



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 \$40,000

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|-----------|------|--------------|---------|--------|
| 11/9/2020 | 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 \$40,000

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. Adoption of the attached resolution will allow the City Manager to enter into a Third Amendment to the contract with Creative Thinking, Inc. DBA the Idea Cooperative to perform ongoing social media and marketing efforts from November 2020 through March 2021, including the following activities:

1. November - Fort Bragg Gift Guide
2. December - Fort Bragg Holiday Visiting
3. January - Fort Bragg Winter Visitation Visiting
4. February - Fort Bragg Restaurant Week Campaign
5. March - Fort Bragg Book Early Campaign

The cost of these extra services is \$40,000, increasing the total contract with The Idea Cooperative to \$149,000. Sufficient funds are budgeted to cover the increase in costs.