



RESOLUTION No. 18-281

OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA

RESOLUTION APPROVING AN AMENDMENT TO INCREASE THE MAXIMUM AMOUNT OF THE PERSONAL SERVICES CONTRACT BETWEEN THE COUNTY OF NEVADA AND THE NEVADA COUNTY ECONOMIC RESOURCE COUNCIL (NCERC) BY \$70,000 FOR AN INCREASE OF TOURISM INTEGRATED MARKETING SERVICES FOR FISCAL YEAR 2018/19 FOR A MAXIMUM CONTRACT AMOUNT OF \$746,525

WHEREAS, the Board of Supervisors of the County of Nevada is committed to supporting community economic development and tourism promotion activities in Nevada County; and

WHEREAS, the Board of Supervisors desires that economic development and tourism marketing programs be a collaborative effort between the County and a diverse group of stakeholders countywide, including but not limited to: workforce development and job training services; organizations dedicated to business support and community development, the Cities of Grass Valley and Nevada City and the Town of Truckee; and tourism stakeholders including the Chambers of Commerce, Nevada County Arts, the Nevada County Fairgrounds, Sierra Vintners, and the lodging, restaurant, and recreation industries; and

WHEREAS, the mission of the Nevada County Economic Resource Council (NCERC) is to "enhance the economic vitality of Nevada County by supporting the retention, creation and attraction of quality jobs, while retaining our unique environment" which includes driving business and tourism dollars to Nevada County; and

WHEREAS, the County and NCERC entered into a Personal Services Contract on June 16, 2015 per Resolution 15-271 for comprehensive economic development program management services in the maximum amount of \$676,525 for the period of July 1, 2015 through June 30, 2020; and

WHEREAS, community members have expressed a desire for an increase of Tourism Integrated Marketing Services; and

WHEREAS, the Board of Supervisors expressed their desire for an increase of Tourism Integrated Marketing Services during the Nevada County Board of Supervisors Annual Workshop on January 25, 2018; and

WHEREAS, a NCERC Tourism Integrated Marketing Proposal was developed through the participation of applicable community stakeholders and partners; and

WHEREAS, a variety of community stakeholders and partners have expressed their support for NCERC's Tourism Integrated Marketing Proposal; and

WHEREAS, the NCERC submitted a proposal for an increase of Tourism Integrated Marketing Services on April 6, 2018 in the amount of \$70,000 for FY 2018-19 that was presented and approved for consideration by the Nevada County Budget Subcommittee on April 13, 2018.

NOW, THEREFORE, BE IT HEREBY RESOLVED by the Board of Supervisors of the County of Nevada, State of California, hereby approves in the form attached hereto, 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 2018/19 for a maximum contract amount of \$746,525, and the Chair of the Board is hereby authorized to execute the Amendment on behalf of the County of Nevada.

Funding: 0101-10902-451-1000/521520

PASSED AND ADOPTED by the Board of Supervisors of the County of Nevada at special meeting of said Board, held on the 19th day of June 2018, by the following vote of said Board:

Ayes: Supervisors Heidi Hall, Edward Scofield, Hank Weston and Richard Anderson

Noes: None.

Absent: Supervisor Dan Miller

Abstain: None.

ATTEST:

JULIE PATTERSON HUNTER
Clerk of the Board of Supervisors

By: _____



Edward Scofield, Chair

6/19/2018 cc: COB*
AC* (Hold)

6/25/2018 cc: COB*
AC* (Release)
ERC

AMENDMENT TO PERSONAL SERVICES CONTRACT BETWEEN THE COUNTY OF NEVADA AND THE NEVADA COUNTY ECONOMIC RESOURCE COUNCIL FOR COMPREHENSIVE ECONOMIC DEVELOPMENT SERVICES.

THIS AMENDMENT is executed this 1ST day of July 2018, by and between Nevada County Economic Resources Council hereinafter referred to as "Contractor" and the COUNTY OF NEVADA hereinafter referred to as "County." This Amendment will amend the Personal Services Contract between the parties dated June 16, 2015 (Resolution #15-271).

