

MARIPOSA COUNTY
BOARD OF SUPERVISORS

AGENDA
ACTION FORM

DATE: January 6, 1998
AGENDA ITEM NO.: 3

DEPARTMENT: Planning and Building BY: Edward J. Johnson PHONE: 966-5151

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

Approve the Community Development Block Grant (CDBG) for Business Development Implementation Strategy (\$35,000): Direct commencement of Mining Museum tasks; approve and authorize execution of consultant contracts; establish new budget fund, and approve Budget Action Form; formally accept \$5,000 donation from Gloor Family; and, advertise for other donations.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

Please see attached memo.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

No action will delay County efforts to assist the relocation of the Mining and Mineral Museum.

COSTS:	() Not Applicable	\$ _____
A.	Budgeted current FY	\$ <u>0</u>
B.	Total anticipated costs	\$ <u>40,000</u>
C.	Required additional funding	\$ _____
D.	Internal transfers	\$ _____

SOURCE:	(x) 4/5ths Vote Required
A.	Unanticipated revenues \$ <u>40,000</u>
B.	Reserve for contingencies \$ _____
C.	Source description: <u>CDBG / Donations</u>
Balance in Reserve for Contingencies, if approved: \$ _____	

SPECIAL INSTRUCTIONS:
List the attachments and number the pages consecutively:
Memo from Ed Johnson and attachments.

CLERK'S USE ONLY:
Res. No.: 98-9 Ord. No. _____
Vote - Ayes: _____ Noes: _____
Absent: _____ Abstained: _____
() Approved () Denied
 Minute Order Attached () No Action Necessary


ADMINISTRATIVE OFFICER'S RECOMMENDATION:
This item on agenda as:
 Recommended
 Not Recommended
 For Policy Determination
 Submitted with Comment
 Returned for Further Action
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

A.O. Initials: 

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: ED JOHNSON, Planning and Building Director
FROM: MARGIE WILLIAMS, Clerk of the Board 
SUBJECT: COMMUNITY DEVELOPMENT BLOCK GRANT FOR BUSINESS DEVELOPMENT; RES. 98-9

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

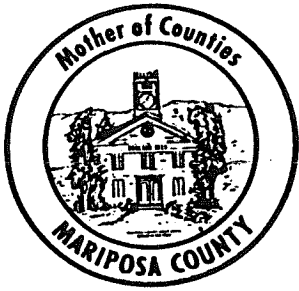
ADOPTED THIS Order on January 6, 1998

ACTION AND VOTE:

Ed Johnson, Planning and Building Director;
Community Development Block Grant (CDBG) for Business Development Implementation Strategy (\$35,000): Direct Commencement of Mining Museum Tasks; Approve and Authorize Execution of Consultant Contracts; Establish New Budget Fund, and Approve Budget Action Form; Formally Accept \$5,000 Donation from Gloor Family; and Advertise for Other Donations (4/5ths Vote Required)

BOARD ACTION: Discussion was held with Ed Johnson. Ed clarified that the request for advertising for other donations is an advertisement for other interested property owners who have sites that may be available. Jeff Green, County Counsel, advised that the term "donation" should not be used for the contribution from the Gloor family as a contract will need to be drawn up between the Gloor's and the County for this project. Supervisor Parker expressed concern with a previous contract with a consultant, where following consultant services, the consultant was then in a position to be involved with the actual project, and he requested that this situation not occur with this project or in the future. Ed Johnson advised that the formal contracts with the State, ADE for consulting, and the Gloor family will be scheduled on the agenda for January 20, 1998. (M)Parker, (S)Balmain, Res. 98-9 adopted approving the CDBG as requested, directing commencement of the Mining Museum tasks, approving budget actions as discussed, and directing staff to advertise for other sites that may be available as discussed/Ayes: Unanimous.

