DEPARTMENT: Visitors Bureau  BY: Steve Hayes  PHONE: 966-2456

RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes[ ] No[ ])
Request that the Board release the frozen funds from the terminated matching grant program to fund efforts in flood recovery activities and compensate for the reduction from baseline in the promotion line to increase appropriations for the Chamber and Arts Council. $60,000 currently remain frozen. $45,000 could be effectively used during this fiscal year with $15,000 committed for cash matches to be expended in FY 97-98 for anticipated CDBG planning grant matches. The planning grants are anticipated to plan for visitor center services, tour bus services, and staging of vehicles. The planning grants will facilitate grant funding for facilities and provision of services. The $45,000 remaining funds would be used for the following purposes:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAA Tour Guide advertising renewal for 1998 publication.</td>
<td>$15,000</td>
</tr>
<tr>
<td>Recovery Promotion including additional promotion for events including:</td>
<td>$30,000</td>
</tr>
<tr>
<td>Bluegrass Festival</td>
<td></td>
</tr>
<tr>
<td>Pow-wow</td>
<td></td>
</tr>
<tr>
<td>Rod and Classic Car Show</td>
<td></td>
</tr>
<tr>
<td>Civil War Reenactment</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$45,000.00</td>
</tr>
</tbody>
</table>

BACKGROUND AND HISTORY OF BOARD ACTIONS: On 9/10/96 the Board froze the matching grant fund appropriations in the amount of $70,000. On 9/12/97 the Board approved funding within existing budget a flyer promoting the Mining and Mineral Museum for $2,500 and including it as a baseline request. This has been accomplished with in the vacation planner but reduced funds for this year’s promotion program. On 10/8/96 the Board terminated the matching grant program, approved using $10,000 for co-op advertising in the California Tourism Publications and left $60,000 frozen.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
The ability of the Visitors Bureau to respond effectively in the short term will be affected. The funds for state promotion have been at least delayed and may not be available. Local promotion for flood recovery can be effectively used and if the state funds become available coordinated with the State promotion activities.

COSTS: [ ] Not Applicable
A. Budgeted current FY $45,000.00
B. Total anticipated costs $____
C. Required additional funding $____
D. Internal transfers $45,000.00

SOURCE: [ ] 4/5ths Vote Required
A. Unanticipated revenues $____
B. Reserve for contingencies $____
C. Source description:
   Balance in Reserve for Contingencies, if approved: $____

SPECIAL INSTRUCTIONS:
List the attachments and number the pages consecutively:
Board Minute Order - 9/10/96
Board Minute Order - 9/12/96
Board Minute Order - 10/8/96

CLERK’S USE ONLY:
RES. NO.: 89-139    Ord. No. ______
Vote - Ayes: _______     Noe: _______
   Absent: _______     Abstained: _______
( ) Approved ( ) Denied ( ) No action necessary
   Minute Order Attached
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: ______

Action Form Revised 5/92
April 15, 1997

TO: Board of Supervisors

FROM: Janet Hogan
County Administrative Officer

SUBJECT: Request from Visitors' Bureau Director to Modify Budget (Item 4B on 4/22/97 Agenda)

RECOMMENDATION:

1. Deny the request of the Visitors' Bureau Director; and

2. Adjust the Visitors' Bureau budget to reduce the General Fund contribution by $60,000, and adjust the General Fund Interfund Transfer and Contingency budgets in the amount of $60,000 each to help reduce the budget impact of the loss of Transient Occupancy Tax revenue due to the recent flood and closure of Yosemite National Park.

DISCUSSION:

Of the items requested, the AAA Tour Guide advertising renewal and additional funds for promotional activities are consistent with existing Visitors' Bureau programming. The $15,000 match for a Community Development Block Grant (CDBG) planning grant is a new initiative.

These are worthwhile activities that should be considered when funding is available. Unfortunately, it is not likely that the expanded promotional efforts will lead to additional County revenues sufficient to offset the amount of the expenditure. This fact, combined with the anticipated shortfall in Transient Occupancy Tax revenue, makes it necessary to recommend denial at this time.

