

RESOLUTION NO. 3627-2013

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING THIRD AMENDMENT TO THE PROFESSIONAL SERVICES AGREEMENT WITH THE MENDOCINO COAST CHAMBER OF COMMERCE TO CARRY OUT FORT BRAGG PROMOTIONAL ACTIVITIES AND AUTHORIZING CITY MANAGER TO EXECUTE SAME (AMOUNT NOT TO EXCEED \$62,143; ACCOUNT 110-4391-0319)

WHEREAS, on November 22, 2010, the City Council approved a Professional Services Agreement (Agreement) with the Mendocino Coast Chamber of Commerce (Chamber) to provide administrative support and oversight for the Fort Bragg Promotion Committee (CFBPC); and

WHEREAS, on June 27, 2011, and June 25, 2012, the City Council approved the First and Second Amendments to the Agreement to extend the original agreement period for FY 2011/12 and FY 2012/13 activities and to update budget amounts to tie to FY 2011/12 and FY 2012/13 allocations and budgets, while leaving other Agreement terms as originally approved in November 2010; and

WHEREAS, the Chamber has successfully completed another fiscal year of administration and oversight of the CFBPC in compliance with terms of the Agreement and is agreeable to providing on-going services for FY 2013/14; and

WHEREAS, the Chamber is fully qualified to perform the administrative support and oversight services described in the Agreement; and

WHEREAS, an annual progress report and the FY 2013/14 One-Year Marketing Plan and Budget have been approved by the CFBPC, the Chamber, and the City Council as required per the Agreement; and

WHEREAS, the Third Amendment to the Agreement with Chamber for Oversight of the CFBPC, attached to this resolution as "Exhibit A", fully describes the Agreement terms to be amended for continued provision of services by the Chamber for FY 2013/14; and

WHEREAS, the Chamber has agreed to continue to provide the aforementioned scope of services for a monthly fee of \$1,000 for administrative costs; and

WHEREAS, the Chamber has agreed to retain and disburse the funds that the City has budgeted for Fort Bragg promotion to implement the FY 2013/14 Marketing Plan in coordination with the CFBPC; and

WHEREAS, funds in the amount of \$62,143 were appropriated in the FY 2013/14 budget for this activity and sufficient funds are available for this contract; and

WHEREAS, based on all the evidence presented, the City Council finds as follows:

1. Amendment of the Agreement with the Chamber will provide for the continued effective and efficient administration of the City's promotional activities.
2. The collaborative partnership between the City and the Chamber takes advantage of the natural synergies between the various entities tasked with promoting our community.

3. Funds in the amount of \$62,143 were appropriated in the City of Fort Bragg FY 2013/14 Budget for Chamber for supervision and oversight of the CFBPC and for implementation of the FY 2013/14 One-Year Marketing Plan and Budget, and these funds are available to be transferred to the Chamber.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby Approve the Third Amendment to the Professional Services Agreement with the Mendocino Coast Chamber of Commerce to Carry Out Fort Bragg Promotional Activities and Authorizes City Manager to Execute Same (Amount Not to Exceed \$62,143; Account 110-4391-0319).

The above and foregoing Resolution was introduced by Councilmember Kraut, seconded by Councilmember Hammerstrom, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 24th day of June, 2013, by the following vote:

- AYES:** Councilmembers Courtney, Deitz, Hammerstrom, Kraut, and Mayor Turner.
- NOES:** None.
- ABSENT:** None.
- ABSTAIN:** None.



DAVE TURNER,
Mayor

ATTEST:

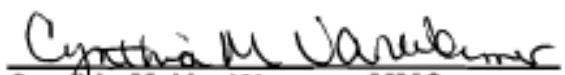

Cynthia M. VanWormer, MMC
City Clerk

EXHIBIT "A"

THIRD AMENDMENT
AGREEMENT WITH MENDOCINO COAST CHAMBER OF COMMERCE.
FOR OVERSIGHT OF THE CHAMBER FORT BRAGG PROMOTION COMMITTEE

THIS THIRD AMENDMENT is made and entered into this 24th day of June 2013, by and between the CITY OF FORT BRAGG, hereinafter referred to as "CITY", and the MENDOCINO COAST CHAMBER OF COMMERCE, hereinafter referred to as "CONSULTANT".

City and Consultant hereby agree that the Professional Services Agreement for oversight of the Chamber Fort Bragg Promotion Committee between the CITY and CONSULTANT dated November 23, 2010, as amended by the First Amendment to same dated June 27, 2011, and Second Amendment to same dated June 25, 2012, is hereby amended as follows:

1. **SCOPE OF WORK:**

The services to be performed under this Agreement are hereby amended to include activities and budgets described in the **Fort Bragg Promotion Committee 2013-2014 One Year Marketing Plan and Budget** which is attached to this Amendment.

