RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes___ No X )
Approve Resolution authorizing grant application for $35,000 of Community Development Block Grant (CDBG) funds for economic development planning/technical assistance.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
In July 8, 1997, the Board contracted with Applied Development Economics, Inc. (ADE) to prepare an application for CDBG technical assistance funds.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
No action would mean that an application would not be submitted.

COSTS: ( ) Not Applicable
A. Budgeted current FY $________
B. Total anticipated Costs $________
C. Required additional funding $________
D. Internal transfers $________

COSTS: ( ) 4/5th Vote Required
A. Unanticipated revenues $________
B. Reserve for contingencies $________
C. Source description: __________________________

Balance in Reserve Contingencies, If Approved: $________

SPECIAL INSTRUCTIONS:
List the attachments and number the pages consecutively:
1. memo from Ed Johnson
2. memo from Bruce Daniels
3. Resolution
4. CDBG application

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

[ ] Recommended
[ ] Not Recommended
[ ] For Policy Determination
[ ] Submitted for Comment
[ ] Returned for Further Action

Comment: __________________________________________

A.O. Initials: __________________________

CLERK'S USE ONLY
Res. No.: 97-331 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

By: __________________________
Deputy

Action Form Revised 10/95
TO: ED JOHNSON, Planning & Building Director
FROM: MARGIE WILLIAMS, Clerk of the Board
SUBJECT: COMMUNITY DEVELOPMENT BLOCK GRANT; RES. 97-331

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on August 12, 1997

ACTION AND VOTE:

Ed Johnson, Planning and Building Director;
    A) PUBLIC HEARING to Consider Grant Application for $35,000 of Community
Development Block Grant (CDBG) Funds for Economic Development Planning/Technical
Assistance

BOARD ACTION: Ed Johnson presented staff report, and he advised of correction in
the written material to reflect the actual sales tax revenue of 1.16 million dollars. He also
advised that Bruce Daniels, consultant, was present to assist with questions. Ed
responded to questions from the Board relative to whether the work would be done in-
house or contracted out if the grant is awarded, and relative to in-kind match. Public
portion of the hearing was opened. There was no public input. Staff responded to
additional questions from the Board relative to the planned projects and relative to the
Mining and Mineral Museum location review. Jeff Green, County Counsel, advised that
the Assessor’s Office could be requested to give an estimate of value for a potential
development site near the existing Chamber of Commerce Office for further consideration
for relocation of the Museum. Supervisor Pickard advised that he is exploring the history
of the Museum and suggested that he work with staff to develop a report for further
discussion of what the County’s role should be in this matter. Public portion of the
hearing was closed and Board commenced with deliberations. (M)Pickard, (S)Parker,
Res. 97-331 adopted/Ayes: Unanimous. Hearing was closed.

cc: Bob Pickard, District V Supervisor
    Jeff Green, County Counsel
    Mike Edwards, Public Works Director
    File
July 31, 1997

TO: Board of Supervisors

FROM: Ed Johnson, Planning & Building Department Director

SUBJECT: COMMUNITY DEVELOPMENT BLOCK GRANT APPLICATION

RECOMMENDATION

Adopt a resolution approving the submittal of a Community Development Block Grant (CDBG) application for $35,000 to prepare a Mariposa Business Development Implementation Strategy.

DISCUSSION

On July 8, 1997, the Board selected Applied Development Economics, Inc. (ADE) to prepare a CDBG application for planning/technical assistance in economic development. ADE has prepared the attached application for submittal to the State. The products from this grant will be:

1. A proposal to the National Park Service for the relocation of its headquarters;

2. A proposal to the Yosemite Concession Services, Inc. for relocation of its headquarters and commercial facilities;

3. A regional impact analysis and its effects on the proposed Bower Cave concession;

4. An analysis of the potential economic impact caused by the relocation of the State Mining Museum;

5. Identification of other business opportunities to be granted as a result of the headquarters relocation.
Also, attached is a memo from Bruce Daniels summarizing the justification for these products.

The grant application requires a contribution of $4550 from local sources. This will be met by in-kind staff services from the Planning Department.

Mr. Daniels will be present at the hearing to answer any technical questions.
July 29, 1997

Mr. Edward J. Johnson  
Director of Planning & Building  
County of Mariposa  
P.O. 2039  
Mariposa, CA 95338

Subject: Community Development Block Grant Application - "Mariposa Business Development Implementation Strategy"

Dear Mr. Johnson:

Submitted herewith is draft language suggested for incorporation into a staff recommendation to the Board of Supervisors for its August 5, 1997 public hearing on the CDBG application. Also enclosed is copy of a housing development proposal prepared by Inclusive Homes, Inc. and myself sent to Jerry Fisher, Barry Brouillette and Dave Lawson. Meetings have scheduled for Wednesday, August 13, 1997 in Mariposa at 10:00 a.m., 11:00 a.m. and 1:00 p.m. respectively.

Even though the Board of Supervisors and the local community intuitively may have already accepted the proposition, the decision-makers will require a thorough, quantified evaluation of the economic impacts affecting their organization.

