



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Grant Yates, City Manager

Prepared by: Jason Simpson, Assistant City Manager

Date: August 28, 2018

Subject: Change Order No. 2 - PlainJoe Studios' for the Design and Build of Special Enhancements and Effects at the Campground Rehabilitation Project (CIP PROJECT #Z40007)

Recommendations

Approve and authorize the City Manager to execute Change Order No. 2 in the amount of \$69,582.06 for the Agreement to PlainJoe Studios' for the Design and Build of branding and marketing features at the Campground Rehabilitation Project (CIP PROJECT #Z40007).

Background

Staff's initial discussion with PlainJoe Studios' was to assist with the development of a branding and marketing concept for the RV Resort Rehabilitation Project. Additional engagements with PlainJoe Studios' resulted in farther reaching content-rich, emotionally compelling, and experiential opportunities to tell the Story of the RV Resort. Key community leaders and staff worked together to develop the needed branding for the RV Resort Project. The result conceptualizes and conveys important information about the RV Resort and feeds a dialogue between campers and the camp ground where they stay. Much of this leads to a static and digital wayfinding system, signage, unique graphics, exhibition substance, installation of both art and play elements all with a common branding of the entire RV Resort.

Discussion

The purpose of this agreement is to further the physical development of the conceptual branding of the RV Resort and to perform the complete design and build of the components. The elements will provide the foundation to the branding and marketing of the New RV Resort. The overall design and build components in this scope of work are summarized below as special features in the RV resort:

Final design, fabrication, and installation of the following:

- Check-In Building Wayfinding
- W01 - Area ID "LP Shop"
- W02 - "Check In" Stand Off Letters
- W03 - Room ID/Blade "Pool"

- Check-In Building Placemaking
- P01 - Quote - Wall Vinyl
- P02 – Quote - Wall Vinyl
- P03 - Wall Graphic
- P04 - Wall Graphic
- P05 - Photo Op + Bike
- P06 - Launch Pointe Logo
- P07 - Graphic (entire wall)
- P08 - History Wall
- P09 - LP Shop Shelving

The decision to utilize PlainJoe Studios was based on several key and cost driven factors. First, there ability to perform the required design and build work at a very high level of confidence and with a proven resume. Second, the need to have a local connection to the Lake Elsinore community in order fully understand the history of the lake, and local lake and camping opportunity. (Storyland Studios is a subsidiary of PlainJoe's studio and is that connection and location for all the fabrication.) Thirdly, the need for onsite availability without excessive travel expenses to coordinate the fabrication, construction and installation of the many elements of this scope of work. Based on this criteria a sole source approach was taken.

Following the approval of this agenda item close coordination will begin on the fabrication and installation of these elements. Most of these elements will be scheduled for installation towards the final phases of the park construction. Some of the larger elements (entry arch) will require additional site development to support the construction of the arch. Others will only need additional utility coordination.

Fiscal Impact

This funding for this contract change order is included in the Fiscal Year 18/19 Capital Improvement Plan (CIP) budget.

Exhibits

A – Change Order