



RESOLUTION No. _____

OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA

RESOLUTION APPROVING AN AMENDMENT TO INCREASE THE MAXIMUM AMOUNT OF THE PERSONAL SERVICES CONTRACT BETWEEN THE COUNTY OF NEVADA AND THE NEVADA COUNTY ECONOMIC RESOURCE COUNCIL (NCERC) BY \$70,000 FOR AN INCREASE OF TOURISM INTEGRATED MARKETING SERVICES FOR FISCAL YEAR 2018/19 FOR A MAXIMUM CONTRACT AMOUNT OF \$746,525

WHEREAS, the Board of Supervisors of the County of Nevada is committed to supporting community economic development and tourism promotion activities in Nevada County; and

WHEREAS, the Board of Supervisors desires that economic development and tourism marketing programs be a collaborative effort between the County and a diverse group of stakeholders countywide, including but not limited to: workforce development and job training services; organizations dedicated to business support and community development, the Cities of Grass Valley and Nevada City and the Town of Truckee; and tourism stakeholders including the Chambers of Commerce, Nevada County Arts, the Nevada County Fairgrounds, Sierra Vintners, and the lodging, restaurant, and recreation industries; and

WHEREAS, the mission of the Nevada County Economic Resource Council (NCERC) is to "enhance the economic vitality of Nevada County by supporting the retention, creation and attraction of quality jobs, while retaining our unique environment" which includes driving business and tourism dollars to Nevada County; and

WHEREAS, the County and NCERC entered into a Personal Services Contract on June 16, 2015 per Resolution 15-271 for compressive economic development program management services in the maximum amount of \$676,525 for the period of July 1, 2015 through June 30, 2020; and

WHEREAS, community members have expressed a desire for an increase of Tourism Integrated Marketing Services; and

WHEREAS, the Board of Supervisors expressed their desire for an increase of Tourism Integrated Marketing Services during the Nevada County Board of Supervisors Annual Workshop on January 25, 2018; and

WHEREAS, a NCERC Tourism Integrated Marketing Proposal was developed through the participation of applicable community stakeholders and partners; and

WHEREAS, a variety of community stakeholders and partners have expressed their support for NCERC's Tourism Integrated Marketing Proposal; and

WHEREAS, the NCERC submitted a proposal for an increase of Tourism Integrated Marketing Services on April 6, 2018 in the amount of \$70,000 for FY 2018-19 that was presented and approved for consideration by the Nevada County Budget Subcommittee on April 13, 2018.

NOW, THEREFORE, BE IT HEREBY RESOLVED by the Board of Supervisors of the County of Nevada, State of California, hereby approves in the form attached hereto, an amendment to increase the maximum amount of the Personal Services Contract between the County of Nevada and the Nevada County Economic Resources Council by \$70,000 for an increase of tourism integrated marketing services for Fiscal Year 2018/19 for a maximum contract amount of \$746,525, and the Chair of the Board is hereby authorized to execute the Amendment on behalf of the County of Nevada.

Funding: 0101-10902-451-1000/521520