


City of Calistoga

Staff Report

TO: Honorable Mayor and City Council
FROM: Richard Spitler, City Manager 
DATE: June 21, 2011
SUBJECT: Professional Services Agreement with the Calistoga Chamber of Commerce for Marketing and Promotional Services

1 **ISSUE:** Consideration of a Resolution authorizing the City Manager to execute a
 2 professional services agreement in the amount of \$302,000 with the Calistoga Chamber
 3 of Commerce for marketing and promotional services for Fiscal Year 2011/2012.

4
 5 **RECOMMENDATION:** Adopt Resolution.

6
 7 **BACKGROUND/DISCUSSION:** The City of Calistoga has had a longstanding, beneficial
 8 relationship with the Calistoga Chamber of Commerce. In recent years, the City has
 9 contracted with the Chamber for broad marketing and promotional services to support the
 10 City's tourism economic base.

11
 12 The current contract with the Chamber of Commerce expired June 30, 2011. Given the
 13 dominant role that visitor activity plays in the Calistoga economy (transient occupancy tax
 14 and visitor related sales tax are the City's dominant sources of revenue), well focused and
 15 professional marketing and promotion of Calistoga as a destination for visitors is essential.
 16 The professional services agreement, with its specific scope of work, will continue to
 17 ensure that Calistoga receives the marketing and promotional efforts that are necessary to
 18 remain competitive in the challenging visitor economy. Staff will continue to work with the
 19 Chamber to develop meaningful quarterly report formats and data points to inform the City
 20 Council and community of efforts undertaken, progress made, and emerging trends which
 21 affect Calistoga. The proposed contract will expired on June 30, 2012.

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 23 **FISCAL IMPACT:** The proposed professional services agreement has a contract amount
 24 of \$302,000. This amount is included in the adopted Fiscal Year 2011/2012 budget.

25
 26 **ATTACHMENTS:**

- 27 1. Draft Resolution
- 28 2. Draft Professional Services Agreement
- 29 3. Scope of Services

RESOLUTION NO. 2011-____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CALISTOGA, COUNTY OF NAPA
AUTHORIZING THE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT WITH THE
CALISTOGA CHAMBER OF COMMERCE FOR MARKETING AND PROMOTIONAL SERVICES

Authorizing Agreement No. _____

1 **WHEREAS**, Calistoga was founded as a resort community and enjoys and depends upon a
2 high rate of tourism; and
3

4 **WHEREAS**, tourism constitutes a major industry in Calistoga, and the City receive a significant
5 portion of its revenues from taxes (Transient Occupancy Tax) generated by the tourist industry; and
6

7 **WHEREAS**, the City Council recognizes the need to aggressively promote the community in
8 order to maintain and enhance our attractiveness as a tourist destination; and
9

10 **WHEREAS**, the City of Council has contracted with the Calistoga Chamber of Commerce in the
11 past for community promotional services; and
12

13 **WHEREAS**, while the City Council finds that such a relationship has been beneficial to the
14 community, the City Council desires to accept the recommendation of the Council appointed
15 subcommittee to promote focused marketing and promotional strategies in the future.
16

17 **NOW, THEREFORE, BE IT RESOLVED** that the Calistoga City Council hereby approves the
18 terms of the proposed services for marketing and promotional services by the Calistoga Chamber of
19 Commerce reflecting substantially the same Scope of Services as set forth in the attached agreement.
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21 **BE IT FURTHER RESOLVED** that the City Manager is authorized to enter into a professional
22 services agreement with the Calistoga Chamber of Commerce for the amount of \$302,000 as set forth
23 in Exhibit A to this Resolution.
24

25 **PASSED, APPROVED, AND ADOPTED** by the City Council of the City of Calistoga at a regular
26 meeting held this 21st day of June, 2011, by the following vote:
27

28
29 **AYES:**

30 **NOES:**

31 **ABSTAIN/ABSENT:**
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36 _____
37 **JACK GINGLES, Mayor**

38 **ATTEST:**

39 _____
40 **SUSAN SNEDDON, City Clerk**