



Agenda Item No. _____

File Code No. 180.02

CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: March 13, 2012

TO: Mayor and Councilmembers

FROM: Administration Division, Finance Department

SUBJECT: Presentation From The Santa Barbara Conference And Visitors Bureau And Film Commission

RECOMMENDATION:

That Council receive a presentation from the Santa Barbara Conference and Visitors Bureau and Film Commission.

DISCUSSION:

For many years, the City has maintained an annual contract with the Santa Barbara Conference and Visitors Bureau and Film Commission (CVB) to promote tourism for the City of Santa Barbara. On June 28, 2012, the City Council approved Agreement Number 23,817 with CVB for the Fiscal Year 2012. The agreement provides funding in the amount of \$1,349,535 designed to help support administration, advertising, consumer and trade information services, public relations, sales, and the Film Commission expenses.

Kathy Janega-Dykes, President/CEO of the CVB, will give a presentation regarding the role of the Bureau, achievements over the past year, and their marketing strategy for the upcoming year.

PREPARED BY: Jill Taura, Treasury Manager

SUBMITTED BY: Robert Samario, Finance Director

APPROVED BY: City Administrator's Office