



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** March 29, 2016  
**TO:** Mayor and Councilmembers  
**FROM:** City Administrator's Office  
**SUBJECT:** Presentation From Visit Santa Barbara

### **RECOMMENDATION:**

That Council receive a presentation from Visit Santa Barbara on activities to market and promote Santa Barbara as a destination.

### **DISCUSSION:**

Council will receive a presentation from Visit Santa Barbara, which will focus on results of tourism, highlights or major achievements, visitor research, and future projects.

**PREPARED BY:** Nicole Grisanti, Administrator's Office Supervisor  
**SUBMITTED BY:** Paul Casey, City Administrator  
**APPROVED BY:** City Administrator's Office