

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: TARA THOMPSON, ARTS & CULTURE MANAGER
PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: FIRST AMENDMENT TO PROFESSIONAL SERVICES
AGREEMENT F002334 WITH BELINDA M. FERNANDEZ, DBA
STUDIO B

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve the First Amendment to Professional Services Agreement Number F002334 with Belinda M. Fernandez, dba Studio B, to extend multi-platform marketing and brand management services for the Economic Development Division through June 30, 2023, and increase compensation in the amount of \$65,000 for a total contract amount not to exceed \$152,000.

EXECUTIVE SUMMARY

The First Amendment to the Professional Services Agreement with Santa Rosa based Studio B will allow additional multi-platform marketing and brand management services desired by the Economic Development Division for an additional amount not to exceed \$65,000. The services will include revisions to the Out There SR and Public Art brands and outreach platforms.

BACKGROUND

Originally created in 2013, the Out There SR campaign was designed to be a destination marketing campaign that positions Santa Rosa as a culturally progressive alternative to wine country, with the main communication tool being the OutThereSR.com website. Over the years the campaign morphed to include programmatic elements and has been successful in increasing tourism, enhancing placemaking, and building community. In response to the pandemic, the new companion website insideoutthere.com was launched, which aimed to connect consumers with online offerings of local businesses, artists, makers, restaurants, and breweries.

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In 2018, the Public Art Program was integrated into the Economic Development Division. Both the Public Art Program and Economic Development Division have undergone recent strategic planning that have identified collaborative opportunities with branding and outreach through the Out There SR campaign. In June 2021, the Economic Development Division first entered into an agreement with Studio B to revise and re-launch the Out There SR brand, integrate InsideOutThere.com elements, and incorporate the Public Art Program.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

The Economic Development Division desires to continue working with the Santa Rosa based firm, Studio B, on the services that they were originally contracted for: multi-platform brand management. This first amendment extends the time of performance to June 30, 2023 and increases compensation by \$65,000 to accommodate the extended timeline. The primary funding source for the Economic Development Division, and the sole funding source for the Out There SR campaign, comes from the City's portion of the Santa Rosa Tourism Business Improvement Area (SRTBIA) assessment. The SRTBIA was established through Ordinance No. 3946 on August 3, 2010, to create a public/private partnership between the City of Santa Rosa, the Santa Rosa Chamber of Commerce, and the Santa Rosa Convention & Visitors Bureau (SRCVB). This ordinance provides funding for efficient and complementary destination marketing, and tourism and convention sales that benefit lodging operators within the Santa Rosa City limits.

FISCAL IMPACT

Funds for this expense have been allocated in the Fiscal Year 2020-21 budget within the Economic Development Division's operating budget. There is no impact to the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

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NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A – First Amendment

CONTACT

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