

RESOLUTION NO. \_\_\_\_\_

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE AGREEMENT BETWEEN THE CITY OF CHULA VISTA AND NV5, INC. TO PROVIDE ADVERTISING AND MARKETING SERVICES TO DEVELOP AND IMPLEMENT AN ADVERTISING/ AWARENESS / AWARENESS/ PERCEPTION CAMPAIGN, AUTHORIZING AND DIRECTING THE MAYOR TO EXECUTE THE SAME, AND APPROVING UP TO THREE, ONE-YEAR ADMINISTRATIVE EXTENSIONS

WHEREAS, the City requires consultant assistance to develop an Advertising/Awareness/Perception Campaign for the City of Chula Vista; and

WHEREAS, the City solicited proposals for a qualified consultant/firm to develop and implement the Advertising/Awareness/Perception Campaign for FY 2016-2017; and

WHEREAS, in order to procure these services, City solicited proposals in accordance with Chula Vista Municipal Code Section 2.56.080 for contracts exceeding \$100,000 for professional services, received seven proposals, and selected NV5, Inc. as the most qualified among those submitting; and

WHEREAS, the Agreement is for up to \$100,000, which is included in the City's FY 2016-17 budget.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista, that it approves the Agreement between the City of Chula Vista and NV5, Inc. to provide advertising and marketing services to develop and implement an Advertising/Awareness/Perception Campaign, in the form presented, with such minor modifications as may be required or approved by the City Attorney, a copy of which shall be kept on file in the Office of the City Clerk, and authorizes and directs the Mayor to execute same.

BE IT FURTHER RESOLVED by the City Council of the City of Chula Vista that it approves up to three (3) one (1) year administrative extensions.

Presented by

Approved as to form by

---

Gary Halbert  
City Manager

---

Glen R. Googins  
City Attorney