

RESOLUTION 2025-###

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO (1) AUTHORIZING THE CITY MANAGER TO EXECUTE A CONSULTING SERVICES AGREEMENT WITH TRIPEPI SMITH & ASSOCIATES FOR MARKETING AND BRANDING CONSULTING FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$150,000 OVER A TWO (2) YEAR PERIOD; AND (2) APPROPRIATING \$50,000 FROM FY 2024-25 CITY MANAGER CONTINGENCY RESERVE AND \$100,000 FROM FY 2024-25 GENERAL FUND DESIGNATED RESERVES AND INCREASING THE ECONOMIC DEVELOPMENT PROFESSIONAL SERVICES BUDGET LINE ITEM BY \$150,000 (100-1320-43600) TO FUND THE AGREEMENT

WHEREAS, *Create City-Wide Economic Development Strategy and Implementation Plan in Consultation with SPEDC* is an adopted policy item under City of San Pablo City Council Priority Work Plan FY 2023-25, effective May 1, 2023 and this initiative is a goal outlined in the adopted Economic Development Strategy;

WHEREAS, on June 17, 2024, the City Council adopted the Economic Development Strategy via Resolution 2024-090;

WHEREAS, the Economic Development Strategy included a detailed implementation plan, which divides the action items by short-term, mid-term, and long-term actions. One of the eight focus areas included Marketing / Image Enhancement;

WHEREAS, On August 8, 2024, the City released a Request for Qualifications and Proposals (RFQ/RFP) to develop the City's Economic Development brand identity, a marketing strategy and placemaking plan, and provide marketing and branding services for the City;

WHEREAS, the City received fifteen (15) qualified proposals and, after review and interviews, staff is of the opinion that Tripepi Smith & Associates ("Tripepi Smith") best demonstrates the experience, expertise, and qualifications necessary to perform the services and requirements outlined in the RFQ/RFP;

WHEREAS, the Economic Development, Housing, and Project Management Standing Committee (Cruz; Ponce) reviewed scope of services and deliverables of proposed contract, and provided formal recommendation to the City Council on January 27, 2025; and

WHEREAS, the agreement is for approximately two (2) years, ending on June 30, 2026.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of San

Pablo hereby authorizes the City Manager to enter into a Consulting Services Agreement ("Agreement") with Tripepi Smith in an amount not to exceed \$150,000, and in a form to be approved by the City Attorney that does not substantially alter the City of San Pablo's rights or responsibilities from that set forth in the attached Agreement; and

BE IT FURTHER RESOLVED that the City Council hereby appropriates \$50,000 from FY 2024-25 City Manager Contingency Reserve (Fund 190) and \$100,000 from FY 2024-25 General Fund Designated Reserves (Fund 100/110) and increases the Economic Development Professional Services budget line item by \$150,000 (100-1320-43600) to fund the Agreement.

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ADOPTED this 3rd day of March 2025, by the following votes:

AYES: COUNCILMEMBERS:
NOES: COUNCILMEMBERS:
ABSENT: COUNCILMEMBERS:
ABSTAIN: COUNCILMEMBERS:

ATTEST: APPROVED:

Dorothy Gantt, City Clerk

Arturo Cruz, Mayor