

RESOLUTION NO. 3550-2012

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING SECOND AMENDMENT TO THE PROFESSIONAL SERVICES AGREEMENT WITH MENDOCINO COAST CHAMBER OF COMMERCE TO CARRY OUT FORT BRAGG PROMOTIONAL ACTIVITIES AND AUTHORIZING CITY MANAGER TO EXECUTE SAME (AMOUNT NOT TO EXCEED \$58,993; 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 to provide administrative support and oversight for the Chamber Fort Bragg Promotion Committee (CFBPC) ; and

WHEREAS, on June 27, 2011, the City Council approved the First Amendment to the Agreement to extend the original agreement period for Fiscal Year 2011-12 activities and to update budget amounts to tie to Fiscal Year 2011-12 allocations and budgets, while leaving other Agreement terms as originally approved in November 2010; and

WHEREAS, the Mendocino Coast Chamber of Commerce has successfully completed a 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 Fiscal Year 2012-13; and

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

WHEREAS, required annual progress reports and the One Year Marketing Plan and Budget for Fiscal Year 2012-13 have been approved by the CFBPC, by the Mendocino Coast Chamber of Commerce, and by the City Council as required per the Agreement; and

WHEREAS, certain terms of the Agreement are to be considered and updated by City Council each year in order to extend the Agreement for the next fiscal year; and

WHEREAS, the Second Amendment to the Agreement with Mendocino Coast Chamber of Commerce 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 Mendocino Coast Chamber of Commerce for Fiscal Year 2012-13; and

WHEREAS, the Mendocino Coast Chamber of Commerce 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 Fiscal Year 2012-13 Marketing Plan in coordination with the CFBPC; and

WHEREAS, funds in the amount of \$58,993 were appropriated in the Fiscal Year 2012-13 budget for this activity and sufficient funds are available for this contract; and

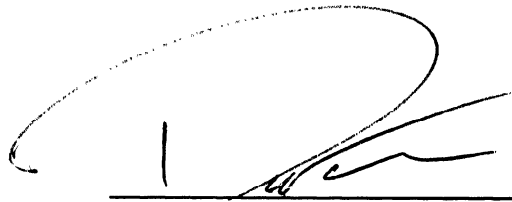
WHEREAS, based on all the evidence presented, the City Council finds as follows:

1. Amendment of the Agreement with the Mendocino Coast Chamber of Commerce will provide for the continued effective and efficient administration of the City's promotional activities.
2. The collaborative partnership between the City of Fort Bragg and the Mendocino Coast Chamber of Commerce takes advantage of the natural synergies between the various entities tasked with promoting our community.
3. Funds in the amount of \$58,993 were appropriated in the City of Fort Bragg's Fiscal Year 2012-13 Budget for Mendocino Coast Chamber of Commerce for supervision and oversight of the CFBPC and for implementation of the Fiscal Year 2012-13 One Year Marketing Plan and Budget, and these funds are available to be transferred to the Mendocino Coast Chamber of Commerce.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby Approve the Second Amendment to the Professional Services Agreement with the Mendocino Coast Chamber of Commerce to Carry Out Fort Bragg Promotion Activities and Authorizing City Manager to Execute Same (Amount Not to Exceed \$58,993; Account 110-4391-0319).

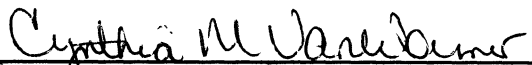
The above and foregoing Resolution was introduced by Councilmember Courtney, seconded by Councilmember Hammerstrom, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 25th day of June, 2012, by the following vote:

AYES:	Councilmembers Courtney, Deitz, Gjerde, Hammerstrom, and Mayor Turner.
NOES:	None.
ABSENT:	None.
ABSTAIN:	None.



DAVE TURNER,
Mayor

ATTEST:



Cynthia M. VanWormer, CMC
City Clerk

EXHIBIT "A"

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

THIS SECOND AMENDMENT is made and entered into this 25th day of June 2012, 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, 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 2012-2013 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 **\$58,993** for FY 2012-13. This amount is comprised of **\$52,993** (calculated at 4% of the FY 2010-11 transient occupancy tax collections) plus one-half of the \$1,000 per month Chamber Administration fee (one-half of \$12,000 for FY 2012-13 or \$6,000)

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

The Term and Time of Completion is hereby amended to **June 30, 2013**.

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 22, 2010. The attached Fort Bragg Promotion Committee 2012-2013 One Year Marketing Plan and Budget will be adjusted to reflect an additional \$6,000 toward their marketing efforts.

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, is hereby reaffirmed.

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

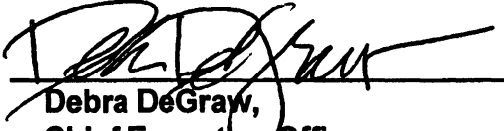
CITY OF FORT BRAGG:

By: _____
Linda Ruffing
City Manager

ATTEST:

Cynthia M. VanWormer, CMC, City Clerk

CONSULTANT:

By:  _____
Debra DeGraw,
Chief Executive Officer

APPROVED AS TO FORM:

Michael Gogna, City Attorney

Fort Bragg Promotion Committee 2012-2013 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
Create and execute a comprehensive marketing campaign to attract visitors	A. Marketing Campaign to consist of: 1. Marketing communications 2. Web and social media development (includes Facebook subcontractor) 3. Public relations (press-releases to PR Newswire)	\$ 26,400
	B. Fort Bragg.com website enhancement: 1. Continued enhancement of new website 2. Site administration (webmaster; periodic security reviews)	\$ 4,200
	C. Collaterals – rack cards, brochures 1. Develop collaterals for visitor centers, trade shows, events	\$ 2,000
	Total Goal 1:	\$ 32,600
Goal 2: Increase Sales Tax Revenue		
Communicate the benefits and advantages of purchasing from local businesses	A. Facilitate and support on-going Shop Local Campaign 1. Update Depot Directory 2. QR (Quick Response) Codes Campaign 3. Update of Kiosk map	\$ 1,500
	B. Support for First Fridays 1. Provide promotional support plus materials (six months)	\$ 2,400
	D. Fourth of July Celebration 1. Contribute to event budget for the City of Fort Bragg	\$ 1,200
	Total Goal 2:	\$ 5,100
Goal 3: Enhance the Image of Fort Bragg		
Brand FB as a vibrant, evolving coastal community	A. Decorations 1. Manage and maintain production of seasonal and holiday decorations and banners	\$ 1,500
	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
	Total Goal 3:	\$ 2,100
Administration		
	A. Chamber of Commerce Contract - administration	\$ 12,000
	B. Miscellaneous expenses (Postage, Mail Chimp, server hosting etc	\$ 1,193
	Total Administration:	\$ 13,193
TOTAL FY 2012-2013 Budget		

Approvals: Chamber Fort Bragg Promotion Committee: Revised 4/17/2012 and adopted
Mendocino Coast Chamber of Commerce: Approved and adopted May 8, 2012
Fort Bragg City Council: Approved June 11, 2012