



Legislation Details (With Text)

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Title: Adopt City Council Resolution Authorizing City Manager to Execute Contract Amendment for Marketing Services, Increasing the Amount of the Contract with Creative Thinking, Inc. DBA The Idea Cooperative by a Not To Exceed Amount of \$24,000

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Attachments: 1. Idea Cooperative 4th Amendment, 2. RESO Idea Cooperative 4th Amendment, 3. Public Comment 5C

Date	Ver.	Action By	Action	Result
4/26/2021	1	City Council	adopted	Pass

Adopt City Council Resolution Authorizing City Manager to Execute Contract Amendment for Marketing Services, Increasing the Amount of the Contract with Creative Thinking, Inc. DBA The Idea Cooperative by a Not To Exceed Amount of \$24,000

On October 13, 2020, the City Council adopted Resolution 4318-2020 approving Budget Amendment 2021-05 which included an additional \$50,000 for Visit Fort Bragg marketing activities. On April 12, 2021, the City Council adopted Resolution 4380-2021 approving Budget Amendment 2021-09 which included an additional \$16,000 for the Visit Fort Bragg campaign. Adoption of the attached resolution will allow the City Manager to enter into a Fourth Amendment to the contract with Creative Thinking, Inc. DBA the Idea Cooperative to perform ongoing social media and marketing efforts. The cost of these services is \$24,000, increasing the total contract with The Idea Cooperative to \$173,000. Sufficient funds are budgeted to cover the increase in costs.