

DEPARTMENT: Administration/Economic Development

BY: Rick Benson, CAO

PHONE: 966-3222

Res. No. 09-89

RECOMMENDED ACTION AND JUSTIFICATION:

Approve budget action increasing revenue and appropriations and accepting donations from downtown merchants to offset cost for brochure update and production of the Mariposa Downtown Information Guide. (\$907)

Annually, the Economic Development Office updates information and obtains a vendor to print the Mariposa Downtown Information Guide that feature businesses located in the town of Mariposa who serve tourists. Brochures were distributed to the Mariposa County Chamber of Commerce, local merchants, local hotel and motel establishments. Last year, over 20,000 copies were distributed to visitors. Additional brochures were photocopied as the supply of 20,000 was exhausted.

During the peak tourism season of 2008, visitors received a brochure to acquaint them with the shops and eating establishments located in the town of Mariposa. Local businesses reported that visitors frequently used the guide while in the downtown area. Further, brochures were distributed to organizations hosting a conference in Mariposa.

Due to a limited budget and the need to increase the volume of brochures, Business Development Coordinator appealed to the business community seeking donations. As a result, \$908.25 has been raised from the business community and will be applied toward the update and production cost of the next issue.

A current Mariposa Downtown Information Guide is attached as Exhibit "A".

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board routinely approves budget actions accepting funds for projects that will ultimately benefit the County.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Financial Impact? (x) Yes (3) No	Current FY Cost: \$1,407	Annual Recurring Cost: \$
Budgeted In Current FY? () Yes () No	<input checked="" type="checkbox"/> Partially Funded	
Amount in Budget: \$500		Budget Action Form, page 1
Additional Funding Needed: \$907		Mariposa Downtown Information Guide, Exhibit "A", pages 2-3
Source:		
Internal Transfer		
Unanticipated Revenue	x 4/5's vote	
Transfer Between Funds	4/5's vote	
Contingency	4/5's vote	
() General () Other		

CLERK'S USE ONLY:

Res. No. 01-89 Ord. No. _____

Vote - Ayes: 8 Noes: _____

Absent: _____

Any

Approved

() 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
County of Mariposa, State of California

By: _____
Deputy

Mariposa Downtown: Transmittal action form 3.3.09

COUNTY ADMINISTRATIVE OFFICER:

Requested Action Recommended

No Opinion

Comments:

CAO: *AB*

EXHIBIT "A"

Beauty & Barber Continued

Linda's Hair Emporium—	83
5004 8th St. ph: 742-6379	
Linda's Haven—	113
49'er Shopping Center ph: 742-5900	
Mariposa Barber Shop—	36A
5010 Suite A, Hwy 140	
Mariposa Hair Salon—	85
5099 Hwy. 140 ph: 742-6980	
Monarch Massage & Therapies—	32A
4998A 5th St. ph: 966-4345	
PD Quick Barber Shop—	101
4968 Suite A, the Howard St. ph: 966-7646	
Sandy's Shear Country—	71
Hwy. 140 & 6th St. ph: 966-5191	
Trent's Styling for His & Hers—	
4991 Williams Rd. ph: 966-2380	

Eateries

Burger King—	88
5005 Cuckley Circle ph: 742-5464	
Charles St. Dinner House—	75
Hwy. 140 & 7th St. ph: 966-2366	
Castillo's Restaurant—	35
4995 5th St. ph: 742-4413	
*China Station—	40
5004 Hwy. 140 ph: 966-3889	
Happy Burger Buffet—	4
5120 Hwy. 140 ph: 966-2719	
High Country Health Food Store & Cafe—	109
5116 Hwy. 49N ph: 966-5111	
Mancini Restaurant—	104
Hwy. 49 & 140 ph: 966-2944	
New Red Fox—	5
5114 Hwy. 140 ph: 966-7991	
Pizza Factory—	49
5005 5th St. ph: 966-3112	
*Pizza Plus—	39
5004 Hwy. 140, Suite C. ph: 966-8488	
Pony Espresso—	13
4996A 7th St. ph: 966-5053	
River Rock Inn & Dell Garden Cafe—	15
4993 7th St. ph: 966-5793	
Salvador's Restaurant—	115
5109 Hwy. 140 ph: 966-7227	
Saunary's—	58
5027 Hwy. 140 ph: 966-7077	

