(R-2000-95)

RESOLUTION NUMBER R- 292040 ADOPTED ON AUG 0 2 1999

WHEREAS, the California Arts Council [CAC] has offered The City of San Diego a challenge grant in the amount \$25,000 to enhance and expand the City's Arts and Culture Commission's Technical Assistance Program [TAP], which is part of a special cultural tourism initiative; and

WHEREAS, the TAP cultural tourism initiative will target community-based arts and culture groups and festival organizers in need of technical assistance in cultural tourism marketing; and

WHEREAS, the CAC grant will fund a focused technical assistance program and resource materials to aid the neighborhood and ethnic based organizations to strengthen their programs and services, including the following activities:

<u>Workshops</u> - Offsite group training in the fundamental of cultural tourism marketing;

Scholarship Subsidies - Fee assistance for conferences and workshops;

The "Callaloo" - Annual convocation focusing on issues important to the arts and culture industry. The 2000 conference them will explore how cultural tourism is affected by folk and heritage assets; and,

<u>Publications and Web Page</u> - Guidebooks, directories and Internet access.

WHEREAS, acceptance of the CAC challenge grant requires the City to provide a threeto-one match in funding; and WHEREAS, the \$75,000 in matching funds is available for FY 2000 from the Arts and Culture Programs Budget; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that the City Manager is authorized and directed to accept the CAC challenge grant in the amount of \$25,000 for the purposes described above and to implement a special cultural tourism initiative for FY 2000.

BE IT FURTHER RESOLVED, that the City Auditor and Comptroller is authorized to expend the CAC grant in the amount of \$25,000 for the purposes described above.

BE IT FURTHER RESOLVED, that the City Auditor and Comptroller is authorized to expend an amount not to exceed \$75,000 from the Arts and Culture Programs Budget for purposes of meeting the CAC's three-to-one matching fund requirement, to be expended for the purposes described above.

APPROVED: CASEY GWINN, City Attorney

Cristie C. McGi

Deputy City Attorney

CCM:jrl

07/15/99

Or.Dept:CAC

Aud.Cert:2000048

R-2000-95

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R- 292040

The City of San Diego CERTIFICATE OF CITY AUDITOR AND COMPTROLLER

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