

RESOLUTION NO. ____-2025

RESOLUTION OF THE FORT BRAGG CITY COUNCIL PROFESSIONAL SERVICES AGREEMENT WITH CREATIVE THINKING INC., DBA THE IDEA COOPERATIVE AND AUTHORIZING THE CITY MANAGER TO EXECUTE CONTRACT (TOTAL CONTRACT AMOUNT NOT TO EXCEED \$175,000 ACCOUNT NO. 110-4321-0319)

WHEREAS, on May 29, 2024, the City of Fort Bragg Request for Proposals (RFP) To Provide Strategic and Creative Marketing Services for Visit Fort Bragg with the broadest possible range of potential qualified respondents, and by the RFP due date of June 26, 2024, seven qualified responses were received; and

WHEREAS, City reached out to two of the finalists in the last selection process to do a final presentation to the Visit Fort Bragg Committee and staff; and

WHEREAS, on September 9, 2024, The City Council approved a Professional Services Contract with Creative Thinking INC., DBA The Idea Cooperative for Strategic and Creative Marketing services for Visit Fort Bragg; and

WHEREAS, the passage of Measure U in November 2024 resulted in an increase to the City's Transient Occupancy Tax rate from 12% to 14%, the tax revenues should be used to support tourism-related projects and promotions; and

WHEREAS, funds were appropriated in the FY 2025-26 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 \$175,000.00, 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 11th day of August 2025, by the following vote:

**AYES:
NOES:
ABSENT:
ABSTAIN:
RECUSED:**

JASON GODEKE
Mayor

ATTEST:

Diana Paoli, City Clerk