Staff Report to the Board of Supervisors:

Enclosed please find an application for CDBG funding prepared by Applied Development Economics and Bruce C. Daniels, consultant to Mariposa County. If funded, the products of the CDBG grant will be:

1. A proposal to the National Park Service for the relocation of its headquarters;
2. A proposal to the Yosemite Concession Services, Inc. for relocation of its headquarters and commercial facilities;
3. A regional impact analysis and its effects on the proposed Bower Cave concession;
4. An analysis of the potential economic impact caused by the relocation of the State Mining Museum;
5. Identification of other business opportunities to be generated as a result of the headquarters relocation;

P.O. Box 3137 • Running Springs, CA 92382 • Tel: (909) 867-5879 • Fax: (909) 867-3806
Justification:

A Mariposa commercial implementation strategy will provide the basis for expanding and diversifying the County’s tourism economy. Furthermore, the diffusion and deployment of Yosemite Valley visitors to other attractions in Mariposa County will meet a National Park Service objective to reduce daily visitor pressure, an important incentive for obtaining NPS support of this strategy.

Related Housing Initiative - While not a part of this study, relocation of NPS and YCS employee housing to Mariposa County should provide the strongest incentive for relocating administrative headquarters and related commercial facilities. The CDBG commercial implementation study will provide new employment projections which will be incorporated into a separate housing market analysis funded by those private parties interested in submitting a housing proposal. In order to justify outside financing, a housing market analysis will need to be conducted to demonstrate a need beyond just NPS and YCS. The NPS has retained a summer intern to explore alternatives for relocating employee housing, including taking the initiative to seek out interest from all gateway communities, developers and property owners. This exercise may have the effect of alerting potential competitors to submit proposals for housing and headquarters relocation.

Relocation of National Park Service Headquarters - The NPS is not taking the initiative to evaluate Mariposa as a relocation site although a proposal from other sources will be considered. In order to receive favorable consideration, a proposal should be prepared with a quantified analysis of the economic impacts to the NPS and the community. The County of Mariposa and local private developers and property owners should take advantage of this unique opportunity to prepare a joint proposal. Presumably, competitors from other gateway communities will also be submitting proposals.

Relocation of Yosemite Concession Services Headquarters and Commercial Facilities - The YCS is not conducting its own analysis to evaluate Mariposa as a relocation site although a proposal from other sources will be considered. Most likely, any decision by the NPS on relocating its headquarters to a particular site will result in the same decision being made by the YCS. The YCS has expressed interest in exploring other business opportunities in gateway communities outside the National Park, including transit. The County of Mariposa and local private developers and property owners should take advantage of this unique opportunity to prepare a proposal with a quantified evaluation of the economic impacts on the community and the YCS. Presumably, competitors in other gateway communities will be submitting proposals.

Bower Cave - The U.S. Forest Service Regional Office has required that the County conduct an economic feasibility study for the proposed concession. While insufficient funds are available for the CDBG grant to entirely meet these requirements, the regional economic impacts quantified by the study and caused by the relocation of the NPS/YCS headquarters, ancillary commercial development and an aggressive tourism marketing
campaign for State Route 49, will provide further justification for proceeding with Bower Cave. This County contribution will be integrated with the economic feasibility study requested of the USFS economic consultant now under contract. Calvin Bird, Supervisor of the Stanislaus National Forest, is attempting to have that economist assigned to complete this task.

Mining Museum - Mr. Bebe Bleven, Director of the State Department of Conservation, stated that seeking funding from the Mining Association or individual mining companies will be difficult unless it can be shown that enough visitors see the exhibits. The present location of the Mining Museum is generally agreed to be inadequate to meet this demand. Consequently, an analysis is required to project visitation as a result of a more suitable location and the addition of other attractions and services.

Respectfully Submitted

[Signature]

Bruce C. Daniels
MARIPOSA COUNTY BOARD OF SUPERVISORS
RESOLUTION NO. 95-97-331

A RESOLUTION APPROVING AN APPLICATION FOR FUNDING AND THE EXECUTION OF A GRANT AGREEMENT FROM THE PLANNING/TECHNICAL ASSISTANCE ALLOCATION OF THE STATE CDBG PROGRAM.

WHEREAS, the County of Mariposa wishes to apply to the Department of Housing and Community Development, State of California, for a State Community Development Block Grant - Technical Assistance Allocation of $35,000 to prepare a Mariposa Business Development Implementation Strategy, and

WHEREAS, the Board of Supervisors finds that to submit said application and assurances to be in the best interest of the County of Mariposa;

NOW THEREFORE, THE BOARD OF SUPERVISORS OF THE COUNTY OF MARIPOSA DOES HEREBY RESOLVE AS FOLLOWS:

1. That the foregoing is true and correct.

2. That the Board of Supervisors has reviewed and hereby approves an application for up to $35,000 to prepare a Mariposa Business Development Implementation Strategy.

3. That the Board of Supervisors has determined that federal citizen participation requirements have been met during the development of this application.
4. That the Board of Supervisors hereby designates $4,550.00 from the General Funds, Planning Department Budget Unit, for use as matching funds for CDBG funds to be granted through the 1997 CDBG Planning/Technical Assistance application submitted by the County of Mariposa.

5. That the Director of Planning and Building is hereby authorized and directed to act on the County's behalf in all matters pertaining to this application.

