




MEMORANDUM

Date: April 7, 2016

To: MCTC Board of Directors

From: Shannon Riley, Senior Management Analyst
and Visit Ukiah 

Re: Request for partial funding of a feasibility study for a downtown Ukiah hotel

In accordance with Visit Ukiah's presentation to the MCTC Board at the March meeting, we are following up with a formal request for consideration of funding of a feasibility study for a downtown Ukiah hotel.

This project, originated by Visit Ukiah, may cost up to \$30,000. Visit Ukiah has authorized \$10,000. We are requesting that MCTC match that amount, and the Ukiah City Council has authorized paying the remaining balance of the costs. This important partnership may have significant and long-lasting benefits for the tourism industry in Mendocino County.

Attached, please find the formal letter of request, dated January 5, 2016, as well as two staff reports that have been presented to the Ukiah City Council and the draft RFP.

1. Letter of Request, dated January 5, 2016
2. Ukiah City Council staff report, dated April 6, 2016
3. Ukiah City Council staff report, dated March 23, 2016
4. Draft RFP for professional services related to a hotel feasibility study