

R5 Adopt a resolution which designates the Shasta County Chamber of Commerce as Shasta County's destination marketing organization (Sponsored by Supervisor Kelstrom).

STAFF REPORT

BOARD MEETING DATE:	May 13, 2025
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CATEGORY: Regular Calendar 4

SUBJECT: Adopt a resolution which designates the Shasta County Chamber of Commerce as Shasta County's destination marketing organization (Sponsored by Supervisor Kelstrom).

DEPARTMENT: Board of Supervisors

SUPERVISORIAL DISTRICT #: All

DEPARTMENT CONTACT: Chris Kelstrom, District 5 Supervisor, (530) 225-5557

STAFF REPORT APPROVED BY: Stewart Buettell, Deputy County Executive Officer

<u>Vote Required?</u>	<u>General Fund Impact?</u>
Simple Majority Vote	No Additional General Fund Impact

RECOMMENDATION

Adopt a resolution which designates the Shasta County Chamber of Commerce as Shasta County's destination marketing organization (Sponsored by Supervisor Kelstrom).

DISCUSSION

On April 1, 2025, the Board of Supervisors received a letter from the Shasta County Chamber of Commerce offering to become Shasta County's destination marketing organization (DMO), free of charge.

ALTERNATIVES

The Board could choose not to adopt the resolution, defer consideration to a future date, or provide alternate direction to staff.

OTHER AGENCY INVOLVEMENT

County Counsel has reviewed the resolution. The County Administrative Office drafted this report.

FISCAL IMPACT

Costs associated with preparing the resolution for the Board's consideration have been included in the Adopted 2024-25 Fiscal Year budget and there is no additional General Fund impact.

ATTACHMENTS:

1: Draft Resolution

RESOLUTION NO. 2025-XXX

**A RESOLUTION OF THE BOARD OF SUPERVISORS
OF THE COUNTY OF SHASTA
AUTHORIZING THE SHASTA COUNTY CHAMBER OF COMMERCE AS THE
OFFICIAL DESTINATION MARKETING ORGANIZATION FOR SHASTA COUNTY**

WHEREAS, Shasta County has tremendous wealth in natural resources, tourist destinations, outdoor activities, and nationally reknown recreation areas ; and

WHEREAS, the Shasta County Board of Supervisors recognizes the substantive impact of tourism and attractions for tourists including rivers, lakes, waterfalls, hiking trails, spelunking, and other opportunities, particularly in the unincorporated areas of Shasta County ; and

WHEREAS, the Shasta County Chamber of Commerce (SCCC) has requested to be designated as Shasta County's official Destination Marketing Organization (DMO); and

WHEREAS, there will be no exchange or payment to or from the SCCC or the County of Shasta for functioning as the County's official DMO.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Shasta designates the SCCC as Shasta County's Destination Marketing Organization.

BE IT FURTHER RESOLVED that the Board of Supervisors of the County of Shasta appreciates the efforts of the SCCC and encourages all residents to participate in local opportunities to enjoy the nationally reknown resources of Shasta County.

DULY PASSED AND ADOPTED this 13th day of May 2025, by the Board of Supervisors of the County of Shasta by the following vote:

AYES: X
NOES: X
ABSENT: X
ABSTAIN: X
RECUSE: X

ATTEST:

DAVID J. RICKERT
Clerk of the Board of Supervisors

By: _____
Deputy

KEVIN W. CRYE, CHAIR
Board of Supervisors
County of Shasta
State of California

APPROVED AS TO FORM:
JOSEPH LARMOUR
County Counsel

Signed by:
By: Joseph Larmour
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