

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: GABE OSBURN, DIRECTOR, PLANNING AND ECONOMIC
DEVELOPMENT
SUBJECT: FOURTH AMENDMENT TO PROFESSIONAL SERVICES
AGREEMENT F002333 WITH BRYCE DOW-WILLIAMSON

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve the Fourth Amendment to Professional Services Agreement Number F002333 with Bryce Dow-Williamson, a sole proprietor, to increase compensation in the amount of \$20,000 for a total contract amount not to exceed \$120,000, and to extend the time of performance.

EXECUTIVE SUMMARY

The proposed Fourth Amendment to the Professional Services Agreement with Bryce Dow-Williamson allows for continuation of special events and art programming services necessary for the Arts and Culture special events program, including increased responsibilities with management of Courthouse Square events starting July 1, 2025, a role previously contracted out to the Santa Rosa Metro Chamber. The proposed amendment increases compensation by \$20,000 for a total Consultant Compensation not to exceed \$120,000 as well as extends time of performance.

BACKGROUND

The City of Santa Rosa Arts and Culture Program consists of a variety of programs and projects including, permitting and overseeing all special events, managing community art programs such as exhibits, competitions, and temporary installations; public art projects including those funded by private development in-lieu fees; cultural events, including the Live at Juilliard Concert Series; marketing and outreach for related programs and projects; and support to the Art in Public Places Committee. With only one regular FTE assigned to the Arts and Culture Program, contracted services are required to support the delivery of these programs. The Economic Development Division originally entered into a Professional Services Agreement with Bryce Dow-

Williamson in 2021 in order to retain his expertise for special events permitting and arts programming.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

Starting in 2021, Bryce Dow-Williamson provided contracted services to the Arts and Culture Program, assisting with special events permitting and arts programming. The Arts and Culture program desires to continue to receive services from this contractor, as their knowledge of City processes will be beneficial to the City of Santa Rosa. In the absence of additional FTEs, the continued utilization of contracted services is imperative to implement and provide special event services to our community.

Deliverables & Performance Metrics

- Processing and issuing a variety of event-related permits, including special event permits, film permits and block party permits
- Processing fees related to event applications and permits
- Oversee Courthouse Square event logistics and schedule
- Acts as initial point of contact for the community and coordinates event planning with other city departments.
- Scheduling and facilitating pre-event and post event meetings
- Monitoring compliance with laws, municipal codes, policies and procedures
- Coordinates rotating art exhibitions at community facilities, including the planning, installation, and promotion of visual art displays in collaboration with local and regional artists.
- Assist in marketing and outreach for assigned programs and projects
- Assist in special projects

Benefit to the City

The economic impacts of events and arts and culture can be difficult to quantify precisely, studies point to arts and cultures contributions to economic growth, community development, tourism and overall vibrancy, e.g.:

- Investing in events, arts, and cultural programming enhances the vitality and economic health of a city. These activities foster community connection, attract tourism, support local businesses, and create opportunities for creative expression.
- Areas with quality events are perceived as more attractive and desirable places to live, work, and visit, which can contribute to increased property values and real estate development in those areas, as well as more foot traffic for local businesses.

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Additional Information

- With only one regular employee assigned to the Arts and Culture Program, contracted services are required to support the delivery of these services.
- The Economic Development Division originally entered into a Professional Services Agreement with Bryce Dow-Williamson in 2021 in order to retain expertise in special events and arts programming.

FISCAL IMPACT

Funds for this contract are included in the Fiscal Year 2024-2025 Art In-Lieu Fund and Santa Rosa Tourism Business Improvement Area SRTBIA Fund budgets. There is no impact to the General Fund.

- **1204-390001** – Public art in-lieu revenue related to Ord. No. 3805 (no GF used)
 - Ord. No. 3805 identifies the Public Art Fund as established for the purpose of funding public art and cultural programming consistent with the Public Art Policy and administered by the Art in Public Places Committee.
 - The Public Art Policy (Council Policy 000-42) establishes eligible uses of public art funds to include public art projects, cultural programming, maintenance of the collection, and fees for consultants.
- **1285-42118** – SR Tourism BIA assessment revenue related to Ord. No. 3946 (no GF used)
 - Ord. No. 3946 stipulates revenue must be used toward services, activities, and programs that promote and encourage tourism.
 - This PSA supports the City's arts and culture programs linked to destination awareness/tourism related locational assets.

ENVIRONMENTAL IMPACT

Pursuant to CEQA Guidelines Section 15378, the proposed action is not a "project" subject to the California Environmental Quality Act (CEQA) because it does not have a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. In the alternative, the proposed action is exempt from CEQA pursuant to CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that there is no possibility that the project may have a significant effect on the environment.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

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ATTACHMENTS

- Attachment 1 – Original Agreement PSA F002333
- Attachment 2 – First Amendment to PSA F002333
- Attachment 3 – Second Amendment to PSA F002333
- Attachment 4 – Third Amendment to PSA F002333
- Resolution/Exhibit A – Fourth Amendment to PSA F002333

PRESENTER

Meredith Knudsen, Arts and Culture Coordinator, Planning and Economic Development