



COUNTY OF HUMBOLDT

For the meeting of: 7/7/2020

File #: 20-788

To: Board of Supervisors

From: County Administrative Office

Agenda Section: Consent

SUBJECT:

Extension of Humboldt County Convention and Visitor's Bureau's Marketing Report to the Board of Supervisors

RECOMMENDATION(S):

That the Board of Supervisors:

1. Extend the deadline for the Humboldt County Convention and Visitors Bureau (HCCVB) to make its annual report to the Board of Supervisors by six (6) months.

SOURCE OF FUNDING:

Transient Occupancy Tax

DISCUSSION:

On July 18, 2018, the County of Humboldt amended an agreement with the Humboldt County Convention and Visitor's Bureau (HCCVB) for the advertising, promoting, and marketing of Humboldt County resources and assets. On May 28, 2019, after your Board received a report from staff regarding an extension of that agreement, your Board directed staff to return in six (6) months' time with an update outlining the HCCVB's marketing and operating strategies for the future. As requested, staff brought that update before your Board wherein your Board asked for a second update to be presented in another six (6) months' time.

The deadline for bringing that second marketing update before your Board coincides with June of 2020. However, since receiving that direction from your Board, Humboldt's tourism economy was greatly and adversely impacted by COVID-19. The hospitality, lodging and tourism industries were effectively closed during the period of time in which quarantine measures and other SIP (shelter-in-place) orders were in effect.

Because of these impacts to the industry, and due to other delays caused by COVID-19, the Humboldt County Convention and Visitor's Bureaus' efforts to complete a comprehensive marketing strategy and update for your Board have been delayed.

Therefore, staff recommends that your Board extend the deadline for the Humboldt County Convention and Visitors Bureau (HCCVB) to bring its second marketing update before your Board

and that this new deadline be extended by a period of six (6) months' from June 19, 2020, representing that date wherein the County of Humboldt Public Health Officer has declared that lodging and other tourism related services may begin to incrementally reopen.

FINANCIAL IMPACT:

The agreement with the HCCVB is for a sum equal to 18% of Transient Occupancy Tax received by the county. In fiscal year 2020-21, \$394,997 has been budgeted for the HCCVB. There is no impact to the General Fund by extending the presentation deadline.

STRATEGIC FRAMEWORK:

This action supports your Board's Strategic Framework by managing our resources to ensure sustainability of services; building interjurisdictional and regional cooperation; and engaging in discussions of our regional economic future.

OTHER AGENCY INVOLVEMENT:

Humboldt County Convention and Visitors Bureau (HCCVB)

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Board discretion.

ATTACHMENTS:

- A. Second Amendment to HCCVB 6-25-19

PREVIOUS ACTION/REFERRAL:

Board Order No.:

Meeting of: May 28, 2019; Dec 10 2019

File No.: 19-621, 19-1699