



RESOLUTION No. _____

OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA

**RESOLUTION APPROVING CONTRACT AMENDMENT NO. 2
BETWEEN THE COUNTY OF NEVADA AND LOCAL FRESHIES
TO ADMINISTER THE "GO NEVADA COUNTY MARKETING
CAMPAIGN," INCREASING THE ANNUAL CONTRACT
AMOUNT BY \$50,000 FOR A MAXIMUM NOT TO EXCEED
AMOUNT OF \$175,000, AND EXTENDING THE CONTRACT
THROUGH JUNE 30, 2025**

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); and

WHEREAS, on January 11, 2022, the Board of Supervisors approved Resolution 22-017, which authorized a contract between the County of Nevada and Local Freshies to administer the Go Nevada County Marketing Campaign on behalf of the County of Nevada in the amount of \$75,000 for 18 months; and

WHEREAS, on June 27, 2023, the Board of Supervisors approved Resolution 23-317, which approved Amendment No. 1 to the contract between the County of Nevada and Local Freshies to administer the Go Nevada County Marketing Campaign on behalf of the County of Nevada increasing the contract amount \$50,000 and not to exceed \$125,000 through June 30, 2024; and

WHEREAS, Go Nevada County Marketing Campaign is underway and the parties desire to extend the term of the contract from June 30, 2024, to June 30, 2025; and

WHEREAS, the funds are in the Economic Development Budget 0101-10902-321-1000/521520.

WHEREAS, the contract is contingent upon the adoption of the FY2024/25 County Budget.

WHEREAS, the contract begins on July 1, 2024.

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

1. Approves the contract Amendment No. 2 through June 30, 2025, for \$50,000 for a maximum contract not to exceed \$175,000.
2. Authorizes the Chair of the Board of Supervisors to approve the contract amendment on behalf of the County of Nevada.
3. Directs the Auditor-Controller to encumber the contract in the Economic Development budget:

0101-10902-321-1000 / 521520 \$50,000