



# FRUITA

## COLORADO

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### AGENDA ITEM COVER SHEET

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**TO: FRUITA MAYOR AND CITY COUNCIL**

**FROM: SHANNON VASSEN, ASSISTANT TO THE CITY MANAGER**

**DATE: DECEMBER 7, 2021**

**RE: RESOLUTION 2021-34 - A REQUEST TO AUTHORIZE THE CITY MANAGER TO SIGN A PROFESSIONAL SERVICES AGREEMENT FOR ADVERTISING AND PROMOTION SERVICES WITH COLVITA CREATIVE, LLC.**

#### **BACKGROUND**

In April 1996, Voters approved a 3% lodging tax for the purpose of establishing a Marketing and Promotion Fund and to utilize lodging revenue to market and promote the City of Fruita. The City has contracted with Slate Communications, LLC since 2017 to provide these services. The Fruita Tourism Advisory Council (FTAC) works directly with staff and the contracted provider, to make recommendations to the City Council on marketing and promotion efforts. The current contract with Slate Communications expires on December 31, 2021. Earlier this year, under recommendation of the FTAC, staff administered a Requests for Proposals to provide advertising and promotion services for the City, and the FTAC conducted a selection process this fall. The City received 13 proposals that included a variety of full service agencies to agencies that could provide portions of the marketing needs for the City. The FTAC has recommended that the City Council approve a contract with Colvita Creative, LLC ("Colvita"), a marketing firm based out of Eagle, Colorado. If the Professional Services Agreement is approved, Colvita will begin work with the FTAC in January of 2022, to develop and implement a consumer marketing plan.

The FTAC and City staff recommend that the City Council authorize the City Manager to execute the attached two-year professional services agreement with Colvita. The agreement allows for up to three, one-year renewal options, maintains the City owns all work product, allows for termination, and covers all other areas of insurance and other contract requirements of the City.

In 2022, Colvita will present to the City Council to introduce the firm and answer any questions that the Council may have.

#### **FISCAL IMPACT**

The fiscal impact of this agreement is to expend budgeted funds from the Marketing and Promotion Fund in an amount of up to \$65,000 in 2022 and in subsequent years within the budget approved by City Council, from the same fund.

#### **APPLICABILITY TO CITY GOALS AND OBJECTIVES**

This professional services agreement will assist in utilizing the lodging revenues that are required to be expended on tourism related marketing in an effective and efficient manner and will have a direct impact on the Quality of Place, Economic Health, and Lifestyle of the community of Fruita.

#### **OPTIONS AVAILABLE TO THE COUNCIL**

1. Approve the attached professional services agreement with Colvita Creative, LLC, and authorize the City Manager to sign the agreement.
2. Approve the attached professional services agreement with Colvita Creative, LLC, with changes, and authorize the City Manager to sign the agreement.
3. Deny approval of the attached professional services agreement with Colvita Creative, LLC.

#### **RECOMMENDATION**

Staff recommends approving the attached professional services agreement with Colvita Creative, LLC, and authorize the City Manager to sign the agreement.