

**CITY OF CARMEL-BY-THE-SEA
CITY COUNCIL**

RESOLUTION NO. 2024 - 042

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARMEL-BY-THE-SEA AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE AMENDMENT NO. 1 TO THE PROFESSIONAL SERVICES AGREEMENT WITH VISIT CARMEL, A NONPROFIT CORPORATION, FOR MARKETING SERVICES FOR THE TERM OF JULY 1, 2021 TO JUNE 30, 2027 FOR A NOT-TO-EXCEED AMOUNT SUBJECT TO THE ANNUAL APPROPRIATION OF FUNDS BY THE CITY COUNCIL DURING THE ANNUAL BUDGET PROCESS FOR EACH FISCAL YEAR DURING THE REMAINDER OF THE TERM.

WHEREAS, the City of Carmel-by-the-Sea Council recognizes the importance of tourism to the City's economic vitality and fiscal health; and

WHEREAS, the City Council also desires to have a consistent and cohesive marketing campaign to promote responsible and sustainable travel; and

WHEREAS, the City wishes to continue its agreement with an organization with advertising and marketing expertise to help promote the City as a destination; and

WHEREAS, Carmel Municipal Code Section 3.12.140 allows for the dispensation of the bidding process when a professional service involves specialized knowledge; and

WHEREAS, Visit Carmel has specialized marketing knowledge; is responsible for implementing marketing programs for the Carmel Hospitality Improvement District and the Carmel Restaurant Improvement District and has worked collaboratively with the City and its partner agencies to promote Carmel-by-the-Sea as a visitor destination; and

WHEREAS, Visit Carmel is well suited to continue to serve as brand ambassador for the City and promote the interests of the retail, restaurants and eating establishments and lodging industries and entering into an agreement with Visit Carmel for marketing service is in the best interest of the City as it allows for continuity, consistency and cohesion of the City's brand messaging and marketing campaigns; and

WHEREAS, on June 1, 2021, the City Council adopted Resolution 2021-024 authorizing the City Administrator to execute a Professional Services Agreement for marketing services with Visit Carmel, a nonprofit corporation, for an amount subject to the annual appropriations of funds as determined by the City Council as part of the annual budget approval process for the duration of the term of the agreement; and

WHEREAS, the City Council allocated a not-to-exceed amount of One Hundred Thousand Eight Hundred Dollars (\$100,800.00) for Fiscal Year 2021-2022; and

WHEREAS, the City Council allocated a not-to-exceed amount of One Hundred Twenty Thousand Dollars (\$120,000.00) for Fiscal Year 2022-2023; and

WHEREAS, the City Council allocated a not-to-exceed amount of One Hundred Twenty Thousand Dollars (\$120,000.00) for Fiscal Year 2023-2024; and

WHEREAS, the funding beyond the original Professional Services Agreement and City Council annual allocations will be exceeded for continued services and any additional funding will be subject to the annual appropriation of funds by the Carmel-by-the-Sea City Council during the annual budget process for each fiscal year for the remainder of term; and

WHEREAS, the Carmel-by-the-Sea Municipal Code requires contracts exceeding Fifty-Nine Thousand Nine Hundred and Ninety-Nine Dollars (\$59,999.00) to be entered into only by City Council authorization.

NOW THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF CARMEL-BY-THE-SEA DOES HEREBY:

Authorize the City Administrator to execute Amendment No.1 to the Professional Services Agreement with Visit Carmel, a nonprofit corporation, for continued marketing services to promote travel and tourism in Carmel-by-the-Sea for a term through June 30, 2027, subject to the annual appropriation of funds by the City Council during the annual budget process for each fiscal year during the remainder of the term.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF CARMEL-BY-THE-SEA this 4th day of June 2024, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

ATTEST:

Dave Potter
Mayor

Nova Romero, MMC
City Clerk