DEPARTMENT: Tourism

BY: Richard H. Inman

PHONE: 966-3685

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend that the Board of Supervisors ratifies the three contracts totaling $29,375.36 with California Travel and Tourism publications for the California Official State Visitor's Guide 2005. The Visitor's Guide is a comprehensive, easy to use annual publication focused exclusively on California travel. The Visitor's Guide includes listing of accommodations, attractions, visitor information sources, suggested itineraries, and ground and transportation services. There are 500,000 copies distributed annually through:

- California Tourism fulfillment packets requested through the www.visitcalifornia.com web site
- Sales missions, consumer and travel trade show (international and domestic)
- California Welcome Centers and DMO's
- Overseas contractors
- Travel professional market
- Sunset magazine events.

Caroline Beteta, Executive Director of California Travel and Tourism Commission states this about the "Return on Investment"

"Since 1999, on average, the literature/fulfillment program annually generated $119 million in total spending to the State. Visitor spending, strengthened by the program, generated $4.7 million in new State tax revenues. And for every $1 spent, California received $174.6 from travelers who decided to visit or extend their stay because they received the information."

BACKGROUND AND HISTORY OF BOARD ACTIONS:
Since 1998, Mariposa County has had a presence in this publication. The past two years our presence has generated approximately 2500 inquires specifically for Mariposa County. We saved $13,839.98 by commiting early.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
If we did not advertise in this publication, the only international exposure we would have is with Michael Habermann when he attends the International Travel show in Berlin and our exposure to the travel market would be limited to the County's efforts.

Financial Impact? ( ) Yes ( ) No Current FY Cost: $ Annual Recurring Cost: 
Budgeted In Current FY? (X) Yes ( ) No ( ) Partially Funded
Amount in Budget: $ List Attachments, number pages consecutively
Additional Funding Needed: $

Source:
Internal Transfer
Unanticipated Revenue
Transfer Between Funds
Contingency
( ) General ( ) Other

( ) General ( ) Other

CLERK'S USE ONLY:
Res. No. 4455 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: ____________

Revised Dec. 2002