cc: Ken Hawkins, Auditor
Jeff Green, County Counsel
File



Mariposa County Planning and Building Department


EDWARD J. JOHNSON
Director

5101 Jones Street
P.O. Box 2039
Mariposa, CA 95338
(209) 966-5151
FAX No. (209) 742-5024

Memorandum

Date: December 24, 1997

To: Board of Supervisors

From: Ed Johnson, Planning and Building Director 

Subject: COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) FOR
BUSINESS DEVELOPMENT IMPLEMENTATION STRATEGY,
MINING MUSEUM PORTION

RECOMMENDATIONS

Staff recommends that the Board authorize the commencement of the CDBG grant tasks related to the Mining and Mineral Museum and execute the appropriate contracts and budget actions. Those actions are:

1. Direct work to begin on the Mining Museum tasks of the CDBG grant using the County match (\$4,550) and private donation (\$5,000) only.
2. Approve contracts with Bruce Daniels and Applied Development Economics (ADE) and authorize the Chair to execute those contracts.
3. Establish a new budget Fund Number 340, and establish estimated revenues and appropriations for fiscal year 1997-98, as described in the Budget Action Form.
4. Approve the Budget Action Form request.
5. Formally accept a donation of \$5,000 from the Gloor Family to assist in the Mining Museum tasks, and approve the accompanying scope of services.
6. Direct staff to formally advertise for other similar donations.

DISCUSSION

On November 13, 1997, the State Housing and Community Development Department formally notified the County that the Community Development Block Grant application for a Business Development Implementation Strategy was approved. A copy of the proposed Program Tasks and budget is attached as Exhibit 1. Part of the Program Design included a task to evaluate the site location requirements of the Mining Museum to determine the extent to which it could combine with the site needs of the services relocating out of Yosemite National Park and related new businesses. Although formal contracts with the State have not yet been executed, on December 2, 1997, we were informed by our consultants that the State had given verbal approval to begin work on the grant using the County match (\$4,550) and any private donations (\$5,000).

On December 16, 1997, the Board directed staff to bring back, for Board approval, the necessary actions and written agreements to begin work on the Mining Museum tasks. Those actions are listed in the Recommendations portion of this report.

The actions for consideration include approval of a contract with Bruce Daniels and Applied Development Economics to perform the related work. On July 8, 1997, the Board contracted with these consultants to prepare the grant application and if successful, the implementation of the project. Staff and County Counsel had not completed review of these contract documents by the time this Board Report was due. We had asked for revised contracts which, due to the short holiday weeks, have not yet been delivered. Staff will continue to work with the consultants to have formal contracts for the Board the week of December 29, 1997. If acceptable documents have not been worked out by then, staff will request a continuance of the contract approval portion of this Program.

In order to accept funding for this project and to authorize expenditures, a new budget fund is proposed. This will be reserved for this block grant only, but could later be used if other economic development grants are received. A special expenditure line item is created to show the donation from the Gloor Family. Other line items could be created if other donations are received. The proposed Budget Action Form is attached in Exhibit 3.

Prior to expenditure of any funds from the Gloor Family donation, State law requires that the Board formally accept the donation (see Exhibit 4.) Staff recommends acceptance and has received a proposed scope of services for that donation. As with the consultant contracts, the language for this scope of services has not been finalized and will be delivered to the Board with the consultant contracts the week of December 29, 1997.

Also, on June 24, 1997, the Board authorized staff to solicit additional donations from other private sources to augment the CDBG efforts. Staff is proposing that the Board direct staff to

formally advertise to determine if other interested parties are also willing to participate in the Business Development Implementation Strategy effort.

CONCLUSIONS

The above actions will enable the immediate commencement of the CDBG project for the Mining Museum portion only. The intended product for this portion is an economic analysis that can be used as a prospectus for implementing the relocation of the Mining Museum, including a strategy, and preparation of additional applications, for funding the project.

When the State submits draft contracts for the entire CDBG project, staff will bring those contracts back to the Board for review and approval.

