

DEPARTMENT: VISITORS BUREAU BY: STEVE HAYES PHONE: 966-3685

RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes  No )

Recommend Morrison Printing Co. be selected from RFP respondents to print the Mariposa County Vacation Planner and request the Mariposa County Board of Supervisors approve the attached agreement for \$24,924.65 with Morrison Printing Co. and authorize the Board Chairman to sign the agreement.

Along with the increasing importance of the Internet the vacation planner is the primary means of how the Bureau promotes Mariposa County. People responding to small print ads usually featuring Yosemite pictures receive the 40-page vacation planner that promotes the various areas of interest throughout the County in addition to Yosemite. The Vacation Planner is distributed to travel agents, AAA distribution points and clubs, tour operators, and area visitor centers.

Listings for businesses important for traveler decision making and planning are listed for free. The businesses typically not included are retail, non-travel related services, grocery stores, and gas stations. Because many of these businesses are also important to tourists the Bureau provides the opportunity for these businesses to participate in the Yosemite Extra Savings Program (YES) which gives them exposure to the tourists when they arrive in the Yosemite region. (Continued)

**BACKGROUND AND HISTORY OF BOARD ACTIONS:**

The appropriations necessary for this action were approved in the current budget. The Board instructed that the collection of revenue associated with this action be closely monitored. This will be the second edition funded by advertising revenue. This is the first edition where the Visitors Bureau budget will receive the advertising revenue.

**LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:**

Negative action would require a new RFP process because paper prices will necessitate adjustments to the existing proposals.

COSTS:  Not Applicable

A.	Budgeted current FY	\$25,000.00
B.	Total anticipated costs	\$24,924.65
C.	Required additional funding	\$ _____
D.	Internal transfers	\$ _____

SPECIAL INSTRUCTIONS:  
List the attachments and number the pages consecutively:

Page #2 recommended action

Agreement

Morrison Printing Response

RFP Results

SOURCE:  4/5ths Vote Required

A.	Unanticipated revenues	\$ _____
B.	Reserve for contingencies	\$ _____
C.	Source description: _____	

Balance in Reserve for Contingencies, if approved: \$ \_\_\_\_\_

**CLERK'S USE ONLY:**

RES. NO.: 00-68 Ord. No. \_\_\_\_\_  
 Vote - Ayes: 4 Noes: \_\_\_\_\_  
 Absent: None Abstained: \_\_\_\_\_  
 Approved ( ) Denied ( )  
 ( ) Minute Order Attached ( ) No action necessary

**ADMINISTRATIVE OFFICER'S RECOMMENDATION:**  
This item is on agenda as:

Recommended  
 Not Recommended  
 For Policy Determination  
 Submitted with Comment

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

Comment: \_\_\_\_\_

A.O. Initials: SH

The recommended respondent's proposal is the lowest bid at \$24,924.65 that includes state sales tax. If selected the cost for printing will be \$75 below budget. The size of the vacation planner will be approximately 1/2 inch smaller in height. The contract provides for 75,000 copies of the planner on a better grade of paper than in the current edition. The respondent has demonstrated an equal or better experience to the other respondents with similar publications.

The vacation planner printing is completely paid for by advertising sales. To date the Visitors Bureau has advertising commitments for \$28,498. The amount budgeted for printing is \$25,000 with \$35,000 anticipated as miscellaneous revenue. The Bureau expects to collect more than the \$35,000 of anticipated revenue when ad sales are complete.

The Vacation Planner is expected to be ready in mid-March.