6. If the application is approved, the Chairman is authorized to enter into and sign the grant agreement and any subsequent amendments with the State of California for the purposes of this grant.

PASSED AND ADOPTED at a regular meeting of the Board of Supervisors of the County of Mariposa, California, held on the twelfth day of August, 1997.

By Robert Stewart, Chairman

ATTEST:

By Margie Williams, Clerk of the Board

APPROVED AS TO FORM:

By Jeffrey Green, County Counsel
STATE OF CALIFORNIA
COUNTY OF MARIPOSA

I, Margie Williams, Clerk of the Board, County of Mariposa, California, do hereby certify that the foregoing Resolution No. 97-331 was duly and regularly adopted at a regular meeting of the Board of Supervisors of the County of Mariposa held on the twelfth day of August, 1997 by the following vote.

AYES: Reilly, Balmain, Stewart, Parker, Pickard

NOES: None

ABSENT: None

ABSTAINED: None

By Margie Williams, Clerk of the Board
DATE: JULY 30, 1997

TO: EDWARD JOHNSON, COUNTY OF MARIPOSA

FROM: CARLEEN BEDWELL/URSULA PARKS, ADE, INC.

RE: GRANT APPLICATION

Enclosed for your review and signature are main sections and signature sheets to the 1997 CDBG Economic Development Planning/Technical Assistance grant application. Please sign where the flags indicate, and return the complete package to us via FedEx as quickly as possible after the Board meeting.

We need the following items from you to complete the application package:

- the signed signature sheets
  - Item #15 - the environmental clearance
  - Item #16 - authorization to submit
  - Statement of Assurances
  - Housing Element

- the executed, certified resolutions

- the procurement package including:
  - the RFQ
  - the list of firms to which the RFQ was sent
  - the responses to the RFQ
  - letter from County requesting sole source authorization (if the County had only one respondent)

- maps of the area, showing relationship to Yosemite, the highways, etc.

If you have any questions, please feel free to call us.

Regards,
1997 P/TA
Application Summary Form
Applicant: County of Mariposa

1. Applicant: □ City of  ☑ County of: Mariposa

   In the County of: Mariposa

2. Total Amount of Funds Requested: $35,000

3. Name and title of person authorized in the resolution to sign the grant agreement if funded:

   Name: Stewart Robert
   (Last) (First) (MI)

   Title: Chairman, Board of Supervisors

4. Address of person authorized in the resolution to sign the grant agreement:

   Address: 5101 Jones Street, P. O. Box 2039

   Mariposa CA 95338
   (City) (State) (Zip Code)

5. The work shall consist of:

   Analytical studies which enable the County to plan for maximizing its commercial and economic opportunities related to changes in the management of Yosemite Park and other County activities. These will result in business and job growth, 83% of which is estimated to benefit low-moderate income persons.

6. List activity title, amount requested and amount of cash match by applicant:

   Activity Title: Business Development Implementation Strategy

   Amount Requested: $35,000

   Amount of Cash Match by Applicant: $4,550

---

1 Amount requested may not exceed $35,000.

2 Refer to Section V to determine minimum cash match required.
7. Proposed Beneficiaries by Income Group

<table>
<thead>
<tr>
<th></th>
<th>A Above 80% (Non-TIG)</th>
<th>B Between 50% - 80% (TIG)</th>
<th>C Below 50% (LTIG)</th>
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</thead>
<tbody>
<tr>
<td>(1)</td>
<td>Total # of families or households to benefit</td>
<td>(1) Total # of persons to benefit</td>
<td>(3) Total # of families or households to benefit</td>
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<tr>
<td></td>
<td>13</td>
<td>45</td>
<td>15</td>
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8. Applicant's Staff Contact Information:

<table>
<thead>
<tr>
<th>Last:</th>
<th>Johnson</th>
<th>First:</th>
<th>Edward</th>
<th>MI:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title:</td>
<td>Director of Planning and Building, Mariposa County</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mailing Address:</td>
<td>5101 Jones Street, P. O. Box 2039</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td>Mariposa</td>
<td>State:</td>
<td>CA</td>
<td>Zip: 95338</td>
</tr>
<tr>
<td>Telephone #:</td>
<td>Area Code: (209) 966-5151</td>
<td>Fax #:</td>
<td>Area Code: (909) 742-5024</td>
<td></td>
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</table>

9. Consultant/Other Public Agency Contact Information:

<table>
<thead>
<tr>
<th>Last:</th>
<th>Bedwell</th>
<th>First:</th>
<th>Carleen</th>
<th>MI: P.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing Address:</td>
<td>Applied Development Economics, 1010 F Street, Suite 400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td>Sacramento</td>
<td>State:</td>
<td>CA</td>
<td>Zip: 95814</td>
</tr>
<tr>
<td>Telephone #:</td>
<td>Area Code: (916) 441-0323</td>
<td>Fax #:</td>
<td>Area Code: (916) 441-4961</td>
<td></td>
</tr>
</tbody>
</table>
1997 P/TA
Application Summary Form
Applicant: County of Mariposa

