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

APPROVED:

[Signature]
Connie B. Schroeder, Mayor

ATTEST:

[Signature]
Ann Franklin, City Secretary

APPROVED AS TO FORM:

[Signature]
David F. Bragg, City Attorney