



City Council Report

Date: May 1, 2014
To: City Council
Through: Christopher J. Brady, City Manager
From: Scott J. Butler, Assistant to the City Manager, Government Relations
Subject: Resolution of Support for a grant application by Visit Mesa to the Gila River Indian Community for a total of \$56,000 to support marketing and sales for tourism efforts through their Gila River Entities Support Marketing Co-op.

Strategic Initiative:



Purpose and Recommendation

This request is seeking a City Council resolution of support for Visit Mesa's application to the Gila River Indian Community for Proposition 202 funding. If awarded, the grant will provide \$56,000 in marketing and sales for tourism efforts for the Mesa area. The Council Resolution supports this effort to secure the grant and commits the City to receive it on behalf of Visit Mesa, and pass it through in its entirety to them if awarded. Staff recommendation is for Council to adopt this resolution.

Background

The requested grant will support Visit Mesa in their efforts to promote tourism such as: activities and projects in the area of marketing and sales, to include familiarization trips for travel writers, travel agents and tour operators; sales missions to key feeder markets for our communities; sports sponsorships and an integrated advertising campaign that includes both print and digital advertising.

Discussion

A resolution of support for this grant request will complete the necessary documentation for Visit Mesa to file their application by June 6, 2014 and be considered for funding from the Gila River Indian Community. Mesa's participation in Proposition 202 Indian Gaming Grants has returned over \$9 million to our community since its passage in 2002 from five surrounding tribal governments.

Alternatives

The only alternative to adopting this resolution would be to not adopt. Such an action would deny Mesa sponsorship for this request and require Visit Mesa seek an alternate local government for access to this funding source.

Fiscal Impact

The fiscal impact on the City of Mesa, should this grant eventually be awarded for Visit Mesa will be negligible except overhead expenses in accounting to accept and reissue the grant check. The City does not administer the grant and signs an MOU with each tribe to limit our liability to only the pass-through transaction.