

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: TARA THOMPSON, ARTS & CULTURE MANAGER
PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: FIFTH AMENDMENT TO PROFESSIONAL SERVICES
AGREEMENT F001128 WITH THE SANTA ROSA CHAMBER OF
COMMERCE

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve a Fifth Amendment to Professional Services Agreement Number F001128 with the Santa Rosa Chamber of Commerce increasing the not-to-exceed amount by \$28,440 for a total not-to-exceed amount of \$298,640 for downtown services to be provided through the end of 2022.

EXECUTIVE SUMMARY

On March 7, 2016, the City of Santa Rosa and the Santa Rosa Chamber of Commerce executed an agreement for the Chamber to provide event production, beautification efforts, selling parking validation vouchers, and creating an informational kiosk to service downtown visitors. The City wishes to amend the agreement for the purpose of revising the Scope of Services, increasing the Compensation, and extending the Time of Performance through the end of 2022.

BACKGROUND

On March 7, 2016, the City and the Chamber entered into an agreement for the Chamber to act as the Downtown Merchant Association. Amendment One was signed on January 12, 2017, for the purpose of providing funding in the amount of \$25,000 to promote the downtown merchant needs during the holiday season and the reunification of Courthouse Square. In May 2017, Amendment Two provided \$23,000 for purpose of providing event coordination for the Sesquicentennial Celebration. In August 2017, Amendment Three provided \$28,440 annually for four years for the continuation of services. In May 2018, Amendment Four provided an additional \$80,000 to provide final event coordination services for the Sesquicentennial Celebration.

PRIOR CITY COUNCIL REVIEW

On August 29, 2017, Council approved RES-2017-171 approving the Third Amendment to Professional Services Agreement F001128 for the purpose of increasing compensation and continuing services.

ANALYSIS

- In 2016, the Chamber organized the Downtown Santa Rosa Association as a committee of the Chamber. This group had a Board of 18 members that met monthly throughout the year. Its members identified issues of concern to Downtown business and began activities to address them. Areas addressed have included parking, homelessness, beautification, Courthouse Square Re-unification, and marketing among others.
- In 2017, the Chamber disbanded the Downtown Santa Rosa Association and formed the Downtown Action Organization, which has become the downtown management organization for the community benefit district.
- In either iteration, the Chamber has continued the provision of the following services called out in the scope of work to the original agreement:
 - Production of unique events in the downtown core to promote downtown as a destination for residents and visitors; and
 - Selling, promoting, and serving as a point of contact for downtown businesses looking to buy downtown parking validation vouchers for their customers.
- Refinement of scope has been addressed in subsequent amendments, including the current amendment, and now includes administration of Courthouse Square events and activities. The purpose of the new scope is to better clarify expectations of both parties, especially in light of potential staff and/or organizational changes, including:
 - The issuance of an annual special event permit concurrent with the terms of the Agreement and the waiver of associated permit fees in lieu of expanded services provided and costs incurred by the Chamber;
 - Coordination of information, and roles and responsibilities regarding event organization, programming, and marketing and communication;
 - Access to electrical power and street barricades for Courthouse Square side streets for all events under the blanket permit.
- In addition, the new scope of work shifts the full cost of the City's Parking Voucher Program to the Chamber. Since the start of the program the Economic Development Division has subsidized 30% of the cost of the program.

FISCAL IMPACT

Approval of this action has no fiscal impact as the monies have been approved in the FY 2021-22 budget.

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 Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution / Exhibit A – Fifth Amendment to Professional Services Agreement Number F001128

CONTACT

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