



## **RESOLUTION No. \_\_\_\_\_**

### **OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA**

**RESOLUTION APPROVING AND AUTHORIZING EXECUTION OF A PROFESSIONAL SERVICES CONTRACT BETWEEN THE COUNTY OF NEVADA AND LOCAL FRESHIES TO ADMINISTER THE “GO NEVADA COUNTY MARKETING CAMPAIGN” IN THE MAXIMUM CONTRACT AMOUNT OF \$75,000, AUTHORIZING THE CHAIR OF THE BOARD TO EXECUTE THE CONTRACT, AND DIRECTING THE AUDITOR-CONTROLLER TO RELEASE FUNDS IN THE AMOUNT OF \$75,000 FROM THE ECONOMIC DEVELOPMENT INFRASTRUCTURE ASSIGNMENT OF THE GENERAL FUND, AND TO AMEND THE FISCAL YEAR 2021/22 ECONOMIC DEVELOPMENT BUDGET (4/5 AFFIRMATIVE VOTE REQUIRED).**

WHEREAS, part of Nevada County’s economic development strategy is to support our small business, outdoor recreation, and tourism sectors. To this end, the County has funded the “Go Nevada County” tourism website ([www.GoNevadaCounty.com](http://www.GoNevadaCounty.com)); and

WHEREAS, the County contracted with The Union in 2020 to manage the Go Nevada County marketing campaign, which expired June 30, 2021, and the Board extended The Union’s contract to December 31, 2021. The County recognizes and thanks The Union for being a reliable partner and especially responsive during the pandemic when the focus was on reducing tourism; and

WHEREAS, following the Board’s January 2021 Workshop in support of the Economic Development Objective, staff developed a Request for Proposal (RFP) process to solicit new ideas for “Go Nevada County” as a comprehensive marketing campaign; and

WHEREAS, on October 21, 2021, the Purchasing Department, on behalf of the CEO’s Office, initiated the RFP process, and held a well-attended pre-proposal conference on November 10<sup>th</sup>, with applications due November 24<sup>th</sup>. The County received four qualified applications. Staff recruited an evaluation panel with five community members and four staff members who met several times to review and score the applications and interview the two finalists. The evaluation panel unanimously supported Local Freshies due to their experience in creating and managing similar marketing campaign throughout the Sierra Nevada region; and

WHEREAS, on December 17, 2021, County staff issued a notice of intent to award the Go Nevada County Marketing Campaign, pending Board approval, to Local Freshies® with supporting web development provided by Hatchback Creative. With a high degree of experience in tourism destination clients, including Visit California’s [California High Sierra](#), the two agencies will be guided by Colleen

Dalton acting in an advisory role, given her responsibility as CEO of the eastern Nevada County tourism authority, Visit Truckee-Tahoe; and

WHEREAS, Local Freshies' vision for Go Nevada County is sustainable tourism, balancing economic promotion, environmental stewardship, and community quality of life across the entire County, and will administer the Go Nevada County Marketing Campaign on behalf of the County of Nevada.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Nevada, State of California, hereby:

1. Approves the Contract in substantially the form attached hereto.
2. Authorizes the Chair of the Board of Supervisors to execute the Contract on behalf of the County of Nevada.
3. Directs the Auditor-Controller to release \$75,000 from the Economic Development Infrastructure Assignment of the General Fund in Fiscal Year 2021/22
4. Directs the Auditor-Controller to amend the Fiscal Year 2021/22 Economic Development budget as follows:

Increase: 0101-10902-272-1000 / 521520      \$75,000