

Cherokee Council House  
Cherokee, North Carolina

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Date

Resolution No. \_\_\_\_\_ (2018)

WHEREAS, the Destination Marketing program provides branding implementation, marketing and advertising for itself and the Greater Cherokee Tourism Council (GCTC) to drive destination tourism to the Qualla Boundary; and

WHEREAS, the Cherokee Preservation Foundation provides funding for Economic Development initiatives, including tourism and cultural education; and

WHEREAS, the Destination Marketing program is focused on improving the guests experience and increasing overnight visitation on the Qualla Boundary; and

WHEREAS, the grant budget does not allow for salaries and there are no more requirements from the grantor once the project is completed; and

WHEREAS, the Cherokee Preservation Foundation requires a 50% match, Destination Marketing shall commit a match totaling \$825,000 from the Marketing, Contracts, and Production line items from the FY2019 proposed Destination Marketing budget; and

NOW THEREFORE BE IT RESOLVED that the Tribal Council of the Eastern Band of Cherokee Indians in Council assembled where a quorum is present that the Destination Marketing Program of the Eastern Band Cherokee Indians Commerce Division be authorized to apply and accept funds from the Cherokee Preservation Foundation in the amount of \$825,000.00.

BE IT FINALLY RESOLVED that the Principal Chief is authorized to carry out the intent of the resolution, which shall remain in effect until implemented or rescinded.

Submitted by: Grants Compliance Office on behalf of the Destination Marketing program.