



**CITY OF PALM DESERT**  
CITY MANAGER'S OFFICE  
INTEROFFICE MEMORANDUM

Date: July 10, 2025  
To: Honorable Mayor and Councilmembers  
From: Anthony J. Mejia, City Clerk  
**Subject: City Council Meeting of July 10, 2025**

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Below you will find questions received from the Mayor or Councilmembers and answers provided by City staff regarding tonight's City Council meeting:

**ITEM 13Q: AWARD A TWO-YEAR SERVICE AGREEMENT TO FG CREATIVE FOR MERCHANT RELATION SERVICES RELATED TO EL PASEO, IN AN AMOUNT NOT TO EXCEED \$40,000**

**Q1: How long has the City had contracts with FG Creative?**

A1: Specific to the El Paseo Merchant Relations contract the City contracted with FG Creative on July 1, 2022, for a total of 3 years.\*

**Q2: How many times did they get automatic extensions or renewals, and on which contracts?**

A2: For merchant relation services, FG Creative has had one contract with two (2) one (1) year extensions.

**Q3: How much have we paid to FG Creative since the first contract?**

A3: FG Creative has been paid a total of \$54,000 for providing merchant relation services on El Paseo as part of this contract.

**Q4: How much have they spent on Media Buys, both radio and social media?**

A4: There has been no money spent on media buys for merchant relation services.

\*Regarding how long the City has contracted with FG Creative and the structure of those agreements, staff will need additional time to research, as there have been multiple agreements over the years across various departments with differing scopes of work. At the meeting, please advise if the City Council would like staff to proceed with this research.

**ITEM 13R: 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**

**Q1: On what date did the RFP for the Aquatic Center post?**

A1: May 7, 2025

**Q2: How much have they spent on Media Buys, both radio and social media?**

A2: \$121,000

**Q3: Please provide the compensation tables for the duration of the contract for EPBID and PDAC**

Contract A437907 Compensation Breakdown

	A437907	Amendment 1	Amendment 2	Amendment 3	Amendment 4**
Account Services	\$ 6,750	\$ 7,200	\$ 9,400	\$ 21,600	\$ 10,300
SWOT Analysis & Marketing Plan			\$ 2,500		
Public Relations	\$ 3,850	\$ 4,000	\$ 4,000	\$ 18,600	\$ 2,000
Outdoor Billboards	\$ 9,000	\$ 10,500	\$ 10,500	\$ 15,000	\$ 8,800
Radio	\$ 6,500	\$ 10,500	\$ 10,500	\$ 17,500	\$ 6,000
Digital Online Campaigns	\$ 6,000	\$ -	\$ -	\$ 18,000	\$ 8,000
Social Media Ads	\$ -	\$ -	\$ -	\$ 7,000	\$ 1,500
Brand Development/Graphics	\$ 3,700	\$ 3,450	\$ 3,450	\$ 2,300	*
Website	\$ 3,700	\$ 3,600	\$ 6,600	*	*
Radio Campaign Development	\$ 500	\$ 750	\$ 750	*	*
<b>Total Budget</b>	<b>\$ 40,000</b>	<b>\$ 40,000</b>	<b>\$ 47,700</b>	<b>\$ 100,000</b>	<b>\$ 36,600</b>

\* Included in Account Services

\*\*Proposed three-month budget based on \$100,000 annual amount

**ITEM 13S: APPROVE AMENDMENT NO. 4 TO CONTRACT NO. C43390 WITH IDEA PEDDLER, LLC TO ALIGN FY 2024/25 COMPENSATION WITH PREVIOUSLY APPROVED SCOPE OF SERVICES**

**Q1: Is any of the data developed by Idea Peddler used in strategies with other subconsultants?**

A1: The data used by Idea Peddler comes from third-party sources contracted by the City of Palm Desert. This data is not proprietary to Idea Peddler and remains available for use by other City departments and contractors, as applicable.