The request for matching funds for a CDBG grant could be reconsidered during 1997-98 budget deliberations.
<table>
<thead>
<tr>
<th>FUND</th>
<th>DEPT</th>
<th>ACCOUNT</th>
<th>DESCRIPTION</th>
<th>INCREASE</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>305</td>
<td>0143</td>
<td>494.04-33</td>
<td>Grant Program (Discontinued)</td>
<td></td>
<td>60,000.00</td>
</tr>
<tr>
<td>305</td>
<td>0143</td>
<td>494.04-34</td>
<td>Promotion</td>
<td>45,000.00</td>
<td></td>
</tr>
<tr>
<td>305</td>
<td>0143</td>
<td>491.10-90</td>
<td>Contingency</td>
<td></td>
<td>15,000.00</td>
</tr>
</tbody>
</table>

**NOTE:** Funds to remain

**DATE** 4/14/97

**DEPARTMENT APPROVAL**

**AUDITOR APPROVAL**

**AUDITOR'S USE ONLY**

**BA#**
MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO:        STEVE HAYES, Visitors Bureau
FROM:      MARGIE WILLIAMS, Clerk of the Board
SUBJECT:   ADVERTISING FUND

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on September 10, 1996

ACTION AND VOTE:

Advertising Fund: Steve Hayes/Visitors Bureau, introduced Catherine Collier, the new Executive Director for the Arts Council, and additional information concerning the budget request was presented to the Board.

2:26 p.m.  Recess

2:42 p.m.  Ken Hawkins noted that the fund balance carryover for the Advertising budget was $73,797. Steve Hayes reviewed the funding requests. Board concurred with the funding for the Chamber of Commerce to meet current contract obligations ($95,881). Discussion was held relative to the Courthouse tour guide program and consideration of asking for donations for the tours - possibly putting a sign on the box itself. Jim Evans/Housing and Community Development Agency Director, commented on past donations; and it was noted that in the absence of a Visitors Bureau Director, the donation box needed to be checked. Board concurred with staying with the baseline budget plus the additional expenses through the summer. Staff to return for funding Courthouse Tours in the Spring. Mike Coffield/County Administrative Officer, advised that the funding request for Mariposa Park improvements is included in the Capital Improvement Project budget for discussion. Board concurred with the funding for the Labor Day Parade ($750). Catherine Collier presented request for additional funding for the Arts Council ($45,000). Discussion was held concerning the various programs and funding levels. Marilyn Rudzik provided input relative to the Chrysalis Youth Programs and the proposed expansion of the program. Pat Moon commented on previous expense costs. Further consideration was continued after review of the following requests. Discussion was held concerning the request from Yosemite Renaissance and consideration of advising programs such as this that it is the Board’s intention that the programs need to become self-supporting. Jim Evans provided input relative to his previous review of their budget. Board concurred with funding Yosemite Renaissance at a reduced level ($10,000). Discussion was held relative to funding request for the Northside History Center - Supervisor Balmain stated he would look into the suggestion of combining activities of the

ATTACHMENT A-1
Visitor Center with this function to save County costs. Board concurred with funding at baseline ($5,150). Discussion was held concerning funding request for Transit and it was noted that GAIN has proposed to drop its contribution. Board discussed negotiating with VIA to drop GAIN runs and it was noted that we are approaching the end of the contract and could review all issues. Board concurred with funding Transit ($139,000). Board concurred with deleting $4,695 for sponsorship of Foothill Radio from the membership budget and for this sponsorship. Board concurred with funding request leases for equipment funding. Discussion was held concerning the Lodging Council matching grant program, giving sufficient notice for terminating the program, further reviewing the matter when a new Visitors Bureau Director is hired and consideration of continuing the program to assist small businesses in getting started - it was noted that the funds budgeted in last year’s budget were just expended. Board concurred with budgeting the funds ($70,000) and freezing them, and immediately beginning to review those that will be affected by this decision in the discussions. Board concurred with funding promotional activities ($123,740); with moving funding ($80,000) for personnel to salaries and benefits; with funding transportation and travel ($6,500); with funding private vehicle use ($3,000); and with not funding computers. Board concurred with increasing the funding to the Arts Council ($38,400).

cc: Ken Hawkins, Auditor
    Mike Coffield, County Administrative Officer
    Jim Evans, Housing and Community Development Agency Director
    Mike Edwards, Public Works Director
    Supervisor Balmain
    File
TO: STEVE HAYES, Visitors Bureau
FROM: MARGIE WILLIAMS, Clerk of the Board
SUBJECT: BUDGET REQUESTS

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on September 12, 1996

ACTION AND VOTE:

Advertising Fund: Supervisor Parker advised of receipt of a request from the Mining and Mineral Exhibit Association to print a flyer advertising the attraction - Board concurred with funding this within the existing budget and including it as a baseline expense.

cc: Mike Coffield, County Administrative Officer
    Ken Hawkins, Auditor
    Jim Evans, Housing & Community Development Agency Director
    File
MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

___________________________

TO: STEVE HAYES, TOURISM ASSISTANT

FROM: MARGIE WILLIAMS, Clerk of the Board

SUBJECT: ELIMINATION OF MATCHING GRANT PROGRAM

___________________________

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on October 8, 1996

ACTION AND VOTE:

