

DEPARTMENT: Tourism

BY: Richard J. Benson  
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**RECOMMENDED ACTION AND JUSTIFICATION:**

Approve a Contract with Sunset Magazine/California Travel and Tourism Publications (\$25,970.17) and Authorize the Chairman of the Board of Supervisors to sign the contract. This is an intricate part of the County's marketing efforts and is the second best generator of requests for county information. These advertisements are in the California Official State Visitors' Guide and Travel Planner distributed by the State of California.

**BACKGROUND AND HISTORY OF BOARD ACTIONS:**

The Board of Supervisors must approve contracts over the amount of \$10,000. The Board had approved contracts with Sunset Magazine/California Travel and Tourism Publications for the last several years.

**ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:**

Do not approve the Contract or authorize the Chairman of the Board of Supervisors to sign the Contract. Mariposa County will not have visibility necessary to create an increased awareness by potential visitors and it will take an increase in staff to replace the service provided by Sunset Magazine/California Travel and Tourism Publication at a greater cost than this service contract.

Financial Impact? ( X ) Yes ( ) No	Current FY Cost: \$25,970.17	Annual Recurring Cost: \$
Budgeted In Current FY? ( X ) Yes ( ) No ( ) Partially Funded		
Amount in Budget: \$102,050		List Attachments, number pages consecutively
Additional Funding Needed: \$0		Contract for Services
Source:		Exhibit A-1
Internal Transfer _____		Exhibit A-2
Unanticipated Revenue _____ 4/5's vote		
Transfer Between Funds _____ 4/5's vote		
Contingency _____ 4/5's vote		
( ) General ( ) Other		

~~CLERK'S USE ONLY:~~

~~COUNTY ADMINISTRATIVE OFFICER:~~

Res. No.: 07-24 Ord. No. \_\_\_\_\_  
 Vote - Ayes: 4 Noes: \_\_\_\_\_  
 Absent: Pickard  
 Approved  
 ( ) Minute Order Attached ( ) No Action Necessary

Requested Action Recommended  
 No Opinion  
 Comments:

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

CAO: [Signature]