

RESOLUTION 2021-058

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF SIERRA VISTA, COCHISE COUNTY, ARIZONA; AFFIRMING THAT THE CITY OF SIERRA VISTA IS THE OFFICIAL DESTINATION MARKETING ORGANIZATION FOR SIERRA VISTA; AND AUTHORIZING AND DIRECTING THE CITY MANAGER, CITY CLERK, CITY ATTORNEY OR THEIR DULY AUTHORIZED OFFICERS AND AGENTS TO TAKE ALL STEPS NECESSARY TO CARRY OUT THE PURPOSES AND INTENT OF THIS RESOLUTION.

WHEREAS, the Arizona Office of Tourism requires a resolution that designates a not-for-profit organization or governmental unit as the responsible party for the tourism promotion and marketing of a destination on a year-round basis; and

WHEREAS, the City of Sierra Vista began pulling tourism marketing in-house in FY2020-2021 and has served in the capacity of the year-round tourism marketing organization for Sierra Vista for more than 20 years; and

WHEREAS, the official tourism marketing designee is eligible for cooperative marketing funds, grant funds, and promotional efforts made by the Arizona Office of Tourism; and

WHEREAS, the City of Sierra Vista applies for and utilizes these funds and services to support tourism marketing efforts; and

WHEREAS, no other not-for-profit or governmental organization provides year-round tourism marketing services for Sierra Vista or maintains an online presence specifically for marketing the city to tourists.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF SIERRA VISTA, ARIZONA, AS FOLLOWS:

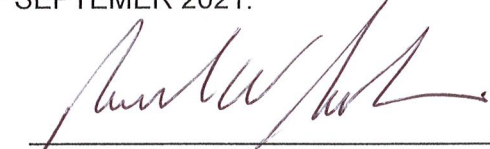
SECTION 1

The City Council of the City of Sierra Vista recommends approval of the designation of the City of Sierra Vista as the official destination marketing organization for Sierra Vista.

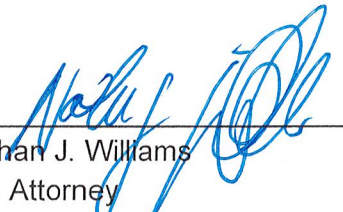
SECTION 2

The City Manager, City Clerk, City Attorney, or their duly authorized officers and agents, are hereby authorized and directed to take all steps necessary to carry out the purposes and intent of this Resolution.


PASSED AND ADOPTED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF SIERRA VISTA, ARIZONA, THIS 9<sup>TH</sup> DAY OF SEPTEMBER 2021.

  
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Frederick W. Mueller  
Mayor

Approved as to Form:

  
\_\_\_\_\_  
Nathan J. Williams  
City Attorney

Attest:

  
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Jill Adams  
City Clerk