



Date: 04/07/18 – updated 4/12/18
 Subj: Revision of Budget Category
 To: Board of Directors
 From: Richard Cooper, Interim Executive Director

At the February 28, 2018 board meeting the board approved the 2018-19 budget as presented with the caveat that the Executive Director come back to the board with a revised plan for the Visitor Services and Partnerships section.

In reviewing the concerns expressed at the board meeting and after discussion with the Festival Committee Chair, Bernadette Byrne, here is a revised proposal.

1. Retain current staff as a part time employee with up to 1250 hours authorized – a three day per week schedule to be utilized to best serve the organization’s needs. In particular these efforts would focus on the three existing events - Crab, Mushroom and Fringe.
2. ~~Per the BID Boards recommendation, this change includes the request that the county find a new source to fund the Mendocino County Arts Council as unrelated to our core mission of promoting tourism.~~ Removed at the board meeting.
3. Besides assisting with generating tourism promotion, events and efforts at the various local levels, this program would be designed to be a vehicle to encourage further cooperation and a spirit of team effort throughout the county.
4. Funds budgeted under GL account 6530 would be distributed in an equitable fashion as determined by the Executive Director with review and approval of the **Festival Committee**, to a group of organizations that would include the following:

- Arts Council*
- Visit Ukiah – Ukiah Chamber*
- Visit Fort Bragg – Coast Chamber*
- Visit Willits – Willits Chamber*
- Destination Hopland
- Anderson Valley Wine Association
- Mendocino Winegrowers Inc
- Anderson Valley Chamber
- Redwood Coast Chamber - these last two chambers are included as they serve the roll of primary promotional organizations for their stakeholders.

5. This revision would replace the small grant program by making partnership grants to the tourism promotion and visitor serving organizations within VMC's service area with funds designated for the purpose of attracting and/or serving visitors to the county at a more local level.

6. **First year distributions to these organizations would be made under similar guidelines to the existing small grant program to assure that funds were not used for administrative or non-tourism promotion-based expenditures.** A year-end report on the use and results generated by these funds would be a requirement of the program recipients. As part of the 2019-20 budget process this program would be examined for its efficacy and a determination made for future funding at that time. The budget of the Visitor Services and Partnerships of \$157,000 would be divided as follows:

6220	Event and Festival Guides, Programs and Visitor Guide**	\$ 50,000
8510/8530/8670	Hourly wage, taxes, benefits	33,600 (moved to the admin category)
6530	Incentives and Sponsorship Programs	71,400
6170	Signage Kiosks Directional	2,000
Total		\$157,000

*Group added at 4/10 board meeting

** Visitor Guide options are to be investigated and ED and staff to return to the board if additional budget is needed for this project
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