



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: April 9, 2019

Subject: Amendment No. 3 to Agreement for Consulting Services with Area 63 Productions

Recommendation

Approve and authorize the City Manager to execute Amendment No. 3 in an amount not to exceed \$95,000, and in such final form as approved by the City Attorney.

Background

Area 63 Productions is a multi-disciplinary firm focused on serving the needs of clients in the customization and repair of Airstream trailers. Area 63 Productions started with and for friends, and then it became a runaway in 2008 (full-time in 2009) when the vintage trailer boom and small space craze really hit America. At that time, Area 63 already had extensive experience in all Aspects of Airstream trailers, vintage trailers and general recreational vehicle (RV) systems. Area 63 was also one of the first to install big, power solar on Airstream products. Area 63 has completed many complete restorations, and still has several long-term modernizations underway.

In addition to full rehabilitation and restoration services, Area 63 provides consulting on commercial projects, and has conducted start-up tours for outdoor events companies that needed instruction on how to drive with a trailer and handle a promotional tour with an Airstream. Area 63 has also conducted annual restoration seminars in Albuquerque for the past nine years, which are 3-day hands-on training events that teach owners skills to repair and restore their own trailers. Their staff has formal hotel management training in Europe and are positioned to train, educate and elevate the customer service offerings at Launch Pointe as we get ready to open and then for a period of time while operations are going before transitioning out.

Discussion

Based upon the RV Rehabilitation project currently undertaking, their unique and focused abilities as well as expertise will be helping deliver successful attraction amenities for the site through a planned "Vintage Trailer Camp" or "Airstream Village" including the yurts and group camping areas. This amendment adds training and consulting for on-site to activate the yurts and trailers to run like a boutique spa/hotel arrangement. Their staff is uniquely trained in hotel and venue

management with a focus on customer service, including housekeeping and back of house training and capacity building of on-site staff. They will continue the focus on yurts and vintage trailer final staging for opening.

Fiscal Impact

The training and activation of on-site amenities and related consulting services will be funded through fund 180 for Launch Pointe operations (\$60,000) and the capital budget (\$35,000) as appropriate.

Exhibits

A - Amendment No. 3

B - Amendments No. 1 and 2

C - Original Agreement