WHEREAS, the parties entered into an agreement on June 16, 2015, for contractor to provide comprehensive economic development program management services for the County of Nevada for the period beginning July 1, 2015, and ending June 30, 2020; and

WHEREAS, the parties desire to amend the agreement to increase the Maximum contract amount by \$70,000 to expand the Contract's integrated tourism marketing services with the goal for Nevada's County to be recognized as one of the most economically competitive and culturally diverse rural communities by 2019; and

WHEREAS, the parties desire to amend the agreement to update and slightly simplify Contractor's Reporting and Performance Measurement requirements.

NOW THEREFORE, for good and valuable consideration, the parties hereto agree as follows:

1. The effective date of this Amendment is July 1, 2018.
2. Personal Services Contract, Section "2," is amended to increase the Contract Price by \$70,000 in FY 2018-19 to a Maximum Contract Price of \$746,525; however said increase shall not contribute to the CPI adjustment (maximum of 2%) in FY 2019-20:

FY 2018-19 Maximum:	\$	207,957
FY 2019-20 Maximum:	\$	140,716

3. Personal Services Contract, Section "26," is amended to update the Notice & Identification of the Parties to:

Contractor: Nevada County Economic Resource Council 104 B New Mohawk Rd, 2 nd Floor Nevada City, CA 95959 Contact Person: Tim Corkins (530) 274-8455 e-mail: info@ncerc.org	County of Nevada: 950 Maidu Avenue Nevada City, California 95959 Contact person: Jeffrey Thorsby (530) 265-7247 e-mail: jeffrey.thorsby@co.nevada.ca.us Fund: 0101-10902-451-1000/521520
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4. Exhibit "A," Schedule of Services, Section "A," shall be amended to increase the total maximum contract amount not to exceed \$746,525.
5. Exhibit "A," Schedule of Services, Section "D 5," shall be amended to include:

5.7 Where in alignment with the integrated marketing effort, perform other advertising and marketing activities as outlined in its Tourism Marketing Action Plan that include but are not limited to:

a. Provide magazine advertising and marketing that includes a wide array of community and business partners to ensure a consistent, cohesive look among various marketing materials and initiatives that use, contribute and expand a unified distribution list aimed at increasing tourism in Nevada County.

5.11 Contribute to the development and maintenance of a publically available online digital interactive arts and cultural asset map in partnership with the Nevada County Arts Council to inventory, network and promote the arts and cultural community assets in Nevada County and to promote the state cultural district designations of the Grass Valley-Nevada City Cultural District and the Truckee Cultural District.

6. Exhibit "A," Schedule of Services, Section "D 6.3.2," shall be amended to read:

6.3.2 Provide monthly summary reports and a comprehensive biannual website traffic reports, including webs usage, referrals, and page hit analysis to the County via Google analytics, existing host admin tools or other methods acceptable to the County. Reports should include a brief professional analysis and/or executive summary of reported data.

7. Exhibit "A," Schedule of Services, Section "D 6.4," shall be amended to:

6.4.1 Maintain and manage a comprehensive community calendar, which includes: providing 15 subsidized editor subscriptions and training to community calendar users free of charge, providing regular updates to the community calendar, providing community calendar users with advanced training free of charge, assisting users on how to submit events, providing email and phone support for calendars users as needed, researching and soliciting event information, ensuring event information is current and accurate, monitoring posts and removing outdated information.

6.4.2 Moderate existing Tourism Blog and provide weekly postings that will promote the area or highlight upcoming community events. Keep up-to-date with events and work with various tourism stakeholders to promote them.

6.4.3 Develop and/or solicit monthly content in coordination with community stakeholders. Content may include, but will not be limited to, expanding tourism information on recreation, arts, lodging, culture, food, wine and shopping. Upload content to website, including, but not limited to, text, images, banner and video.

