

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

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

Request that the Mariposa County Board of Supervisors review and adopt the proposed 'Event Policy Statement.' And request that the Board provides direction for the procedure development phase of Event promotion advertising funding. The proposed Event Policy gives general information about the County's intention to primarily fund the promotional advertising of events. The proposed policy provides for the possibility of providing seed money for events under unique circumstances. The policy assists the Visitors Bureau and Tourism Advisory Council in evaluating the initial requests for assisting events that will be presented to the Board for final approval during the final budget hearings.

The Visitors Bureau Director will return to the Board with the more specific guidelines for the public to follow after coordination with departments that may be affected by this policy. A department likely to be affected is the Public Works Parks and Recreation Division. The Board will make the final decision for funding of community events brought through the appropriate County department.

In order to assist in the development of the procedure that will be used to prioritize funding requests during the County budget process the Visitors Bureau requests that the Board provides direction on the items that should be included. Considerations are provided to suggest possible direction from the Board for the next phase of procedure development.

**BACKGROUND AND HISTORY OF BOARD ACTIONS:**

The development of special events is part of the Board approved goals for the Visitors Bureau. The Board liaison committee to the Visitors Bureau has worked for several months on detailed event development guidelines. This concise policy statement is the result.

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

COSTS:	<input checked="" type="checkbox"/> Not Applicable	
A.	Budgeted current FY	\$ _____
B.	Total anticipated costs	\$ _____
C.	Required additional funding	\$ _____
D.	Internal transfers	\$ _____

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

Events Policy Statement

Considerations for Procedure

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.: 99-276 Ord. No. \_\_\_\_\_  
 Vote - Ayes: \_\_\_\_\_ Noes: \_\_\_\_\_  
 Absent: \_\_\_\_\_ Abstained: \_\_\_\_\_  
 Approved  Denied  
 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

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

Recommended  
 Not Recommended  
 For Policy Determination  
 Submitted with Comment

Comment: \_\_\_\_\_  
 \_\_\_\_\_  
 A.O. Initials: [Signature]

## **Event Policy Statement**

It is the policy of Mariposa County to promote the County of Mariposa in order to attract visitors and economic development. The Board of Supervisors believes that it is the responsibility of the Chamber of Commerce and other local organizations to provide activities for visitors. Promotional advertising of worthy events will be undertaken by the Visitors Bureau in cooperation with the event sponsor.

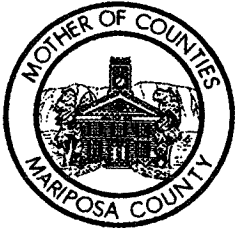
The County may, under unique circumstances, approve partial start-up funding for an event if it appears:

- 1) the event will draw visitors to Mariposa County who would not otherwise visit;
- 2) the event will provide significant positive media and promotional attention that would encourage future visits; and
- 3) the event will occur in the shoulder seasons before and after the high summer visitation period. The timing of the event during holiday periods may also be a factor in partial funding.

All requests for partial start-up funding of an event must be routed through the Visitors Bureau. Any event funding approved by the Board through the County budget approval process is intended to be short term funding.

Requests for event funding, which are not targeted to attract visitors to Mariposa County such as local community events, are to be routed through the appropriate County Department. For example: a concert in the Mariposa park would be referred to the Public Works Recreation Division.

The County Board of Supervisors shall approve a procedure that will be used to prioritize funding requests during the County budget process.



# COUNTY of MARIPOSA

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## MARIPOSA COUNTY BOARD OF SUPERVISORS

### MINUTE ORDER

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**TO:** STEVE HAYES, Visitors' Bureau Director  
**FROM:** MARGIE WILLIAMS, Clerk of the Board *MW*  
**SUBJECT:** Proposed Event Policy Statement with Direction for the Procedure Development Phase of Event Promotion Advertising Funding; Res. 99-276

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THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on September 7, 1999

#### ACTION AND VOTE:

Steve Hayes, Visitors' Bureau Director;

A) Review and Adopt the Proposed Event Policy Statement and Provide Direction for the Procedure Development Phase of Event Promotion Advertising Funding

**BOARD ACTION:** Discussion was held with Steve Hayes. Further discussion was continued for the following matter.

Nita Vigil, 4-H member, presented the Board members with a thank-you gift for purchasing her duck at the Junior Livestock Auction.

Further discussion was held on the proposed event policy statement and the procedure development phase of the event promotion advertising funding and the questions raised by the Visitors' Bureau Director. (M)Balmain, (S)Stewart, Res. 99-276 adopted approving the Event Policy Statement/Ayes: Balmain, Stewart, Parker, Pickard; Excused: Reilly. The Board's subcommittee to work with staff (County Counsel and County Administrative Officer) and the Visitors' Bureau Director to come back with more specific guidelines for the event promotion advertising funding.

cc: Jeffrey G. Green, County Counsel  
Janet Hogan, County Administrative Officer  
Board of Supervisors Visitors' Bureau Subcommittee  
File