

CITY COUNCIL AGENDA ITEM NO. 1

Meeting Date: January 11, 2022

Subject/Title: A Resolution approving 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

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PURPOSE AND RECOMMENDATION

The Agricultural Business Program was created through a previous City Council Strategic Plan to advance and financially support efforts that demonstrate the importance of the local farming community, including regional marketing and branding. Funding for the program is available from the Agriculture Land Fund which includes in-lieu fees collected on new development in Brentwood.

Harvest Time in Brentwood, a non-profit organization, advocates for agritourism promotion and the education of farming and its farming products that come from Brentwood. The City has previously provided financial support to Harvest Time in Brentwood for various initiatives focused on agritourism including marketing, brand development, social and digital media optimization, and limited physical improvements, such as wayfinding signs, to advance regional farming and U-Pick tourism.

Harvest Time in Brentwood is requesting City funding assistance for the 2022 U-Pick Capital marketing and documentary campaign. The initiative intends to make Brentwood and Harvest Time in Brentwood a national and internationally recognized location for the U-Pick farming experience.

Staff recommends City Council adopt 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. Denial of this action will result in limited tourism marketing efforts by Harvest Time in Brentwood for its 2022 U-Pick farming and fall season and the City not capitalizing on marketing effort to designate Brentwood as a U-Pick agritourism destination on a larger scale.

CITY COUNCIL STRATEGIC INITIATIVE

City Council's previously approved FY2018/20 Strategic Plan, Focus Area 3: Economic Development; Goal 4 (b) Develop an Agricultural Business Program.

PREVIOUS ACTION

On February 27, 2018, the City Council approved and adopted the FY2018/19 FY2019/20 City of Brentwood Strategic Plan. Under this Plan, \$150,000 was allocated for each fiscal year for a total funding amount of \$300,000 for projects and programs implemented under an Agricultural Business Program.

On November 13, 2018, by Resolution No.2018-156, the City Council approved funding in the amount of \$52,710, for multiple projects and programs under the Agriculture Business Program for Harvest Time in Brentwood and the Contra Costa Wine Growers Association.

On March 26, 2019, by Resolution No. 2019-37, the City Council approved funding for the 2019 Fall Harvest Program in the amount of \$8,200 through the Agricultural Business Program.

On January 14, 2020, by Resolution No. 2020-04, the City Council approved funding in the amount of \$15,500 from the Agricultural Business Program for the 2020 Wine Passport Weekend Trolley Pilot Program.

On February 25, 2020, by Resolution No. 2020-22, the City Council approved funding in the amount \$32,200 for Marketing, Media and establishment of a Brentwood Grown eCommerce website.

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.

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.

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.

BACKGROUND

For 2021, the City Council appointed Vice Mayor Rodriguez and Council Member Rarey to the Agricultural Enterprise Committee.

At the Agricultural Enterprise Committee meeting of December 6, 2021, Harvest Time in Brentwood and its collection of member farmers presented a request 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. The marketing effort would also involve 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 that Harvest Time in Brentwood farms and the City offers to visitors. Visitors would be encouraged to come experience a “U-Pick Daycation” and a “U-Pick City”.

The proposal for funding support from Harvest Time in Brentwood for this upcoming project is:

Marketing Costs:	\$20,000
Facebook and Social Media Buys:	\$4,000
Digital Publications:	\$2,000
Documentary-50 Minute Video	<u>\$40,000</u>
Total	<u>\$66,000</u>

The City will be involved in strategic planning of these services to advance the linkage between the City and farms, trying to capitalize on economic development opportunities and revenue

generation into the City limits.

Of the \$300,000 approved for the Agriculture Business Program, a balance of \$148,090 remains available for projects and program that promote agriculture and agritourism.

Committee Members Rodriguez and Rarey reviewed and recommended the full City Council review the proposal from Harvest Time in Brentwood and approve the request for funding in the amount of \$66,000.

FISCAL IMPACT

The proposed costs of \$66,000 for the strategic plan, if approved, are included in the Fiscal Year 2021/22 Agricultural Business Program Strategic Initiative budget in the Agricultural Land Fund. The Agricultural Land Fund accounts for agricultural preservation fees collected from development projects and can be used only for agricultural enterprise and preservation programs.

Attachments:

RESOLUTION 2021 - Harvest Time Marketing and U-Pick - Copy
Harvest Time 2022 (1)
001 - Ag Reimb Agr HTIB 2022 Marketing