

## **SCHEDULE OF SERVICES**

Nevada County Economic  
Resource Council (NCERC)

### **A. Services**

Contractor and County agree to enter into a contract in the maximum amount not to exceed \$746,525 to provide comprehensive economic development and tourism marketing services with the anticipated result of these activities intended to implement the objectives outlined in the County's marketing plan.

The term of this contract is from the date of execution until June 30, 2020.

Contractor will provide the following products and services within each identified category during the term of this contract:

### **ECONOMIC DEVELOPMENT and INTEGRATED TOURISM MARKETING**

#### **B. Goals**

1. To facilitate the economic development of Nevada County through business development, marketing and integrated tourism initiatives that result in Nevada County being recognized as one of the most economically competitive and culturally diverse rural counties by 2019.
2. To grow Nevada County's "economic pie" by focusing on initiatives that bring new dollars into the area by assisting local companies who sell products statewide, nationally or globally; or through marketing efforts which bring new technology oriented businesses or talent to locate in Nevada County; or through attracting visitors to the area who spend their dollars in Nevada County while here.
3. To strengthen Nevada County's brand awareness outside of the region among a combination of audiences: visitors, tech talent (both experienced and entry level), media, technology companies (particularly those that fall within the broadly-defined Digital Media sector).

#### **C. Objectives**

1. To facilitate the economic development of Nevada County by cultivating a favorable environment for entrepreneurial start-ups and existing Nevada County businesses, and a new location for businesses seeking to relocate having a shared alignment with Nevada County attributes; with the goal of supporting, retaining and growing businesses and jobs to the demonstrated benefit of the unincorporated areas of western and eastern county

2. To provide ongoing leadership to facilitate a unified effort with partners across a broad spectrum of tourism, the arts, healthcare, agriculture and technology within Nevada County as well others outside Nevada County in order to improve the overall competitiveness of the area and increase Nevada County Sales and Transient Occupancy Tax revenues. A special emphasis is on the Digital Media (broadly defined) sector due to the existing foundation of companies in this sector, and the huge global market opportunity it represents from a competitive differentiation standpoint.
3. To serve as the County's Economic Development Advisor on issues that impact the County and serve as the County's designee to the County's designated Economic Development District.

#### **D. Activities and Performance Measures**

##### **1. The ERC will provide technical assistance to local businesses:**

- 1.1 Serve as a central resource for business retention and expansion in Nevada County.
- 1.2 Connect local businesses to vital sources of capital, information resources and technical expertise.
- 1.3 Collaborate with participants from the public and private sectors to evaluate regulatory, permitting, infrastructure and other constraints to business and recommend targeted reforms that will facilitate responsible economic growth in Nevada County.
- 1.4 Provide ongoing support to businesses selected for targeted assistance.
- 1.5 Annually contribute to positively impact the growth of at least five existing Nevada County businesses to increase revenues, improve or streamline services or other tangible benefit
- 1.6 Pursue engagement with as broad a base of the business community as possible which can bring different resources, skills, knowledge and expertise to the betterment of local businesses, while significantly increasing the ERC's membership base.
- 1.7 Annually contribute to positively impact the growth of at least one existing Nevada County businesses with the retention or creation of 10 jobs or more.
- 1.8 Showcase companies at four annual business showcase and networking events, each that have a focus on a different economic sector important to Nevada County.
- 1.9 Maintain and improve the NCERC website with current content and functionality - providing a unique resource for business and job seekers, including:
  - A "one-stop" information function that contains consolidated information and links to local resources for Nevada County commercial property leasing and purchasing, major community/county/city infrastructure such as airport, freight/parcel providers, manufacturers, suppliers, major

service providers, hospitals, colleges, etc.

- Links to resources for current demographic and market information, economic indicator reports, business newsletters and workforce training

- 1.10 Annually help foster the start-up of at least one new business in Nevada County that has the potential to create 10 jobs or more
- 1.11 Host periodic events that promote, bring together or provide targeted information for businesses from both East and West areas of the County.
- 1.12 Advise the County on how to leverage State and Federal funding available to Economic Development district businesses through its membership in the County's designated Economic Development District

**2. The ERC will assist and support the growth of existing and emerging business "clusters" such as technology, agriculture, health and recreation, with a special emphasis on Digital Media (broadly defined):**

- 2.1 Pursue potential sites and/or facilities for a Digital Media Campus.
- 2.2 Pursue private, public and/or philanthropic funding to complete the detailed Campus feasibility analysis and to secure the campus facilities.
- 2.3 Identify and pursue companies to locate at the Digital Media Campus.
- 2.4 Develop a plan for programs and services that will be operated out of the Digital Media Campus.
- 2.5 Coordinate with all key government, private, education and nonprofit stakeholders who can add value to, or benefit from, the Digital Media Campus.

**3. The ERC will assist businesses with talent-related needs:**

- 3.1 Collaborate with industry, workforce development and education partners such as CalWORKs to improve the labor pool for employers and employment opportunities to individuals, through activities such as meetings, surveys and training. Where possible, ensure training opportunities are made available to CalWORKs participants.
- 3.2 Advise workforce development partners, to include CalWORKs, of labor trends, needed skills and opportunities in the local labor market so that programs may be tailored to meet the specific workforce needs in the community.
- 3.3 Market workforce programs to retain and expand business capacity and link employers with the appropriate workforce development providers or programs.
- 3.4 Collaborate with industry and workforce partners on outreach visits

to career days at universities and community colleges and pursue hosting a "Job Day" in Nevada County to bring in students from universities across Northern California.

- 3.5 Integrate the talent-related needs of local technology companies into the ERC's marketing campaign.
- 3.6 Identify local business with staffing needs that may be met through placement of Subsidized Employment Program participants and make referrals to CalWORKs. If placements result from these referrals, provide feedback to CalWORKs so that they can continue to improve skill development and job placement to best meet the needs of participants and local businesses.

**4. The ERC will assist businesses seeking to move to the area:**

- 4.1 Collaborate with participants from the public and private sectors to address regulatory, permitting, infrastructure and any other site location related needs associated with companies interested in moving to Nevada County
- 4.2 Serve as a central information resource to pull together custom-tailored data to meet the needs of companies seeking to locate in Nevada County
- 4.3 Work closely with all key stakeholders who can provide resources or information that is essential to locating businesses in Nevada County
- 4.4 Incentivize relocation or expansion of businesses in Nevada County by coordinating with CalWORKs to make Subsidized Employment Program participants available to fill immediate staffing needs at reduced cost to businesses, while helping individuals gain needed skills that may help them transition to permanent employment.
- 4.5 Integrate business attraction initiative efforts with the ERC's marketing campaign, to include identifying the most advantageous industry trade show to generate business location needs

**5. The ERC will implement an integrated marketing campaign that encompasses tourism, the arts, talent and technology companies:**

- 5.1 Identify all the critical information components necessary to implement a successful marketing campaign and collect that information.
- 5.2 Use the ERC web site, [www.GoNevadaCounty.com](http://www.GoNevadaCounty.com) and various social media tools as key vehicles for promoting the marketing campaign.
- 5.3 Develop marketing materials that integrate tourism, arts, talent and tech as aligned themes and package for use in reaching multiple target audiences.
- 5.4 Participate as an attendee, exhibitor or sponsor in key trade shows and conferences that best meet the goals of the marketing campaign.
- 5.5 Promote ERC services through a schedule of events, print, broadcast and

online media.

5.6 Increase and expand participation and collaboration by stakeholders in the arts, tourism, technology, education, agriculture and other key sectors of the local economy to improve the competitiveness of Nevada County.

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.

5.8 Advertising and Marketing activities will include a clear effort to include Truckee and the East County in collaboration with other county regions.

5.9 All integrated marketing, advertising and promotional content will feature the comprehensive County "message" and GoNevadaCounty.com.

5.10 All use of the GoNevadaCounty.com logo in advertising will be accompanied by the phrase "The Official Online Guide to 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. Maintenance of the County's Tourism Website, GoNevadaCounty.com**

The ERC will maintain the County's tourism website, [www.GoNevadaCounty.com](http://www.GoNevadaCounty.com), to ensure the site's continued growth, success and integrity. The website also includes a blog roll and a Facebook account at [www.Facebook.com/GoNevadaCounty](http://www.Facebook.com/GoNevadaCounty). The services to be performed are as follows:

### **6.1 Specifications**

The website [www.GoNevadaCounty.com](http://www.GoNevadaCounty.com) currently has the following specifications:

- a. Domain: [gonevadacounty.com](http://gonevadacounty.com)
- b. Software: Static/CGI/PHP
- c. Host - [webfaction.com](http://webfaction.com)
- d. Calendaring Solution - [Trumba.com](http://Trumba.com)

### **6.2 Backend, Integration & Database Services**

6.2.1 Do code and broken link repair work as needed.

6.2.2 County to maintain and renew domain name, third party (Webfaction) web hosting of GoNevadaCounty.com and all other website licenses, contracts and registration fees (except calendaring solution) at County's expense during the term of this contract.

### 6.3 Tracking and Reporting Services

6.3.1 Maintain and support existing CGI scripts involving sending forms, alerts and/or automated replies. Evaluate all hyperlinks on website, document findings and perform breaks/fixes as needed.

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.

### 6.4 Content Management

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 Provide 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.

## 6.5 Administrative

6.5.1 Social Media Policy - Contractor agrees to comply with County Social Media Post and Comment Policy (Exhibit E) and Social Media Use Policy (Exhibit F). County reserves the right to modify these policies without notice.

6.5.2 It is expressly understood that County owns and is responsible for all existing content on the site at the time the contract is awarded to Nevada County Economic Resource Council (NCERC). NCERC agrees that any and all new content provided during the contract period may be subject to authorization by the County.

## E. Sustainability measures

Annually grow the ERC's revenues from non-County sources by at least 5% over the previous year through:

- New memberships, sponsorships (value in dollars)
- Grants obtained or applied for
- ERC Foundation/fundraising activities.

**F. 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.

The Annual report shall include a breakdown of expenditures of contract funds by category. All reports and presentations should outline the activities accomplished and include statistics for each performance measure outlined herein; which may include, but not be limited to:

## Economic Development

- Payroll, average high wage salary, number of jobs/high wage jobs
- Emerging Technology Assists
- New qualified prospects

- Testimonials
- Creation and distribution of industry packets, promotional materials such as videos, DVD's, etc.
- Site Selector Visits to the County of Nevada
- Trade shows attended and analysis of benefits or detriment
- Number of new businesses locating in Nevada County

Documented efforts and participation in regional partnerships to advance the economic prosperity vision for Nevada County

### **Integrated Marketing**

- Total reach of editorial placements (impressions)
- Advertising equivalent
- Tracking advertising and direct sales efforts by leads generated, coupons redeemed, TOT and sales revenues over a previous period (or other pertinent measures).
- Growth in GoNevadaCounty.com website traffic, visitation, and social media engagement.
- 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.



