



# COUNTY OF HUMBOLDT

For the meeting of: 10/1/2024

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File #: 24-1408

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**To:** Board of Supervisors

**From:** County Administrative Office

**Agenda Section:** Consent

**Vote Requirement:** Majority

**SUBJECT:**  
Authorization to Sign for Travel and Tourism Agreements for Fiscal Year 2024-25

**RECOMMENDATION(S):**  
That the Board of Supervisors:

1. Authorize the County Administrative Officer (CAO) or their designee to execute and sign agreements related to the County of Humboldt's travel and tourism contracts for fiscal year (FY) 2024-25 as directed by the Board of Supervisors on June 10, 2024.

**STRATEGIC PLAN:**  
This action supports the following areas of your Board's Strategic Plan.

Area of Focus: A Diverse, Equitable & Robust Economy  
Strategic Plan Category: 2002 - Promote a robust tourism economy

**DISCUSSION:**  
During the June 10, 2024, Board meeting, agenda item 24-969, presented recommendations from the Travel and Tourism Ad Hoc Committee. The item directed staff to prepare agreements with the Humboldt County Visitor's Bureau for a 6-month duration and to continue funding for the gateway communities, adding funding for two additional agreements: McKinleyville and Loleta Chambers of Commerce. The intention was to request authorization for the CAO or their designee to sign necessary agreements and amendments to implement the Board's direction.

Staff request authority for the CAO or designee, to execute agreements with relation to travel and tourism for FY 2024-25 as previously directed on June 10, 2024.

**SOURCE OF FUNDING:**  
Measure J (Hotel & Motel Tax 107010)  
Transient Occupancy Tax (1100-181-107010)

**FINANCIAL IMPACT:**

<i>Expenditures (1100, 181)</i>	<b>FY24-25</b>
<i>Budgeted Expenses</i>	<u>\$856,820</u>
<i>Total Expenditures</i>	<u>\$856,820</u>

*\*Projected amounts are estimates and are subject to change.*

<b>Funding Sources (1100, 181)</b>	<b>FY24-25</b>
<b>General Fund - TOT</b>	<u>\$856,820</u>
<b>Total Funding Sources</b>	<u>\$856,820</u>

*\*Projected amounts are estimates and are subject to change.*

**Narrative Explanation of Financial Impact:**

Appropriations for travel and tourism agreements are included in the County Administrative Office budget, Economic Development Promotion, 1100-181 for FY 2024-25.

**STAFFING IMPACT:**

There is no additional impact on staffing as these agreements have already been drafted.

**OTHER AGENCY INVOLVEMENT:**

N/A

**ALTERNATIVES TO STAFF RECOMMENDATIONS:**

Your Board could choose to not grant the CAO or designee the authority to execute the travel and tourism agreements. However, this is not recommended as it will delay execution and payment of these agreements.

**ATTACHMENTS:**

N/A

**PREVIOUS ACTION/REFERRAL:**

Meeting of: Meeting of: June 10, 2024, June 11, 2024

File No.: Board Order No.: 24-969, 24-979