



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 25, 2024

TO: Board of Supervisors

FROM: Trisha Tillotson, CDA Director

SUBJECT: 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.

RECOMMENDATION:

Staff recommends that the Board of Supervisors adopt the Resolution.

FUNDING:

These funds are budgeted in the FY 2024/25 Economic Development budget, and there is no additional impact on the General Fund.

Note that the County will continue to pay to license the Trumba calendar, approximately \$6,300/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 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.

On June 27, 2023, the Board of Supervisors approved Resolution 23-317 approving the

contract between the County of Nevada and Local Freshies to administer the “Go Nevada County Marketing Campaign” in the amount of \$50,000 through June 30, 2024.

Staff recommends the Board adopt the attached Resolution approving the contract between the County of Nevada and Local Freshies for the “Go Nevada County Website” for fiscal year 2024/25 for \$50,000 and authorizing the Chair of the Board to execute the Contract. The contract amendment is valid for a term of one year, through June 30, 2025.

Item Initiated by: Kimberly Parker, Program Manager