

RESOLUTION NO. ____-2015

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING PROFESSIONAL SERVICES AGREEMENT WITH THE MENDOCINO COAST CHAMBER OF COMMERCE (CHAMBER) TO CARRY OUT FORT BRAGG PROMOTIONAL ACTIVITIES AND AUTHORIZING CITY MANAGER TO EXECUTE SAME UPON EXECUTION BY CHAMBER (AMOUNT NOT TO EXCEED \$72,570; ACCOUNT 110-4391-0319)

WHEREAS, the City Council has determined that it requires certain professional and promotional services from a consultant to help carry out a continuing and sustainable program of advertising and promotional activities designed to make known the advantages of Fort Bragg for recreation and business; and

WHEREAS, the Mendocino Coast Chamber of Commerce (Chamber) is fully qualified to perform such professional and promotional services by virtue of specialized experience and training, education and expertise of its principals and employees; and

WHEREAS, the Chamber is agreeable to providing services which include oversight of the Chamber of Commerce subcommittee known as the "Chamber Fort Bragg Promotion Committee"; and

WHEREAS, the Chamber affirms that it will perform these services for the City in a manner that benefits all businesses within the City without regard to whether or not they are members of the Mendocino Coast Chamber of Commerce; and

WHEREAS, the Professional Services Agreement, attached to this resolution as "Exhibit A" fully describes the scope of services that will be provided by the Chamber; and

WHEREAS, the Chamber has agreed to provide the aforementioned scope of services for a monthly fee of \$1,000 for administrative costs; and

WHEREAS, the Chamber has agreed to retain and disburse the funds that the City has budgeted for Fort Bragg promotions to implement the FY 2015-2016 Marketing Plan in coordination with the Chamber Fort Bragg Promotion Committee; and

WHEREAS, funds in the amount of \$72,570 were appropriated in the FY 2015-2016 Budget for this activity and sufficient funds are available for this contract; and

WHEREAS, based on all the evidence presented, the City Council finds as follows:

1. A contractual agreement with the Mendocino Coast Chamber of Commerce will provide for the effective and efficient administration of the City's promotional activities.
2. The collaborative partnership between the City of Fort Bragg and the Mendocino Coast Chamber of Commerce will take advantage of the natural synergies between the various entities tasked with promoting our community.
3. Funds in the amount of \$72,570 were appropriated in the City of Fort Bragg's FY 2015-2016 Budget for the Chamber for supervision and oversight of the CFBPC and for implementation of the FY 2015-2016 Marketing Plan, and these funds are available to be transferred to the Chamber.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby approve the Professional Services Agreement with the Mendocino Coast Chamber of Commerce to Carry Out Fort Bragg Promotional Activities which is attached as "Exhibit A" and incorporated herein and authorizes City Manager to execute same upon execution by Chamber (Amount Not to Exceed \$72,570; Account 110-4391-0319)

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 22nd day of June, 2015, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

DAVE TURNER,
Mayor

ATTEST:

Brenda Jourdain
Acting City Clerk