



County of Santa Cruz Board of Supervisors

Agenda Item Submittal

From: County Executive Office

Subject: Tourism and Marketing District Annual report Fiscal Year 2024-25

Meeting Date: May 20, 2025

Formal Title: Accept and file Tourism and Marketing District Annual Report for Fiscal Year 2024-25 for Visit Santa Cruz County

Recommended Actions

Accept and file the Tourism and Marketing District (TMD) Annual report for Fiscal Year 2023-24 and Budget Fiscal Year 24-25.

Executive Summary

Visit Santa Cruz County serves as the official visitor marketing entity for Santa Cruz County funded a TMD. Resolution 204-2021, subsection 17, requires that the "TMD, pursuant to Highways Code 36650, shall cause to be prepared a report for each fiscal year for which assessments are to be levied and collected to pay the costs of the improvement and activities described in the report." The Annual TMD Report is attached for the Board's consideration.

Discussion

Visit Santa Cruz County serves as the official visitor marketing entity for Santa Cruz County. Visit Santa Cruz County works to enhance tourism, the visitor experience, and the area economy by positioning and promoting Santa Cruz County as a year-around visitor, conference, and film destination.

On June 29, 2021, the Board approved a renewal of the Santa Cruz County Tourism and Marketing District (TMD) by resolution, which is administered by Visit Santa Cruz County. Resolution 204-2021, subsection 17, requires that the "TMD, pursuant to Highways Code 36650, shall cause to be prepared a report for each fiscal year for which assessments are to be levied and collected to pay the costs of the improvement and activities described in the report."

The analysis is provided in the attached Tourism and Marketing District Annual Report for Fiscal Year Ending 2023-24 and Budget Year 2024-25, received by the County Executive on April 15, 2024. The TMD generated \$3,333,571 in funds that were used for the goals and objectives as outlined in the report including international, regional and local marketing and advertising as well as other activities.

The attached annual report is comprised of six addenda including:

Addenda 1: Fiscal Year 2024-25 Budget for Visit Santa Cruz County

Addenda 2: Tourism Marketing District Balance Sheet and Statement of Activities

Addenda 3: Visit Santa Cruz County Financial Statements

Addenda 4: Board of Directors 2023/24

Addenda 5: Tourism Marketing District Roster

Addenda 6: Tourism Marketing Plan

Financial Impact

There is no fiscal impact to the County by accepting this report.

Strategic Initiatives

Operational Plan - Dynamic Economy

Submitted By:

Carlos J. Palacios, County Executive Officer

Recommended By:

Carlos J. Palacios, County Executive Officer

Artificial Intelligence Acknowledgment:

Artificial Intelligence (AI) did not significantly contribute to the development of this agenda item.