



City of Needles, California Request for City Council Action

☒ CITY COUNCIL ☐ NPUA

☒ Regular ☐ Special

Meeting Date: August 12, 2025

Title: First Amendment to the Professional Services Agreement with Tripepi Smith for Marketing and Public Affairs Services – FY 2025–2026

Background: In April 2023, the City Council adopted the Economic Investment Marketing and Branding Strategic Plan (Fiscal Year 2022–2025), which identified key strategies to attract residential development, retail and restaurant investment, industrial activity, and tourism.

To implement the plan, staff issued a Request for Proposals (RFP) in April 2024 seeking a marketing consultant to guide the City's outreach and branding initiatives. After receiving five proposals and conducting interviews, the selection committee recommended Tripepi Smith & Associates, Inc. ("Tripepi Smith") based on their experience in municipal marketing, digital communications, and media relations.

On July 9, 2024, the City Council approved a Professional Services Agreement with Tripepi Smith ("Agreement") for a not-to-exceed amount of \$40,000, funded through the City's General Fund marketing allocation. Over the course of the one (1) year term of the Agreement, Tripepi Smith completed the following:

- A full review and overhaul of the City's website
- Social media and communications alignment
- Regular check-ins and project management
- A substantial portion of the foundational work toward a video marketing campaign

The scope and term of the first Agreement is now complete, except for ongoing development of the video marketing campaign. The remaining funds from the initial \$40,000 Agreement total \$9,226.25. This amount will be used to continue work on developing the video marketing campaign while moving forward with the next phase of the City's Strategic Plan.

With the relationship established between the City and Tripepi Smith and substantial completion of the deliverables in the first Agreement, the City is positioned to launch the next phase of outreach under the current Strategic Plan. To build on this momentum, staff recommends adopting the First Amendment to the Professional Services Agreement ("Amendment") with Tripepi Smith. The Amendment extends the term of the Agreement for an additional year and compensation for a not-to-exceed amount of \$40,000 for Fiscal Year 2025-2026. This adjustment will enable the City to continue leveraging Tripepi Smith's expertise in marketing and public affairs services, particularly in preparation for significant opportunities such as the Route 66 Centennial.

The proposed scope of work includes:

- Three attraction and recruitment videos
- Digital video advertising campaigns (e.g., YouTube, Facebook)
- Google Search keyword ad campaign (e.g., "Route 66," "Colorado River")
- Streaming radio ad campaign (e.g., Spotify, Pandora)
- Monthly coordination meetings and a Year 2 performance report

Fiscal Impact: The Amendment increases the term for an additional one-year period. The FY 2025-2026 cost of the Agreement shall not exceed \$40,000. No additional budget appropriations are necessary as the General Fund marketing budget is sufficient to cover the cost of the Amendment.

Recommended Action: That Council:

1. Approve the First Amendment to the Professional Services Agreement with Tripepi Smith for continued Marketing and Public Affairs Services in FY 2025–2026, for an amount not to exceed \$40,000.

2. Authorize the City Manager to execute the First Amendment and any related documents.

3. Authorize the carryover of the Fiscal Year 2024-2025 Tripepi Smith purchase order and encumbrance of \$9,226.25 from the original contract, allowing Tripepi to continue foundational work for the video marketing campaign.

Submitted By: Patrick Martinez, City Manager

City Manager Approval: Patrick J. Martinez

Date: 8/7/2025

Other Department Approval (when required): _____

Date: _____

Approved: ☐

Not Approved: ☐

Tabled: ☐

Other: ☐