10. Type of Application

<table>
<thead>
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<th>A. X On Applicant's Own Behalf</th>
<th>D. □ On Behalf of _________ Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.</td>
<td>□ Joint Application: _________ and _________</td>
<td></td>
</tr>
<tr>
<td>C.</td>
<td>□ On Applicant's Own Behalf and on Behalf of _________</td>
<td></td>
</tr>
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|   | E. X For Funding from the Economic Development Planning/Technical Assistance Allocation |
|   | F. □ For Funding from the General Planning/Technical Assistance Allocation |

11. Legislative Representatives

<table>
<thead>
<tr>
<th>Member of the Assembly</th>
<th>State Senator</th>
<th>Member of Congress</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. District No. 25</td>
<td>A. District No. 12</td>
<td>A. District No. 19</td>
</tr>
<tr>
<td>B. Name: George House</td>
<td>B. Name: Dick Montelth</td>
<td>B. Name: George Radanovich</td>
</tr>
<tr>
<td>C. Capitol Room #:3141</td>
<td>C. Capitol Room #: 2048</td>
<td>C. Office Bldg. and address: Room 213 Cannon House Office Bldg. Washington, DC</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>A. District No.</th>
<th>A. District No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Name:</td>
<td>B. Name:</td>
</tr>
<tr>
<td>C. Capitol Room #:</td>
<td>C. Capitol Room #:</td>
</tr>
</tbody>
</table>

| C. Office Bldg. and address: |
12. Has applicant enacted limitations on residential construction which are not establishing agricultural preserves, not imposed by another agency, or not based on a health and safety threat?

- [ ] Yes  [X] No

13. Has the applicant submitted an adopted Housing Element to the Department?

- [X] Yes  - [ ] No

If yes, complete and attach a self certification (see Sample page 44) that the housing element is in procedural compliance with State Housing Element Law.

14. Is the application for low income housing?

- [ ] Yes  - [X] No

15. ENVIRONMENTAL CLEARANCE - Finding of Exemption

It is the finding of the County of Mariposa that the activities proposed in this application for State Community Development Block Grant funds are exempt from environmental review requirements under NEPA because they are defined as exempt activities in 24 CFR Part 58.34. The activity(s) judged exempt consist(s) of:

(Brief description of activities)

Consultant services to conduct analysis, develop plans, prepare an implementation plan and final report, and conduct grant administration. These activities are exempt from environmental review.

__________________________________________  ___________________________
Signature of Authorized Official  Date

16. OFFICIAL AUTHORIZED TO SUBMIT APPLICATION

Name: Edward Johnson  Title: Director of Planning and Building
Mariposa County

Signature: ___________________________  Date: ___________________________
Attach one form for each activity.

1. Activity Title: Business Development Implementation Strategy

2. CDBG funds requested for this activity: $35,000

3. For General Allocation P/TA applications, please describe how the objective of principally benefiting TIG persons will be met by this activity. For Economic Development P/TA applications, please state which national objective this activity addresses and how the activity will meet that objective. See the Program Objectives section of this application package for the discussion about meeting national objectives.

This activity addresses the national objective of 51% or more job benefit for low-moderate income persons. The activity is projected to lead to the creation of approximately 73 jobs. Of the 73 jobs, 83% are projected to be the types of jobs which are best matched to low-moderate income persons' work skills and experience level.

4. Attach a detailed description of the program design used to implement the activity.

5. Describe the Final Product (Attached following Item 4.)
4. DETAILED ACTIVITY DESCRIPTION

4.1 Problem Description

Mariposa County has begun a pro-active program of economic development, drawing on its cultural, historic, natural, and transportation linked assets. It is currently faced with a major opportunity for which detailed planning is necessary, and this CDBG Activity will provide the necessary analytical information required for implementation.

Within Mariposa County, State Route 140 is one of three western entrances to Yosemite National Park. An additional entrance route is State Route 132 from Modesto through Coulterville, which connects with State Route 49 and then either State Routes 120 or 140 into Yosemite. The implementation of the Yosemite National Park General Management Plan is now underway. It includes:

A) a regional transportation system
B) relocation of National Park Service and concessionaire headquarters, commercial facilities and employee housing.

The intent of these components is to diffuse the visitor impact on the Park by deploying visitor activity to edges of the Park, including the gateway communities outside the Park, and to create staging areas outside the Park for transportation to and from the Park. The specifics of implementation are still being developed by the Park Service.

Mariposa County wants to maximize its opportunity to serve as a major relocation site for services, businesses, and related support activities, and as a transportation transfer center. To do so the County requires economic market analysis, site information, and an overall strategy to manage its participation in these Park changes in a way that brings economic benefit and job creation to Mariposa County businesses.

In addition, the visitor activity and business growth that will occur in relation to the Park changes will also increase the County’s business opportunity related to other significant attractions, such as Bower Cave, the California Mining Museum, and State Route 49 “Gold Country”.

- Bower Cave is within the Stanislaus National Forest and has significant natural, historical and cultural features. The County proposes to construct, operate and maintain recreation facilities within the Bower Cave Special Interest Area.

- The California Mining Museum is a precious historical resource which the County is working aggressively to retain. Recent State budgetary cutbacks and adverse economic impacts caused by the Yosemite flood have jeopardized its future. Efforts are underway to relocate the facility and raise development, operational and marketing funds to sustain it.

