

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

RESOLUTION NO. 2017-__

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 BURGHARDT+DORE ADVERTISING, INC. FOR MARKETING SERVICES FOR A TERM OF JULY 1, 2017 TO DECEMBER 31, 2017 IN A TOTAL NOT TO EXCEED AMOUNT OF \$70,000.00

WHEREAS, the City Council recognizes the value of marketing efforts that promote visits to Carmel-by-the-Sea and encourage guests to stay overnight within the Village; and

WHEREAS, the Fiscal Year 2017-2018 Adopted Budget includes funding of \$120,000 for regional destination marketing; and

WHEREAS, the marketing firm of Burghardt+Dore Advertising, Inc. has developed specific media campaigns to support the City's marketing efforts, including maintaining a website that is identified as the official travel website of Carmel-by-the-Sea; and

WHEREAS, City Council adopted resolution 2017- 077 on July 11, 2017 to authorize an agreement with Burghardt+Dore Advertising, Inc. for a term of July 1- December 31, 2017 for an amount not to exceed \$60,000; and

WHEREAS, Burghardt- Dore Advertising Inc. facilitated the production of a brochure that is a popular marketing tool and the costs of reproduction of this marketing collateral will increase the amount of the City's contract with Burghardt-Dore Advertising. Inc. by about \$10,000.

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 Burghardt+Dore Advertising, Inc. for marketing services for an amount not to exceed \$70,000 for the term of July 1- December 31, 2017, as shown in the attached Exhibit A.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF CARMEL-BY-THE-SEA this 7th day of November 2017 by the following roll call vote:

AYES: COUNCILMEMBERS:

NOES: COUNCILMEMBERS:

ABSENT: COUNCILMEMBERS:

ABSTAIN: COUNCILMEMBERS:

SIGNED:

ATTEST:

Steve G. Dallas, Mayor

Ashlee Wright, City Clerk

Exhibit A

**Amendment No. 2 to Agreement
ADM-BURGH-059-17-18
Burghardt-Dore Advertising, Inc.**

1. This amendment (the "Amendment") is made by the **City of Carmel-by-the-Sea** and **Burghardt-Dore Advertising Inc.** parties to agreement **ADM-BURGH-059-17-18** executed on July 14, 2017.
2. The Agreement is amended as follows:
 - a. The **Compensation** of the Agreement is amended to read as follows:

"CITY shall pay CONSULTANT up to an additional \$10,000 for an amount not to exceed Seventy Thousand (\$70,000.00) Dollars, which said sum shall include all costs for services described in Exhibit A.
3. Except as set forth in this Amendment, the Agreement is unaffected and shall continue in full force and effect in accordance with its terms. If there is a conflict between this amendment and the Agreement or an earlier amendment, the terms of this amendment will prevail.

CONSULTANT:

DATE:

Jeff Burghardt
Burghardt-Dore Advertising, Inc.

CITY:

DATE:

Chip Rerig, City Administrator

ATTEST:

DATE:

Ashlee Wright, City Clerk