6.4.4 Develop and implement a strategic AdWords Advertising Campaign that includes, but is not limited to, leveraging targeted ads with targeted key words, searches and phrases identified from tourism and user activity at GoNevadaCounty.com.

6.4.5 Develop and implement a strategic Targeted Digital Display Advertising Campaign that includes, but is not limited to, developing and distributing targeted messaging being delivered with custom, unique audience profiles and characteristics built for specific tourist audiences and GoNevadaCounty.com.

6.4.6 Proved links and/or embedded applications to external booking or trip scheduling platforms or websites that enable the streamlining of travel reservations and scheduling to promote tourism into Nevada County.

6.4.7 Maintain and manage business listings and/or points of interest listed on the website. This includes creating criteria to add or remove a listing, monthly updates and monthly monitoring of all links to ensure functionality for each listing as needed.

6.4.8 Develop and maintain a Press Room Portal that includes a library of resources, such as wedding guides and other local business resources, and short featured videos that highlight specific business, sectors, and other tourism related activities.

6.4.9 Recommend changes to GoNevadaCounty.com to improve the website.

8. Exhibit "A," Schedule of Services, Section "F," first paragraph shall be amended to read:

Reporting and Performance Measurement – The ERC shall provide semi-annual written progress reports utilizing the template in Attachment 1, on the effectiveness of its integrated marketing campaign, economic development initiatives, and prepare a brief presentation for the Board of Supervisors on an annual basis. The ERC shall also provide monthly summary reports as referenced in Exhibit "A," Schedule of Services, Section "D 6.3.2." Timely updates should be provided on potential and ongoing projects as necessary and via Executive Director's report to the ERC Board of Directors. The mid-term Report will be due 30 days following the quarter ending December 30 of each year. The Annual Report is due within 30 days following the quarter ending June 30 of each year.

9. Exhibit "A," Schedule of Services, Section "F," "Integrated Marketing" shall be amended to include:

- Community Calendar Report that includes, but not limited to, statistics on events per month, number of registered subscribers, summary of upgrades on functionality and appearance, information on training sessions provided, and an executive summary.
- Summary of AdWords Campaign activities that include, but is not limited to, top five search terms, frequency and other analytics of search terms and information on top 3 AdWords marketing campaigns launched.
- Summary of targeted digital display advertising activities that include, the type of ads, how many times an ad appears (impressions), how many users viewed the ad (reach), how many people interacted with the ad (engagement rate), and how many people clicked on the ad (click-through rate).
- Data on Press Room Portal activity, including the number of press releases, the topics covered, number of featured videos and analytics, and the number and duration of user views.
- Summary update on the Interactive Asset Map Initiative including an update on its development, upgrade, number of art and cultural assets inventoried, its site analytics, and collaboration efforts with the Nevada County Arts Council.
- Summary report on magazine advertising that includes, but is not limited to, the number of community and business partners engaged, the number of advertisements being deployed, the names and dates of the publications, and the number of subscribers for each publication.

10. Exhibit "A," Schedule of Services, Section "F," "CalWORKS Reporting" shall be removed.
11. Exhibit "B," Schedule of Charges and Payments, Maximum and quarterly payments chart for 2018-19 shall be amended as follows:

12. E Fiscal Year	Prior Year Total x CPI (maximum 2%)	Maximum Contract Amount	Maximum Quarterly Payments
2018-19	\$ 2,705	\$ 207,957	\$ 51,989

omic Resource Council Reporting Template "Attachment 1," shall be amended to "Attachment 1A."

13. That in all other respects the prior agreement of the parties, shall remain in full force and effect except as amended herein.

