

RESOLUTION NO. 05-2024

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFICA
APPROVING A ONE YEAR EXTENSION TO CONSULTANT SERVICES AGREEMENT
BETWEEN THE CITY AND CREATIVE DIGITAL AGENCY
TO CONTINUE PROVIDING MARKETING SERVICES**

WHEREAS, the City conducted a Marketing and Gap Analysis study and identified 14 marketing opportunities for Pacifica; and

WHEREAS, the City entered into an agreement with Creative Digital Agency in February 2022 to develop and implement a two-year marketing plan prioritizing four marketing opportunities (Shop Pacifica, Workcation, social media, and banners) previously identified in the study; and

WHEREAS, the City desires to capitalize on the success of these marketing initiatives to continue marketing services with CDA without interruption; and

WHEREAS, the City is pursuing alternative funding sources to fund the ongoing marketing program since the ARPA funds that financed the initial engagement are no longer available;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Pacifica, California, to authorize the City Manager to execute the necessary amendments to extend the existing contract with Creative Digital Agency by one additional year, not exceeding the budget authority of \$75,000, with an option to extend for two additional years at the City Manager's discretion.

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PASSED AND ADOPTED at a regular meeting of the City Council of the City of Pacifica, California, held on the 8th day of January, 2024, by the following vote:

AYES, Councilmembers: *Beckmeyer, Bier, Bigstjck, Botes, Vaterlaus*

NOES, Councilmembers: *n/a*

ABSENT, Councilmembers: *n/a*

ABSTAIN, Councilmembers: *n/a*



Sue Vaterlaus, Mayor

ATTEST:



Sarah Coffey, City Clerk

APPROVED AS TO FORM:



Michelle Kenyon, City Attorney