

# CITY OF PALM DESERT STAFF REPORT

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MEETING DATE: March 28, 2024

PREPARED BY: Thomas Soule, Public Affairs Manager

REQUEST: AUTHORIZE AN AMENDMENT TO CONTRACT NO. A43790 WITH FG CREATIVE INCREASING COMPENSATION FOR PALM DESERT AQUATIC CENTER MARKETING SERVICES

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## **RECOMMENDATION:**

1. Authorize an amendment to Contract No. A43790 with FG Creative for Palm Desert Aquatic Center marketing services to increase compensation in the amount of \$7,700.
2. Authorize the City Attorney to make any necessary nonmonetary changes to the agreement.
3. Authorize the City Manager to execute said agreement on behalf of the City.

## **BACKGROUND/ANALYSIS:**

The original Fiscal Year 2023-24 Palm Desert Aquatic Center (PDAC) budget of \$40,000 was approved by the City Council on June 22, 2023. The contract for these services was awarded to FG Creative through a competitive bid process. As the City has become more directly involved with marketing the Aquatic Center, the City has requested that FG Creative provide additional services that were not incorporated into the original scope of work, including:

- Conducting a SWOT Analysis exercise and creating a new marketing plan for the center.
- Coordinating a photo shoot for new PDAC advertising collateral.
- Redesigning the PDAC website using the new collateral.

These additional services require that an additional \$7,700 be added to the contract.

## **FINANCIAL IMPACT:**

This request has no impact on the General Fund. Funds in the amount of \$7,700 are available in the Marketing Prof-Other Account No. 1104417-4309000.

## **ATTACHMENT:**

1. A43790 – Amendment No. 2 PDAC
2. A43790 – Executed Amendment No. 1