



COUNTY OF NEVADA
COMMUNITY DEVELOPMENT AGENCY
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Trisha Tillotson, Agency Director

Agricultural Commissioner

Building

Environmental Health

Farm Advisor

Planning

Public Works

NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo

MEETING DATE: June 27, 2023

TO: Board of Supervisors

FROM: Trisha Tillotson, CDA Director

SUBJECT: Resolution approving Contract Amendment No. 1 between the County of Nevada and Local Freshies to administer the “Go Nevada County Marketing Campaign,” increasing the contract amount by \$50,000 for a maximum contract not to exceed \$125,000 and extending the contract through June 30, 2024

RECOMMENDATION:

Staff recommends that the Board of Supervisors adopt the Resolution.

FUNDING:

The contract is contingent upon the adoption of the FY 23/24 County Budget and the contract begins on July 1, 2023.

These funds are budgeted in the FY 2023/24 Economic Development budget, and there is no additional impact on the General fund.

The first 18-month contract began on January 11, 2022, costing roughly \$75,000 through June 30, 2023. The amendment requests a contract increase of \$50,000 for FY2023/24 and extends the contract through June 20, 2024.

Note that the County will continue to pay to license the Trumba calendar, approximately \$5800/year, which serves as a centralized calendaring tool for several local organizations.

BACKGROUND:

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 for the past few years (www.GoNevadaCounty.com).

On October 21, 2021, the Purchasing Department, on behalf of the CEO's Office, initiated the RFP process and developed RFP No. 149180. More than 20 firms were notified of the solicitation and 19 firms accessed the RFP documents.

On December 20, 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.

On January 11, 2022, the Board of Supervisors approved Resolution 22-017 approving the contract between the County of Nevada and Local Freshies to administer the "Go Nevada County Marketing Campaign" in the amount of \$75,000 through June 30, 2023.

The project is ongoing, and an extension of the Contract term and increase of the Contract amount is necessary to provide for continued services under the current Contract.

Item Initiated by: Kimberly Parker, Program Manager