

AGREEMENT FOR THE PROMOTION OF TOURISM

AS AMENDED JULY 1, 2026

This AGREEMENT is entered into between the CITY OF ANGELS, a municipal corporation, hereinafter referred to as the "City", and THE CALAVERAS VISITORS BUREAU, a non-profit corporation – CA - Mutual Benefit 501(c)(6) entity, hereinafter referred to as the "Bureau".

For the mutual considerations set forth herein, the parties agree as follows:

- I. The Bureau agrees to perform non-exclusive promotional services for the City including, but not limited to, advertising, publicizing and otherwise distributing information for the purpose of attracting visitors and encouraging tourist expansion for the City. In providing such services the Bureau shall:
 - A. Develop a marketing and promotional plan that advertises and promotes Calaveras County and the City for the purpose of attracting visitors. Appropriate activities include the publication and distribution of the annual Calaveras Visitors' Guide, conducting advertising campaigns in targeted areas, and other activities designed to promote the attractions of this area in targeted markets.
 - B. Meet with the City of Angels City Council on an annual basis to report on the services provided and progress made during the previous year and to discuss planned future activities and funding.
- II. For the services herein contemplated and more fully described in the annual work plan, the City shall provide an annual allocation equal to 65% of prior fiscal year Transient Occupancy Tax (TOT) receipts, with a minimum contribution of \$95,000 and annual increases capped at 5%. This amount to be dispersed to the Bureau by September 30 of the new fiscal year. Notwithstanding the foregoing, in any fiscal year in which prior fiscal year TOT receipts are insufficient to support the minimum contribution without requiring the City to fund an amount in excess of available TOT revenues or otherwise exceed actual TOT collections, the City's obligation shall be reduced to the lesser of (i) the calculated allocation based on sixty-five percent (65%) of prior fiscal year TOT receipts, or (ii) actual TOT revenues available for distribution.

To this end, the parties further agree as follows:

- A. The Bureau agrees to expend such funds to promote tourism in accordance with its mission statement and to reasonably account for the use of TOT funds distributed by the City for purposes beneficial to the City and shall report such expenditures to the City Council on a quarterly basis.
- B. At the conclusion of the calendar year, the Bureau shall provide a complete accounting of the expended funds and the purposes therefore.

- III. It is understood and hereby recognized that tourism is a dynamic industry critical to the economic vitality of the City. The funding formula expressed in Section II may be reviewed and reconsidered every odd calendar year (i.e., 2027, 2029 etc.). The funding formula contained in Section II shall remain in effect until such time unless agreed by mutual consent or until this Agreement is terminated by either party. The City reserves the right to terminate this agreement at any time, at which point the Bureau shall return all unused funds.

CITY OF ANGELS

CALAVERAS VISITORS BUREAU

Caroline Schirato
Mayor

President

Martin Huberty
Executive Director

APPROVED AS TO FORM

Douglas White, City Attorney

ATTEST

Haley Bugarin
City Clerk