



**COUNTY OF NEVADA  
COUNTY EXECUTIVE OFFICE**

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**NEVADA COUNTY BOARD OF SUPERVISORS**

**Board Agenda Memo**

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**MEETING DATE:** January 11, 2022

**TO:** Board of Supervisors

**FROM:** Alison Lehman, CEO

**SUBJECT:** Resolution approving and authorizing execution of a Professional Services Contract between the County of Nevada and Local Freshies to administer the “Go Nevada County Marketing Campaign” in the maximum contract amount of \$75,000, authorizing the Chair of the Board to execute the contract, and directing the Auditor-Controller to release funds in the amount of \$75,000 from the Economic Development Infrastructure Assignment of the General Fund, and to amend the Fiscal Year 2021/22 Economic Development budget (4/5 affirmative vote required).

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**RECOMMENDATION:**

Adopt the attached Resolution.

**FUNDING:**

This \$75,000 contract is an 18-month contract starting January 11, 2022, costing roughly \$31,000 in FY 2021/22 and \$44,000 in FY 2022/23 and will be paid from Economic Development budget. The annual cost for the 18 months is approximately the same amount as the cost of the previous contract (approx. \$50,000/year). To accomplish what’s needed administratively, a release of \$75,000 from the Economic Development Infrastructure Assignment of the General Fund is requested to cover the 18-month period, and a budget amendment is included in the resolution.

This 18-month contract includes an option to renew for two additional one-year periods, at the County’s discretion.

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](http://www.GoNevadaCounty.com)).

The County contracted with The Union in 2020 to manage the Go Nevada County marketing campaign, which expired June 30, 2021. The Board extended The Union's contract to December 31, 2021. The County recognizes and thanks The Union for being a reliable partner and especially responsive during the pandemic when the focus was on reducing tourism.

Following the Board's January 2021 Workshop in support of the Economic Development Objective, staff developed a Request for Proposal (RFP) process to solicit new ideas:

For 2022, the County of Nevada seeks a Contractor to create and lead a comprehensive year-round marketing campaign to promote Nevada County's entertainment, shopping, dining, and outdoor recreation amenities to visitors and locals.

The campaign would feature a robust web and social media presence with dynamic, original content to promote the County's diverse "experiences" (or itineraries) from the Foothills to the Mountains. The content must thematically be driven by sustainable, responsible tourism and environmental stewardship.

The Contractor would create and maintain a modern digital presence as a landing portal for "Go Nevada County." The site would promote each area of Nevada County through original content, content aggregation, and cross promotion driving users to the respective websites and social media channels of the County's many business and tourism organizations.

The Contractor will lead the marketing campaign and provide strong editorial direction. The Contractor will be expected to do so in coordination with business and tourism organizations countywide. The Contractor will also coordinate with the County's Public Information Officer on messaging and County standards for allowable content.

The ideal Contractor will be an experienced marketing professional with a team that includes knowledgeable local writers familiar with the community.

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. A well-attended pre-proposal conference was held November 10<sup>th</sup>, with applications due November 24<sup>th</sup>. The County received four

qualified applications from the Economic Resource Council, The Union, Local Freshies, and Marstin Digital Services.

Staff recruited an evaluation panel with five community members and four staff members who are subject matter experts familiar with the current Go Nevada County website and economic development/tourism marketing. The Panel met several times to review each Proposal for compliance with the criteria as published in the RFP and score the applications. Interviews were later conducted of the two finalists (The Union and Local Freshies). The evaluation panel unanimously supported Local Freshies due to their experience in creating and managing similar marketing campaign throughout the Sierra Nevada region.

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. With a high degree of experience in tourism destination clients, including Visit California's [California High Sierra](#), the two agencies will be guided by Colleen Dalton acting in an advisory role, given her responsibility as CEO of the eastern Nevada County tourism authority, Visit Truckee-Tahoe.

No protests were received against this RFP process.

Local Freshies vision for Go Nevada County is sustainable tourism, balancing economic promotion, environmental stewardship, and community quality of life across the entire County. Their plan calls for a unique, Nevada County brand personality and a reimagined experience-based website tapping local knowledge keepers and creatives.

Key deliverables (detailed in attached contract, Exhibit A):

- Modernize the Go Nevada County website to promote Nevada County's amenities and events to visitors and locals
- Maintain a centralized, updated community calendar
- Grow and maintain Go Nevada County's social media presence
- Develop original feature stories and evergreen content that promotes unique "experiences," special events, etc.
- Provide quarterly reports

Item Initiated by: Caleb Dardick, Project Administrator

Approved by: Alison Lehman, County Executive Officer