

RESOLUTION NO. RES-2017-006

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING THE PROFESSIONAL SERVICES AGREEMENT WITH CREATIVE THINKING, INC., DBA THE IDEA COOPERATIVE, FOR DESTINATION MARKETING SERVICES THROUGH JULY 31, 2018, USING SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ORDINANCE ASSESSMENT FUNDS IN AN AMOUNT NOT TO EXCEED \$200,000

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 Council Goal One: Create a Strong, Sustainable Economic Base; 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 two subsequent agreements with Creative Thinking, Inc., DBA The Idea Cooperative, in February 2014 (Resolution No. 28425) and August 2015 (Resolution No. 28677) to continue the campaign, increasing measurable engagement, driving visitation from outside markets, and building community; and

WHEREAS, this new agreement will enable the continuation and expansion of current efforts; and

WHEREAS, funding for this professional services agreement 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 hereby approves the Professional Services Agreement with Creative Thinking, Inc., DBA The Idea Cooperative, attached hereto as Exhibit A, for destination marketing services through July 31, 2018, using Santa Rosa Tourism Business Improvement Area Ordinance assessment funds in an amount not to exceed \$200,000.00.

BE IT FURTHER RESOLVED that Exhibit A is made part of this Resolution.

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 24th day of January, 2017.

AYES: (7) Mayor Coursey, Vice Mayor Tibbetts, Council Members Combs, Olivares, Rogers, Sawyer, Schwedhelm

NOES: (0)

ABSTAIN: (0)

ABSENT: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM:

Interim City Attorney

Exhibit A – Professional Services Agreement with Creative Thinking, Inc., DBA The Idea Cooperative