Eateries Continued

Short Stop Sandwiches—	116
5110 Jesse St. ph: 966-3112	
Sugar Pine Cafe—	22
5038 Hwy. 140	
Take N Bake Pizzeria—	84A
5081 Suite C, Hwy. 140 Ph: 742-2345	
Entertainment	
The Sixth St. Cinema—	23
Old Mason Lodge, 4994 6th St. ph: 742-6666	
Emergency Services	
Sheriff and Fire—	911
Mariposa Sheriff—	4963 10th St. ph: 966-3615
Fire Department—	
5083 Bullion St. ph: 966-3621	
California Hwy. Patrol—	
5264 Hwy. 49N ph: 966-3636	
John C Fremont Hospital—	
5189 Hospital Rd. ph: 966-3631	
Yosemite Medical Supply—	91
5034 Cuckley Circle ph: 742-6224	
Mountain Crisis Services—	
5771 Hwy. 49N. ph: 966-2350	

Grocery, Liquor, & Drug Stores

49'er Supermarket—	112
5120 Hwy. 49N ph: 966-2840	
Evolve Liquor—	110
49'er Shop Center ph: 966-5125	
Mountain View Smoke Shop—	90
Hwy. 49 & 140 ph: 966-4224	
*Pancor Market—	83
5034 Cuckley Circle ph: 742-6100	
Rite Aid—	114
4994 Jos. Howard ph: 966-3315, 742-7600	
Stags Shop Mini Mart—	88
5099 Hwy. 140 ph: 742-6634	
Yosemite Liquor—	41
5004 Hwy. 140 ph: 966-5665	

Hardware

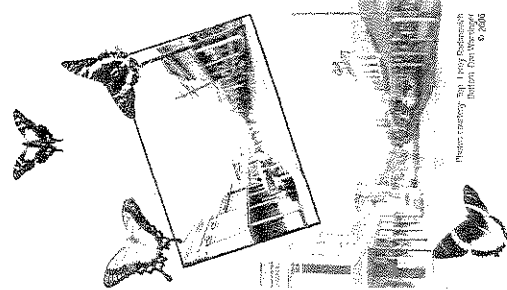
Ace Hardware—	103
5147 Hwy. 140 ph: 966-3666	
Coast Hardware—	26
5028 Hwy. 140 ph: 966-2527	
Foster True Value—	111
Hwy. 140 & 49'er Shopping Center ph: 966-2692	
Mariposa Information	
Mariposa County Chamber/Visitor Center—	2
5133 Hwy. 140 ph: 966-2456 or 966-7081	
Yosemite/Mariposa County	
Tourist Bureau	
5029 Hwy. 140, Suite S-1 ph: 742-4567	59
Museum, Business	
Assistance Center & Library	
California State Mining & Mineral Museum—	
68 Fairgrounds, two miles south on Hwy 49)	
5005 Fairgrounds Dr. ph: 742-7625	
Mariposa County Economic Development Office—	6
5100 Ballion St. ph: 966-4321	
Mariposa County Library—	7
4978 10th St. ph: 966-2140	
Mariposa Museum & History Center—	98
5119 Jesse St. ph: 966-2924	

