

RESOLUTION NO. 4029-2017

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING PROFESSIONAL SERVICES AGREEMENT WITH DOUBLE MARTINI, INC. DBA REVEL BRAND DESIGN TO PROVIDE BRANDING SERVICES FOR VISIT FORT BRAGG AND AUTHORIZING CITY MANAGER TO EXECUTE CONTRACT (AMOUNT NOT TO EXCEED \$37,500; 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, the *Tourism Marketing Recommendations* report adopted by City Council on March 13, 2017, lists Visit Fort Bragg Branding as a first and highest priority task that should be completed with Measure AA/AB tourism funds; 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, completion of a Branding process is the first proposed action in the VFB Action Plan and a Request for Proposals for Branding Services was issued on June 19, 2017, to which nineteen firms responded; and

WHEREAS, on July 19, 2017, a review team comprised of seven Visit Fort Bragg committee members and staff selected six finalists for interviews that were held on July 26, 2017; and

WHEREAS, through the interview process and a review of the proposals and references, the review team unanimously determined that Double Martini, Inc. DBA Revel Brand Design is the most highly qualified firm to provide the desired branding services; and

WHEREAS, funds in the amount of \$37,500 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 Revel Brand Design proposal meets the requirements of the Request for Proposals and is considered responsive and responsible.
2. Revel Brand Design is a highly qualified firm with specialized experience, training, and expertise of its principals and employees.
3. Sufficient funds are available through the FY2017-2018 adopted budget appropriations made in account 110-4321-0319 to complete the Branding task 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 Double Martini, Inc. DBA Revel Brand Design to provide branding services for Visit Fort Bragg and authorizes the City Manager to execute a contract (Amount Not to Exceed \$37,500.00; 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 14th day of August, 2017, 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