



CITY OF ANGELS
CITY HALL

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DATE: July 7, 2026
TO: CITY COUNCIL
FROM: MICHAEL HODSON, CITY ADMINISTRATOR

RE: Agreement No. 26-21 for the Promotion of Tourism Between the City of Angels and the Calaveras Visitors Bureau

RECOMMENDATION:

Staff recommends that the City Council approve the Agreement for the Promotion of Tourism between the City of Angels and the Calaveras Visitors Bureau and authorize the Mayor to execute the Agreement.

BACKGROUND:

The City of Angels has historically partnered with the Calaveras Visitors Bureau (CVB) to promote tourism and support economic development through destination marketing, visitor outreach, and regional advertising efforts. Tourism remains a significant component of the local economy, supporting lodging, retail, dining, and community events throughout the City.

The Agreement establishes the framework for continued collaboration between the City and the CVB for the promotion of tourism activities designed to attract visitors and encourage tourism expansion within the City and broader Calaveras County region.

Under the terms of the Agreement, the CVB agrees to provide non-exclusive promotional services for the City, including the development of marketing and promotional plans, publication and distribution of the annual Calaveras Visitors' Guide, targeted advertising campaigns, and annual reporting to the City Council regarding activities and outcomes.

DISCUSSION:

The proposed Agreement provides for an annual City allocation equal to sixty-five percent (65%) of the prior fiscal year's Transient Occupancy Tax (TOT) receipts, with a minimum contribution of \$95,000 and annual increases capped at five percent (5%).

The Agreement also includes financial safeguards to ensure that in years where TOT receipts are insufficient, the City's obligation will not exceed actual available TOT revenues. This protects the City from overcommitting funds beyond tourism-generated revenue.

In exchange, the CVB is required to use the funds in accordance with its mission to promote tourism, provide quarterly expenditure reports to the City Council, and submit a complete year-end accounting of all funds expended.

The Agreement recognizes tourism as a critical driver of the City's economic vitality and establishes a review of the funding formula every odd-numbered calendar year beginning in 2027. Additionally, the City retains the right to terminate the Agreement at any time, with any unused funds to be returned.

Staff believes this Agreement continues a valuable partnership that supports local businesses, increases visitor traffic, and strengthens the City's visibility as a tourism destination.

FINANCIAL IMPACT:

The financial impact of this Agreement is tied directly to Transient Occupancy Tax revenues. For Fiscal Year 2026-2027, the City's contribution will be calculated at 65% of prior fiscal year TOT receipts, subject to the minimum and cap provisions outlined in the Agreement. Funding is budgeted through the City's TOT revenue allocations.

ATTACHMENTS:

- 1) Agreement No. 26-21 for the Promotion of Tourism
- 2) City of Angels Fiscal Year 2026-2027 Approved Budget

