

## RESOLUTION NO. 4134-2018

### RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING PROFESSIONAL SERVICES AGREEMENT WITH 360VIEWPR TO PROVIDE VISIT FORT BRAGG PUBLIC RELATIONS SERVICES AND AUTHORIZING CITY MANAGER TO EXECUTE SAME (AMOUNT NOT TO EXCEED \$45,000; 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 per accompanying Measure AB, advising that one-half of increased tax revenues 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 September 12, 2018, the Visit Fort Bragg Public Relations services Request for Proposals (RFP) was released to the broadest possible range of potential qualified respondents, and by the RFP due date of October 1, 2018, four qualified responses were received; and

**WHEREAS**, a review ad hoc committee comprised of two Visit Fort Bragg Committee members, two community members representing visitor serving businesses, a representative from Cubic, Inc. and the Visit Fort Bragg Project Manager reviewed the proposals and invited three of the proposers to interviews, which were held on October 10, 2018; and

**WHEREAS**, on September 4, 2018, the Visit Fort Bragg Committee along with the Community Development Committee directed the Visit Fort Bragg Project Manager and City staff to bring the review ad hoc committee's recommendation directly to City Council for consideration; and

**WHEREAS**, the review ad hoc committee determined that 360viewPR has an excellent understanding and extensive experience in all areas of the scope of work; and

**WHEREAS**, funds in the amount of \$45,000 were appropriated in the FY 2018/19 budget for these activities; and

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

1. 360viewPR is qualified with specialized experience, training, and expertise to fulfill the proposal requirements.
2. Sufficient funds are available through the FY2018-2019 adopted budget appropriations made in account 110-4321-0319 to complete the Visit Fort Bragg public relations services as proposed.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Fort Bragg does hereby approve a Professional Services Agreement with 360viewPR to provide Visit Fort Bragg Public Relations services and authorizes the City Manager to execute same (Amount Not to Exceed \$45,000; Account No. 110-4321-0319).

**The above and foregoing Resolution was introduced by Councilmember Norvell, seconded by Councilmember Cimolino, and passed and adopted at a regular meeting of**

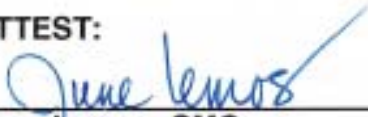
the City Council of the City of Fort Bragg held on the 13<sup>th</sup> day of November 2018, by the following vote:

**AYES:** Councilmembers Cimolino, Lee, Norvell, Turner and Mayor Peters.  
**NOES:** None.  
**ABSENT:** None.  
**ABSTAIN:** None.  
**RECUSED:** None.



\_\_\_\_\_  
**LINDY PETERS**  
Mayor

**ATTEST:**



\_\_\_\_\_  
June Lemos, CMC  
City Clerk