



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** July 15, 2014

**TO:** Mayor and Councilmembers

**FROM:** City Administrator's Office

**SUBJECT:** Community Promotion Contract For The Santa Barbara Region Chamber Of Commerce To Support Visitor Information Center

### RECOMMENDATION:

That Council authorize the City Administrator to execute an annual community promotion contract with the Santa Barbara Region Chamber of Commerce in an amount of \$56,000, to support year-round expenses of the Visitor Information Center, covering the period from August 1, 2014, to June 30, 2015.

### DISCUSSION:

The Mayor and Council's Office Arts and Community Promotion budget includes \$56,000 for the Santa Barbara Region Chamber of Commerce to operate the Visitor Information Center. This contract will help support year-round administrative expenses for the Visitor Information Center, including salary and benefit expenses and office services and supplies. Since the existing agreement with the Chamber expires on July 31, the proposed agreement will be modified for the upcoming year to expire on June 30 to more closely align with the fiscal year for future agreements.

Located at 1 State Street, the Visitor Information Center assists visitors with wayfinding services, free maps, assistance with hotel reservations, and information on restaurants, points of interest, and arts and cultural activities. The Center provides services seven days a week for 55 hours per week between February and October and 50 hours per week between November and January.

To enhance tourism and support the cultural arts community, the City provides approximately \$2.6 million for events, festivals, and arts and community promotion organizations.

The contract is available for review in the City Clerk's Office at City Hall at 735 Anacapa Street.

**PREPARED BY:** Nina Johnson, Assistant to the City Administrator  
**SUBMITTED BY:** Jim Armstrong, City Administrator  
**APPROVED BY:** City Administrator's Office