2. **PAYMENT TERMS and NOT TO EXCEED AMOUNT:**

The City's obligation to pay the consultant under this Agreement is hereby amended to add a Not to Exceed Amount of **\$62,143** for FY 2013-14. This amount is comprised of \$56,143 (calculated at 4% of the FY 2011-12 transient occupancy tax collections) plus one-half of the \$1,000 per month Chamber Administration fee (one-half of \$12,000 for FY 2013-14 or \$6,000).

3. **TERM and TIME OF COMPLETION:**

The Term and Time of Completion is hereby amended to **June 30, 2014**.

4. **ADMINISTRATIVE COSTS:**

Administrative costs are included in and will be reimbursed from the "Not to Exceed Amount" described above at a flat fee rate of \$1,000 per month. For the Term, not more than **\$12,000** of the Not to Exceed Amount will be allocated to "Administrative Cost Allocation" services which are more particularly described in Exhibit C of the Professional Services Agreement between the City and CONSULTANT dated November 23, 2010.

5. Except as expressly amended herein, the Professional Services Agreement, between the CITY and CONSULTANT dated November 23, 2010, as amended by the First Amendment to same dated June 27, 2011 and Second Amendment to same dated June 25, 2012, is hereby reaffirmed.

IN WITNESS WHEREOF, the parties have executed this Amendment the day and year first above written.

CITY OF FORT BRAGG:

By: _____
Linda Ruffing
City Manager

CONSULTANT:

By: 
Debra DeGraw,
Chief Executive Officer

ATTEST:

Cynthia M. VanWormer, CMC, City Clerk

APPROVED AS TO FORM:

David S. Warner, City Attorney

**Fort Bragg Promotion Committee 2013-2014
One Year Marketing Plan and Budget**

Primary Objective: To Stimulate the Economy of Fort Bragg

- Goals:**
1. Increase Transient Occupancy Tax (TOT)
 2. Generate Sales Tax Revenue
 3. Enhance the Image of Fort Bragg

STRATEGIES	METHODS	BUDGET
Goal 1: Increase Transient Occupancy Tax		
<i>Create and execute a comprehensive marketing campaign to attract visitors</i>	A. Marketing Campaign to consist of: 1. Marketing communications including email newsletter 2. Web and social media development (includes Facebook subcontractor) 3. Public relations (includes press-releases to PR Newswire)	\$ 27,400
	B. Fort Bragg.com website enhancement: 1. Continued enhancement of new website 2. Site administration (webmaster; periodic security reviews)	\$ 5,000 \$ 1,800
	C. Collaterals – rack cards, brochures 1. Develop collaterals for visitor centers, trade shows, events	\$ 2,000
	Total Goal 1:	\$ 36,200
Goal 2: Increase Sales Tax Revenue		
<i>Communicate the benefits and advantages of purchasing from local businesses</i>	A. Support for Special Events 1. Provide organization, promotional support plus materials (minimum: quarterly events)	\$ 4,000
	B. Fourth of July Celebration 1. Contribute to event budget for the City of Fort Bragg	\$ 3,500
	Total Goal 2:	\$ 7,500
Goal 3: Enhance Image of Fort Bragg		
<i>Brand FB as a vibrant, evolving coastal community</i>	A. Decorations 1. Manage and maintain production of seasonal and holiday decorations and banners	\$ 3,500
	B. American Flag Display 1. Stipend for non-profit service club to install and remove flags (six holidays: President's Day, Memorial Day, Flag Day, Independence Day, Labor Day, Veteran's Day)	\$ 600
	C. Support the California Coastal National Monument as the Fort Bragg-Mendocino Gateway 1. Provide promotion and information about the CCNM 2. As representative for the City, conduct "Coordinating Partner" organizational duties for the FB-Mendocino Gateway Collaborative Partners.	\$ 500
Total Goal 3:	\$ 4,600	
Total Administration		
	A. Chamber of Commerce Contract - administration	\$ 12,000
	B. Misc. expenses (postage, MailChimp, server hosting etc.)	\$ 1,843
	Total Administration:	\$ 13,843
TOTAL 2013-2014 Budget:		

Approvals: Chamber Fort Bragg Promotion Committee: Adopted April 30, 2013
Mendocino Coast Chamber of Commerce: Approved and adopted May 28, 2013
Fort Bragg City Council: Approved June 24, 2013