

**RESOLUTION NO. \_\_\_\_-2022**

**RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING PROFESSIONAL SERVICES AGREEMENT WITH CREATIVE THINKING INC., DBA THE IDEA COOPERATIVE FOR MARKETING STRATEGY DEVELOPMENT AND AUTHORIZING THE CITY MANAGER TO EXECUTE CONTRACT (AMOUNT NOT TO EXCEED \$180,000; 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 the accompanying Measure AB, provided nonbinding guidance that one-half of increased tax revenues should be used to support tourism-related projects and promotions; and

**WHEREAS**, on November 19, 2019, at its regular meeting, the Visit Fort Bragg Committee voted unanimously to recommend the City Council approve a contract with The Idea Cooperative; and

**WHEREAS**, City staff determined that The Idea Cooperative was qualified, located within the region and able to respond promptly to the City's needs for: (1) Marketing and Advertising Services; (2) Design /Creative Services; and (3) Social Media Content Creation; and

**WHEREAS**, on November 25, 2019, the City Council of the City of Fort Bragg ("City") adopted Resolution No. 4213-2019 authorizing the execution of a Professional Services Agreement ("Agreement") with The Idea Cooperative ("Consultant"); and

**WHEREAS**, the City was pleased with the services provided by Consultant and approved Resolution 4417-2021 to continue contracting services for FY 2021-22; and

**WHEREAS**, this Agreement with Consultant expired on June 30, 2022, and a new contract is required to cover the period of July 1, 2022 to June 30, 2023; and

**WHEREAS**, the City appropriated funds in the FY 2022-23 budget for this activity and sufficient funds are available for this contract.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Fort Bragg does hereby approve a Professional Services Agreement with Creative Thinking Inc., DBA the Idea Cooperative for marketing strategy development and execution and authorizes the City Manager to execute the same upon execution by Contractor (Amount Not to Exceed \$180,000, Account: 110-4321-0319).

**The above and foregoing Resolution was introduced by Councilmember \_\_\_\_\_, seconded by Councilmember \_\_\_\_\_, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 25th day of July, 2022, by the following vote:**

**AYES:  
NOES:**

**ABSENT:  
ABSTAIN:  
RECUSED:**

---

**BERNIE NORVELL**  
Mayor

**ATTEST:**

---

**June Lemos, MMC**  
City Clerk