RECOMMENDED ACTION AND JUSTIFICATION:
Approve a Contract with Sunset Magazine/California Travel and Tourism Publications ($25,970.17) and Authorize the Chairman of the Board of Supervisors to sign the contract. This is an intricate part of the County's marketing efforts and is the second best generator of requests for county information. These advertisements are in the California Official State Visitors' Guide and Travel Planner distributed by the State of California.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board of Supervisors must approve contracts over the amount of $10,000. The Board had approved contracts with Sunset Magazine/California Travel and Tourism Publications for the last several years.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not approve the Contract or authorize the Chairman of the Board of Supervisors to sign the Contract. Mariposa County will not have visibility necessary to create an increased awareness by potential visitors and it will take an increase in staff to replace the service provided by Sunset Magazine/California Travel and Tourism Publication at a greater cost than this service contract.

Financial Impact? (X) Yes () No  Current FY Cost: $25,970.17  
Budgeted In Current FY? (X) Yes () No () Partially Funded
Amount in Budget: $102,050  
Additional Funding Needed: $0  
Source:  
Internal Transfer  
Unanticipated Revenue  
Transfer Between Funds  
Contingency  
() General  () Other

List Attachments, number pages consecutively
Contract for Services
Exhibit A-1
Exhibit A-2

Approved
() Minute Order Attached  () No Action Necessary

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

Res. No.: Ord. No.: Vote - Ayes: Noes: Absent:  
By: Deputy

Revised Dec. 2002