

RESOLUTION NO. 3914-2016

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING FIRST AMENDMENT TO THE PROFESSIONAL SERVICES AGREEMENT WITH THE MENDOCINO COAST CHAMBER OF COMMERCE (CHAMBER) TO CARRY OUT FORT BRAGG PROMOTIONAL ACTIVITIES AND AUTHORIZING CITY MANAGER TO EXECUTE SAME UPON EXECUTION BY CHAMBER (AMOUNT NOT TO EXCEED \$81,423; ACCOUNT 110-4391-0319)

WHEREAS, the City Council has determined that it requires certain professional and promotional services from a consultant to help continue to carry out a continuing and sustainable program of advertising and promotional activities designed to make known the advantages of Fort Bragg for recreation and business; and

WHEREAS, on June 22, 2015, the City Council approved a Professional Services Agreement (Agreement) with the Mendocino Coast Chamber of Commerce to provide administrative support and oversight for the Chamber Fort Bragg Promotion Committee (CFBPC); and

WHEREAS, the Mendocino Coast Chamber of Commerce (Chamber) is fully qualified to perform such professional and promotional services by virtue of specialized experience and training, education and expertise of its principals and employees; and

WHEREAS, the Chamber has successfully completed another fiscal year of administration and oversight of the CFBPC in compliance with terms of the Agreement and is agreeable to providing on-going services for Fiscal Year 2016/17; and

WHEREAS, an annual report has been presented and the FY 2016/17 One Year Marketing Plan and Budget has been approved by the CFBPC, the Chamber, and by the City Council as required per the Agreement; and

WHEREAS, the First Amendment to the Agreement with the Chamber for Oversight of the CFBPC, attached to this resolution as "Exhibit A", fully describes the Agreement terms to be amended for continued provision of services by the Chamber for FY 2016/17; and

WHEREAS, funds in the amount of \$81,423 were appropriated in the FY 2016/17 Budget for this activity and sufficient funds are available for this contract; and

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

1. Amendment of the contractual agreement with the Chamber will provide for the continued effective and efficient administration of the City's promotional activities.
2. The collaborative partnership between the City of Fort Bragg and the Chamber takes advantage of the natural synergies between the various entities tasked with promoting our community.
3. Funds in the amount of \$81,423 were appropriated in the City of Fort Bragg's FY 2016/17 Budget for the Chamber for supervision and oversight of the CFBPC and for implementation of the FY 2016/17 One Year Marketing Plan and Budget, and these funds are available to be transferred to the Chamber.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby Approve the First Amendment to the Professional Services Agreement with the Mendocino Coast Chamber of Commerce to Carry Out Fort Bragg Promotional Activities and Authorizes the City Manager to Execute Same Upon Execution by the Chamber (Amount Not to Exceed \$81,423; Account 110-4391-0319).

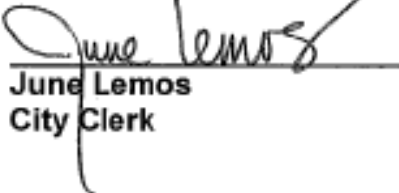
The above and foregoing Resolution was introduced by Councilmember Peters, seconded by Councilmember Cimolino, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 27th day of June, 2016, by the following vote:

- AYES:** Councilmember Cimolino, Deitz, Hammerstrom, Peters, and Mayor Turner.
- NOES:** None.
- ABSENT:** None.
- ABSTAIN:** None.



DAVE TURNER,
Mayor

ATTEST:



June Lemos
City Clerk

EXHIBIT A

FIRST AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT WITH MENDOCINO COAST CHAMBER OF COMMERCE FOR ADVERTISING AND PROMOTIONAL ACTIVITIES

THIS FIRST AMENDMENT is made and entered into this ___ day of June 2016, by and between the CITY OF FORT BRAGG, hereinafter referred to as "City", and MENDOCINO COAST CHAMBER OF COMMERCE, hereinafter referred to as "Consultant."

WHEREAS, on June 22, 2015, City entered into a Professional Services Agreement ("Agreement") with Consultant to provide oversight of the Chamber Fort Bragg Promotion Committee which promotes Fort Bragg, California as a travel and retail destination; and

WHEREAS, the Term of the Agreement expires on June 30, 2016; and

WHEREAS, the City desires to extend the Agreement for one additional year and amend the Scope of Work and Payment Terms of the Agreement;

NOW, THEREFORE, for the aforementioned reasons and other valuable consideration, the receipt and sufficiency of which is acknowledged, City and Consultant hereby agree that the Professional Services Agreement for advertising and promotional activities between the City and Consultant dated June 22, 2015, is hereby amended as follows:

1. **SECTION 1: DESCRIPTION OF SERVICES OR SCOPE OF WORK**
The Scope of Work is amended to include activities and budgets described in the Fort Bragg Promotion Committee 2016-2017 One Year Marketing Plan and Budget which is attached hereto as Exhibit A.
2. **SECTION 2: TERM**
The term of the Agreement is hereby amended to commence on July 1, 2016 and expire on June 30, 2017.
3. **SECTION 3: PAYMENT TERMS AND NOT TO EXCEED AMOUNT**
This Section is amended to add the following: The City's obligation to pay Consultant under this Agreement is hereby amended to add a Not to Exceed Amount of \$81,423. This amount is comprised of \$75,423 (calculated at 4% of the FY 2014-2015 transient occupancy tax collections) plus one-half of the \$1,000 per month Chamber Administration fee (one-half of \$12,000 for FY 2016-17 or \$6,000).
4. **SECTION 4: ADMINISTRATIVE COSTS AND DIRECT COSTS**
Paragraph 4.a. is amended as follows: Administrative costs are included in and will be reimbursed from the "Not to Exceed Amount" described above at a flat fee rate of \$1,000 per month. For the Term, not more than \$12,000 of the Not to Exceed Amount will be allocated to "Administrative Cost Allocation" services which are more particularly described in Exhibit C of the Professional Services Agreement between City and Consultant dated June 22, 2015, and incorporated herein by reference.
5. **SECTION 5: TIME OF COMPLETION**
The "Time of Completion" date is hereby amended to June 30, 2017.