Specialty Shops

Colonial Woodwrights—	45
5009 Hwy. 140 (aside Chocolate Shop) ph: 966-5683	
Flour Garden—	69
5031 B Hwy. 140 Ph: 966-4919	
Dolls by Alinda—	68
5031 Hwy. 140 ph: 966-6271	
Hope's Crafts—	61
5079 Hwy. 140 ph: 966-3342	
Kristi's Slate Shop—	17
4997 7th St. ph: 966-2800	
Mariposa Shipping Co.—	38
5008 Hwy. 140 ph: 966-7772	
Mariposa Gem & Mineral Club—	12
4994 7th St. ph: 966-4367	
Mariposa Fruit & Nut Co.—	77
5053 Hwy. 140 ph: 742-2388	
Misc's, Inc Wine & Gift Shop—	106
5181 Hwy. 49 N. ph: 742-7777	
Mountain Western Wear—	28
5024 B Hwy. 140 Ph: 742-4422	
PD Quick 'N' Shop—	100
4462 the Howard St. ph: 966-2986	
Recor's Sierra Stationers—	14
4998 7th St. ph: 966-3083	
Sherri's Creative Framing—	11
4994 7th St. ph: 966-5200	
Sweet Delights—	80
5067 Hwy. 140, Suite B. ph: 966-7999	
Synchronicity—Metaphysical Books/Gifts—	65
5029 B Hwy. 140 ph: 966-4449	
Yosemite Gifts—	53
3023 Hwy. 140 ph: 966-4343	
Weight Jewelry Services—	87
5029 Hwy. 140 ph: 742-4295	
Transportation	
Francisco's Airport Shuttle—	Ph: 966-7357
Sierra Taxi Company—	3002 Hwy. 49 S. ph: 966-6781
YARTS—	(477) 989-2787
Wine Tasting	
Chappel Wine Tasting—	32
5022 Hwy. 140 ph: 742-4500	

Mariposa Downtown Information Guide

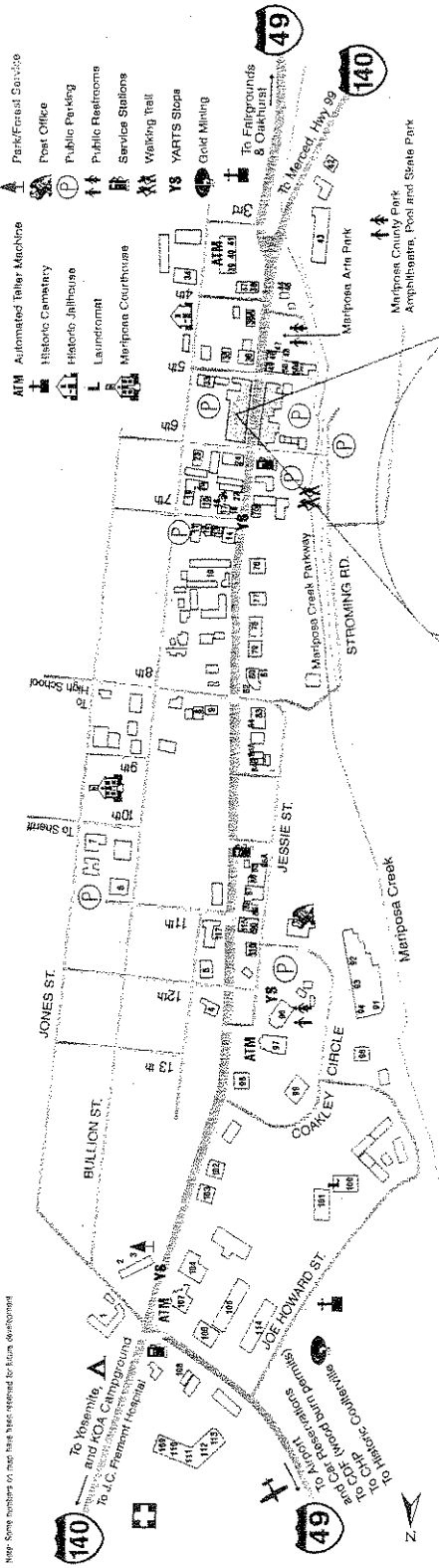
Enjoy quaint downtown Mariposa as you stroll the sidewalks of our charming historic district. Culture, arts, entertainment, shops and much, MUCH more!



