



SESQUICENTENNIAL CELEBRATION

City Council Meeting
March 14, 2017

Erin Morris, Senior Planner

Background

- Santa Rosa's 150th Birthday is in 2018
- Ad hoc group formed to plan celebration
- Event logo created
- Event coordinator needed



Scope of Work

- Part-time event coordinator
- Limited term
- Contracted by Santa Rosa Metro Chamber
- Allow work to commence now

Additional funding to be requested
during annual budget process

Recommendation

By motion, recommend that the City Manager amend the contract with the Santa Rosa Chamber of Commerce to coordinate event planning services for the Sesquicentennial Celebration in an amount not to exceed \$23,000

Additional Slide: Contract History

- **2016:** Contract for \$6,375 with Link Creative Inc. to prepare an event logo
- **March 7, 2016:** Contract with the Santa Rosa Chamber of Commerce to act as a Downtown Merchant Association by providing event production, beautification efforts, selling parking validation vouchers, and creating an informational kiosk to service downtown visitors (Initial contact total \$28,440)
- **January 17, 2017:** Contract amended to allow the Chamber to promote downtown businesses and address downtown merchant needs during the holiday season and Courthouse Square reunification construction (Amended contract total \$53,440)