NEVADA COUNTY:

Dated: 6/25/18

By: 
 Honorable Edward Scofield
 Chair of the Board of Supervisors

CONTRACTOR:

Dated: JUNE 22, 2018

By: 
 Tim Corkins
 Interim Executive Director

ATTEST:

CLERK OF THE BOARD

By: 
 Julie Patterson Hunter
 Clerk of the Board of Supervisors

APPROVED AS TO FORM:
 COUNTY COUNSEL

By: 
 Alison Barrett Green
 County Counsel

Reporting Template

Economic Development and Tourism Marketing

Scope of Work Reference Section D1	List activities and outcomes in providing technical assistance to local businesses using the following metrics: <ul style="list-style-type: none"> • Payroll, average high wage salary, number of jobs/high wage jobs • Specific assistance provided to businesses • Testimonials
1.2	List activities to connect local businesses to capital, information or technical expertise.
1.3; 4.1	List activities to evaluate regulatory, permitting, infrastructure and other constraints to new or existing business and any recommendations to facilitate economic growth in Nevada County.
1.3; 1.5	List businesses selected for targeted assistance and describe the support provided, including outcomes such as increased revenues, improved or streamlined services or other tangible benefits.
1.7	Describe/list how ERC has contributed to positively impact the growth of at least one existing Nevada County businesses with the retention or creation of 10 jobs or more
1.8	List business showcase/networking events held, and companies showcased.
1.9	List specific improvements or additions to the ERC website, and/or examples in providing a unique resource for business and job seekers.
1.10	List new business startups with the potential to create 10 jobs or more that ERC helped foster in Nevada County.
1.11	List events hosted by ERC that promote, bring together or provide targeted information for businesses from both East and West areas of the County; and notable outcomes.

Scope of Work Reference Section D2	Report activities and outcomes to assist and support the growth of existing and emerging business “clusters” in the following areas:
2.4	Provide a summary report on the Digital Media Campus including the programs and services that are being operated and any upcoming plans.
2.3; 2.4	Provide a list of participating businesses located at the Campus, number of vacancies, and any recruitment efforts.

Reporting Template

Economic Development and Tourism Marketing

2.2; 2.5	Provide a summary on any coordination with key government, private, education and nonprofit stakeholders who can add value to, or benefit from, the Digital Media Campus, including any pursuits of public, private and/or philanthropic funding endeavors.
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Scope of Work Reference Section D3	List activities and outcomes to assist businesses with talent-related needs in the following areas:
3.1	Collaboration with industry, workforce development and education partners to improve the labor pool.
3.2	Marketing of workforce programs.
3.3	Status of outreach visits to career days at universities and community colleges and of hosting a "Job Day" in Nevada County for students from Northern California universities.
3.4; 3.5	Update on integration of technology and talent into the ERC's marketing campaign.

Scope of Work Reference Section D4	List activities and outcomes to assist businesses seeking to move to the area using the following metrics:
4.2; 4.3	<ul style="list-style-type: none"> • Site Selector Visits to the County of Nevada • Trade shows attended and analysis of benefits or detriment • Number of new businesses locating in Nevada County Resources or custom-tailored data provided to companies seeking to locate in Nevada County.
4.5	Integration of business attraction initiative efforts with the ERC's marketing campaign, including participation in industry trade shows.

Reporting Template

Economic Development and Tourism Marketing

<p>Scope of Work Reference Section D5</p>	<p>List activities and outcomes in the listed elements of an integrated marketing campaign that encompasses tourism, the arts, talent and technology companies using such metrics as where applicable:</p> <ul style="list-style-type: none"> • Total reach of editorial placements (impressions) • Advertising equivalent • Tracking advertising and direct sales efforts by leads generated, coupons redeemed, TOT and sales revenues over a previous period (or other pertinent measures). • Creation and distribution of industry packets, promotional materials such as videos, DVD's, etc.
<p>5.1; 5.2; 5.5; 5.6</p>	<p>Provide an executive summary on the ERC's Tourism Integrated Marketing activities.</p>
<p>5.1; 5.2</p>	<p>Provide a summary on the activities that incorporate the ERC web site, www.GoNevadaCounty.com and various social media tools to market Nevada County.</p>
<p>5.2</p>	<p>List trade shows and conferences where ERC participated as an attendee, exhibitor or sponsor; and the value/benefit of such participation.</p>
<p>5.3; 7.4</p>	<p>Promotional/marketing activities to promote <u>ERC services</u> such as through events, print, broadcast and online media.</p>
<p>5.3</p>	<p>Examples of increased / expanded participation and collaboration by stakeholders in the arts, tourism, technology, education, agriculture and other key sectors of the local economy.</p>
<p>5.4</p>	<p>Recommendations to assist / support increased tourism in Nevada County.</p>
<p>5.7(a)</p>	<p>Provide a summary report on magazine advertising that includes, but is not limited to, the number of community and business partners engaged, the number of advertisements being deployed, the names and dates of the publications, and the number of subscribers for each publication.</p>
<p>5.8</p>	<p>List number of business being advertised in Eastern County and date range of publication.</p>
<p>5.11</p>	<p>Provide a summary on the Interactive Asset Map Initiative including an update on its</p>

