

**DEPARTMENT:** Administration  
Economic Development Office

**BY:** Richard J. Benson, CAO  
**PHONE:** 966-3222

09-477

**RECOMMENDED ACTION AND JUSTIFICATION:**

Accept status report on activities related to the public/private partnership between the Economic Development Corporation of Mariposa County (EDC) and the County of Mariposa.

**BACKGROUND AND HISTORY OF BOARD ACTIONS:**

On December 9, 2008, the Board of Supervisors approved a Memorandum of Understanding (MOU) between the Economic Development Corporation (EDC) and County of Mariposa to establish a public/private partnership to engage in initiatives fostering business growth in Mariposa County. Attached to the MOU was a narrative titled Proposal for the Public / Private Partnership between the EDC and Mariposa County, which described the role of the EDC and County of Mariposa.

The role of the EDC:

1. Establish and fund a separate telephone line and email account for use by the Business Assistance Center (BAC) operated by the County's Economic Development Office;
2. Serve as a resource of business professionals available to offer advice and assistance to the County's Economic Development Office;
3. Create programs and provide funding for assisting existing businesses seeking to expand operations and/or launch a new business venture.

The role of Mariposa County:

1. The County will continue to fund the existing Economic/Business Development Office and commit to maintaining the partnership for a period of at least two years [changed from three in the proposal] engaging in business recruitment and relocation;
2. In cooperation with the EDC, the Mariposa County Economic Development Office shall operate as an Economic/Business Assistance Center (BAC) for a maximum of eight hours per week for the purpose of assisting new business start ups and expansions;
3. Additional activities of the BAC include creating content for the Website, pursuing strategic initiatives (e.g. relocating Yosemite Valley offices), serving as a liaison to UC Merced, and identifying other opportunities to enhance partnership;

To date, the EDC has focused on laying the groundwork for the partnership by accomplishing the following:

1. Installing a separate EDC phone line (966-6660) and creating an email account (ED@MariposaEDC.com) for the BAC;
2. Creating an EDC Website (www.MariposaEDC.com) for the purpose of recruiting new businesses specified in the Economic Vitality Strategy;
3. Promoting the Website (see Exhibit "A") in the new Destination Vacation Planner (50,000 planners were printed and are currently being distributed regionally, nationally and internationally.);
4. Creating a business "registry" consisting of approximately 1500 local business (the most comprehensive database of businesses ever created in Mariposa County);
5. Beginning work on a survey (that will be sent to the "registry") seeking input on desirable services for both the local community and visitors;
6. Initiating a relationship with UC Merced by joining the Chancellor's Circle.

The above mentioned accomplishments have not incurred any additional cost to the county.

**ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:**

Financial Impact? ( ) Yes (x) No Current FY Cost: \$ Annual Recurring Cost: \$

Budgeted In Current FY? ( ) Yes ( ) No ( ) Partially Funded

Amount in Budget: \$ Yosemite/Mariposa Co. Vacation Planner excerpt, Exhibit "A", page 1

Additional Funding Needed: \$

Source:

Internal Transfer

Unanticipated Revenue \_\_\_\_\_ 4/5's vote

Transfer Between Funds \_\_\_\_\_ 4/5's vote

Contingency \_\_\_\_\_ 4/5's vote

( ) General ( ) Other

**CLERK'S USE ONLY:**

Res. No.: 09-477 Ord. No. \_\_\_\_\_

Vote - Ayes: 4 Noes: \_\_\_\_\_

Absent: Conin

mw 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

**COUNTY ADMINISTRATIVE OFFICER:**

Requested Action Recommended

No Opinion

Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CAO: [Signature]

## A GREAT PLACE TO VISIT AN EVEN BETTER PLACE TO LIVE

Nearly everyone who visits Yosemite National Park falls in love with the area. Not surprisingly, a growing number of these tourists are choosing to move here to enjoy the natural beauty and rural charm year-round. Mariposa County welcomes the more entrepreneurial of these new residents with lenient Home Enterprise and Rural Home Industry zoning laws. In fact, Mariposa County is so friendly to small and home businesses that there is not even a requirement for a business license. Some of these new residents are artists and artisans inspired by the beautiful scenery found throughout the county. Others have careers or businesses, particularly in high-technology fields, whose jobs allow them to live virtually anywhere. So why not live in one of the nicest places on the planet? These folks also enjoy the combination of a high quality of life and a low cost of living. And some decide to take advantage of the market opportunity created by the 4 million tourists visiting Yosemite annually to open or relocate their local/visitor-serving businesses here. To learn more about living and working in Mariposa County, the home of Yosemite and a lot more, call the Economic Development Corporation at 209-966-6660 or visit the EDC at [www.MariposaEDC.com](http://www.MariposaEDC.com).

*Hmmm...  
vacation home,  
or permanent home?*

THE REDWOODS IN YOSEMITE