

RESOLUTION NO. 4127-2018

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING THE VISIT FORT BRAGG FISCAL YEAR 18/19 MARKETING BUDGET AND APPROVING BUDGET AMENDMENT NO. 2019-03 AMENDING THE FY2018/19 BUDGET TO APPROPRIATE FUNDS IN THE AMOUNT OF \$24,281 TO ACCOUNT NO. 110-4321-0319 TO ACCOUNT FOR UNENCUMBERED PROMOTIONAL FUNDS FROM THE FY2017/18 BUDGET

WHEREAS, the City Council has a strong desire to promote Fort Bragg as a premier travel destination with the primary goal of increasing General Fund tax revenues; and

WHEREAS, in November 2016, voters passed Measure AA increasing the Transient Occupancy Tax (TOT) from 10% to 12% and Measure AB which recommended allocating 50% of the increase in TOT taxes received to substantially increase promotions, events and marketing for Fort Bragg; and

WHEREAS, in June 2017, Council reviewed the three-year Visit Fort Bragg Action Plan approved by the Visit Fort Bragg Committee; and

WHEREAS, on May 14, 2018, Council adopted a Resolution reforming the Visit Fort Bragg Committee to serve as an advisory body for the overall marketing and fiscal strategy of the City's marketing and promotional efforts; and

WHEREAS, of the promotional funds budgeted in FY2017-18, \$45,081 were unspent due to the Visit Fort Bragg Committee transition (Account #110-4321-0319) with \$24,281 of said funds required for the proposed Marketing Budget; and

WHEREAS, the Visit Fort Bragg Committee along with the Community Development Committee reviewed the proposed FY2018-19 Visit Fort Bragg Marketing Budget at its September 25, 2018 meeting recommending Council approve the updated Marketing Budget as well as the use of FY2017-18 unencumbered promotional funds.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby approve adoption of the Visit Fort Bragg FY 2018/19 Marketing Budget in the amount of \$346,121; and

BE IT FURTHER RESOLVED that the City Council of the City of Fort Bragg does hereby approve Budget Amendment No. 2019-03 amending the FY2018/19 Budget to appropriate funds in the amount of \$24,281 from the General Fund Balance to the Visit Fort Bragg Promotions Budget (Account #110-4321-0319) to account for unencumbered Visit Fort Bragg Promotions Budget from FY2017.

The above and foregoing Resolution was introduced by Councilmember Lee, seconded by Councilmember Cimolino, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 9th day of October, 2018, by the following vote:

AYES:	Councilmembers Cimolino, Lee, Norvell, Turner and Mayor Peters.
NOES:	None.
ABSENT:	None.
ABSTAIN:	None.

RECUSED: None.



LINDY PETERS
Mayor

ATTEST:



June Lemos, CMC
City Clerk