



STAFF REPORT

SAUSALITO CITY COUNCIL

AGENDA TITLE:

Consideration of Recommendations of the Hospitality Business Development Committee for Expenditures for FY 2008

RECOMMENDED MOTION:

Approve Recommended Expenditures from the Hospitality Business Development Fund

SUMMARY AND BACKGROUND

On July 27, 2004, the City Council adopted a Hospitality Business Development Plan. As part of the Hospitality Business Development Plan, the Council established a line item in the City's Annual Budget for Hospitality Business Development and established a Hospitality Business Development Committee made up of representatives from the hotel industry, Chamber of Commerce and the City Council.

For Fiscal Year 2008, \$30,000 was allocated to the Hospitality Business Development Fund (GL Account # 100-190-3001-707).

On September 4, 2007, the City Council approved the following expenditures that were recommended by the Hospitality Business Development Committee:

1. \$6,000 to further support the operation of the Sausalito Visitors Center and Historical Exhibit (the "Ice House")
2. Up to \$15,000 for the production of a four to five minute DVD that would be used to promote and publicize the City of Sausalito.

ISSUES

The Hospitality Business Development Committee met on October 18, 2007 and voted to recommend that the following additional expenditures be made in support of the hospitality business community:

3. Up to \$2,000 to improve downtown tree lighting
4. Up to \$1,500 to fund a pilot program providing free wireless internet in downtown Sausalito
5. \$600 to sponsor a gingerbread house to be placed in City Hall during the holiday season, in support of gingerbread tour

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At the time these funds are to be encumbered, they will be subject to the City's Purchasing Policy.

Additional funding priorities for Fiscal Year 2008 may be forthcoming from the Hospitality Business Development Committee.

STAFF RECOMMENDATIONS

Staff recommends that the City Council approve the expenditures recommended by the Hospitality Business Development Committee for Fiscal Year 2008 outlined in this staff report.

PREPARED BY:

Kevin Bryant, Deputy Planning Director

REVIEWED BY:

Louise Ho, Finance Director/Treasurer

SUBMITTED BY:

Adam Politzer, City Manager