



# STAFF REPORT

## SAUSALITO CITY COUNCIL

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### AGENDA TITLE:

Reallocation of Hospitality Business Development Committee Funds

### RECOMMENDED MOTION:

Authorize Staff to reallocate the \$4500 FY 2010 Hospitality Business Development Committee funds that were earmarked to the Amgen Tour of California to other activities as approved by the Hospitality Business Development Committee.

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### SUMMARY

As part of the FY 2010 budget, the Hospitality Business Development Committee allocated \$4500 to be used as start up funds for the 2010 Amgen Tour of California. As the City will not be hosting a stage of the 2010 Tour, the Committee would like to use these funds for other projects to attract residents and non-residents to the hospitality businesses within Sausalito.

### BACKGROUND

On Jul 27, 2004, the Hospitality Business Development Committee was formed to recommend specific hospitality business development expenditures on an annual basis in the City Budget. In the past the committee was allocated \$30,000 to spend. For the past two years, at the request of the Council, a budget with line items has been submitted as part of the City-wide budget process. One of these line items was \$4500 for the Tour of California.

When developing the FY 2010 budget it was hoped that the City of Sausalito would once again be selected as a Host for the 2010 Amgen Tour of California. Due to the change of date of the Tour (now in May rather than February) the Tour was unable to secure use of the Golden Gate Bridge, thereby eliminating Sausalito from their North to South route.

As these funds will not be used for the Tour, the Hospitality Business Development Committee would like to re-allocate these funds towards other purposes to attract residents and non-residents to the hospitality businesses within Sausalito.

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Item #: 4B1  
Meeting Date: 3-16-10  
Page #: 1

## FISCAL IMPACT

Funds are already part of the FY 2010 City Budget so there would be no additional cost to the City. City should see financial gains in tax revenues as part of Committees efforts.

## STAFF RECOMMENDATIONS

Authorize Staff to reallocate the \$4500 in FY 2010 Hospitality Business Development Committee funds that were earmarked to the Amgen Tour of California to other activities as approved by the Hospitality Business Development Committee.


## ATTACHMENTS

FY 2010 Hospitality Business Development Committee budget.

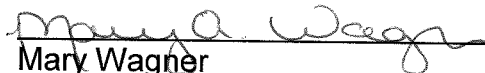
PREPARED BY:

  
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Mike Langford  
Parks and Recreation Director

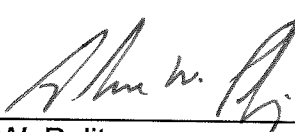
REVIEWED BY:

  
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Charlie Francis  
Finance and Administrative  
Services Director

REVIEWED BY:

  
\_\_\_\_\_  
Mary Wagner  
City Attorney

SUBMITTED BY:

  
\_\_\_\_\_  
Adam W. Politzer  
City Manager

Item #: 4B1  
Meeting Date: \_\_\_\_\_  
Page #: 2

### Hospitality Business Development Committee Initiatives for 2010 Budget

Account # 100-190-3001-707			
	Notes	2010 Approved Budget	
Website Optimization		\$	2,500
Advertising	Businesses must match up to \$3000	\$	3,000
Press Release Distribution		\$	1,000
Annual Concierge event		\$	2,400
Gingerbread house	Chamber must commit same funding	\$	2,500
Wi-Fi downtown		\$	1,000
SF Visitors Bureau Box		\$	600
ATOC		\$	4,500
Ice House Staffing		\$	5,000
Tree Lighting		\$	5,000
Buy Local Campaign		\$	2,500
		\$	<b>30,000</b>
<b>Approved by Committee 5/21/09</b>			
<b>Approved by Council as part of FY 2010 Budget process</b>			
<b>Supplemental Requests NOT APPROVED</b>			
Conventiun and Group Marketing			3000
Visitor's Guide Printing			1000
Business Development consultant RFP			1000
<b>TOTAL</b>		\$	<b>5,000.00</b>

481  
3