

RESOLUTION NO. 2012-____

**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**

1 **WHEREAS**, Calistoga was founded as a resort community and enjoys and depends
2 upon a high rate of tourism; and
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4 **WHEREAS**, tourism constitutes a major industry in Calistoga, and the City receive a
5 significant portion of its revenues from taxes (Transient Occupancy Tax) generated by the
6 tourist industry; and
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8 **WHEREAS**, the City Council recognizes the need to aggressively promote the
9 community in order to maintain and enhance our attractiveness as a tourist destination; and
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11 **WHEREAS**, the City of Council has contracted with the Calistoga Chamber of
12 Commerce in the past for community promotional services; and
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14 **WHEREAS**, while the City Council finds that such a relationship has been beneficial to
15 the community, the City Council desires to continue to promote focused marketing and
16 promotional strategies in the future.
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18 **NOW, THEREFORE, BE IT RESOLVED** that the Calistoga City Council hereby
19 authorizes the City Manager is to enter into a professional services agreement as set forth in
20 Exhibit A to this resolution with the Calistoga Chamber of Commerce to provide destination
21 marketing and promotional services in the amount of \$252,000 with the potential for another
22 \$50,000 to be disbursed should Transient Occupancy Tax revenues exceed the budgeted 3.5%
23 growth projection.
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25 **PASSED, APPROVED, AND ADOPTED** by the City Council of the City of Calistoga at a
26 regular meeting held this **19th day of June, 2012**, by the following vote:
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30 **AYES:**

31 **NOES:**

32 **ABSTAIN:**

33 **ABSENT:**
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JACK GINGLES, Mayor

40 **ATTEST:**
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44 **AMANDA DAVIS, Deputy City Clerk**