More than 60% of the Mariposa County economy is tourism-based. An estimated 48% of Mariposa County revenues, or $4.27 million comes from transient occupancy taxes and an additional 13% or $4.16 million comes from sales taxes; most of which is tourist generated.
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 proactive 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.

4.2 Program Design

The Activity will prepare a Business Development Implementation Strategy which will enable the County to maximize its potential to benefit from changes in how the Park manages visitors, including the relocation and expansion of jobs and people out of Yosemite to Mariposa; how transportation will change into and from the Park; and how these changes may increase economic opportunity related to other County attractions. The tasks of the Activity are summarized below:

**Task 1.** Review documents and current proposals for the relocation of Yosemite National Park Service Headquarters and the Yosemite Concessions Services Corporation Headquarters out of the Park.

Review reports documenting the current situation of the park in relation to the number of visitors and the current park concession service. Review the relocation proposals and their potential economic impacts on the neighboring communities in Mariposa County. The review will also provide an understanding of how realistic the plan is. The information gathered will provide guidance as to which offices or services would potentially be leaving, what services provided to park patrons, and how many employees would be relocated. In addition, review plans by the concessionaires to move out of the Park, and new transportation services that might be established to manage the flow of Park visitors.

**Task 2.** Analyze the economic impacts of the proposed relocation on Mariposa County.

Develop economic impact measures to measure the amount of sales, overnight stays, and jobs that Mariposa County can capture. The analysis will compare the existing business climate with the
growth potential based on an assessment of the relocation of Park services out of Yosemite. Available spending and visitor characteristics data will be used as a foundation of the economic impact analysis. Data will be collected from the National Park Service, U.S. Forest Service, and from DK Schifflets and Associates, a research group specializing in survey research in the travel industry.

Task 3 Identify the new economic development opportunities that will be created by the relocation.

The economic impact data (Task 2) will provide a framework for understanding the magnitude of new jobs created by changes in Yosemite, and types of businesses. By comparing current estimates of spending to actual sales figures and analyzing where the gaps are, the study will be able to identify other economic development opportunities which could be pursued in the County.

Task 4 Analyze other Mariposa County tourism resources and related regional activities that can strengthen job creation opportunities.

The study will analyze additional economic development opportunities (including their potential jobs and revenue) which could be created by incorporating other tourism resources already in the area. These include Bower Cave, the California State Mining Museum, and other attractions. This task will analyze to what extent these other attractions may benefit from the expanded visitor and business activity caused by the changes in the Park.

Task 5 Identify sites where Yosemite Park related support services can be located.

The analysis will evaluate the real estate development issues that can either facilitate or hinder new economic development opportunities generated by Yosemite management changes. Sites will be identified where Park related (and other commercial) services can be established in Mariposa. Land development issues to be addressed include: land assembly, infrastructure limitations, and access to capital for land development. As a result, specific sites/areas will be identified that can accommodate commercial growth related to changes at Yosemite.

Task 6 Prepare recommendations for Mariposa County to prepare for the projected growth outside of the Yosemite Park boundaries, and for other economic opportunities identified in the study.

Recommendations preparing Mariposa County for projected growth may include short and long term activities which local officials, the National Park Service, the concessionaire, private enterprises, and others should undertake in order to prepare Mariposa for potential impacts. Recommendations may include steps relating to the attraction of businesses, site preparation, infrastructure and/or traffic circulations improvements, and public policy. The recommendations will incorporate the opportunities identified for other tourist attractions in the County.

Task 7. Implementation plan and Final Report

An implementation plan will be developed which contains the actions necessary to proceed with
the recommendations of the study, including what actions are to be taken, who is responsible for taking them, the commitment of the organization or individual to carry out the action, the time frame and priorities.

A final report will be prepared which incorporates the data, site analysis, recommendations in which key points and issues for Mariposa County will be highlighted, and the implementation plan. The final report will include the potential job generation and TIG benefit. Local programs will be identified that can provide TIG persons with job skills and placement assistance to increase their ability to obtain the jobs.

Task 8. Grant Administration

Throughout the grant 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 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 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.
TABLE A

