

RESOLUTION NO. RES-2018-112

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING THE FIRST AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT NO. F001338 WITH CREATIVE THINKING, INC., DBA THE IDEA COOPERATIVE, FOR DESTINATION MARKETING SERVICES THROUGH JUNE 30, 2021

WHEREAS, tourism is one of the key industry sectors in Santa Rosa, and a major focus of the Economic Sustainability Strategy; and

WHEREAS, the purpose of having an innovative destination marketing campaign is to promote Santa Rosa as a desirable tourism destination, while also appealing to businesses and entrepreneurial individuals as an ideal place to live, work, and play; and to provide a compelling marketing foundation with opportunity to boost local pride and build community; and

WHEREAS, engaging a firm with proven success in providing destination marketing services in coordination with Economic Development staff is consistent with and furthers the Council goals of fostering neighborhood partnerships and strengthening cultural assets, and fostering a strong downtown and overall economic development of the community; and

WHEREAS, the Planning and Economic Development Department first entered into an agreement with Creative Thinking, Inc., DBA The Idea Cooperative, in June 2013 to develop an advertising campaign to drive tourism to Santa Rosa; and

WHEREAS, the Planning and Economic Development Department entered into three subsequent agreements with Creative Thinking, Inc., DBA The Idea Cooperative, in February 2014 (Resolution No. 28425), August 2015 (Resolution No. 28677), and January 2017 (Resolution No. RES-2017-006, approving Agreement no. F001338 in the amount of \$200,000) to build upon existing momentum and expand the campaign, increasing measurable engagement, driving visits from outside markets, and building community; and

WHEREAS, the proposed \$540,000 in funding for this amendment and the continuation of services is sourced from the City's portion of the Santa Rosa Tourism Business Improvement Assessment, Ordinance No. 3946.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa approves the First Amendment to Professional Services Agreement number F001338 with Creative Thinking, Inc., DBA The Idea Cooperative to extend the term of the contract and to increase compensation by \$540,000, resulting in a total contract amount not to exceed \$740,000.00, in substantially the same form as Exhibit A to the Resolution, subject to approval as to form by the City Attorney.

///

///

///

BE IT FURTHER RESOLVED THAT the Council authorizes the City's Chief Financial Officer to pay all proper claims from Charge Number P42118.

IN COUNCIL DULY PASSED this 10th day of July, 2018.

AYES: (6) Mayor Coursey, Vice Mayor Rogers, Council Members Olivares, Sawyer, Schwedhelm, Tibbetts

NOES: (0)

ABSENT: (1) Council Member Combs

ABSTAIN: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM:

City Attorney

Exhibit A – First Amendment to Professional Services Agreement No. F001338 with Creative Thinking, Inc., DBA The Idea Cooperative