

DEPARTMENT: Tourism

BY: Lee Stetson, Interim CAO  
PHONE: 966-3222

**RECOMMENDED ACTION AND JUSTIFICATION:** Request and recommend the Board of Supervisors approve the contract between Sunset Magazine/California Travel and Tourism Publications and Mariposa County, and authorize the Chairman of the Board to sign the contract. This is an intricate part in our marketing efforts for the Visitors Bureau and is our second best generator for requests for information. These advertisements are in the California Official 2006 State Visitor's Guide and Travel Planner distributed by the State of California.

**BACKGROUND AND HISTORY OF BOARD ACTIONS:** The Board of Supervisor typically approves such contracts in support of the Visitors Bureau's marketing efforts.

**ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:** If not approved, Mariposa County will not have the visibility necessary to create an increased awareness by potential visitors and will take an increase in staff to replace the service provided by Sunset Magazine/California Travel and Tourism Publications at a greater cost than this service contract.

Financial Impact? (X) Yes ( ) No Current FY Cost Annual Recurring Cost:  
Budgeted In Current FY? (X) Yes ( ) No ( ) Partially Funded

Amount in Budget: \$ 124,161  
Additional Funding Needed: \$ -  
Source:

List Attachments, number pages consecutively  
Contract for Services  
2007 Insertion Order for the 2007 California State Visitor's Guide

Internal Transfer \_\_\_\_\_  
Unanticipated Revenue \_\_\_\_\_ 4/5's vote  
Transfer Between Funds \_\_\_\_\_ 4/5's vote  
Contingency \_\_\_\_\_ 4/5's vote  
( ) General ( ) Other

Invoice and Ad Copy for Mariposa County Visitors Bureau

**CLERK'S USE ONLY:**

Res. No.: 26-460 Ord. No. \_\_\_\_\_  
Vote - Ayes: 5 Noes: \_\_\_\_\_  
Absent: \_\_\_\_\_  
Approved  
( ) Minute Order Attached ( ) No Action Necessary

**COUNTY ADMINISTRATIVE OFFICER:**

\_\_\_\_\_ 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: ES