

RESOLUTION NO.

A RESOLUTION APPROVING AND AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO SIGN A REIMBURSEMENT AGREEMENT WITH HARVEST TIME IN BRENTWOOD TO FUND THE U-PICK CAPITAL MARKETING AND DOCUMENTARY CAMPAIGN IN THE AMOUNT OF \$66,000 THROUGH THE AGRICULTURAL BUSINESS PROGRAM

WHEREAS, on February 27, 2018, by Resolution No. 2018-21, the City Council approved the FY 2018/19 – FY 2019/20 City of Brentwood Strategic Plan.

WHEREAS, the above Strategic Plan approved funding of \$150,000, for each fiscal year, for a total funding amount of \$300,000 for an Agriculture Business Program.

WHEREAS, on June 23, 2020, by Resolution No. 2020-85, the City Council approved the Fiscal Year 2020/21 – 2021/22 Operating Budget including the Agricultural Business Program Strategic Initiative budget in the Agricultural Land Fund.

WHEREAS, on December 8, 2020, by Resolution No. 2020-149, the City Council approved funding in the amount of \$40,000 for the Harvest Time in Brentwood and Contra Costa Winegrowers Association agritourism and winery strategic plan.

WHEREAS, on February 9, 2021, by Resolution No. 2021-16, the City Council approved funding in the amount of \$3,800 from the Agricultural Business Program for the Contra Costa Winegrowers Association website and social media update to promote tourism and winery offering in the Brentwood region.

WHEREAS, the Agricultural Business Program includes several concepts, all of which work towards advancing the importance of our local farming community, and regional marketing and branding.

WHEREAS, the City Council established the Agricultural Enterprise Committee and appointed Vice Mayor Rodriguez and Council Member Rarey to oversee the Committee for calendar year 2021.

WHEREAS, the purpose of the Committee is to identify and recommend projects and programs per the City Councils' Strategic Plan objectives related to the Agricultural Business Program.

WHEREAS, at a Agricultural Enterprise Committee meeting of December 6, 2021, Harvest Time in Brentwood requested City support for funding that included designating Brentwood as a U-Pick Capital to promote agritourism into Brentwood, and in doing so, creating a marketing campaign for the 2022 U-Pick and fall harvest farming season, as well as creating long and short form video documentaries to be used as marketing tools that highlight the history of Brentwood farming and document the tourism experience.

WHEREAS, the proposed costs of \$66,000 for the U-Pick Capital marketing and documentary campaign, if approved, are included in the Fiscal Year 2021/22 Agricultural Business Program Strategic Initiative budget in the Agricultural Land Fund.

NOW, THEREFORE BE IT RESOLVED that the City Council of the City of Brentwood approves and authorizes the City Manager or his designee to sign a reimbursement agreement

with Harvest Time in Brentwood to fund the U-Pick Capital marketing and documentary campaign in the amount of \$66,000 through the agricultural business program.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Brentwood at a regular meeting held on the 11th day of January 2022 by the following vote: