

RESOLUTION NO. ____-2024

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 May 29, 2024, the Visit Fort Bragg Committee and Staff initiated a Request for Proposals (RFP) consisting of Scope of Work for Strategic and Creative Marketing Services for Visit Fort Bragg was released to 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 August 23, 2024, the Visit Fort Bragg Committee made a recommendation to staff on hiring a firm to provide Strategic and Creative Marketing Services for Visit Fort Bragg; 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, City staff determined that The Idea Cooperative was qualified, located within the region, and able to respond promptly to the City's needs to provide Strategic and Creative Marketing services for Visit Fort Bragg; and

WHEREAS, funds were appropriated in the FY 2024-25 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 9th day of September, 2024, by the following vote:

AYES:

NOES:

**ABSENT:
ABSTAIN:
RECUSED:**

**BERNIE NORVELL
Mayor**

ATTEST:

**Diana Sanchez
City Clerk**