6. Except as expressly amended herein, the Professional Services Agreement, between the City and Consultant dated June 22, 2015, is hereby reaffirmed.

IN WITNESS WHEREOF, the parties have executed this Amendment the day and year first above written.

CITY OF FORT BRAGG:

By: _____
Linda Ruffing
City Manager

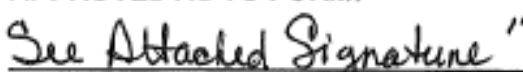
ATTEST:

June Lemos, City Clerk

CONSULTANT:

By:  _____
Sharon Davis
Chief Executive Officer

APPROVED AS TO FORM:

"  "
Samantha W. Zutler, City Attorney

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CITY OF FORT BRAGG:

CONSULTANT:

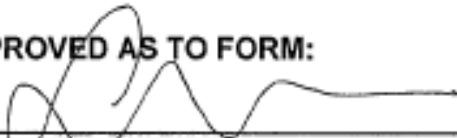
By: _____
Linda Ruffing
City Manager

By: _____
Sharon Davis
Chief Executive Officer

ATTEST:

APPROVED AS TO FORM:

June Lemos, City Clerk



Samantha W. Zutler, City Attorney

EXHIBIT A

**Fort Bragg Promotion Committee 2016-2017
One Year Marketing Plan and Budget
To Stimulate the Economy of Fort Bragg**

- Goals:** 1. Increase Transient Occupancy Tax (TOT)
2. Generate Sales Tax Revenue
3. Enhance the Image of Fort Bragg

STRATEGIES	METHODS	BUDGET
Goal 1: Increase TOT (Transient Occupancy Tax)		
<i>Create and execute a comprehensive marketing campaign to attract visitors and build brand awareness</i>	A. Off-line Promotion:	
	1. Public Relations - includes pitching stories and working with travel and food writers, bloggers and podcasters.	\$ 5,000
	2. Radio Ad Campaigns- Develop advertisements for the spring and fall (previous ads were on KYMX/CBS Radio Sacramento). Includes \$1800 placement labor plus hard costs,	\$ 14,800
	3. Print media - Fort Bragg rack card for distribution to MCTC, MCCC Visitor Center, neighboring chambers (FBPC will make camera ready).	\$ 2,000
	B. On-line Promotion: Marketing to Increase Social Media Audience and Website Traffic:	
	1. Blog: Use contractor or local writers to develop content. Work with local organizations to promote local events. Upload all blogs and news articles to Fortbragg.com (two blogs per week at \$100 per blog.)	\$ 10,000
	2. Facebook, Instagram, Twitter: Audience growth campaign for Facebook. Boost Posts/Facebook ads- develop and deploy ads. Website clicks- leverage blog content to increase awareness (includes \$5000 hard cost, \$6000 labor).	\$ 11,000
	3. Contracted Social Media Analytics (\$100 per month, 12 months.)	\$ 1,200
	4. Video productions	\$ 8,000
	C. Fortbragg.com:	
1. Site Administration. Continued site enhancements. Periodic security reviews, updates. (\$150 per month/ \$1800 annually for maintenance, plus \$1200 for enhancements).	\$ 3,000	
TOTAL GOAL 1	\$ 55,000	
Goal 2: Generate Sales Tax Revenue		
<i>Support the generation of sales tax in Fort Bragg</i>	A. Fourth of July Celebration	\$ 3,000
	B. Constant Contact- Maintain business (email) listings and categorize listings, i.e.: retail, lodging, service, etc. Quarterly newsletters will be produced to enhance community relations and announce events to merchants.	\$ 4,000
	C. Shop Fort Bragg Campaigns- Integrate multiple marketing platforms using Business Directory	\$ 5,000
	TOTAL GOAL 2	\$ 12,000
Goal 3: Enhance Image of Fort Bragg		
<i>Brand Fort Bragg as a vibrant, evolving coastal community</i>	A. American Flag Display: 1. Stipend for non-profit service club to install and remove flags (six holidays: President's Day, Memorial Day, Flag Day, Independence Day, Labor Day, Veteran's Day)	\$ 600
	B. Support the California Coastal National Monument as the Fort Bragg-Mendocino Gateway 1. Provide promotion and information about the CCNM 2. Conduct "Coordinating Partner" organizational duties	\$ 500
TOTAL GOAL 3	\$ 1,100	
ADMINISTRATION		
	A. Chamber of Commerce Contract - administration	\$ 12,000
	B. Misc. expenses (postage, Constant Contact, server hosting etc.)	\$ 1,323
	Total Administration:	\$ 13,323
TOTAL FY 2016-2017 Budget		\$ 81,423

Chamber Fort Bragg Promotion Committee: Adopted 4/26/2016

Mendocino Coast Chamber of Commerce: Approved and adopted May 12, 2016

Fort Bragg City Council: Approved June 27, 2016