

96-420

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 withdrawn following further discussion.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

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.		Interested in		Interested in		Interested in		Convert to		Convert to	
(See questions bottom of page #2)		Matching Grant?		Matching Grant?		Matching Grant?		Matching Grant?		Generic Ads & Co-op Ads ?		Generic Ads & Co-op Ads?	
Property	Location	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
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										x
Yosem. Pine-tree Chalet	Yosem. West	x											x
Yosem. Redbud Lodge	EI Portal						x						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				
Yosemite West Cottages	Yosem. West	x								yes			x
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				
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	yes			
Redwoods Guest Cottage	Wawona	x								no			x
5th Street Inn	Mariposa		x										x
Bear Cub Den	Fish Camp		x							no			

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 section may be helpful in current discussion about Visitors Bureau.