

APPROVAL OF FIRST AMENDMENT WITH BELINDA M. FERNANDEZ, DBA STUDIO B

City Council – February 15, 2022



Tara Thompson, Arts & Culture Manager
Planning & Economic Development Department

BACKGROUND

- 2013: Out There SR launched as a destination marketing campaign positioning Santa Rosa as a culturally progressive alternative to wine country, main communication tool being the OutThereSR.com website
- 2018: Public Art Program integrated into the Economic Development Division
- 2020-2021: Public Art Program and Economic Development Division strategic planning identified collaborative opportunities with branding and outreach through the Out There SR campaign
- 2021: Economic Development Division first entered into agreement with Santa Rosa based firm, Studio B to revise and re-launch the Out There SR brand and incorporate the Public Art Program



SUMMARY

- Economic Development Division desires to continue working with Studio B on original services: multi-platform brand management
- First amendment extends the time of performance to June 30, 2023; increases compensation by \$65,000 to accommodate the extended timeline
- Primary funding source for the division, and sole funding source for the Out There SR campaign, comes from City's portion of the Santa Rosa Tourism Business Improvement Area (SRTBIA) assessment
- SRTBIA established through Ordinance No. 3946 on August 3, 2010; provides funding for efficient and complementary destination marketing, and tourism and convention sales that benefit lodging operators within the Santa Rosa City limits
- Funds for this expense have been allocated in the Fiscal Year 2020-21 budget within the Economic Development Division's operating budget; no impact to the General Fund



RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve the First Amendment to Professional Services Agreement Number F002334 with Belinda M. Fernandez, dba Studio B, to extend multi-platform marketing and brand management services for the Economic Development Division through June 30, 2023, and increase compensation in the amount of \$65,000 for a total not to exceed \$152,000.