The overall intent of the grant is to create jobs for low to moderate income persons. As discussed at the December 16, 1997 Board meeting, related to this effort is the CALWORKS Program which has the same general intent. Funding from CALWORKS could be coordinated with this CDBG effort for both planning and implementation, where both efforts could benefit each other. The economic development function, in general, and the CALWORKS Project, specifically, have not been resolved or assigned by the Board. Expediting that process would assist in leveraging the benefits from each program.

EJ:ns

Attachments

EXHIBIT 1

CDBG Approval Letter

&

Program Design

STATE OF CALIFORNIA - BUSINESS, TRANSPORTATION AND HOUSING AGENCY

PETE WILSON, Governor

DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

Office of the Director

1800 Third Street, Suite 450

P. O. Box 952051

Sacramento, CA 94252-2051

(916) 445-4775

FAX (916) 324-5107



RECEIVED

NOV 17 1997

Mariposa County Planning Dept.

November 13, 1997

Robert Stewart, Chairman, Board of Supervisors
County of Mariposa
5101 Jones Street
Mariposa, California 95338

Dear Mr. Stewart:

I am pleased to inform you that the County of Mariposa has been awarded a \$35,000 Planning and Technical Assistance grant from the Department of Housing and Community Development's (HCD) Community Development Block Grant (CDBG) Program.

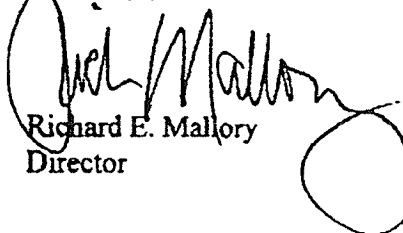
These Planning and Technical Assistance grants help communities lay the groundwork for affordable housing and economic development activities that will benefit low-income residents. As such, they are an important part of Governor Wilson's efforts to increase housing opportunities and promote economic growth for all Californians.

The CDBG Program will be forwarding a contract to you for signature and return to Housing and Community Development. Please note that no funds may be expended nor any costs incurred until a contract is fully executed. If you have any questions, please contact your CDBG Representative at (916) 445-6000.

In closing, I want to assure you that Governor Wilson and HCD are ready and willing to assist you in meeting your housing and economic development needs. If there is anything the State can do to help, please let us know.

Again, congratulations.

Sincerely yours,


Richard E. Mallory
Director

Mariposa's Park-related tourism has decreased due to:

- Recent disastrous floods closed the Park for an extended period and closed State Route 140, the major artery to Yosemite Valley, which passes through the community of Mariposa and most of Mariposa County. Reconstruction of SR 140 is projected to last for at least another year, with periodic closing of the road.
- Public communications by the National Park Service regarding the flood and a planned required reservation policy has effectively de-marketed the area as a desirable area to visit. Park entrance fees were raised from \$5.00 to \$20.00 per vehicle on a demonstration basis, which is a disincentive for tourism.

The Mariposa County Visitors Bureau compiled an economic impact report on March 20, 1997 showing a total loss of 160 jobs due to the flood and nearly 38% loss of income by lodging, restaurant, retail and miscellaneous service businesses.

The County's pro-active economic development stance is to take action on these matters and maximize the County's business and job opportunities. The major changes coming about because of the Yosemite Park General Management Plan are very important to the County's economic well being, and this CDBG Activity will provide essential analytical and strategic information for the County to act on.

The County's RFP listed three potential topics for grant preparation. During preparation of the Planning/Technical Assistance application, the County determined that two topics had the highest priority for inclusion in the grant application: bringing job benefit associated with the Yosemite Park changes; and proceeding with the establishment of Bower Cave as a concession attraction.

