

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

### **RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING PROFESSIONAL SERVICES AGREEMENT WITH MENDOCINO COAST CHAMBER OF COMMERCE FOR SPECIFIED MARKETING AND PROMOTION TASKS (AMOUNT NOT TO EXCEED \$36,444; 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 services from qualified consultants 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 solicit consultants to perform various VFB Action Plan tasks including website maintenance, content updates, and social media tasks within the next six months for services to be provided beginning July 1, 2018; and

**WHEREAS**, the Mendocino Coast Chamber of Commerce (Chamber) has provided Visit Fort Bragg website maintenance, content updates, and social media tasks for the City of Fort Bragg since October 2015, and the Chamber has submitted a proposal to continue these tasks for the six-month period from January 1, 2017 until June 30, 2018, until new consultant proposals for these tasks will be considered; and

**WHEREAS**, funds in the amount of \$36,444 are appropriated in the FY 2017/18 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. 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 June 30, 2018.
2. Approval of the contractual agreement with the Chamber will provide for the uninterrupted, effective and efficient implementation of the City's Visit Fort Bragg website maintenance, content updates, and social media tasks.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Fort Bragg does hereby Approve a Professional Services Agreement with the Mendocino Coast Chamber of Commerce for Specified Marketing and Promotion Tasks (Amount Not to Exceed \$36,444; 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 11<sup>th</sup> day of December, 2017, by the**

**following vote:**

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**RECUSED:**

---

**LINDY PETERS**  
**Mayor**

**ATTEST:**

---

**June Lemos, CMC**  
**City Clerk**