

RESOLUTION NO. 4126-2018

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING PROFESSIONAL SERVICES AGREEMENT 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; (4) WEBSITE DESIGN, DEVELOPMENT AND DEPLOYMENT AND AUTHORIZING CITY MANAGER TO EXECUTE SAME (AMOUNT NOT TO EXCEED \$182,000; 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, one-half of increased tax revenues are to 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 August 20 and 21, 2018, a review team comprised of two Visit Fort Bragg Committee members, three community members representing visitor serving businesses, the Visit Fort Bragg Project Manager and one Administrative Services staff member, reviewed all 18 proposals and invited six of the proposers to interview; and

WHEREAS, on August 27 and 28, 2018, the review team interviewed the six firms in person; and

WHEREAS, on September 4, 2018, the Visit Fort Bragg Committee along with the Community Development Committee received the presentations of the two finalists and recommended moving forward with the review team's recommendation of Cubic, Inc.; and

WHEREAS, the Visit Fort Bragg Committee directed staff to include the Chamber of Commerce as part of the Cubic, Inc. contract to provide local "on the ground" social media assistance to enhance the overall social media efforts; and

WHEREAS, Cubic, Inc. responded to four of the five scopes of work in the RFP excluding Public Relations; and

WHEREAS, the Visit Fort Bragg Committee determined that Cubic, Inc. has an excellent understanding and has extensive experience in all areas of the remaining scopes of work; and

WHEREAS, funds in the amount of \$182,000 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. Cubic, Inc. is highly 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 promotional activities 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 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 authorizes the City Manager to execute same (Amount Not to Exceed \$182,000; Account No. 110-4321-0319).

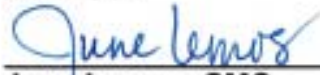
The above and foregoing Resolution was introduced by Councilmember Turner, seconded by Councilmember Norvell, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 9th day of October, 2018, by the following vote:

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