

RESOLUTION NO. 4324-2020

**RESOLUTION OF THE FORT BRAGG CITY COUNCIL
AUTHORIZING CITY MANAGER TO EXECUTE CONTRACT AMENDMENT
FOR MARKETING SERVICES, INCREASING THE AMOUNT OF THE
CONTRACT WITH CREATIVE THINKING, INC. DBA THE IDEA
COOPERATIVE BY A NOT TO EXCEED AMOUNT OF \$40,000.00
(ACCOUNT NO. 110-4321-0319)**

WHEREAS, on December 20, 2019, the City of Fort Bragg entered into a Professional Services Agreement ("Contract") in the amount of \$99,000.00 with Creative Thinking, Inc. dba The Idea Cooperative ("Consultant") to provide strategic and creative marketing services for Visit Fort Bragg, authorized by City Council Resolution 4213-2019 dated November 25, 2019; and

WHEREAS, the City and Consultant entered into a First Amendment to the Contract on June 29, 2020 to extend the time of completion and term of the Contract; and

WHEREAS, on August 12, 2020, City and Consultant entered into a Second Amendment to the Contract to increase the Contract amount by \$10,000.00 for a total of \$109,000.00, authorized by City Council Resolution 4296-2020 dated August 10, 2020; and

WHEREAS, based on City Council direction to continue marketing efforts for Fort Bragg, the parties desire to again add to the Contract's scope of work to include new activities as described in Exhibit A to the Third Amendment attached hereto, to extend the completion date of the project to March 31, 2021, and to extend the expiration date of the Contract to June 30, 2021; and

WHEREAS, the cost of providing the additional services outlined in Exhibit A is **Forty Thousand Dollars (\$40,000.00)**, which sum is 36.7% above the contracted amount of \$109,000.00, for a total Not To Exceed amount of \$149,000.00; and

WHEREAS, per the Fort Bragg Municipal Code Section 3.20.060, the City Manger's signing authority for change orders may not exceed 10% of the approved contract cost; and

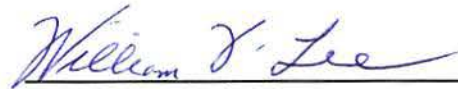
WHEREAS, on October 13, 2020, the City Council adopted Resolution 4318-2020 approving Budget Amendment 2021-05 amending the Fiscal Year 2020-21 Budget and increasing the budget amount for the Visit Fort Bragg Campaign by \$50,000.00; and

WHEREAS, sufficient funds are still available for this contract amendment;

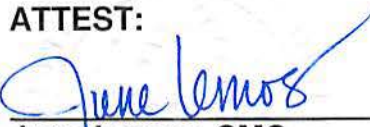
NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby approve a Third Amendment to the Professional Services Agreement with Creative Thinking, Inc. dba The Idea Cooperative and authorizes the City Manager to execute same (amount of increase not to exceed \$40,000.00, total amount of contract not to exceed \$149,000.00, Account No. 110-4321-0319).

The above and foregoing Resolution was introduced by Councilmember Norvell, seconded by Councilmember Peters and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 9th day of November, 2020, by the following vote:

AYES: Councilmembers Albin-Smith, Morsell-Haye, Norvell, Peters and Mayor Lee.
NOES: None.
ABSENT: None.
ABSTAIN: None.
RECUSED: None.



WILLIAM V. LEE
Mayor

ATTEST:


June Lemos, CMC
City Clerk



EXHIBIT A

FORT BRAGG

NORTH COAST CALIFORNIA

City of Fort Bragg

November 1, 2020 > March 31, 2021

October 27, 2020

PROPOSAL

Overview

The Idea Cooperative will continue as Creative Marketing Agency of Record for the City of Fort Bragg, CA with a new contract covering the period of November 1, 2020 through March 31, 2021. This proposal outlines the scope of work The Idea Cooperative commits to complete during this period based on a 5-month budget of \$40,000.

Scope of Work Summary

The Idea Cooperative will perform creative marketing duties for Fort Bragg with an overall objective of increasing visits through online engagement and supporting local merchants and hoteliers. The following is a list of specific activities and deliverables each month.

- Ongoing Social Media Posting & Monitoring
- Monthly E-marketing Analytics Report Summary
- One Monthly Promotion To Drive Engagement and Visits
 - Creative Theme/Concept
 - One Email
 - Social Media Materials
 - Collateral/Signage If Needed (note: does not include printing costs)
 - Web Development of Custom Landing Page If Needed

Based on a monthly budget of \$8,000, below is a preliminary list of promotional activities scheduled for each month. The promotional themes and deliverables for each may change, but will be specified at the beginning of each month to fall within the budget parameters.

(Note: These deliverables were selected from the 2020>21 Marketing Opportunities document based on their ability to make a measurable impact on the key objectives listed above. To accommodate a reduction of \$2,000 per month, Ongoing Content Development and E-newsletters were removed from this scope of work. While valuable, these initiatives contribute less tangibly to our goals.)

Promotion Calendar

- November** – Fort Bragg Gift Guide
- December** – Fort Bragg Holiday Visiting
- January** – Fort Bragg Winter Visitation Visiting
- February** – Fort Bragg Restaurant Week Campaign
- March** – Fort Bragg Book Early Campaign

BUDGET: \$40,000

The Idea Cooperative will bill \$8,000 at the end of each month to cover work performed during that month.

TOTAL PROJECT COSTS:

November, 2020	\$8,000
December, 2020	\$8,000
January, 2021	\$8,000
February, 2021	\$8,000
March, 2021	\$8,000
TOTAL:	\$40,000

Authorization To Proceed: _____ Date: _____

Notes:

Does not include hard costs associated with travel and the creation of presentation materials. These will be billed separately. This estimate is based on a preliminary understanding of services to be delivered. If any aspect of the project changes, this estimate will be subject to revision or addendum. This estimate does not include CA sales tax, if applicable.