

# CLARK COUNTY BOARD OF COMMISSIONERS

## AGENDA ITEM

---

**Petitioner:** Jessica Colvin, Chief Financial Officer  
Shani Coleman, Director Community & Economic Development

---

**Recommendation:**

**Approve and ratify an Amendment to the Contract with The Burdette Agency, Inc. dba North Star Place Branding & Marketing, for CBE No. 607232-24, for Marketing Services; and authorize the Chief Financial Officer or her designee to sign the Amendment; or take other action as appropriate. (For possible action)**

---

**FISCAL IMPACT:**

Fund #:	1010.000	Fund Name:	General Fund
Fund Center:	1000116000	Funded PGM/Grant:	N/A
Amount:	\$3,600,000		
Description:	Marketing Services		
Additional Comments:	Amendment No. 1 will increase the Contract amount by \$3,600,000, for a new total Contract amount of \$4,750,653.07, should all renewal options be exercised, with price increase calculations included.		

**BACKGROUND:**

On November 5, 2024, in accordance with the NRS 332 Resolution approved by the Board of County Commissioners (Board), the Department of Finance, Purchasing and Contracts Division approved the award of CBE No. 607232-24 to The Burdette Agency, Inc. dba North Star Place Branding & Marketing (LBE) in the amount of \$465,448 for ongoing marketing services for Economic Development.

The following are the pertinent provisions of the Contract:

- The term of the Contract was from July 1, 2024 through June 30, 2025 and included the option to renew for 2, one-year periods. There is 1 renewal option remaining.
- Included the County's option to terminate for cause, convenience or default and suspend the Contract with advanced written notice.

Approval of Amendment No. 1 will provide for four (4) additional renewal year options and add price adjustment language into the Contract. The attached Amendment No. 1 document details the modifications and costs involved.

This approval will also correct the Contract amount stated in the award. PA Checksheet approved on November 5, 2024 notes the Contract award amount was \$465,448. The correct amount was \$465,448 annually for a total of \$1,396,344.00

The Burdette Agency, Inc. dba North Star Place Branding & Marketing currently holds a Clark County Business License.

Cleared for Agenda

**10/21/2025**

File ID#

**25-2973**

Contract Summary:

Agenda Date	Agenda Item No.	Description	Amount (*)
8/4/2020	4	Selection of Providers	N/A
9/15/2020	4	Award of Providers	\$5,000,000 aggregately
10/7/2025	Pending	Amendment No. 1	\$2,000,000 aggregately
		New total not to exceed	\$7,000,000 aggregately

(\*) Amounts reported reflect the maximum allowable and are inclusive of annual escalators.