



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 21, 2015

TO: Mayor and Councilmembers

FROM: Administration Division, Finance Department

SUBJECT: Community Promotion Contract With Visit Santa Barbara

RECOMMENDATION:

That Council authorize the City Administrator to execute an annual community promotion contract with Visit Santa Barbara to provide marketing services that promote Santa Barbara as a tourism destination, in an amount of \$1,380,000.

DISCUSSION:

The Mayor and Council's Office Arts and Community Promotion budget includes \$1,380,000 for Visit Santa Barbara (formerly, Conference and Visitor's Bureau and Film Commission) to promote Santa Barbara as a tourist destination and location for film production. This contract will help support year-round administrative expenses for Visit Santa Barbara, including salaries and benefits, advertising, consumer and trade information services, public relations, and sales. The term of the contract covers the period of July 1, 2015 through June 30, 2016.

The primary goals of the marketing services include expanding Santa Barbara's position as a major tourist destination and growing visitation to increase overnight stays, length of travel, mid-week stays, and travel during off-peak months. Through strategic partnerships and promotions, Visit Santa Barbara engages prospective visitors.

To enhance tourism and support the cultural arts community, the City provides over \$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: Paul Casey, City Administrator

APPROVED BY: City Administrator's Office