4.2 Program Design

The Activity will prepare a Business Development Implementation Strategy which will enable the County to maximize its potential to create job benefit from two areas of potential economic opportunity:

- changes in how Yosemite Park manages visitors, per the Park's 1980 Management Plan Revised
- potential use of Bower Cave property as a concession

Task 1. Inter-modal Transportation Center, Commercial and Office Complex, Community of Mariposa

Develop the basis for the County to effectively attract a significant portion of the Yosemite Park-services which are planned for relocation outside the Yosemite National Park, such as Park headquarters; Yosemite Concession Services Corporation headquarters and reservation service; and related commercial facilities. The analysis will also document the potential for business growth associated with the relocation. The relocations and business growth will create additional jobs in the County, the majority of which will be opportunities to TIG persons. The feasibility of locating such services/businesses in association with the proposed Inter-modal Transportation Center will be examined. Sub tasks will include:

■ 1.1 Potential Relocation and New Business Growth

Review current proposed plans for relocation. (The 1980 Yosemite Park Management Plan Rev. commits to relocation of services outside the Park, but does not specify the area outside the Park's boundaries where the relocation will occur.)

Identify those services with the greatest likelihood of locating in the community of Mariposa, the types of services, and their economic impact, such as number of jobs, estimated sales revenue, etc. Such services may include the headquarters and reservation services, lodging services, food services, merchandising services, and visitor services.

Identify the potential new business growth which could occur as a result of the relocation in Mariposa, and its economic impact (i.e. jobs, sales, number of businesses, type, etc.)

Identify the potential TIG job benefit associated with both the likely relocations and the new business growth.

■ 1.2 Site Evaluation

Evaluate the site location characteristics for these relocation services/facilities and potential new businesses.

Evaluate the site location requirements for two other facilities and determine the extent to which these facilities may combine with the site needs of the Park-related relocating services/new businesses. The County anticipates there will be greater business and job benefit by aggregating the facilities into a sizeable multi-purpose complex, but does not know to what extent this is feasible. The two other facilities are:

- the proposed Inter-modal Transportation Center and Staging Area. (This Center is in the planning phase as one of the components of the Yosemite Area Regional Transportation System--YARTS. The County wishes to determine the feasibility of locating the Inter-modal Transportation Center and Staging Area in combination with a commercial complex accommodating the Park-related relocating businesses/services and new business growth.)
- the California Mining Museum, located in Mariposa. (The Museum is threatened with relocation or closure due to an operating deficit, which would result in job loss. The Museum is a visitor, historical and research attraction -- therefore contributing to the tourism economy, and the County may be able to retain it by providing an alternate site.)

Determine the site design parameters to be used in the next steps of site evaluation and financial feasibility.

Identify suitable sites which meet the site design parameters. Assemble information about site and development costs and developer/property owner interest.

■ 1.3 Financial Feasibility

Prepare a financial feasibility analysis for the sites under consideration, including description of sources of funding. The description of sources of funding will include developer/property owner, equity, tenant or user improvements, private investors, and outside state and federal funding as available.

■ 1.4 Inter-modal Transportation Center Economic Impact

Analyze the economic impacts of the Inter-modal Transportation Center combined with a Commercial and Office Complex as it relates to Mariposa residents and workers, Yosemite Park employees and visitors, related businesses, the Mining Museum, and other regional attractions. The economic impacts will include sales revenue, number and types of businesses/services, jobs and TIG benefit.

■ 1.5 Marketing Strategy/Proposals

Develop a marketing strategy geared to successfully obtaining relocated services from Yosemite Park; attracting private sector (property owner/investor) participation in the development of suitable facilities for relocation and new business growth; and attracting new business growth.

Prepare a draft proposal/prospectus which later can be finalized for use with both the private sector and the public sector. (Both the Park Service and the Concession Services Corporation have indicated they are willing to entertain proposals from the County regarding the relocation. The County will prepare the draft proposals/prospectus as its portion of the grant Activity, and once the grant is concluded, the County staff will finalize the proposals/prospectus and proceed with the attraction effort.)

Task 2. Bower Cave Economic Market Analysis and Financial Feasibility Study

In order to proceed with the opportunity to develop a significant portion of the County as a major attraction for tourism, a market analysis and financial feasibility study is required. Such an attraction would create jobs, with TIG benefit.

- 2.1 Conduct a market analysis regarding the potential use of Bower Cave property (800 acres) as a concession with trails, picnic areas, camping facilities, visitor center, and related outdoor historic/scenic uses.

