

## RESOLUTION NO. 4034-2017

### RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING PROFESSIONAL SERVICES AGREEMENT WITH PLAYHOUSE CREATIVE, INC. DBA THE COLOR MILL TO PROVIDE VISIT FORT BRAGG LOCAL MANAGEMENT SERVICES AND AUTHORIZING CITY MANAGER TO EXECUTE CONTRACT (AMOUNT NOT TO EXCEED \$70,184; 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**, City Council approved the *Visit Fort Bragg Marketing and Promotions Action Plan* (VFB Action Plan) on June 12, 2017, and the related total budget is \$244,500 per the adopted 2017-2018 City Budget; and

**WHEREAS**, on June 12, 2017, City Council approved issuance of a Request for Proposals (RFP) for Visit Fort Bragg Local Project Management services, to provide non-staff management of the Visit Fort Bragg Marketing and Promotions Action Plan as its various tasks are implemented; and

**WHEREAS**, on July 12, 2017, the Visit Fort Bragg Local Project Management RFP was released to the broadest possible range of potential qualified respondents, and by the RFP due date of August 4, 2017, one qualified response was received; and

**WHEREAS**, on August 16, 2017, a review team comprised of two Community Development Department staff members, four Visit Fort Bragg committee members, and the Chamber CEO as current Visit Fort Bragg administrative contractor, met with the single respondent Aspen Logan of Playhouse Creative, Inc. DBA The Color Mill for an extensive interview; and

**WHEREAS**, the review team unanimously determined that Aspen Logan of Playhouse Creative, Inc. DBA The Color Mill is a local entrepreneur who has an excellent understanding of the required scope of work, has extensive project management experience, and is highly qualified to provide the desired Visit Fort Bragg Local Project Management services; and

**WHEREAS**, funds in the amount of \$70,184 were appropriated in the FY 2017/18 budget for this activity and sufficient funds are available for this contract.

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

1. The proposal from Playhouse Creative, Inc. DBA The Color Mill meets the requirements of the Request for Proposals and is considered responsive and responsible.
2. Aspen Logan of Playhouse Creative, Inc. DBA The Color Mill is highly qualified with specialized experience, training, and expertise to fulfil the proposal requirements.
3. Sufficient funds are available through the FY2017-2018 adopted budget appropriations made in account 110-4321-0319 to complete the Visit Fort Bragg Local Project Management tasks 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 Playhouse Creative, Inc. DBA The Color Mill to provide Visit Fort Bragg Local Project Management services and authorizes the City Manager to execute a contract (Amount Not to Exceed \$70,184; Account No. 110-4321-0319).

The above and foregoing Resolution was introduced by Councilmember Turner, 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 11<sup>th</sup> day of September, 2017, by the following vote:

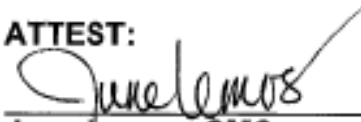
**AYES:** Councilmembers Cimolino, Lee, Norvell, Turner and Mayor Peters.  
**NOES:** None.  
**ABSENT:** None.  
**ABSTAIN:** None.  
**RECUSED:** None.



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**LINDY PETERS**  
Mayor

**ATTEST:**



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June Lemos, CMC  
City Clerk