



Legislation Text

File #: 25-045, Version: 1

PREPARED BY: ELIZABETH LOPEZ

DATE OF MEETING: 02/18/2025

SUBJECT:

CONSIDER ADOPTING RESOLUTION (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 AN APPROXIMATELY 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 INCREASING THE ECONOMIC DEVELOPMENT PROFESSIONAL SERVICES BUDGET LINE ITEM BY \$150,000 (100 -1320-43600) TO FUND THE AGREEMENT

CEQA: This proposed action is not a project as defined by CEQA.

CITY MANAGER RECOMMENDATION

Adopt Resolution

COMPLIANCE STATEMENTS

FY 2023-25 Council Priority Workplan Compliance Statement

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. This initiative is a goal outlined in the adopted Economic Development Strategy.

BACKGROUND

On June 17, 2024, the City Council adopted the City's Economic Development Strategy (Strategy) via Resolution 2024-090. The 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.

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. 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 experiences, expertise, and qualifications necessary to perform the services and requirements outlined in the RFQ/RFP. Attached is a copy of the proposed contract with Tripepi Smith, which includes their proposal.

This proposed Resolution authorizes the City Manager to enter into a Consulting Services Agreement ("Agreement") with Tripepi Smith in an amount not to exceed \$150,000. The agreement is for

approximately two (2) years, ending on June 30, 2026.

Economic Development, Housing and Project Management Standing Committee (EDHPM)

The EDHPM Standing Committee (Cruz; Ponce) reviewed the proposed contract scope of services and deliverables, and provided formal recommendation to the City Council on January 27, 2025 to approve said contract..

FISCAL IMPACT

The proposed resolution approves a contract with Tripepi Smith in the amount not to exceed \$100,000 and appropriates \$50,000 from FY 2024-25 CM Contingency Reserve (Fund 190) and \$100,000 from FY 2024-25 GFDR Fund Balance (Fund 110) and adjusts the Economic Development Professional Services budget line item with an increase of the appropriated \$150,000 (100-1320-43600) to fund the Agreement.

ATTACHMENTS:

Att A- Resolution

Att B- Tripepi Smith Agreement