Please contact the Mariposa County Economic Development Office, 5004 Hwy. 140, Suite C, Mariposa, CA 95354, for more information. Phone: 966-8488. Fax: 966-5053. Website: www.mariposacounty.gov

Brochure compliments of the Mariposa County Economic Development Office, 5004 Hwy. 140, Suite C, Mariposa, CA 95354, for more information. Phone: 966-8488. Fax: 966-5053. Website: www.mariposacounty.gov

Note: Some numbers in this list have been reserved for future development.



Address	Phone	Map #
Accommodations		
5th Street Inn	4994 5th St. ph: 966-6048	33
America's Best Value Inn Mariposa Lodge	5952 Hwy. 140 ph: 966-3607	10
R & B Association	PO Box 1100 Mariposa, CA 95338 ph: 742-7666	
Best Western Yosemite Way Station	4999 Hwy 140 ph: 966-7545	43
Comfort Inn Yosemite Valley Gateway	4994 Bullion St. ph: 966-4344	34
Miner's Inn	5181 Hwy. 49 N. ph: 742-7777	105
Mother Lode Lodge	5951 Hwy. 140 ph: 966-2521	76
River Rock Inn & Bell Gardens Cafe	4993 7th St. ph: 966-5793	19
Super 8 Motel	5059 Hwy. 140 ph: 966-4288	78
Yosemite Inn	5180 Jones/Hwy. 140 ph: 742-6800	1
Antiques, Collectibles, & Décor		
Chocolate Soup	5109 Hwy. 140 ph: 966-5683	44
Paired Knotage Antiques	5029 C Hwy. 140 ph: 742-7075	66
Odeh's Antiques & Decorative	5009 5th St. ph: 742-3522	50A
Our Country Home	5027 A Hwy. 140 ph: 742-4020	56
Shockley Designs UN-FTD	5025 Hwy. 140 ph: 966-3122	55
The Company Store	5022 B Hwy. 140 ph: 966-3232	31
Treasure Treasures / Ivy's Gifts	5027 B Hwy. 140 ph: 742-4604	57
Apparel		
Blue Heron Sports	5081 Hwy. 140 ph: 742-2300	84B
Class A Consignments	5957 A Hwy. 140 ph: 966-7007	78
Fremont House	Hwy. 140 & 6th St. ph: 966-3657	25
Morlan's Clothing Gift & Gallery	5040 Hwy. 140, Suite E. ph: 966-2666	21
The Yarn	Hwy. 140 & 5th St. ph: 966-6635	36
Top Shoppers	Hwy. 140 & 8th St. ph: 966-3898	82
Art Galleries / Book Stores		
Mariposa County Arts Council	5009 5th St. ph: 966-3155	50
Sierra Artists Gallery	Hwy. 140 & 6th St. ph: 966-2284	70
Page One Used Books	5029 Hwy. 140, Suite 2. Ph: 966-6363	60
Windows On The World Books & Art	5029 Hwy. 140, Suite 1. ph: 742-7323	59
Auto Parts & Supplies		
Napa Auto Parts	4907 Joe Howard Rd. ph: 966-3697	95
Pioneer Auto Supply	5103 A Hwy. 140 ph: 966-3671	87
Sierra Auto Parts & RV Supply	4985 Hwy. 140 ph: 966-4756	42
Banks		
County Bank	5121 Hwy. 140 ph: 966-2265	87
Yosemite Bank	Hwy. 49/140 ph: 966-5444	107
Merced Credit Union	5011 Cookley Circle ph: 966-3999	99
Bars/Saloons		
49'er Club	5026 Hwy. 140 ph: 742-4000	27
Hickory	5031 6th St. ph: 966-6565	72
Miner's Inn Restaurant & Lounge	Hwy. 140 & 49 ph: 966-2444	104
Beauty & Barber		
A Chu Chu (Massage/Therapy)	4909 A 8th St. ph: 742-5700	8
A Cut Above	5034 Cookley Circle, Suite F. ph: 742-6068	91
Bare Hands Therapeutic Spa & Salon	5107 Hwy. 140, Suite B. ph: 742-4345	88

Continued on back