

DEPARTMENT: Tourism

BY: Susan T. Crain
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RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend the Board of Supervisors approve the contract between Hospitality Management Associates and the Mariposa County, and authorize the Chairman of the Board to sign the contract. As presented to the Board on September 26, 2005, this is an intricate part in building the foundation of the Visitors Bureau. Companies who have contracted their services have experienced an increase in their return on investment. The Tourism Advisory Council and the Visitors Bureau support and recommend approval of this contract.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Visitors Bureau presentation to the Board of Supervisors on September 26, 2005, included the services of Hospitality Marketing Associates as part of the program to develop and take the Visitors Bureau to the next level of performance.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: If not approved, Mariposa County will not have the visibility necessary to create an increased awareness (top of mind) by potential visitors and will take an increase in staff to replace the service they provided at a greater cost than this service contract.

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

Amount in Budget: \$ _____
Additional Funding Needed: \$23,600 _____

List Attachments, number pages consecutively
~~Hospitality Marketing Associates Marketing Support~~
~~Program Agreement (10 pages)~~
Addendum A

Source:
Internal Transfer _____ X
Unanticipated Revenue _____ 4/5's vote
Transfer Between Funds _____ 4/5's vote
Contingency _____ 4/5's vote
() General () Other

Contract For Services

CLERK'S USE ONLY:

Res. No.: 05-571 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: _____