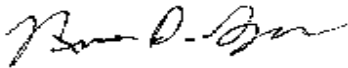


# City of Calistoga Staff Report

**TO:** Honorable Mayor and City Council  
**FROM:** Richard Spitler, City Manager  
**DATE:** August 6, 2013  
**SUBJECT:** Professional Services Agreement with the Calistoga Chamber of Commerce for Marketing and Promotional Services

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APPROVAL FOR FORWARDING:




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Richard Spitler, City Manager

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2 **ISSUE:** Consideration of a Resolution authorizing the City Manager to execute a  
3 professional services agreement in the amount of \$300,000 with the Calistoga Chamber  
4 of Commerce for marketing and promotional services for Fiscal Year 2013/2014.

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6 **RECOMMENDATION:** Adopt Resolution.

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

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13 The current contract with the Chamber of Commerce expired June 30, 2013. Given the  
14 dominant role that visitor activity plays in the Calistoga economy (transient occupancy  
15 tax and visitor related sales tax are the City's dominant sources of revenue), well  
16 focused and professional marketing and promotion of Calistoga as a destination for  
17 visitors is essential. The professional services agreement, with its specific scope of  
18 work, will continue to ensure that Calistoga receives the marketing and promotional  
19 efforts that are necessary to remain competitive in the challenging visitor economy. Staff  
20 will continue to work with the Chamber to develop meaningful quarterly report formats  
21 and data points to inform the City Council and community of efforts undertaken, progress

22 made, and emerging trends which affect Calistoga. The proposed contract will expire on  
23 June 30, 2014.

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25 **FISCAL IMPACT:** The proposed professional services agreement has a contract  
26 amount of \$300,000. This amount is included in the adopted Fiscal Year 2013/2014  
27 budget.

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29 **ATTACHMENTS:**

30 1. Draft Resolution

31 2. Draft Professional Services Agreement and Scope of Services

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