



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: December 11, 2007
TO: Mayor and Councilmembers
FROM: Administration Division, Finance Department
SUBJECT: Santa Barbara Conference & Visitors Bureau And Film Commission Marketing Program

RECOMMENDATION:

That Council hear an update from the Santa Barbara Conference & Visitors Bureau and Film Commission (CVB) on their current marketing program.

DISCUSSION:

The City provides substantial financial support for the CVB's marketing program. In fiscal year 2008, that support totals almost \$1.5 million. CVB staff will present the Council with an update on their current marketing and outreach efforts as well as information on the current state of the local and regional tourism market.

SUBMITTED BY: Robert D. Peirson, Finance Director

APPROVED BY: City Administrator's Office

REVIEWED BY: _____ Finance _____ Attorney _____ Name of Additional Department(s) That Need to Review CAR

Agenda Item No. _____