Reporting Template

Economic Development and Tourism Marketing

	development, upgrade, number of art and cultural assets inventoried across the County, site analytics and collaboration efforts with the Nevada County Arts Council (such as meetings attended, etc.)
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Scope of Work Reference Section D6	Maintenance of the County’s Tourism Website, GoNevadaCounty.com, to ensure the site’s continued growth, success and integrity.
6.3.2	Provide an overview summary on website traffic reports, including webs usage, referrals, and page hit analysis to the County via Google analytics, existing host admin tools or other methods acceptable to the County. Reports should include a brief professional analysis and/or executive summary of reported data.
6.4.1; 6.4.3	Provide a Community Calendar Report that includes, but not limited to, statistics on events per month, number of registered subscribers, summary of upgrades on functionality and appearance, information on training sessions provided, and an executive summary.
6.4.2	Provide average number of weekly blog postings.
6.4.4	Provide a short summary of AdWords Campaign activities that include, but is not limited to, top five search terms, frequency and other analytics of search terms and information on top 3 AdWords marketing campaigns launched.
6.4.5	Provide a short summary of Targeted Digital Display Advertising activities that include, the type of ads, how many times an ad appears (impressions), how many users viewed the ad (reach), how many people interacted with the ad (engagement rate), and how many people clicked on the ad (click-through rate).
6.4.6	Provide a brief list of links and/or embedded applications to external booking or trip scheduling platforms or websites that enable the streamlining of travel reservations and scheduling to promote tourism into Nevada County.
6.4.8	Provide a brief summary on the GoNevadaCounty.com Press Room Portal activity, including the number of press releases, the topics covered, number of featured videos and analytics, and the number and duration of user views.

Reporting Template

Economic Development and Tourism Marketing

Scope of Work Reference Section D7	Sustainability Measures
7.1; 7.2; 7.3; 7.4	Provide an executive summary on the ERC's suitability efforts that include i) a list new memberships, and sponsorships (value in dollars), ii) any grants applied for or obtained, iii) any fundraising activity including the ERC Foundation, and iv) any other sustainable measures.

FOR ANNUAL REPORT: Please provide an expenditure report that includes a breakdown of expenditures of contract funds by Activities and Performance Measures Category.



GoNevadaCounty.com

Explore. Connect. Play.

Proposal for Tourism Integrated Marketing

April 6, 2018

Prepared by



530.274.8455

info@ncerc.org

ncerc.org

Introduction

We appreciate the opportunity to submit the following proposal to the County of Nevada for an enhancement of our integrated tourism marketing services.

Scope of Services

Website Content for GoNevadaCounty.com

- Upgrade the Trumba Calendar features, both in terms of functionality and appearance
- Provide 15 paid Editor Subscriptions (Chamber/Tourism/Venues)
- Provide Trumba Calendar training sessions for publisher and editors
- Trip Advisor -
- Booking.com for Travel plans (invoiced monthly for commissions due)
- AdWords
- Targeted digital display advertising
- Develop a Press Room Portal
- Short Featured Videos of local attractions, photo library & wedding resource guide.