4:55 p.m. Steve Hayes, Tourism Assistant;
Proposal of Tourism Advisory Council for Elimination of Matching Grant Program and
Moving Frozen Funds to the Promotion Line of the Visitors Bureau
BOARD ACTION: Discussion was held concerning the recommendation and changes in
the administration of the matching grant program from the Chamber of Commerce to the
County. (M)Parker, (S)Stewart, to approve the proposal, died after second was
withdrawn following further discussion. Discussion was held concerning having a tracking
method to determine success of the recommended expenditures and timeframes involved
and further reviewing the requests. (M)Stewart, (S)Pickard, Res. 96-420 adopted
approving $10,000 for advertising in the State publications. Motion was amended,
agreeable with maker and second, to include direction that the matching grant program is
done away with and those funds will be spent as follows: $10,000 for the State
publication advertising and $60,000 frozen until further order of the Board. Supervisor
Reilly requested that the $60,000 be held until further consideration and input by the

cc: Ken Hawkins, Auditor
    File

ATTACHMENT C-1
Memo

DATE: October 1, 1996

MARIPOSA COUNTY BOARD OF SUPERVISORS
Patty A. Reilly, District I
Doug Balmain, District II
Robert C. Stewart, District III
Garry R. Parker, District IV
Robert Pickard, District V

FROM: Steve Hayes, Tourism Assistant

SUBJECT: Proposal of Tourism Advisory Council for elimination of Matching Grant program and moving frozen funds to the promotion line of the Visitors Bureau.

At the September 24, 1996 Mariposa County Tourism Advisory Council (TAC) meeting the Council approved a proposal to the Board of Supervisors for an alternate use of the Matching Grant program funds which were frozen during the budget hearings.

The TAC proposes the following for Board approval:

That the matching grant program budget line be eliminated and the funds added to the promotion line item for the following uses. This would effectively end the matching grant program.

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Sales / Promotion with Tour operators and travel agents</td>
<td>17,500</td>
</tr>
<tr>
<td>Various Media Advertising</td>
<td>35,000</td>
</tr>
<tr>
<td>Distribution of Vacation Planners through a rack distribution service</td>
<td>7,500</td>
</tr>
<tr>
<td>Advertising in the Official California State Publications</td>
<td>10,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>70,000</strong></td>
</tr>
</tbody>
</table>

The above individual amounts may vary but closely represent the desired uses.

A portion of the above funds would provide opportunities for cooperative advertising among interested tourism related businesses. Cooperative advertising gives Mariposa County a large presence in publications, fulfilling the County’s goal of marketing Mariposa while meeting the tourism industry’s marketing needs.

Deadlines for inclusion in important advertising is looming during the month of October. In order to take advantage of the opportunities to promote Fall, Winter, and Spring seasons with the goal of increasing TOT, advertising decisions need to be made immediately.

