

Cherokee Council House
Cherokee, North Carolina

Date

Resolution No. _____ (2019)

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

WHEREAS, the Destination Marketing Program has identified a funding opportunity through the Cherokee Preservation Foundation, which provides funding for Economic Development initiatives, including tourism and cultural education; and

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

WHEREAS, no salaries will be paid from this grant; and

WHEREAS, the Destination Marketing Program shall commit a match of \$2,608,192 (FY20 Operational Budget); and

NOW THEREFORE BE IT RESOLVED by the Tribal Council of the Eastern Band of Cherokee Indians, at which a quorum is present that the Destination Marketing Program of the Eastern Band of Cherokee Indians Commerce Division be authorized to apply and accept funds from the Cherokee Preservation Foundation in the amount of \$953,228.00 for budget period FY20.

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Chief is authorized to carry out the intent of this resolution, which shall remain in effect until implemented or rescinded.

Submitted by: The Grants & Compliance Office on behalf of the Destination Marketing Program.