The market analysis will take into account the fact that the Forest Service is the entity to authorize concessionaire services for the Bower Cave property.

- 2.2 Determine the financial feasibility of developing and operating the property as a concession. Estimate sales revenue.
- 2.3 Identify the potential jobs and TIG benefit associated with the Bower Cave property's use as a concession.
- 2.4 Prepare a draft proposal/prospectus which later can be finalized for use with the Forest Service and/or other entities. (The County will prepare the draft proposals/prospectus as its portion of the grant

Activity, and once the grant is concluded, the County staff will finalize the proposals/prospectus and proceed with the actions necessary to obtain Forest Service approval and develop services at the Bower Cave property.)

Task 3. Final Report

Prepare a final report containing the Business Development Implementation Strategy which incorporates and summarizes the results of the tasks, recommends how the County should proceed, and contains an implementation plan with responsibilities and resources designated. Job potential and TIG benefit will be included.

Task 4. Grant Administration

This task will perform all actions necessary to ensure that the County complies with federal and state grant requirements.

4.3 Benefit to Target Income Group

There are over 2,230 households which fall within the CDBG definition of low/moderate income. This activity will recommend specific steps that the County can take to increase jobs in the County particularly in the town of Mariposa. It is estimated that the Activity will identify industries that will result in the creation of approximately 73 jobs in Mariposa County. Approximately 60 of them are projected to be of benefit to TIG households. This is 83 percent of the total new jobs. The assumptions and calculations are as follows. More specific figures will be developed for the final industry targets as part of the activity.

It is estimated that there are approximately 500 jobs currently within Yosemite National Park that will be potentially affected by the proposal to move services to the park environs. Assuming that services will move to the three entrances to the park, approximately 166 jobs will be relocated (retained) within the County. Applying current job multipliers for tourism spending in the County of 1.14 results in an additional 23 jobs created in the local economy resulting from the relocation of these jobs. Additionally, it is estimated that about 30 percent or 50 additional jobs can be created by developing current tourism resources in the County, particularly around a staging facility for vehicles entering and exiting the park.

The types of businesses include a variety of retail and services establishments. The basis for occupational distribution -- which is used to estimate job opportunities available to the likely skill matching low to low-moderate income persons -- is contained in Table A on the following page. Target Income Group persons often have limited jobs skills and/or work experience. Entry level jobs where on-the-job training can occur are the most likely occupations for TIG employment opportunities. Generally, these types of jobs are in the categories of sales, clerical, service and production.

Table A, on the following page, shows the national occupational distribution for those retail and service establishments which are likely to be created by the relocation and job creation activities. Applying these percentages to 73 jobs (23 plus 50 jobs), the total of 60 jobs or 83 percent are estimated to be likely opportunity for TIG residents. During the course of the Activity, more specific jobs projections will be developed.

Activity Budget

Activity: Business Development Implementation Strategy

Activity	City/County Staff Hours				Consultant Hours			
	No. of Hours	Hourly Rate	CDBG Portion	Cash Match	No. of Hours	Hourly Rate	CDBG Portion	Cash Match
1. Transportation Center/Commercial Complex	50	\$40		\$2,000	228	\$70	\$16,000	
2. Bower Cave	50	\$40		\$2,000	143	\$70	\$10,000	
3. Final Report	25	\$40	\$450	\$ 550	97	\$70	\$6,800	
Totals			\$450	\$4,550			\$32,800	

General Administration Budget

GENERAL ADMINISTRATION	City/County Staff Hours				Consultant Hours			
	Task Cost				Task Cost			
	No. of Hours	Hourly Rate	CDBG Portion	Cash Match	No. of Hours	Hourly Rate	CDBG Portion	Cash Match
1. Program Activity Report (2)					8	\$45	\$360	
2. Annual Grantee Performance Report (1) and Public Hearing					6	\$45	\$270	
3. Cash Requests (3)					10	\$45	\$450	
4. Closeout Package (1) (Includes GPR, Public Hearing, Cash Request, Certificate of Completion)					10	\$45	\$450	
5. Program Income Report					1	\$45	\$220	
6. Record Keeping/Coordinating with County					4	\$45	\$180	
7. Total Grant Administration					39	\$45	\$1,750	
3.								
3.								
10.								
Totals			\$0	\$0			\$1,750	\$0

EXHIBIT 2

Draft Consultant Contracts

(To be delivered separately.)