OCCUPATIONAL DISTRIBUTION IN
SELECT RETAIL AND SERVICE INDUSTRIES

<table>
<thead>
<tr>
<th>Industry</th>
<th>Manager/Administrator</th>
<th>Professional/Technical</th>
<th>Sales</th>
<th>Clerical</th>
<th>Service Workers</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Materials</td>
<td>9.6%</td>
<td>3.2%</td>
<td>52.2%</td>
<td>16.3%</td>
<td>1.0%</td>
<td>17.6%</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>5.3%</td>
<td>5.7%</td>
<td>62.8%</td>
<td>15.0%</td>
<td>5.2%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>5.4%</td>
<td>2.3%</td>
<td>59.1%</td>
<td>6.8%</td>
<td>12.8%</td>
<td>13.6%</td>
</tr>
<tr>
<td>Apparel and Accessories</td>
<td>8.4%</td>
<td>2.7%</td>
<td>74.7%</td>
<td>9.0%</td>
<td>1.4%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Eating &amp; Drinking</td>
<td>5.4%</td>
<td>0.9%</td>
<td>6.4%</td>
<td>2.0%</td>
<td>83.7%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Specialty Stores</td>
<td>10.0%</td>
<td>7.0%</td>
<td>59.9%</td>
<td>12.8%</td>
<td>1.5%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Other Retail</td>
<td>9.0%</td>
<td>8.5%</td>
<td>37.4%</td>
<td>18.6%</td>
<td>4.3%</td>
<td>22.2%</td>
</tr>
<tr>
<td>Hotels, Lodging Places</td>
<td>7.3%</td>
<td>4.6%</td>
<td>4.8%</td>
<td>15.8%</td>
<td>57.3%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Personal Services</td>
<td>6.1%</td>
<td>22.0%</td>
<td>10.4%</td>
<td>15.3%</td>
<td>26.2%</td>
<td>19.4%</td>
</tr>
<tr>
<td>Business Services</td>
<td>6.9%</td>
<td>20.0%</td>
<td>5.0%</td>
<td>42.2%</td>
<td>11.9%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Amusement, Recreation Services</td>
<td>8.3%</td>
<td>20.5%</td>
<td>10.7%</td>
<td>16.0%</td>
<td>31.4%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Weighted Average</td>
<td>6.4%</td>
<td>10.2%</td>
<td>18.5%</td>
<td>19.4%</td>
<td>35.8%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Total Jobs - 73</td>
<td>5</td>
<td>7</td>
<td>14</td>
<td>14</td>
<td>26</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: ADE, based on EDD

4.4 Other Actions Contributing to This Activity

Mariposa County has specific economic development activities underway to mitigate the negative impacts of recent events, such as the floods of last winter, and to take advantage of emerging opportunities, such as the changes in Park management. The following items indicate the multi-faceted approach the County is taking to maximize its economic development.

- Continued regional population growth in the central San Joaquin Valley will develop additional markets for Mariposa County. The development of the new University of California campus in Merced, near the Mariposa County line and SR 140 offers significant economic development diversification and expansion opportunities. The Mariposa County Board of Supervisors has established cooperative efforts with its counterpart in Merced County.

- Mariposa County and the American Indian Council of Mariposa County have submitted a proposal to the US Forest Service to operate Bower Cave as a concession. Bower Cave is a unique attraction that is threatened daily with desecration. The 800 acre parcel recently acquired by the US Forest Service consists of an historic cave, barn and log residence with a river and a lake along the first toll road in California featuring the hotel site where Theodore Roosevelt met John Muir. Bower Cave is very important to Native American culture and history. The American Indian Council and the County are negotiating an agreement which would permit the Council to plan, develop, operate, and maintain Bower Cave as a concessionaire for cultural, educational and economic purposes. The plan will include public
access to Bower Cave, its trails, picnic areas, visitors center, historic sites, barn, campgrounds, parking, and native plant nursery. This project has been endorsed by the Forest Service Regional Office.

- Other tourism attractions have the potential to be developed and marketed. Mariposa County has an identity of its own, separate from Yosemite based on an internationally historical significance as part of America’s “Manifest Destiny”, the California gold rush, John C. Fremont, Native American heritage and natural wonders. These assets all need to be inventoried, developed and marketed. State Highway 49 connects the Gold Country touted in the State California Tourism campaign. A rejuvenated regional tourism marketing campaign linking Oakhurst with Mariposa, Groveland, the Coulterville area, and Sonora will simultaneously strengthen the political bonds needed in dealing with Yosemite National Park and the State of California.

- Recognizing that Mariposa’s historic business district is in need of a facelift and careful attention, the Economic Development Council (EDC) of Mariposa County achieved a significant milestone by obtaining a grant for the restoration of two historic structures. The County constructed the first phase of a riverwalk, and funds have been allocated to upgrade the streetscape.

- The EDC has produced a diversification strategy that has received the endorsement of a large sector of the community. Both the EDC and the Chamber have organized to increase their respective membership.

- New and expanded tourism development opportunities will stimulate strong business growth based on the combined efforts of the County, National Park Service, US Forest Service, local businesses and the community at large. In addition, selected industrial and business development is likely to occur as a result of entrepreneurial efforts caused by corporate downsizing. Communities like Mariposa which offer a quality of life, positive attitude, essential infrastructure and proper planning and zoning, will benefit from the trend to locate away from large urban centers. Telecommuting is a technological phenomenon that will greatly benefit Mariposa County. The Mariposa EDC prepared a “Strategic Economic Development Plan” in 1996, much of which was based on a 1990 study prepared for the County on commercial and industrial zoning.

4.5 Reasonableness of Cost

The County used an RFQ process to solicit consulting services for this Activity. ADE was selected and provided this cost and task information, developed with County staff. The procurement process is described in the attachments.

