

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: July 10, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: AUTHORIZE AMENDMENT NO. 4 TO AGREEMENT NO. A43790 WITH FG CREATIVE TO EXTEND THE CONTRACT TERM FOR THREE MONTHS AND INCREASE COMPENSATION BY \$36,600.

RECOMMENDATION:

1. Approve Amendment No. 4 to Agreement No. A43790 with FG Creative to extend the term of the contract through September 30, 2025, and increase total compensation by \$36,600.
2. Authorize the City Attorney to make necessary non-monetary 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:

On July 1, 2022, the City entered into Agreement No. A43790 with FG Creative to provide marketing services for the Palm Desert Aquatic Center. Since that time, the City Council has approved three amendments to this agreement to extend the term, update the scope of services, and adjust compensation to support marketing and public relations efforts for the facility. The current contract expired on June 30, 2025.

City staff recently issued a Request for Proposals (RFP) seeking a new contract for marketing services related to the Palm Desert Aquatic Center, for which the City received 27 responses. In order to conduct a thorough and fair review of these proposals and ensure an appropriate recommendation for future services, additional time is required beyond the termination of the contract. Unfortunately, this occurs during the Aquatic Center's high season, when a lapse in media advertising would negatively affect programming and revenue.

As a temporary solution, staff seeks authorization to extend the existing contract with FG Creative for three months, maintaining the same media buy levels as approved for the same months during the previous fiscal year. During this period, the RFP process will be completed, and a new contract for marketing services will begin on October 1, 2025.

Amendment No. 4 to Agreement No. A43790 will extend the contract term for three months, through September 30, 2025, and increase the contract amount by \$36,600 to provide continuity of marketing services until a new agreement can be awarded.

Legal Review:

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

FINANCIAL IMPACT:

Funds for this contract extension are included in the Fiscal Year 2025/26 budget. No additional appropriation is required.

ATTACHMENTS:

1. Original Agreement No. A43790 with FG Creative
2. Amendment No. 1 to Agreement No. A43790
3. Amendment No. 2 to Agreement No. A43790
4. Amendment No. 3 to Agreement No. A43790
5. Draft Amendment No. 4 to Agreement No. A43790