
Third Amendment to the Professional Services Agreement with the Santa Rosa Chamber of Commerce

City Council – August 29, 2017

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Planning & Economic Development Department

Professional Services Agreement

- March 7, 2016 – 5 year agreement
- Encumbered \$28,440 (1 year of funding)
- Agreement for the Chamber to act as the Downtown Merchant Association

Amendment One

- January 12, 2017
- Provided \$25,000 to promote downtown merchant needs during the holiday season and reunification of Courthouse Square

Amendment Two

- May 2017
- Provided \$23,000 for event coordination for the Sesquicentennial Celebration

Proposed Amendment Three

- To encumber the remainder of funds for the balance of the original PSA
- Total remaining balance: \$113,760, or \$28,440/year, to be budgeted annually for the next four years

Downtown Association

- Organized in 2016 with 18 members
- Identified and addressed issues of concern, including parking, beautification, reunification of Courthouse Square
- Disbanded in 2017 in lieu of the Downtown Action Organization

Downtown Action Organization

- Organized in 2017
- Interest in becoming the management organization to a proposed assessment district

DOWNTOWN SERVICES PROVIDED BY CHAMBER

- The Chamber will continue to provide contracted services, including:
 - Monthly meetings for downtown businesses
 - Production of four unique events in the downtown
 - Coordination of volunteers/activities appealing to residents and visitors
 - Selling, promoting, serving as point of contact for parking vouchers
 - Providing assistance and information from their front office

It is recommended by the Planning and Economic Development Department that the Council, by resolution,

- approve a third amendment to professional services agreement number F001128 with the Santa Rosa Chamber of Commerce for downtown services.