

**AMENDMENT TO PERSONAL SERVICES CONTRACT BETWEEN THE COUNTY OF
NEVADA AND THE NEVADA COUNTY ECONOMIC RESOURCE COUNCIL FOR
COMPREHENSIVE ECONOMIC DEVELOPMENT SERVICES.**

THIS AMENDMENT is executed this 1ST day of July 2018, by and between Nevada County Economic Resources Council hereinafter referred to as "Contractor" and the COUNTY OF NEVADA hereinafter referred to as "County." This Amendment will amend the Personal Services Contract between the parties dated June 16, 2015 (Resolution #15-271).

WHEREAS, the parties entered into an agreement on June 16, 2015, for contractor to provide comprehensive economic development program management services for the County of Nevada for the period beginning July 1, 2015, and ending June 30, 2020; and

WHEREAS, the parties desire to amend the agreement to increase the Maximum contract amount by \$70,000 to expand the Contract's integrated tourism marketing services with the goal for Nevada's County to be recognized as one of the most economically competitive and culturally diverse rural communities by 2019; and

WHEREAS, the parties desire to amend the agreement to update and slightly simplify Contractor's Reporting and Performance Measurement requirements.

NOW THEREFORE, for good and valuable consideration, the parties hereto agree as follows:

1. The effective date of this Amendment is July 1, 2018.
2. Personal Services Contract, Section "2," is amended to increase the Contract Price by \$70,000 in FY 2018-19 to a Maximum Contract Price of \$746,525; however said increase shall not contribute to the CPI adjustment (maximum of 2%) in FY 2019-20:

FY 2018-19 Maximum:	\$	207,957
FY 2019-20 Maximum:	\$	140,716

3. Personal Services Contract, Section "26," is amended to update the Notice & Identification of the Parties to:

Contractor:
Nevada County Economic
Resource Council
104 B New Mohawk Rd, 2nd Floor
Nevada City, CA 95959
Contact Person: Tim Corkins
(530) 274-8455
e-mail: info@ncerc.org

County of Nevada:
950 Maidu Avenue
Nevada City, California 95959

Contact person: Jeffrey Thorsby
(530) 265-7247
e-mail: jeffrey.thorsby@co.nevada.ca.us
Fund: 0101-10902-451-1000/521520

4. Exhibit "A," Schedule of Services, Section "A," shall be amended to increase the total maximum contract amount not to exceed \$746,525.
5. Exhibit "A," Schedule of Services, Section "D 5," shall be amended to include:

5.7 Where in alignment with the integrated marketing effort, perform other advertising and marketing activities as outlined in its Tourism Marketing Action Plan that include but are not limited to:

a. Provide magazine advertising and marketing that includes a wide array of community and business partners to ensure a consistent, cohesive look among various marketing materials and initiatives that use, contribute and expand a unified distribution list aimed at increasing tourism in Nevada County.

5.11 Contribute to the development and maintenance of a publically available online digital interactive arts and cultural asset map in partnership with the Nevada County Arts Council to inventory, network and promote the arts and cultural community assets in Nevada County and to promote the state cultural district designations of the Grass Valley-Nevada City Cultural District and the Truckee Cultural District.

6. Exhibit "A," Schedule of Services, Section "D 6.3.2," shall be amended to read:

6.3.2 Provide monthly summary reports and a comprehensive biannual website traffic reports, including webs usage, referrals, and page hit analysis to the County via Google analytics, existing host admin tools or other methods acceptable to the County. Reports should include a brief professional analysis and/or executive summary of reported data.

7. Exhibit "A," Schedule of Services, Section "D 6.4," shall be amended to:

6.4.1 Maintain and manage a comprehensive community calendar, which includes: providing 15 subsidized editor subscriptions and training to community calendar users free of charge, providing regular updates to the community calendar, providing community calendar users with advanced training free of charge, assisting users on how to submit events, providing email and phone support for calendars users as needed, researching and soliciting event information, ensuring event information is current and accurate, monitoring posts and removing outdated information.

6.4.2 Moderate existing Tourism Blog and provide weekly postings that will promote the area or highlight upcoming community events. Keep up-to-date with events and work with various tourism stakeholders to promote them.

