

COUNTY OF NEVADA  
STATE OF CALIFORNIA  
BOARD OF SUPERVISORS



Vice Chair Heidi Hall, 1<sup>st</sup> District  
Edward C. Scofield, 2<sup>nd</sup> District  
Dan Miller, 3<sup>rd</sup> District  
Susan E. Hoek, 4<sup>th</sup> District  
Chair Richard Anderson, 5<sup>th</sup> District

Julie Patterson Hunter,  
Clerk of the Board

NEVADA COUNTY BOARD OF SUPERVISORS  
Board Agenda Memo

---

**MEETING DATE:** June 18, 2019

**TO:** Board of Supervisors

**FROM:** Julie Patterson Hunter

**SUBJECT:** Resolution approving an amendment to increase the Maximum Amount of the Personal Services Contract between the County of Nevada and the Nevada County Economic Resources Council by \$70,000 for an increase of Tourism Integrated Marketing Services for Fiscal Year for 2019/20 for a Maximum Contract amount of \$816,525.

**RECOMMENDATION:** Adopt the attached resolution approving an amendment to the Personal Services Contract between the County of Nevada and the Nevada County Economic Resources Council for an increase of Tourism Integrated Marketing Services for FY 2019/20.

**FUNDING:** This contract is a 5-year contract that will be ending in FY 2019/20 on June 30, 2020. This amendment increases the total contract amount from \$746,525 to \$816,525, an increase of \$70,000 general fund dollars for FY 2019/20, with no other dollar changes to the contract. Funds are budgeted in the FY 2019/20 Economic Development budget. No budget amendment is required.

**BACKGROUND:**

On June, 16, 2015 Nevada County entered into a 5 year personal services contract with the Nevada County Economic Resource Council (NCERC) for Comprehensive Economic Development Program Management Services for a maximum amount of \$676,525 from July 1, 2015 to June 30, 2020 per Resolution 15-271 (“Contract”). The Contract outlined three major goals and three major objectives that blended economic development and integrated tourism marketing together. Goal 1 of the Contract is, “To facilitate the economic development of Nevada County through business development, marketing and integrated tourism initiatives that result in Nevada County being recognized as one of the most economically competitive and culturally diverse rural counties in 2019.”

On March 15, 2018, NCERC held a community stakeholder meeting to obtain input to develop a more comprehensive integrated tourism marketing strategy. The stakeholders that were invited included all of the Chamber of Commerce organizations located within County, the Grass Valley Downtown Association, Nevada County Arts Council, Bear Yuba Land Trust, Miners Foundry, Center for the Arts, and the Donner Summit Association. After receiving input, and working with stakeholder participants, NCERC submitted a Proposal for Tourism Integrated Marketing on April 6, 2018.

On June 19, 2018, the Board of Supervisors amended the Contract via Resolution 18-281 to provide an increase to the NCERC's Contract for an increase of tourism integrated marketing services for FY 2018/19 in the amount of \$70,000 with a maximum contract amount of \$746,525. The increase was only for services rendered in FY 2018/19.

On April 11, 2019, Staff met with the Budget Subcommittee and recommended the continuation of Tourism Integrated Marketing Services for the Contract by \$70,000 in FY 2019/20 with a total maximum contract amount of \$816,525. Subsequently, the NCERC budget proposal for the continuation of Tourism Integrated Marketing Services for FY 2019/20 are outlined below. The full proposal is included in Supporting Documentation.

Proposed Expenditure - Tourism Integrated Marketing	FY 19/20	Tentative Vendor/Subcontractor
Web Content & Technical Support		Trumba Corporation
Trumba Publisher Account	\$ 1,200	
Trumba Calendar Paid Subscriptions for 15 Editors	\$ 5,400	
Media Outreach & Inbound Marketing		The Union
AdWords Campaign	\$ 12,000	
Targeted Digital Display Advertising	\$ 12,000	
Search Engine Marketing	\$ 6,000	
Audience Extension	\$ 6,000	
FaceBook - Social Media Campaigns	\$ 6,000	
Press Room Portal Outreach	\$ 6,000	
Magazine Advertising		
Gold Country Visitors Association	\$ 5,000	Gold Country California California Travel and Tourism Commission
Visit California & Visit California Road Trips	\$ 500	
Nevada County Residents and Visitors Guide	\$ 500	
Press Room Portal Photos	\$ 1,000	Local Photographer
GoNevadaCounty App	\$ 500	Kyle Conrad
Agritoursim		Nevada County Grown
The Bounty of the County	\$ 5,000	
Media Tours	\$ 1,500	Gold County Visitors Association
Miscellaneous	\$ 1,400	

---

<b>Proposed Total</b>	<b>\$ 70,000</b>
FY 2019/20 15-271 Contract Maximum Amount	\$ 140,716
<b>FY 2019/20 Contract Amendment Maximum Amount</b>	<b>\$ 210,716</b>

---

Therefore, the attached Resolution and Amendment provide an increase to the NCERC's Contract by \$70,000 in FY 2019/20 for a maximum contract amount for FY 2019/20 of \$210,716 with a total maximum contract amount of \$816,525.

Respectfully Submitted,

**Item Initiated by:** Jeffrey Thorsby, Admin Analyst  
**Approved by:** Julie Patterson Hunter, Clerk of the Board

Submittal Date: June 3, 2019