EXHIBIT 3

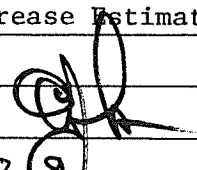
Budget Action Form

BUDGET ACTION FORM

FUND	DEPT/DIV	ACCOUNT	DESCRIPTION	INCREASE	DECREASE
340	0516	305-6296	Inc. Est. Rev/Appropriations	(35,000)	
340	0516	308-1100		(5,000)	
340	0516	902-0418	Professional Services	35,000	
340	0516	902-0433	Special Department / Gloor	5,000	
001	0104	414-1090	GENERAL CONTINGENCY		
TRANSFER BETWEEN FUNDS					
TOTALS					

- ACTION REQUESTED: (Check all that apply)
- Budget appropriation by Board of Supervisors (4/5ths Vote Required): Amending the total amount available in the county budget, or in any one fund of the budget, or appropriating Reserve for Contingencies;
 - Transfer by Board of Supervisors (3/5ths Vote Required): Moving existing appropriations from one budget another, or between categories within a budget unit;

JUSTIFICATION Increase Estimated Revenue and Appropriations to reflect projects for economic development.

DEPT HEAD SIGNATURE  DATE January 6, 1998

APPROVED BY RES NO. 98-9 CLERK hws DATE 1-6-98

AUDITOR'S USE ONLY BA #

EXHIBIT 4

Gloor Family Donation

copy

December 17, 1997

Joan Gloor
P.O.Box 925
Mariposa, Ca 95538

Mr Robert Stewart, Chairman
Mariposa County Board of Supervisors
P.O.Box 784
Mariposa, California

Subject: Community Development Block Grant for Economic
Development Planning/Technical Assistance

Dear Chairman Stewart

We wish to thank the Board and staff for expediting plans for the relocation of the State of California's Mining and Mineral Museum to another site in Mariposa. We are happy to give Mariposa County a check for \$5,000.00 to supplement the CDBG economic development study to evaluate the properties located at the intersection of State Highways 140 and 49 North, known as the VFW and Gloor Family property.

The funds that we are giving to the County of Mariposa shall be used to examine the financial feasibility for relocating the Mining Museum to the above sites and related commercial and public uses; including but not limited to: 1) Native American museum and retail center, 2) expanded visitors center, restrooms, parking, park, sidewalks, landscaping, facades, roadway, and other public improvements; and 3) tourism related retail space. This information shall be prepared in the form of a written prospectus which can be presented to potential investors, lenders and other private and public funding sources.

In addition, these funds shall be used to prepare grant applications and other forms of public financial assistance, most notably the Community Development Block Grant Over-the Counter Fund.

Mr Ed Hardy will be serving as our representative on this project. We look forward to working with you on this pioneer public private partnership for the enhancement of Mariposa County.

Joan Gloor
the Gloor Family

C/C Janet Hogan
Ed Hardy
Steve Hayes
Ed Johnson
Bruce Daniels

MARIPOSA LODGE
P.O. BOX 733 209-966-3607
MARIPOSA, CA 95338

7887

90-3689/1211

PAY
TO THE
ORDER OF


County of Mariposa

12/17 19 97

\$ 5,000.00

Five Thousand and 00/100

DOLLARS

 Security features included. Details on back.



YOSEMITE BANK
5171 Hwy. 49 North
P.O. Box 1267
Mariposa, CA 95338

FOR

economic and feasibility study

Joan Gloss

⑈007887⑈ ⑆21136895⑆ 0001615853⑈

MP

CHANDLER STYLE 30