

COUNTY OF NEVADA
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BOARD OF SUPERVISORS



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NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo

MEETING DATE: September 14, 2021

TO: Board of Supervisors

FROM: **Jeffrey Thorsby, Senior Management Analyst**

SUBJECT: Resolution approving the Second Amendment to the Personal Services Agreement between the County of Nevada and Nevada County Publishing Company to provide services that promote tourism and tourism industry related sectors in Nevada County through the maintenance of the County's tourism website, www.GoNevadaCounty.com by extending the agreement period to December 31, 2021 and increasing the maximum contract amount to sixty-four thousand dollars

RECOMMENDATION: Adopt the attached Resolution.

FUNDING: The Contract amount is being increased by \$16,000 from \$48,000 to \$64,000 for the four months of the contract extension for September, October, November and December. The increase is funded by the General Fund economic development dollars and has been budgeted in the 2021/22 Economic Development Budget 10902. No amendment is required.

BACKGROUND:

On June 30, 2020 the County of Nevada entered into a one (1) year agreement (from July 1, 2020 through June 30, 2021) with Nevada County Publishing Company (also referred to as "The Union") for services to promote tourism and tourism related sectors through the maintenance of the County's tourism website GoNevadaCounty.com. Through unforeseen factors associated with the outbreak of the COVID-19 pandemic and the issuance of the State Governor's Shelter-at- Home Order Executive Order N-33-20 on March 19, 2020, the contract's expenditures were underutilized in the beginning of the contract term but strategically used to help promote tourism related sectors and businesses as the County began to open back-up in the spring and summer of 2021. On June 24, 2021 the parties amended the agreement to extend the contract by two (2) months to August 31, 2021, without increasing the maximum contract amount of forty-eight thousand dollars (\$48,000) by using cost savings incurred during the Shelter-at-Home Order. This extension was to accommodate for the County to conduct a Request for Proposal (RFP) for services that promote tourism and tourism industry related to sectors in Nevada County through the maintenance of the County's tourism website, www.GoNevadaCounty.com.

Due to unforeseen delays, Staff is requesting to further extend the Contract to December 31, 2021 to allow for ample time to conduct a RFP and bring a recommendation to the Board in November. The Second Amendment would increase the contract amount from \$48,000 to \$64,000. FY2021/22 adopted Budget includes funding for the maintenance of the County's website and no budget amendment is necessary at this time.

Item Initiated by: Jeffrey Thorsby Senior Management Analyst

Approved by: Martin Polt, Chief Fiscal Officer