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Julie Patterson Hunter,
Clerk of the Board

NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo

MEETING DATE: June 19, 2018

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 2018/19 for a Maximum Contract amount of \$746,525.

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 2018/19.

FUNDING: This contract is a 5-year contract with two years remaining, ending June 30, 2020. This amendment increases the contract amount from \$676,525 to \$746,525, an increase of \$70,000 general fund dollars for FY 2018/19, with no other dollar changes to the contract. Funds are budgeted in the FY 2018/19 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."

The activities outlined within the Contract’s scope of work for integrated tourism marketing are identified in Exhibit “A,” Schedule of Services, Section D5 and D6. Subsequently, in late fall of 2017 and early 2018, various community members, business stakeholders and partners expressed a desire for an increased comprehensive approach to the delivery of Integrated Tourism Marketing. On January 25, 2018 the Board of Supervisors’ Administrative Analyst presented an update presentation on the NCERC’s activities. Subsequently during Board discussion, a consensus of the Board expressed a desire for an increase to the Contract for Integrated Tourism Marketing.

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.

The Proposal’s scope of services included 1) enhanced web content and technical support of the community event calendar called Trumba Calendar, 2) launching an Outreach and Inbound Marketing strategy by adding a Press Room Portal to GoNevadaCounty.com, and pushing an AdWords Campaign and Targeting Digital Display Advertising Campaign, 3) providing support and assistance to develop and implement an Interactive Asset Map to be maintained and managed by the Nevada County Arts Council to promote the arts and culture and the Cultural District Designations of the Grass Valley-Nevada City Cultural District and Truckee Cultural District, and 4) provide enhanced magazine print advertising. The proposal outlined a budget proposal as listed below. On April 13, 2018, NCERC’s proposal was presented and reviewed by the Nevada County Budget Subcommittee and was recommended for consideration for approval as a contract amendment for funding in FY 2018/19 only.

Proposed Expenditure - Tourism Integrated Marketing	FY 18/19
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
Trip Advisory or Booking.com	\$ 1,500
Media Outreach & Inbound Marketing	
Press Room Portal	\$ 4,800
AdWords Campaign	\$ 12,000
Targeted Digital Display Advertising	\$ 25,200
Interactive Asset Map	\$ 10,800
Magazine Advertising	\$ 4,750
Proposed Total	\$ 70,000

FY 2018/19 15-271 Contract Maximum Amount	\$ 137,957
FY 2018/19 Contract Amendment Maximum Amount	\$ 207,957

Therefore, the attached Resolution and Amendment provide an increase to the NCERC's Contract by \$70,000 in FY 2018/19 for a maximum contract amount for FY 2018/19 of \$207,957 and a total maximum contract amount of \$746,525. The increase shall not contribute or apply to the calculation of the CPI (maximum of 2%) adjustment increase for the following year of the contract in FY 2019/20. Staff has also amended Exhibit A Schedule of Services, Exhibit B Schedule of Changes and Payments, and updated the Economic Resource Council Reporting Template "Attachment 1," now revised to "Attachment 1A."

Respectfully Submitted,

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

Submittal Date: June 5, 2018