



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: MAYOR AND CITY COUNCIL

FROM: CITY MANAGER'S OFFICE

DATE: DECEMBER 17, 2024

AGENDA TEXT: PRESENTATION AND RESOLUTION - A Presentation from the Barnhart Communications and a Request to Approve Resolution 2024-43, Approving a Professional Services Agreement for Advertising and Promotion Services with Barnhart Communications and Authorizing the Interim City Manager to Execute the Agreement.

BACKGROUND

In September of this year, the City of Fruita issued a Request for Proposals (RFP) to solicit competitive bids for advertising and promotion services aimed at enhancing the City's tourism efforts under the direction of City Council and the Fruita Tourism Advisory Council ("FTAC"). After thoroughly evaluating the proposals received, the FTAC recommended awarding the contract for these services to Barnhart Communications, an established marketing firm located in Denver, Colorado.

The current contract is set to be concluded at the end of 2024, and Barnhart will subsequently take over in January 2025. This change has been recommended to continue building on the city's growing tourism industry, enhance marketing efforts, and improve Fruita's visibility as a destination for travelers.

The purpose of this agenda item is to introduce Barnhart Communications to the City Council and provide an opportunity for the firm to present an overview of its services and approach to tourism marketing. City staff will introduce Barnhart Communications to the Council, and the firm will then share a brief presentation to highlight its experience, key strategies, and goals for promoting Fruita's tourism. This will also serve as an opportunity for the Council to ask any questions about the firm's capabilities, proposed plans, and how it intends to build on Fruita's tourism efforts moving forward.

FISCAL IMPACT

Funding for marketing and promotion services will be dependent on Council approval each year, but for the first year, it is estimated that the contracted serves will be \$85,000, no change from this 2024.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

The decision to enter into a contract with Barnhart Communications aligns with the City of Fruita's strategic goals to increase tourism and improve marketing efforts that highlight Fruita as a destination. By transitioning to Barnhart, a firm with a strong regional reputation, the City aims to build on existing tourism assets and enhance Fruita's overall visibility in regional, national, and even international

markets. The agreement will help achieve long-term goals related to tourism growth, economic development, and the overall quality of life for Fruita's residents.

OPTIONS AVAILABLE TO THE COUNCIL

1. Approve Resolution 2024-43, authorizing the Interim City Manager to sign the Professional Services Agreement with Barnhart Communications for advertising and promotion services.
2. Direct staff to amend the resolution or contract materials and bring the revised documents back for further consideration at a later date.

RECOMMENDATION

ADOPT RESOLUTION 2024-43: A RESOLUTION APPROVING A PROFESSIONAL SERVICES AGREEMENT FOR ADVERTISING AND PROMOTION SERVICES WITH BARNHART COMMUNICATIONS AND AUTHORIZING THE INTERIM CITY MANAGER TO EXECUTE THE AGREEMENT.