Thank you.
<table>
<thead>
<tr>
<th>Property</th>
<th>Location</th>
<th>Interested in Matching Grant?</th>
<th>Interested in Matching Grant?</th>
<th>Interested in Matching Grant?</th>
<th>Convert to Generic Ads &amp; Co-op Ads?</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Pointe Guest House</td>
<td>Wawona</td>
<td>Yes</td>
<td>No</td>
<td>No Response</td>
<td>x</td>
</tr>
<tr>
<td>Whispering Pines</td>
<td>Midpines</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Tenaya Lodge</td>
<td>Fish Camp</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winsor Farms B&amp;B</td>
<td>Mariposa</td>
<td></td>
<td>x</td>
<td></td>
<td>yes</td>
</tr>
<tr>
<td>Yosemite Cabin</td>
<td>Yosemite</td>
<td></td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Hotel Jeffery</td>
<td>Coulterville</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Yosemite, Places In Paradise</td>
<td>YNP</td>
<td>x</td>
<td></td>
<td></td>
<td>no</td>
</tr>
<tr>
<td>Villa Monte B&amp;B</td>
<td>Mariposa</td>
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<tr>
<td>Rockwood Gardens B&amp;B</td>
<td>Mariposa</td>
<td></td>
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<td></td>
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<tr>
<td>Yosemite, Pinetree Chalet</td>
<td>Yosemite, West</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yosemite, Redbud Lodge</td>
<td>El Portal</td>
<td></td>
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<tr>
<td>Poppy Hill B&amp;B</td>
<td>Mariposa</td>
<td></td>
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<td>x</td>
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<tr>
<td>Finch Haven B&amp;B</td>
<td>Mariposa</td>
<td></td>
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<td></td>
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<tr>
<td>Sherlock Holmes B&amp;B</td>
<td>Coulterville</td>
<td></td>
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<tr>
<td>Yosemite, Four Seasons</td>
<td>Yosemite, West</td>
<td></td>
<td></td>
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<tr>
<td>Ponderosa Guest House</td>
<td>Midpines</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yosemite West Cottages</td>
<td>Yosemite, West</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owl's Nest</td>
<td>Fish Camp</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Butterfly B&amp;B</td>
<td>Mariposa</td>
<td></td>
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<tr>
<td>Rancho Bernardo B&amp;B</td>
<td>Catheys Valley</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sierra View Motel</td>
<td>Mariposa</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Yosemite, Gold Country</td>
<td>Coulterville</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Chibchas</td>
<td>Catheys Valley</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Mother Lode Lodge</td>
<td>Mariposa</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Yosemite, Fish Camp B&amp;B</td>
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<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Shangri-la B&amp;B</td>
<td>Mariposa</td>
<td></td>
<td></td>
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<td>yes</td>
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<tr>
<td>Boulder Creek B&amp;B</td>
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<td></td>
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<td>x</td>
</tr>
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<td>Meadow Creek Ranch B&amp;B</td>
<td>Mariposa</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Redwoods Guest Cottage</td>
<td>Wawona</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5th Street Inn</td>
<td>Mariposa</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Bear Cub Den</td>
<td>Fish Camp</td>
<td></td>
<td></td>
<td></td>
<td>no</td>
</tr>
<tr>
<td>Property</td>
<td>Location</td>
<td>Interested in Matching Grant?</td>
<td>Yes</td>
<td>No</td>
<td>Co-op Ads?</td>
</tr>
<tr>
<td>-------------------------------</td>
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<td>-------------------------------</td>
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<tr>
<td>Little Valley Inn</td>
<td>Mariposa</td>
<td>x</td>
<td></td>
<td></td>
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<td>Waldschloss E&amp;B</td>
<td>YNP</td>
<td>x</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Brown's Yosemite Cabin</td>
<td>Yosemite, West</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yosemite Pines</td>
<td>Yosemite, West</td>
<td>x</td>
<td></td>
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</tr>
<tr>
<td>Homestead Guest Ranch</td>
<td>Midpines</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Guest House</td>
<td>Mariposa</td>
<td>x</td>
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<td></td>
<td></td>
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<tr>
<td>Fish Camp Cabin Rentals</td>
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<tr>
<td>The Carriage House</td>
<td>Fish Camp</td>
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<td>Camps Log Retreat</td>
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<td>Shiloh E&amp;B</td>
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<tr>
<td>Yosemite Westgate</td>
<td>Groveland</td>
<td>x</td>
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<tr>
<td>Penon Blanco Lookout</td>
<td>Coulterville</td>
<td>x</td>
<td></td>
<td></td>
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<tr>
<td>Yosemite Bug Hostel</td>
<td>Midpines</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yosemite Mariposa, Tow</td>
<td>Mariposa</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Question #21 - a. Are you interested in participating in the Matching Grant Program? Y or N
Question #21 - b. If you have participated in the Matching Grant Program would you support converting the program to generic advertising combined with a cooperative advertising program?
18. Tourism organizations I belong to or participate in:
   a. _____ Local tourism association (Identify.)
   b. _____ Regional tourism association (identify.)
   c. _____ Chamber of Commerce (Identify.)
   d. _____ CALTIA
   e. _____ Western Association of Convention and Visitor Bureaus
   f. _____ National Tour Association
   g. _____ American Bus Association
   h. _____ Other business or trade associations (Please list.)
   i. _____ Other relevant organizations, associations or committees (Please list.)

19. If you are on the route served by the Yosemite Connection (VIA bus service) would you be interested in making reservations for your guests for Yosemite Connection service at the time they make reservations? Yes [ ] No [ ]
What would improve the Yosemite Connection service for lodging patrons?

20. Please list the three most important things within the Visitors Bureau purview that you see can be done to:
   a. Make Mariposa County a destination- 1. ______________________________
      2. ______________________________
      3. ______________________________
   b. Improve the experience of current visitors- 1. ______________________________
      2. ______________________________
      3. ______________________________
   c. Attract new visitors- 1. ______________________________
      2. ______________________________
      3. ______________________________
   d. Increase the length of stay of visitors- 1. ______________________________
      2. ______________________________
      3. ______________________________
   e. Market the County as a whole- 1. ______________________________
      2. ______________________________
      3. ______________________________
   f. Market your particular corridor or area- 1. ______________________________
      2. ______________________________
      3. ______________________________

21. a. Are you interested in participating in the Matching Grant Program? Yes [ ] No [ ]
   b. If you have participated in the Matching Grant Program would you support converting the program to generic advertising combined with a cooperative advertising program? Yes [ ] No [ ]

22. Any way the Visitors Bureau can serve you better?

______________________________________________________________

Signature ___________________________ Date ___________________________
Title

Lodging Establishment Inventory 96-97 Season - Page 4 of 4 C-5