will this grant be used for?

Mariposa County will supply the Recreation Guide to both Mariposa County Visitor Center, North County Visitor Center and the Yosemite/Mariposa Tourism Bureau who distribute fulfillment packages to tourists seeking to come to Mariposa as well as day trippers.

13. If there are other government entities or economic development organizations within your area, do you plan to partner with them or somehow form an alliance with them to leverage funding? If so, please list them.

Mariposa County will partner with the Mariposa County Chamber of Commerce, who will serve as the distribution center for the recreation guide.

14. Has your organization (or another organization in your area) previously attempted or completed the same type of project for which you are applying for funding, and was that project successful?

Mariposa County has not applied for a similar project.

15. Recognition

Many times, organizations provide recognition to their funders for their support. Are there ways that you might recognize corporate sponsors for their donations to your organization?

Mariposa County has aggressively recognized the projects previously funded by Pacific Gas & Electric by inserting a printed message on the front cover of material "this project is funded through a grant from Pacific Gas & Electric". Those projects include the following:

In FY 2005, the County received a grant award for the "Next Level Business Training Program". Ninety-three businesses participated in the training program.

An article was published in the Merced Sun Star and Mariposa Gazette, whose readership is 276,000 and 5,300 respectively per week.

In FY 2006, the County received a grant award for the "Marketing Materials for Business Retention and

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Attraction".

An article was published in the Merced Sun-Star and Mariposa Gazette citing Pacific Gas & Electric as the corporate sponsor.

FY 2007: As a result of the massive Ferguson Land Slide resulting in the loss of tour bus industry in Mariposa County (due to road closure), a grant was awarded for the "Mariposa is Open For Business Campaign". This project resulted in the creation of 2 30-second ads that aired 81 spots over a three month period covering the counties of Mariposa, Madera, Merced, Fresno, Tulare and Kern. The ad campaign reached 1.629M homes per month. On the last scene of the ad was a message that read "this project is funded through a grant by Pacific Gas & Electric".

Statistical Information

Because PG&E strives to serve a wide variety of community needs and is regularly asked by its shareholders and the public for statistical information regarding its charitable grantmaking program, we need to learn about the diverse populations in our service territory and how we can assist them. Please complete the following questions, and we assure you that all funding decisions are made by examining all the information provided by the applicant in its application.

16. Underserved Population

We include as contributions to "underserved" communities grants that assist any of the following specific populations: low-income, people of color, seniors, the disabled, and the LGBT community. In general, we also count as underserved those populations who tend to require more support from public services, including: the homeless; the unemployed or working poor; Native Americans; veterans; the mentally ill; and migrant workers, among others. Will at least half of the funds received under this grant be used to provide goods or services to underserved populations?

YES

If so, please indicate which underserved communities will benefit from a successful grant application. (half-page maximum)

Poverty:

According to the U.S. Census, in 2000, 14.8 percent of the County's residence lived below poverty, compared to 14.2 percent of State residents. The County's median household income in 2000 was \$34,626 compared to the State median household income of \$47,493. The median income in Mariposa County is 27 percent less than the State of California.

Unemployment:

The County's unemployment rate is higher than the State's rate. Mariposa County has averaged 9.3 percent, compared to the state rate of 6.1 percent (California Employment Development Department of Labor Market - February 2005). Long-term high unemployment in Mariposa County has produced a stagnant local economy resulting in fiscal challenges to pay its debt service as well as sustain adequate public safety, jobs and social service programs.

17. Gender of grant target population:

All

18. Age Group of grant target population:

All

19. Ethnicity of grant target population:

(6)

All

20. Target population served

General Population

21. Low-Income

Will a majority of the individuals served by your organization by virtue of this grant be members of low-income households?

YES

22. Minority Run

Are a majority of the members of your organization's Board of Directors members of communities of color?

No

Disclaimer

1. Non-Discrimination:

By accepting a grant from PG&E Corporation or Pacific Gas and Electric Company, the recipient represents and warrants to Pacific Gas and Electric Company that, in its by-laws, policies, or practices, the organization does not discriminate on the basis of race, color, religion, age, sex, national origin, ancestry, physical or mental disability, medical condition, veteran status, marital status, pregnancy, sexual orientation, gender identity, or any basis prohibited by applicable law. (PG&E will, however, consider funding organizations that assist individuals or groups who have been subject to discrimination.)

2. Legal Compliance:

By accepting this grant, the recipient represents and warrants to Pacific Gas and Electric Company that it is and will remain during the term of any grant hereunder in compliance with all federal, state, and local laws, rules, and regulations, including The Nonprofit Integrity Act (SB 1262;2004).

3. Patriot Act Compliance:

By accepting a grant from PG&E Corporation or Pacific Gas and Electric Company, the recipient agrees that it will not promote or engage in violence, terrorism, bigotry, or the destruction of any state, nor will it make sub-grants to any entity that engages in these activities.

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