



## Legislation Details (With Text)

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**File created:** 4/21/2021      **In control:** City Council

**On agenda:** 4/26/2021      **Final action:** 4/26/2021

**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

**Sponsors:**

**Indexes:** Shared - Citywide

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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.