



COUNTY OF HUMBOLDT

For the meeting of: 12/10/2019

File #: 19-1699

To: Board of Supervisors
From: County Administrative Office

Agenda Section: Departmental

SUBJECT:

Humboldt County Convention and Visitor's Bureau 6-Month Report to the Board of Supervisors

RECOMMENDATION(S):

That the Board of Supervisors:

1. Receive a 6-month report, and hear a 10-minute presentation from, the Humboldt County Convention and Visitors Bureau (HCCVB) and take appropriate action as required.

SOURCE OF FUNDING:

Transient Occupancy Tax

DISCUSSION:

On July 5, 2016, and as later amended on July 18, 2018, the County of Humboldt entered into an agreement with the HCCVB for the advertising, promoting and marketing of Humboldt County resources and assets.

On May 28, 2019 your Board received a report from staff regarding an extension of this agreement with the HCCVB and directed staff and the HCCVB to return in 6 months' time with a report outlining the HCCVB's marketing and operating strategies for the future.

Now, as requested, comes before your Board this 6-month report which follows a 2-year extension to the agreement with the HCCVB that was approved by your Board on June 4, 2019, and which constitutes the second amendment to the original agreement.

FINANCIAL IMPACT:

The agreement with the HCCVB is for a sum equal to 18% of Transient Occupancy Tax received by the county in the fiscal year ending 12 months prior to the beginning of the fiscal year in which payment is made by the county. In Fiscal Year (FY) 2019-20 that amount is \$352,209 and has been included in the FY 2019-20 Proposed Budget.

STRATEGIC FRAMEWORK:

This action supports your Board's Strategic Framework by managing our resources to ensure

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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. HCVB_12_10_Supervisors_REPORT

PREVIOUS ACTION/REFERRAL:

Board Order No.:

Meeting of: May 28, 2019

File No.: 19-621