Interactive Asset Map of Nevada County

- Identify and map tangible cultural assets within the County
- Capture the unique expressions (the intangible assets) that define the County's identity

Magazine Advertising and Marketing

- Join the Gold Country Visitors Association
- Visit California Advertising

Stakeholders

- Truckee Chamber
- Greater Grass Valley Chamber
- Nevada City Chamber
- Penn Valley Chamber
- South Nevada County Chamber
- Rough and Ready Chamber
- Grass Valley Downtown Association
- NC Arts Council
- Bear Yuba Land Trust
- Miners Foundry
- Nevada County Fairgrounds
- The Center for the Arts
- Donner Summit Association
- Truckee Downtown Association

Brief Overview

Website Content for GoNevadaCounty.com

The Trumba Calendar has worked well for many years and allows organizations to submit events into the system for publication and advertising. Not all of our organizations buy into the cost of this system and do not have the skills to operate in order to provide content into this pipeline. This proposal would allow the access of this system at no cost and we would provide training at no cost to the organization.

Trip Advisor and Booking.com would be added to the website as a convenience to any visitor to the site for making travel arrangements, hotel reservations and meal reservations.

An enhanced AdWords campaign would research and build an improved targeting of paid search results. We will set up an advertising campaign, including

multiple ads, to target multiple keywords and key phrases appropriate for tourism and drive traffic to GoNevadaCounty.com. This will bring approximately 2,000 estimated monthly clicks delivered to GoNevadaCounty.com

The Targeted Digital Display Advertising of Nevada County as a destination with profiles on the arts, culture, recreation, historical sites and more, we will deliver the message only to those who are likely to visit Nevada County. We will define any age, geography, interest or online behavior. A targeted message will be delivered with a custom, unique audience profile built specifically for GoNevadaCounty.com. By targeting the right people at the right time, with the right message, at least 200,000 impressions per month will result to those targeted individuals.

The Online Interactive Map

The Interactive Asset Map is designed to harness cultural resources and identify and map assets within the County. Cultural mapping is a first step towards developing a Cultural Plan, which is a strategic policy document to integrate culture within Nevada County and the community. The cultural resource inventory, a central database of these cultural assets, will be maintained and managed by the NC Arts Council. The interactive mapping system will be available for public use. It is important to remember that the inventory is intended to be organic; it is a snapshot of cultural activity in the Nevada County at a point in time. With the support of NC Arts Council, staff, and the community, it is hoped that additions and revisions will be made over time to ensure accuracy

Magazine Advertising

The Magazine Advertising and Marketing would consist of the Gold Country Visitors Association, Visit California and Visit California Road Trips. These magazines serve subscribers interested in unique attractions and activities. They create a master template that can serve as a framework for all materials and advertising. This approach ensures a consistent, cohesive look among the various materials and helps to save on production costs. We would develop a media distribution list that reflects the emphasis on encouraging weekend trips from visitors. It will create the opportunity to participate in collaborative marketing and trade/travel show opportunities with the Gold Country Visitor Association partners.

Measurement and Reporting

Nevada County Economic Resource Council will closely monitor the program goals, budget and effectiveness. There are a number of ways to measure results based on what works best including:

- Determine behavioral outcome by comparing the results of pre-and post-campaigns to measure differences in perceptions
- Monitor TOT increases
- Evaluate occupancy rates at lodging properties.
- Evaluate key message delivery and brand positioning in media stories.

Budget

Website Items	Average Cost
Web Content & Technical Support	
Trumba Calendar Upgrades	\$ 1,200
Trumba Calendar Paid Subscriptions for 15 Editors and 1 Publisher	\$ 7,500
Trumba Calendar Training (15 hours)	\$ 2,250
Add Trip Advisor or Booking.com	\$ 1,500
Media Outreach & Inbound Marketing	\$42,000
Add “Press Room Portal” with photo library, wedding resource guide, short featured videos	
AdWords	
Targeted Digital Display Advertising	
Interactive Asset Map	\$10,800
Magazine Advertising	\$ 4,750
Gold Country Visitors Association	
Visit California & Visit California Road Trips	
TOTAL	\$70,000