



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: March 25, 2014

TO: Mayor and Councilmembers

FROM: Administration Division, Finance Department

SUBJECT: Presentation From Visit Santa Barbara

RECOMMENDATION:

That Council receive a presentation from Visit Santa Barbara.

DISCUSSION:

For many years, the City has maintained an annual contract with Visit Santa Barbara (VSB; formerly Santa Barbara Conference and Visitors Bureau and Film Commission) to promote tourism for the City of Santa Barbara. On June 25, 2013, the City Council approved Agreement Number 24,548 with VSB for Fiscal Year 2014. 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 VSB, will give a presentation regarding the role of VSB, achievements over the past year, and their marketing strategy for the upcoming year.

SUBMITTED BY: Robert Samario, Finance Director

APPROVED BY: City Administrator's Office