4.6 Proposed Tasks/Time Frames

The tasks are described in section 4.2 of the preceding narrative, and the time frame is contained in Schedule 3. It is estimated the project can be completed in 6 months from the date of executed grant agreement and including staff and public review.
## Schedule 3 - Tasks and Milestones

<table>
<thead>
<tr>
<th>Phase</th>
<th>TASKS/MILESTONES</th>
<th>Year One</th>
<th>Year Two</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Oct Nov Dec</td>
<td>Jan Feb Mar</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Apr May Jun</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Jul Aug Sep</td>
</tr>
<tr>
<td>Phase I</td>
<td>1 Background Information</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 Relocation Impact</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 New Relocation Opportunities</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 Other Tourism/Regional Opportunities</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 Potential Site Identification</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 Recommendations</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 Implementation Plan/TIG/Final Report</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8 Grant Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase II</td>
<td>11 Grant Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12</td>
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<tr>
<td></td>
<td>15</td>
<td></td>
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<tr>
<td>Phase III</td>
<td>16 Quarterly Expenditure Plan - State CDBG</td>
<td>13,895</td>
<td>33,150</td>
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<tr>
<td></td>
<td>17 Quarterly Expenditure Plan - Local Cash Match</td>
<td>500</td>
<td>4,350</td>
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<tr>
<td></td>
<td>18 Quarterly Expenditure Plan - Other Funds</td>
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</tr>
<tr>
<td></td>
<td>19 Total</td>
<td>14,395</td>
<td>37,500</td>
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## General Administration Budget

<table>
<thead>
<tr>
<th>GENERAL ADMINISTRATION</th>
<th>City/County Staff Hours</th>
<th>Consultant Hours</th>
<th>Task Cost</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>No. of Hours</td>
<td>Hourly Rate</td>
<td>CDBG Portion</td>
</tr>
<tr>
<td>1. Program Activity Report (2)</td>
<td>8</td>
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<tr>
<td>2. Annual Grantee Performance Report (1) and Public Hearing</td>
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</tr>
<tr>
<td>3. Cash Requests (3)</td>
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<td>$45</td>
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<tr>
<td>4. Closeout Package (1) (Includes GPR, Public Hearing, Cash Request, Certificate of Completion)</td>
<td>10</td>
<td>$45</td>
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<tr>
<td>5. Program Income Report</td>
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<tr>
<td>6. Record Keeping/Coordinating with County</td>
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<tr>
<td>7. Total Grant Administration</td>
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<td>$45</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
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<td></td>
<td>$0</td>
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</tbody>
</table>
## Activity Budget

**Activity:** Business Development Implementation Strategy

<table>
<thead>
<tr>
<th>Activity</th>
<th>City/County Staff Hours</th>
<th>Consultant Hours</th>
<th>Task Cost</th>
<th>Task Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Hours</td>
<td>Hourly Rate</td>
<td>CDBG Portion</td>
<td>Cash Match</td>
</tr>
<tr>
<td>1. Background Information</td>
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<td></td>
<td>$ 600</td>
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<tr>
<td>2. Relocation Impact</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>3. New Relocation Opportunities</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>4. Other Tourism/Regional Opportunities</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Potential Site Identification</td>
<td></td>
<td></td>
<td>$3,250</td>
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<tr>
<td>6. Recommendations</td>
<td></td>
<td></td>
<td>$ 600</td>
<td></td>
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<tr>
<td>7. Implementation Plan/TIG/Final Report</td>
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<td></td>
<td>$450</td>
<td>$ 200</td>
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<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td><strong>$450</strong></td>
<td><strong>$4,550</strong></td>
</tr>
</tbody>
</table>


5. FINAL PRODUCTS

The final product of the Activity will be the Final Report, which will contain a summary of the information developed in the tasks described in the Program Design, including the TIG job benefit and the implementation component.
The County of Mariposa hereby assures and certifies that:

(a) It possesses legal authority to apply for the grant and to execute the proposed program.

(b) Its governing body has duly adopted or passed as an official act or resolution, motion, or similar action authorizing the filing of the application, including all understandings and assurances contained therein, and directing and authorizing the applicant’s chief executive officer or other designee to act in connection with the application and to provide such additional information as may be required.

(c) It has or will comply with all citizen participation requirements, including:

1. Provision for and encouragement of citizen participation, with particular emphasis on participation by persons of low and moderate income who are residents of slum and blight areas and of areas in which CDBG funds are proposed to be used, and provision for participation of residents in low and moderate income neighborhoods as defined by the local jurisdiction;

2. Provision to citizens of reasonable and timely access to local meetings, information, and records relating to the grantee’s proposed use of funds, as required by CDBG regulations, and relating to the actual use of funds under this title;

3. Provision for technical assistance to groups representative of persons of low and moderate income that request such assistance in developing proposals with the level and type of assistance to be determined by the grantee;

4. Provision for public hearings to obtain citizen views and to respond to proposals and questions at all stages of the community development program, including at least the development of needs, the review of proposed activities, and review of program performance, which hearings shall be held after adequate notice, at times and locations convenient to potential or actual beneficiaries, and with accommodation for the handicapped. A public hearing shall be conducted prior to application submittal;

5. Provision for a timely written answer to written complaints and grievances, within 15 working days where practicable; and

6. Identification of how the needs of non-English speaking residents will be met in the case of public hearings where a significant number of non-English speaking residents can be reasonably expected to participate.

(d) Its CDBG Program has been developed so as to primarily benefit targeted income persons and households, and each activity in the program meets one of the three national objectives: benefit to low and moderate income persons, elimination of slums and blight, or meets an urgent community need certified by the grantee as such.

