



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: June 12, 2018
TO: Community Development Committee
FROM: Scott Schneider, Administrative Services Director
AGENDA ITEM TITLE: Receive Report and Consider Contract Extension with the Mendocino Coast Chamber of Commerce for Social Media and Website Activities

ISSUE/SUMMARY:

The City currently contracts with the Mendocino Coast Chamber of Commerce to conduct website and social media services. The contract is due to expire June 30, 2018. As the Request for Proposals process currently underway will take a few months, the Chamber has submitted a 30 – 60 day contract extension request to ensure social media and website activities continue past June 30. A 90-day termination notice is being requested as cancellation of this contract would impact the Chamber's budget and overall activities.

A destination website as well as social media activities are vital to a successful promotional effort. It is imperative these activities continue seamlessly during the establishment of the new Visit Fort Bragg Committee as well as the procurement of professionals to carry out the broad number of activities laid out in the Visit Fort Bragg Action Plan.

Staff is recommending continuing to utilize the Chamber's services until a vendor is selected through the RFP process. It is a best practice of the City to go out to RFP for services every couple of years for ongoing programs such as social media and website maintenance. The Chamber will be invited to reply to the RFP. Monies are budgeted in the current Action Plan to account for continued contracted services with the Chamber.

RECOMMENDATION:

Provide direction on the contract extension with the Chamber of Commerce.

ATTACHMENTS:

1. Chamber Proposal for Continued Website & Social Media Services
2. Current Chamber Contract