6.4.3 Develop and/or solicit monthly content in coordination with community stakeholders. Content may include, but will not be limited to, expanding tourism information on recreation, arts, lodging, culture, food, wine and shopping. Upload content to website, including, but not limited to, text, images, banner and video.

6.4.4 Develop and implement a strategic AdWords Advertising Campaign that includes, but is not limited to, leveraging targeted ads with targeted key words, searches and phrases identified from tourism and user activity at GoNevadaCounty.com.

6.4.5 Develop and implement a strategic Targeted Digital Display Advertising Campaign that includes, but is not limited to, developing and distributing targeted messaging being delivered with custom, unique audience profiles and characteristics built for specific tourist audiences and GoNevadaCounty.com.

6.4.6 Proved links and/or embedded applications to external booking or trip scheduling platforms or websites that enable the streamlining of travel reservations and scheduling to promote tourism into Nevada County.

6.4.7 Maintain and manage business listings and/or points of interest listed on the website. This includes creating criteria to add or remove a listing, monthly updates and monthly monitoring of all links to ensure functionality for each listing as needed.

6.4.8 Develop and maintain a Press Room Portal that includes a library of resources, such as wedding guides and other local business resources, and short featured videos that highlight specific business, sectors, and other tourism related activities.

6.4.9 Recommend changes to GoNevadaCounty.com to improve the website.

8. Exhibit "A," Schedule of Services, Section "F," first paragraph shall be amended to read:

Reporting and Performance Measurement – The ERC shall provide semi-annual written progress reports utilizing the template in Attachment 1, on the effectiveness of its integrated marketing campaign, economic development initiatives, and prepare a brief presentation for the Board of Supervisors on an annual basis. The ERC shall also provide monthly summary reports as referenced in Exhibit "A," Schedule of Services, Section "D 6.3.2." Timely updates should be provided on potential and ongoing projects as necessary and via Executive Director's report to the ERC Board of Directors. The mid-term Report will be due 30 days following the quarter ending December 30 of each year. The Annual Report is due within 30 days following the quarter ending June 30 of each year.

9. Exhibit "A," Schedule of Services, Section "F," "Integrated Marketing" shall be amended to include:

- Community Calendar Report that includes, but not limited to, statistics on events per month, number of registered subscribers, summary of upgrades on functionality and appearance, information on training sessions provided, and an executive summary.
- Summary of AdWords Campaign activities that include, but is not limited to, top five search terms, frequency and other analytics of search terms and information on top 3 AdWords marketing campaigns launched.
- Summary of targeted digital display advertising activities that include, the type of ads, how many times an ad appears (impressions), how many users viewed the ad (reach), how many people interacted with the ad (engagement rate), and how many people clicked on the ad (click-through rate).
- Data on Press Room Portal activity, including the number of press releases, the topics covered, number of featured videos and analytics, and the number and duration of user views.
- Summary update on the Interactive Asset Map Initiative including an update on its development, upgrade, number of art and cultural assets inventoried, its site analytics, and collaboration efforts with the Nevada County Arts Council.
- Summary report on magazine advertising that includes, but is not limited to, the number of community and business partners engaged, the number of advertisements being deployed, the names and dates of the publications, and the number of subscribers for each publication.

10. Exhibit "A," Schedule of Services, Section "F," "CalWORKS Reporting" shall be removed.

11. Exhibit "B," Schedule of Charges and Payments, Maximum and quarterly payments chart for 2018-19 shall be amended as follows:

Fiscal Year	Prior Year Total x CPI (maximum 2%)	Maximum Contract Amount	Maximum Quarterly Payments
2018-19	\$ 2,705	\$ 207,957	\$ 51,989

12. Economic Resource Council Reporting Template "Attachment 1," shall be amended to "Attachment 1A."

13. That in all other respects the prior agreement of the parties, shall remain in full force and effect except as amended herein.

NEVADA COUNTY:

CONTRACTOR:

Dated: _____

Dated: _____

By: _____
Honorable Edward Scofield
Chair of the Board of Supervisors

By: _____
Tim Corkins
Interim Executive Director

ATTEST:

CLERK OF THE BOARD

By: _____
Julie Patterson Hunter
Clerk of the Board of Supervisors

APPROVED AS TO FORM:
COUNTY COUNSEL

By: _____
Alison Barrett Green
County Counsel