

**AMENDMENT NO. 2
TO CITY OF ARCATA PROFESSIONAL SERVICES AGREEMENT WITH
ARCATA CHAMBER OF COMMERCE FOR 2022/23 – 2024/25**

This is an Amendment to that certain Professional Services Agreement between the City of Arcata (hereinafter referred to as “City”), a municipal corporation, and Arcata Chamber of Commerce, a California 501(c)(3) non-profit organization (hereinafter referred to as “Consultant”), executed by the City on November 22, 2022 (“Agreement”). This Amendment No. 2 to said Agreement is effective as of July 1, 2023.

NOW THEREFORE in consideration of the mutual covenants, conditions and agreements herein to be performed, the parties agree as follows:

1. Ratification of Agreement. The terms and conditions of the Agreement, including all exhibits and attachments, are ratified in their entirety except to the extent inconsistent with the terms and provisions of this Amendment. In the event of such inconsistency, this Amendment shall control.
2. Exhibit “A” – Scope of Services and Compensation. Is amended to include additional tasks and compensation as described in *Exhibit “A” – Attachment 1*, attached and incorporated herein, to carry out the duties formerly provided by Arcata Main Street.

ARCATA CHAMBER OF COMMERCE

By: _____
Roger James
Chair of Board

Date: _____

CITY OF ARCATA

By: _____
Karen Diemer
City Manager

Date: _____

Insurance and procurement reviewed:

Danielle Allred
Contracts and Special Projects Manager

Date: _____

EXHIBIT “A” – ATTACHMENT 1
ADDITIONAL SCOPE OF SERVICES AND COMPENSATION
FORMERLY ALLOCATED TO ARCATA MAIN STREET

The City of Arcata City Council has allocated up to two years of support funding for the Arcata Chamber of Commerce (“Chamber”) to absorb the duties formerly provided by Arcata Main Street, including staffing and events.

All tasks in this contract are to occur annually for the term of this contract, unless otherwise specified. Deliverables shall be provided to the City quarterly, no later than October 15, January 15, April 15, and July 15 annually. Payments shall be made quarterly within 4 weeks of receipt of the deliverables. By August 1 annually, Chamber shall provide City a copy of the current year budget showing revenues, expenses, and use of City funds.

The Annual renewal of contract shall be considered during the City’s budget review and is contingent upon availability of City funds.

Tasks and Deliverables

1. Plaza/Downtown Event Leadership and Collaboration.

- a. Provide multi-generational, inclusive Plaza event programming, including Arts! Arcata, food events, Picnics on the Plaza (while businesses are open), Summer Concert Series, Halloween Event (starting in 2024), Season of Wonder and Light (small in 2023 but bigger in 2024) and support for BiPOC-recognized holiday events.
- b. Work with Cal Poly Humboldt to organize events for new students & parents. Collaborate on hosting sports, cultural, and other events such as commencement/graduation, Humboldt Preview and Parents' Weekend.
- c. Organize Plaza events, “cash register” events, and local food events to include and honor the indigenous and diverse cultures which have shaped Arcata’s history. Actions may include in-store sales, sidewalk and parking lot sales, themed window displays, or special activities.
- d. Coordinate with the City's Recreation Division, Cal Poly Humboldt Center Activities, and local entrepreneurs to explore options for providing recreation opportunities on the Plaza, such as yoga, tai chi, dancing, etc.
- e. Rebrand and revitalize Arts! Arcata to build a larger Plaza business presence and support.
- f. Work with the City to develop street closure processes and plans.
- g. Plan and execute a successful and safe Oyster Festival event for 2024 and 2025.
- h. Coordinate with the City, with guidance from the Plaza Improvement Task Force Report and Strategic Arts Plan, on ways to enhance and beautify the downtown.

Task 1 Deliverables:

- Provide a list of events detailed in the quarterly reports

2. Work with Downtown Businesses to Maintain a Pulse on Business Needs and Opportunities:

- a. Consult regional and local economic market data, including but not limited to community surveys, to inform work plans and activities. Conduct outreach through forums and surveys to gather feedback on and input into Chambers' plans, programs, and services.
- b. Work with downtown businesses to expand hours beyond 5 p.m. as fitting with events and/or seasonal needs.
- c. Work with businesses to provide a diverse range of options and affordability of products and services that reflect the varied interests of community members.
- d. Serve as a hub representing the voice of existing businesses, offer resources to support their success and have regularly scheduled merchant meetings.

Task 2 Deliverables:

- Provide qualitative information gathered and reported to the Chamber Board quarterly.

3. Provide Marketing and Branding to Downtown Arcata

- a. Develop, publish, and air content to promote community events as well as member stories that highlight the downtown's historic and cultural assets and messages their importance to the community and economic growth.
- b. Contact the Film and Digital Media Commission for resources for high quality Arcata media for advertising and campaign material.
- c. Support and promote coordinated economic development campaigns across the city, including Arcata Safe Place to Shop, #ShopArcata and Cal Poly Humboldt Alumni campaigns.
- d. Enhance branding, website and social media design and content to feature regular updates on Chamber's role, activities and impact. Post event/activity information in local news outlet calendars (e.g., Lost Coast Communications "Lowdown," North Coast Journal "Calendar," etc.)
- e. Develop monthly content for Visitarcata.com, assist in updating the website, and link to the Chamber website

Task 3 Deliverables:

- Provide a monthly list of content produced and distributed in the media, on Chamber's website and social media.
- Submit monthly content to the City to be uploaded on Visitarcata.com.
- Provide quarterly update of Board development and support activities. Report on number of memberships
- Invite City representation for Chamber's annual meeting and volunteer events.

4. Track and monitor progress

- a. Provide a final budget for the use of funds based on scope of work to detail the amount of funds used for base categories such as Executive Director Staffing, Other support staffing, event coordination and advertising, administration, event supplies etc.)

- b. Identify ways to quantify economic impact of Plaza events and other ACC programs, such as number of attendees, number of participating businesses, quantifying sales tax and/or transient occupancy tax increases related to events and activities.

Task 4 Deliverables:

- Provide number of attendees at Plaza events, number of participating businesses, document event cost and revenues, and other relevant statistics. Summary of event plans for new or future events through Chamber Board Meeting minutes.

Compensation:

Compensation for the Tasks and Deliverables described herein for Fiscal Year 2023-2024 shall not exceed **\$100,000**; these services are being funded through the American Rescue Plan Act (ARPA).