

RESOLUTION NO. _____ (N.C.S.)

**RESOLUTION APPROVING AN AGREEMENT WITH THE SALINAS VALLEY
TOURISM AND VISITOR'S BUREAU FOR THE OPERATION OF A CALIFORNIA
WELCOME CENTER**

WHEREAS, the Monterey County Convention and Visitor's Bureau (MCCVB) manages a Tourism Improvement District (TID) that includes the City of Salinas; and

WHEREAS, through this TID, the City of Salinas receives \$0.50 per occupied room-night within the City of Salinas to spend with the stipulation that it be used to increase room night stays within the City; and

WHEREAS, the Salinas Valley Tourism and Visitor's Bureau (SVTVB) operates a California Welcome Center in Salinas; and

WHEREAS, previous research has documented that the inclusion of a California Welcome Center in a community has a positive impact on local room night stays; and

WHEREAS, the City of Salinas desires at this time to fund the Welcome Center's operations and wishes to utilize the money collected through the TID to do so.

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby approves the attached Agreement with the SVTVB and authorizes the City Manager to execute said Agreement.

PASSED AND APPROVED this 13th day of August, 2019, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Joe Gunter, Mayor

ATTEST:

Patricia M. Barajas, City Clerk

Attached:

Exhibit A – Proposed Agreement