



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** July 19, 2016

**TO:** Mayor and Councilmembers

**FROM:** City Administrator's Office

**SUBJECT:** Community Promotion Contract For The Santa Barbara Region Chamber Of Commerce To Support A 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 \$59,500 to support year-round expenses of the Visitor Information Center, covering the period from July 1, 2016, to June 30, 2017.

### DISCUSSION:

The Mayor and Council's Office Arts and Community Promotion budget includes \$59,500 for the Santa Barbara Region Chamber of Commerce to operate a Visitor Information Center. This amount reflects a 3% increase in funding from the prior year. This contract will help support year-round administrative expenses for the Visitor Information Center, including salary and benefit expenses, office supplies, and administrative expenses.

The Visitor Information Center located at 1 State Street assist 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 over \$2.6 million for events, festivals, and arts and community promotion organizations.

**PREPARED BY:** Nina Johnson, Assistant to the City Administrator

**SUBMITTED BY:** Paul Casey, City Administrator

**APPROVED BY:** City Administrator's Office