

**RESOLUTION NO. \_\_\_\_-2017**

**RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING CONTRACT WITH MENDOCINO COAST CHAMBER OF COMMERCE FOR SPECIFIED ADMINISTRATIVE, MARKETING AND PROMOTION TASKS (AMOUNT NOT TO EXCEED \$36,225; ACCOUNT NO. 110-4321-0319)**

**WHEREAS**, in November 2016, the voters of the City of Fort Bragg passed Measure AA, which increased the City’s Transient Occupancy Tax (TOT) rate from 10% to 12%, and the voters further advised that one-half of the TOT increase should be dedicated to expanded promotion and marketing of Fort Bragg as a tourism destination; and

**WHEREAS**, the City Council has determined that it requires professional promotional management and implementation services from a qualified consultant to carry out expanded advertising and promotional activities designed to make known the advantages of Fort Bragg for recreation and business; and

**WHEREAS**, the City of Fort Bragg will release a Request for Proposals to hire a local consultant to manage and implement the new promotional plan and budget activities within the next six months; and

**WHEREAS**, until a new consultant is hired, it is important to continue, without interruption, the momentum and success achieved with current marketing efforts; and

**WHEREAS**, the Mendocino Coast Chamber of Commerce has provided Visit Fort Bragg committee and promotions oversight for the City of Fort Bragg since 2010, and the Chamber has submitted a proposal to continue Visit Fort Bragg committee administration and other specific promotional tasks from July 1, 2017 until December 31, 2017; and

**WHEREAS**, funds in the amount of \$36,225 are 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. With the assistance of the Visit Fort Bragg committee, the Chamber has successfully and professionally implemented the City’s marketing and promotion plans for several years and has proven itself capable of continued successful promotional efforts until December 31, 2017.
2. Approval of the contractual agreement with the Chamber will provide for the uninterrupted, effective and efficient administration of the City’s promotional activities.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Fort Bragg does hereby Approve a Contract with the Mendocino Coast Chamber of Commerce for Specified Administrative, Marketing and Promotion Tasks (Amount Not to Exceed \$36,225; Account No. 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 26<sup>th</sup> day of June, 2017, by the following vote:**

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

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**LINDY PETERS  
Mayor**

**ATTEST:**

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**June Lemos, CMC  
City Clerk**