

RESOLUTION NO. 4213-2019

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING PROFESSIONAL SERVICES AGREEMENT WITH CREATIVE THINKING INC., DBA THE IDEA COOPERATIVE FOR MARKETING STRATEGY DEVELOPMENT AND EXECUTION AND AUTHORIZING THE CITY MANAGER TO EXECUTE CONTRACT (AMOUNT NOT TO EXCEED \$99,000; ACCOUNT NO. 110.4321.0319)

WHEREAS, the passage of Measure AA in November 2016 resulted in an increase to the City's Transient Occupancy Tax rate from 10% to 12%, and the accompanying Measure AB, provided nonbinding guidance that one-half of increased tax revenues should be used to support tourism-related projects and promotions; and

WHEREAS, on June 12, 2017, the Fort Bragg City Council approved a three-year Visit Fort Bragg Action Plan consisting of 14 different promotional activities; and

WHEREAS, on July 17, 2018, the Visit Fort Bragg Promotional Activities Request for Proposals (RFP) consisting of Scopes of Work for the following five areas of promotional activities: (1) Marketing and Advertising Services; (2) Design/Creative Services; (3) Public Relations; (4) Social Media Content Creation; (5) Website Design, Development and Deployment was released to the broadest possible range of potential qualified respondents, and by the RFP due date of August 13, 2018, eighteen qualified responses were received; and

WHEREAS, on October 9, 2018, the City Council approved a Professional Services Contract with Cubic, Inc. to provide Visit Fort Bragg Promotional Activities to include: (1) Marketing and Advertising Services; (2) Design /Creative Services; (3) Social Media Content Creation; and (4) Website Design, Development and Deployment; and

WHEREAS, the Professional Services Contract with Cubic, Inc. expired on June 30, 2019 and the Visit Fort Bragg Committee recommended not renewing that agreement; and

WHEREAS, after June 30, 2019, the Visit Fort Bragg Committee recommended hiring a firm to incorporate the City-owned creative product, including the Visit Fort Bragg Website, into a new campaign; and

WHEREAS, the Visit Fort Bragg Committee recommended reviewing the July 17, 2018 Request for Proposals (RFP) Responses in order to save time and money in contracting with a new firm; and

WHEREAS, City staff reached out to three of the finalists in the last selection process, in order to inquire and determine if one of the firms would be qualified and interested in providing promotional and marketing services on a smaller scale from the original RFP and incorporating the already City-owned creative marketing and promotional materials created by Cubic, Inc.; and

WHEREAS, on November 19, 2019, at its regular meeting, the Visit Fort Bragg Committee voted unanimously to recommend the City Council approve a contract with The Idea Cooperative; and

WHEREAS, City staff determined that The Idea Cooperative was qualified, located within the region and able to respond promptly to the City's needs for: (1) Marketing and Advertising Services; (2) Design /Creative Services; and (3) Social Media Content Creation; and

WHEREAS, funds in the amount of \$216,500 were appropriated in the FY 2019-20 budget for this activity and sufficient funds are available for this contract.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby approve a Professional Services Agreement with Creative Thinking Inc., DBA the Idea Cooperative for marketing strategy development and execution and authorizes the City Manager to execute the same upon execution by Contractor (Amount Not to Exceed \$99,000, Account: 110.4321.0319).

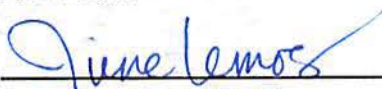
The above and foregoing Resolution was introduced by Councilmember Peters, seconded by Councilmember Norvell, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 25th day of November, 2019, by the following vote:

AYES: Councilmember Albin-Smith, Norvell, Peters and Mayor Lee.
NOES: None.
ABSENT: Councilmember Morsell-Haye.
ABSTAIN: None.
RECUSED: None.



WILLIAM V. LEE
Mayor

ATTEST:



June Lemos, CMC
City Clerk