

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: July 11, 2024

PREPARED BY: Thomas Soule, Public Affairs Manager

REQUEST: AUTHORIZE AN AMENDMENT TO INCREASE THE CITY'S CONTRACT WITH FG CREATIVE FOR EL PASEO PARKING & BUSINESS IMPROVEMENT DISTRICT MARKETING SERVICES TO \$275,000 FOR FISCAL YEAR 2024-25

RECOMMENDATION:

1. Authorize Amendment No. 4 to El Paseo Parking and Business Improvement District (EPPBID) contract C43370 with FG Creative in the amount of \$275,000 for Fiscal Year 2024-25.
2. Authorize the City Manager to execute the Amendment.

BACKGROUND/ANALYSIS:

The EPPBID hired FG Creative through a competitive bidding process for a three-year contract that began July 1, 2022. FY 2024-25 is the third year of this agreement. Each year, the contract is amended to reflect the approved budget amount for the current fiscal year, which is based on projected EPPBID revenues for the year. The FY 2024-25 EPPBID Budget of \$275,000 was approved by the City Council at its regular meeting on June 27, 2024.

Legal Review:

This report has been reviewed by the City Attorney's office.

Appointed Body Recommendation:

At a special meeting on June 19, 2024, the EPPBID Board of Directors approved its annual budget of \$275,000 for FY 2024-25.

FINANCIAL IMPACT:

Funds are available in the EPPBID Fiscal Year 2024-25 budget. There is no financial impact on the General Fund with this action.

ATTACHMENTS:

1. Contract No. C43370
2. Amendment No. 1 to Contract No. C43370
3. Amendment No. 2 to Contract No. C43370
4. Amendment No. 3 to Contract No. C43370
5. Amendment No. 4 to Contract No. C43370