

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: RAISSA DE LA ROSA, ECONOMIC DEVELOPMENT MANAGER
PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: THIRD AMENDMENT TO PROFESSIONAL SERVICES
AGREEMENT F001128 WITH THE SANTA ROSA CHAMBER OF
COMMERCE

AGENDA ACTION: RESOLUTION

RECOMMENDATION

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 for the remainder of the 5-year contract established on March 7, 2016 for a total of \$113,760, with a not to exceed amount of \$190,160.

EXECUTIVE SUMMARY

On March 7, 2016, the City of Santa Rosa and the Santa Rosa Chamber of Commerce executed an agreement for the Chamber 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. The agreement only provided funding for one year for \$28,400.00, though the term of the contract for was for a total of five years. The City wishes to encumber the remainder of the funds for the balance of the contract, for a total of \$113,760 (\$28,440 to be budgeted annually for the next four years). Total amount not to exceed \$190,160.

BACKGROUND

On March 7, 2016, the City and the Chamber entered into an agreement for the Chamber to act as the Downtown Merchant Association. Amendment One was signed on January 12, 2017 for the purpose of providing funding in the amount of \$25,000 to promote the downtown merchant needs during the holiday season and the reunification of Courthouse Square. In May, 2017, Amendment Two provided \$23,000 for purpose of providing event coordination for the Sesquicentennial Celebration.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

- In 2016, the Chamber organized the Downtown Santa Rosa Association as a committee of the Chamber. This group had a Board of 18 members that met monthly throughout the year. Its members identified issues of concern to Downtown business and began activities to address them. Areas addressed have included parking, homelessness, beautification, Courthouse Square Re-unification, and marketing among others.
- In 2017, the Chamber disbanded the Downtown Santa Rosa Association in favor of the Downtown Action Organization, which is anticipated to become the downtown management organization to a proposed assessment district.
- In either iteration, the Chamber will continue the provision of services called out in the scope of work to the original agreement. This includes:
 - Conducting monthly meetings for downtown businesses to meet and work together on common goals that support downtown vitality;
 - Production of four (4) unique events per year in the downtown core to promote downtown as a destination for residents and visitors;
 - Coordination of volunteers or activities that help keep downtown appealing to 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;
 - Providing assistance and information out of their front office.

FISCAL IMPACT

Approval of this action has no fiscal impact as the monies have been approved in the FY 2017-18 budget.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Third Amendment

CONTACT

Liz Licursi, elicursi@srcity.org