
Fifth Amendment to the Professional Services Agreement with the Santa Rosa Metro Chamber

City Council – January 11, 2022

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- In 2016, City of Santa Rosa and Santa Rosa Chamber of Commerce enter into agreement for the Chamber to provide event production, beautification efforts, selling parking validation vouchers, and creating an informational kiosk to service downtown visitors.
- The agreement was for a total of five years, expiring December 2021.
- The City and Chamber wish to amend the agreement for the purpose of revising the Scope of Services, increasing the Compensation and extending the Time of Performance.

Professional Services Agreement

- March 2016 – 5-year agreement
- \$28,440 annually
- Agreement for the Chamber to act as the Downtown Merchant Association

Amendment One

- January 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

Amendment Three

- August 2017
- Encumbered the remainder of funds for the balance of the original PSA
- \$28,440 annually for four years (\$113,760)

Amendment Four

- May 2018
- Provided \$80,000 for final event coordination services for the Sesquicentennial Celebration

Proposed Amendment Five

- Revising Scope of Services to include administration of Courthouse Square events and activities
- Increasing Compensation by \$28,440 (for one year of services)
- Extending Time of Performance to December 31, 2022

Downtown Association

- Organized in 2016
- Identified and addressed issues of concern, including parking, beautification, reunification of Courthouse Square

Downtown Action Organization

- Organized in 2017
- Took over role of Downtown Assoc., and manages community benefit district

DOWNTOWN SERVICES PROVIDED BY CHAMBER

The Chamber will continue to provide contracted services, including:

- Production of unique events in the downtown core to promote downtown as a destination for residents and visitors
- Selling, promoting and serving as a point of contact for downtown businesses looking to buy downtown parking validation vouchers for their customers
- Fifth Amendment adds the administration of Courthouse Square events and activities.

It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve a Fifth Amendment to Professional Services Agreement number F001128 with the Santa Rosa Chamber of Commerce for downtown services