(e) It consents to assume the responsibilities for environmental review and decision-making in order to ensure compliance with NEPA by following the procedures for “recipients” of block grant funds as set forth in 24 CFR, Part 58, entitled “Environmental Review Procedures for Title I Community Development Block Grant Programs.” Also included in this requirement is compliance with Executive Order 11988 relating to the evaluation of flood hazards, and Section 102(a) of the Flood Disaster Protection Act of 1973 (Pub. Law 93-234) regarding purchase of flood insurance, and the National Historic Preservation Act of 1966 (16 USC 470) and implementing regulations (36 CFR 800.8).

(f) It consents to assume the role of either “Lead Agency” as defined by Section 21067 of the California Public Resources Code, or if another agency is or will be designated “Lead Agency,” it consents to assume the role of “Responsible Agency” as defined by Section 21069 of the California Public Resources Code, in order to ensure compliance with CBQA.

(g) It has resolved any audit findings or performance problems for prior CDBG grants awarded by the State.
(h) It certifies that there is no plan, ordinance, or other measure in effect which directly limits, by number, the building permits that may be issued for residential construction or the buildable lots which may be developed for residential purposes; or if such a plan, ordinance, or measure is in effect, it will either be rescinded before receiving funds, or it need not be rescinded because:

1. It imposes a moratorium on residential construction, to protect the health and safety, for a specified period of time which will end when the public health and safety is no longer jeopardized; or

2. It creates agricultural preserves under Chapter 7 (commencing with Section 51200) of Part 2 of Division 1 of Title 5 of the Government Code; or

3. It was adopted pursuant to a specific requirement of a state or multi-state board, agency, department, or commission; or

4. The applicant has a housing element which the Department of Housing and Community Development has found to be adequate, unless a final order has been issued by a court in which the court determined that it is not in compliance with Article 10.6 of Chapter 3 of Division 1 of Title 7 of the Government Code; or

5. The use of the funds applied for in this application is restricted for housing for the targeted income group.

(i) It will comply with the regulations, policies, guidelines, and requirements of OMB Circular Numbers A-87, A-128, A-102 and A-121, where appropriate, and the State CDBG regulations.

(j) It shall comply with the following regarding nondiscrimination:


2. Title VIII of the Civil Rights Act of 1968 (Pub. Law 90-284) as amended; and will administer all programs and activities related to housing and community development in a manner affirmatively furthering fair housing.


5. Executive Order 11246, as amended by Executive Orders 11375 and 12086.

6. Executive Order 11063, as amended by Executive Order 12259.


9. The prospective contractor's signature affixed hereon and dated shall constitute a certification under the penalty of perjury under the laws of the State of California that the bidder has, unless exempted, complied with the nondiscrimination program requirements of Government Code Section 12990 and Title 2, California Administrative Code, Section 8103.

(k) It will comply with the Federal Relocation Act (42 U.S.C. 4601 et seq., and interim rule 42 U.S.C. 5301 et seq.) and will certify that it is following a residential antidisplacement and relocation plan.

(l) It will comply with the following regarding labor standards:

1. Section 110 of the Housing and Community Development Act of 1974, as amended.

2. Section 1720 et seq. of the California Labor Code regarding public works labor standards.


5. Anti-Kickback Act of 1934 (18 USC 874) prohibiting "kickbacks" of wages in federally assisted construction activities.

(m) It will comply with the Architectural Barriers Act of 1968 (42 USC 4151) and implementing regulations (24 CFR Part 40-41).

(n) It will enforce standards of conduct which govern the performance of its officers, employees, and agents engaged in the administration of contracts funded in whole or in part by the CDBG Program (Section 7120(d) of the State regulations).

(o) It will comply with the Hatch Act (5 USC 1501 et seq.) regarding political activity of employees.

(p) It will comply with the Lead-Based Paint Regulations (24 CFR Part 35) which prohibits the use of lead-based paint on projects funded by the program.

(q) It will not employ, award contracts to, or otherwise engage the services of any contractor while that contractor is in a period of debarment, suspension, or placement in ineligibility status under the provisions of 24 CFR Part 24.

(r) It will give HUD, the Comptroller General, the State Department of Housing and Community Development, or any of their authorized representatives access to and the right to examine all records, books, papers, or documents related to the grant.

(s) It will not attempt to recover any capital costs of public improvements assisted in whole or in part with CDBG funds by assessing properties owned and occupied by targeted income persons unless: (A) CDBG funds are used to pay the proportion of such assessment that relates to non-CDBG funding; or (B) for the purposes of assessing properties owned and occupied by targeted income persons who are not of the lowest targeted income group, it does not have sufficient CDBG funds to comply with the provisions of (A) above.

(t) It will adopt and enforce policies 1) prohibiting the use of excessive force by its law enforcement agencies against individuals engaged in non-violent civil rights demonstrations and 2) enforcing applicable State and local law against physically barring entrance to or exit from a facility or location which is the subject of such non-violent civil rights demonstration within its jurisdiction.

The certification is made under penalty of perjury under the laws of the State of California.

CERTIFYING OFFICIAL: ________________________________

Print Name

Date ____________________________ Signature ____________________________