



## Legislation Text

File #: 17-671, Version: 1

### MEMORANDUM

**TO:** Board of Supervisors

**FROM:** Michelle Scully, Deputy County Administrative Officer

**DATE:** July 25, 2017

**SUBJECT:** Approve Agreement between the County of Lake and This Is Crowd USA, Inc., from July 1, 2017 through June 30, 2018 in the amount of \$33,640; authorizing the County Administrative Officer to sign.

#### EXECUTIVE SUMMARY:

We have contracted with This Is Crowd USA, Inc. to provide digital marketing services for our marketing and tourism program. Additional services in this contract include a cohesive branding project; calendar management; and email marketing management, which we have not done in the past and will allow cohesive data collection. These were all identified as immediate action items at the facilitated tourism stakeholders meeting. Staff is seeking approval to enter into a new contract for twelve months with Contractor.

**FISCAL IMPACT:** ☐ None ☒ Budgeted ☐ Non-Budgeted

Estimated Cost: \$33,640.00

Amount Budgeted: \$33,640.00

Additional Requested:

Annual Cost (if planned for future years):

**FISCAL IMPACT (Narrative):** Thirty-three Thousand Six Hundred Forty Dollars (\$33,640.00), \$2345. per month plus \$5500 for branding project.

**STAFFING IMPACT (if applicable):** None

#### RECOMMENDED ACTION:

Approve Agreement between the County of Lake and This Is Crowd USA, Inc., from July 1, 2017 through June 30, 2018 in the amount of \$33,640; authorizing the County Administrative Officer to

sign.