

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: August 24, 2023

PREPARED BY: Thomas Soule, Public Affairs Manager

REQUEST: APPROVE SECOND AMENDMENT TO THE EL PASEO PARKING &
BUSINESS IMPROVEMENT DISTRICT CONTRACT WITH FG CREATIVE

RECOMMENDATION:

1. Authorize Amendment No. 2 to El Paseo Parking and Business Improvement District (EPPBID) contract C43370 with FG Creative in the amount of \$250,000 for Fiscal Year (FY) 2023/24.
2. Authorize the City Attorney to make non-substantive changes to the contract.
3. Authorize the City Manager to execute the agreement on behalf of the City.

BACKGROUND/ANALYSIS:

On behalf of the EPPBID, the City entered into a three-year marketing contract with FG Creative that began on July 1, 2022. FY 2023/24 represents the second year of that agreement. Each year, Exhibit C of the contract is updated to reflect the approved budget amount for the current fiscal year, which is based on projected EPPBID revenues. The FY 2023/24 EPPBID budget of \$250,000 was approved by Council on June 22, 2023.

The scope of work for this contract includes:

- Develop a comprehensive, strategic, and diversified media plan that promotes El Paseo to its target audience.
- Negotiate, schedule, and maintain media buys in accordance with the approved media plan.
- Provide media administrative services.
- Develop and implement a monthly merchant outreach program.
- Attend and present pertinent updates at the- monthly EPPBID Board meetings.
- Provide monthly and quarterly reports summarizing project activities and achievements.
- Submit detailed invoices to include the projects and services for the previous month's activities.
- Develop an annual branding campaign and create all graphic assets as needed to fulfill the media plan and all outbound marketing.
- Create a strategic Social Media Plan and manage all aspects of the EPPBID social media channels.
- Manage Public Relations efforts as needed on behalf of the EPPBID.

The \$250,000 includes pass-through costs for all media buys, which are billed to the City at net cost without markup by the agency.

Appointed Body Recommendation:

At its regular meeting on July 20, 2023, the EPPBID Board approved its annual budget of \$250,000 for FY 2023/24.

FINANCIAL IMPACT:

Funds are available in the EPPBID FY 2023/24 budget. There is no impact to the General Fund.

ATTACHMENTS:

1. Contract C43370
2. Draft Amendment No. 2 to Contract C43370
3. Amendment No.1 to Contract C43370