

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: July 10, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: APPROVE AMENDMENT NO. 4 TO CONTRACT NO. C43390 WITH IDEA
PEDDLER, LLC TO ALIGN FY 2024/25 COMPENSATION WITH
PREVIOUSLY APPROVED SCOPE OF SERVICES

RECOMMENDATION:

1. Approve Amendment No. 4 to Contract No. C43390 with Idea Peddler, LLC to align the compensation terms with the approved services for FY 2024/25.
2. Authorize the City Attorney to make necessary, nonmonetary changes to the Agreement.
3. Authorize the City Manager to execute the amendment and any related documents necessary to effectuate this action, in accordance with Section 3.30.170 of the Palm Desert Municipal Code.

BACKGROUND/ANALYSIS:

In FY 2023/24, the City Council approved a one-time increase to the City's marketing services contract with Idea Peddler. This increase supported a creative asset refresh and launched an economic development pilot program focused on expanding the City's tourism marketing to Seattle, which was a new market for Palm Desert. The expanded scope of services was detailed in Amendment No. 2 and its accompanying staff report, which identified FY 2023/24 as the implementation year.

Due to the pilot program's success, marketing to Seattle has since become a regular part of the City's marketing and economic development strategy. Amendment No. 3, executed in November 2024, updated the Schedule of Services to reflect the expanded work.

At budget time, the Council approved the continuation of this marketing program. Amendment No. 4 aligns the contract compensation for FY 2024/25 with the approved ongoing work. This action ensures consistency between the Council-approved budget, the services being delivered, and the executed agreement.

Legal Review:

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

FINANCIAL IMPACT:

There is no fiscal impact to the General Fund with this action. The funding for FY 2024/25 is included in the adopted budget and supported by approved allocations in the Professional Other and Advertising Media Buys line items of the Marketing budget (Account No 1104417-4309000 and Account No 1104417-4322100).

City of Palm Desert
Approve Amendment No. 4 to Contract No. C43390

ATTACHMENTS:

1. C43390 - Original Contract
2. C43390 - Amendment No. 1
3. C43390 - Amendment No. 2
4. C43390 - Amendment No. 3
5. C43390 - Amendment No. 4