



City of Huntington Beach

File #: 21-524

MEETING DATE: 7/20/2021

REQUEST FOR CITY COUNCIL ACTION

SUBMITTED TO: Honorable Mayor and City Council Members

SUBMITTED BY: Oliver Chi, City Manager

PREPARED BY: Travis K. Hopkins, Assistant City Manager

Subject:

Approve and authorize execution of Amendment No. 3 to Professional Services Contract with Goal Productions for On-Call Video Production Services for HBTB Channel 3

Statement of Issue:

Currently, Goal Productions provides on-call video production services under a two-year agreement that expires on July 22, 2021. Their services include the production of Seasons 1 and 2 of Hidden Huntington Beach, which airs exclusively on HBTB Channel 3. Amendment No. 3 would extend the agreement by one year for up to \$50,000, which will fund 13 new episodes for Season 3.

Financial Impact:

Sufficient funds for this one-year extension (\$50,000) are available in the Fiscal Year 2021-2022 Operating Budget, using PEG funds in Business Unit 24330101. Should Amendment No. 3 be approved, the total not-to-exceed amount for this agreement will increase from \$90,000 (for the initial two-year contract) to \$140,000.

Recommended Action:

Approve and authorize the Mayor and City Clerk to execute, "Amendment No. 3 to Professional Services Contract Between the City of Huntington Beach and Goal Productions, Inc. for On-Call Video Production Services."

Alternative Action(s):

Do not approve the amendment and direct staff accordingly.

Analysis:

Following the City's transition from the joint Public Cable Television Authority (PCTA) to the City-run HBTB Channel 3, staff issued a Request for Proposal in March 2019 for on-call video production companies to produce original content for HBTB. Following careful review of all proposals, the City entered into a two-year agreement with Goal Productions, scheduled to expire on July 22, 2021.

During the two-year period, Goal Productions was tasked to produce Seasons 1 and 2 of Hidden

Huntington Beach, which now has a large following of residents, business owners, and other fans who enjoy the show's fresh take on local history. The show has explored and revived the often forgotten history of the City, including the Bolsa Chica Gun Club, the Longboard Restaurant, and World War II's impacts on our community.

Each season produced by Goal includes 13 episodes for approximately \$45,000. Accordingly, Goal's agreement was amended to increase total compensation to \$90,000 during its initial two-year term. Amendment No. 3 proposes to extend the term by one additional year, and increase compensation by up to \$50,000 for 13 new episodes of Season 3 (proposed at \$47,750 by Goal).

Environmental Status:

Not applicable.

Strategic Plan Goal:

Community Engagement

Attachment(s):

1. Amendment No. 3 to Professional Services Contract with Goal Productions
2. Professional Services Contract with Goal Productions