

RESOLUTION NO. R-2017-38

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT FOR PROFESSIONAL SERVICES FOR PHASE 2 OF THE CULINARY & CULTURAL ARTS DISTRICT DESTINATION PLANNING PROCESS UTILIZING EXISTING FY 2017 BUDGETED TOURISM PROMOTIONS DOLLARS IN ACCORDANCE WITH THE CITY'S PURCHASING POLICY; AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, On November 22nd, 2016 City Council approved the Hotel Occupancy Tax Tourism Promotions Budget which included working with Cygnet Strategies to develop plans of action for both the Cultural Arts District and Culinary Districts;

WHEREAS, Cygnet Strategies has completed Phase 1 of the project;

WHEREAS, In today's highly competitive tourism industry marketing environment, with every destination going after their share of the tourism economic "pie", the role of the visitor experience is paramount; and in an effort to prepare a portion of the Bastrop Tourism project for Visit Bastrop to market;

WHEREAS, The City Council wishes to begin Phase 2, which requires Cygnet Strategies to: (1) Provide customized customer service training for employees and managers/owners of shops, attractions and restaurants; (2) Utilize Bastrop's assets, particularly its riverfront location, to define and clarify an identity for downtown for the Destination Marketing Organization to market; (3) Create and begin implementation of a cohesive strategic plan for the Culinary District and the Cultural District; (4) Provide board development, management and/or operations strategy assistance for individual organizations and businesses, as appropriate; (5) Work with business owners on defining how the identity might be integrated successfully for them; (6) Provide a stakeholder workshop to communicate the identity and plan to address questions and concerns.

WHEREAS, Funds are allocated in the current Tourism Promotions Budget for this project;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS:

Section 1: That the City Manager is hereby authorized to execute a contract for Professional Services for Phase 2 with Cygnet Strategies

Section 2: That this Resolution shall take effect immediately upon its passage, and it is so resolved.

DULY RESOLVED AND ADOPTED by the City Council of the City of Bastrop this 27th day of June, 2017.

APPROVED:



Connie B. Schroeder, Mayor

ATTEST:



Ann Franklin, City Secretary

APPROVED AS TO FORM:



David F. Bragg, City Attorney