

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: RAISSA DE LA ROSA, DEPUTY DIRECTOR ECONOMIC
DEVELOPMENT, PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: THIRD 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 Third Amendment to Professional Services Agreement Number F002334 with Belinda M. Fernandez, DBA Studio B, to extend visitor focused marketing and brand management services for the Economic Development Division through June 30, 2024, increase compensation in the amount of \$70,000 for a total amount not to exceed \$322,000, and update the original scope of work.

EXECUTIVE SUMMARY

The Third Amendment to the Professional Services Agreement with Studio B will allow consistent visitor-focused marketing and brand management services desired by the Economic Development Division for the Out There Santa Rosa campaign, bringing the total compensation to an amount not to exceed \$322,000, extending the time of performance to June 30, 2024, and updating the original scope of work to reflect current needs.

BACKGROUND

Originally created in 2013, the Out There Santa Rosa campaign was designed to be a destination marketing campaign that positions Santa Rosa as a culturally progressive urban alternative to wine country, with the main communication tool and “call-to-action” being the OutThereSantaRosa.org website. Over the years the campaign evolved to include programmatic elements and has been successful in increasing tourism, enhancing placemaking, and building community.

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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 Santa Rosa campaign. In June 2021, the Economic Development Division first entered into a one-year agreement with Studio B to revise and re-launch the Out There Santa Rosa look and feel and incorporate the Public Art Program more effectively into the content and brand. The First Amendment on February 15, 2022, revised the Scope of Services, increased Compensation, and extended the Time of Performance by one additional year. The Second Amendment on September 28, 2022, revised the Scope of Services and increased Compensation.

PRIOR CITY COUNCIL REVIEW

On February 15, 2022, the City Council, by Resolution No. RES-2022-023 approved the First Amendment to Professional Services Agreement with Belinda M. Fernandez, DBA Studio B.

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: continuing multi-platform brand management services for Out There Santa Rosa. Services include ongoing website updates and overall management for <https://outtheresantarosa.org/>, outreach and engagement design services. Metrics for these services include website views, social media reach and engagement, and number of new listings on website. This third amendment extends the time of performance by one year to June 30, 2024, to provide growth and programmatic consistency now that the rebranding and relaunch process has stabilized. The amendment also increases compensation by \$70,000 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 within the Economic Development Division's operating budget. Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the provisions of the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A –Third Amendment to Professional Services Agreement Number F002334 with Belinda M. Fernandez, DBA Studio B

PRESENTER

Tara Thompson, Arts & Culture Manager