

DEPARTMENT: Visitors Bureau BY: Steve Haynes 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:

Description:	Amount:
AAA Tour Guide advertising renewal for 1998 publication.	\$15,000
Recovery Promotion including additional promotion for events including- Bluegrass Festival Pow-wow Rod and Classic Car Show Civil War Reenactment	\$30,000
TOTAL	\$45,000.00

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

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

SOURCE: () 4/5ths Vote Required
A. Unanticipated revenues \$
B. Reserve for contingencies \$
C. Source description: _____
Balance in Reserve for Contingencies, if approved: \$_____

Board Minute Order - 9/12/96
Board Minute Order - 10/8/96

CLERK'S USE ONLY:
RES. NO.: 97-139 Ord. No. _____
Vote - Ayes: _____ Noes: _____
Absent: _____ 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

Comment: See memo

A.O. Initials: _____

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

Mariposa County Board of Supervisors

District 1.....PATTI A. REILLY
District 2.....DOUG BALMAIN
District 3.....ROBERT C. STEWART
District 4.....GARRY R. PARKER
District 5.....BOB PICKARD



JANET HOGAN
County Administrative Officer

MARGIE WILLIAMS
Clerk of the Board

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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.



BUDGET ACTION
INTRABUDGET TRANSFER

FUND	DEPT	ACCOUNT	DESCRIPTION	INCREASE	DECREASE
305	0143	494.04-33	Grant Program (Discontinued)		60,000.00
305	0143	494.04-34	Promotion	45,000.00	
305	0143	491.10-90	Contingency	15,000.00	
<i>NOTE: Funds to remain open.</i>					
TOTALS				\$60,000.00	\$60,000.00

DATE 4/14/97

DEPARTMENT APPROVAL

AUDITOR APPROVAL

Stephen L. Hayes
Ken Parker

AUDITOR'S USE ONLY
BA#

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors Bureau
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
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

ATTACHMENT A-2

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors Bureau
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
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

ATTACHMENT B-1

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, TOURISM ASSISTANT
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
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 Tourism Advisory Council. Ayes: Unanimous.

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.

Direct Sales / Promotion with Tour operators and travel agents	17,500
Various Media Advertising	35,000
Distribution of Vacation Planners through a rack distribution service	7,500
<u>Advertising in the Official California State Publications</u>	<u>10,000</u>
TOTAL	70,000

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.

Selected Survey Responses

Data gathered in connection with Vacation Planner update.

(See questions bottom of page #2)

Property	Location	Interested in Matching Grant?		Interested in Matching Grant?		Interested in Matching Grant?		Convert to Generic Ads & Co-op Ads?	
		Yes	No	Yes	No	Yes	No	Generic Ads & Co-op Ads?	No Response
3 Pointe Guest House	Wawona					x			x
Whispering Pines	Midpines	x							x
Tenaya Lodge	Fish Camp	x						no	
Winsor Farms B&B	Mariposa		x					yes	
Yosemite Cabin	Yosemite		x						x
Hotel Jeffery	Coulterville	x						no	
Yosem. Places In Paradise	YNP	x						no	
Villa Monte B&B	Mariposa	x						yes	
Rockwood Gardens B&B	Mariposa								x
Yosem. Pinetree Chalet	Yosem. West	x							x
Yosem. Redbud Lodge	El Portal					x			
Poppy Hill B&B	Mariposa	x							x
Finch Haven B&B	Mariposa	x						yes	
Sherlock Holmes B&B	Coulterville	x						no	
Yosem. Four Seasons	Yosem. West	x						no	
Ponderosa Guest House	Midpines					x			x
Yosemite West Cottages	Yosem. West	x						yes	
Owl's Nest	Fish Camp			x				no	
Butterfly B&B	Mariposa	x							x
Rancho Bernardo B&B	Catheys Valley			x					x
Sierra View Motel	Mariposa					x			x
Yosem. Gold Country	Coulterville	x							x
Chibchas	Catheys Valley	x							x
Mother Lode Lodge	Mariposa			x					x
Yosem. Fish Camp B&B	Fish Camp	x						yes	
Shangri-la B&B	Mariposa	x						yes	
Boulder Creek B&B	Mariposa					x		yes	
Meadow Creek Ranch B&B	Mariposa					x			x
Redwoods Guest Cottage	Wawona	x						no	
5th Street Inn	Mariposa			x					x
Bear Cub Den	Fish Camp			x				no	

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Property	Location	Interested in Matching Grant?		Interested in Matching Grant?		Interested in Matching Grant?		Convert to Generic Ads & Co-op Ads ?	
		Yes	No	Yes	No	Yes	No	Generic Ads	Co-op Ads
Little Valley Inn	Mariposa		x						x
Waldschloss B&B	YNP		x						x
Brown's Yosemite Cabin	Yosem. West		x				no		
Yosemite Pines	Yosem. West	x							x
Homestead Guest Ranch	Midpines		x						x
The Guest House	Mariposa		x						x
Fish Camp Cabin Rentals	Fish Camp	x					yes		
Indian Peak Ranch	Mariposa					x			More info.
The Carriage House	Fish Camp	x					yes		
Camins Log Retreat	Yosem. West					x			x
Shiloh B&B	Mariposa	x					no		
Yosemite Westgate	Groveland	x							undecided
Penon Blanco Lookout	Coulterville	x					yes		
Yosemite Bug Hostel	Midpines		x						x
Yosemite Mariposa Tower	Mariposa	x					yes		
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 _____

The results from this session may be helpful in current discussion about Visitors Bureau.