

CLARK COUNTY BOARD OF COMMISSIONERS

AGENDA ITEM

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

Recommendation:

Ratify and approve the Contract with The Burdette Agency, Inc., dba North Star Place Branding & Marketing, for CBE No. 606635-23, for Marketing Services, contingent upon submission of the required insurance; and authorize the Chief Financial Officer or her designee to sign the Contract; 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:	\$476,933		
Description:	Marketing Services		
Additional Comments:	The total Contract award is estimated in the amount of \$476,933.		

BACKGROUND:

This Contract is for marketing services focused on elevating our community as the place to do business with The Burdette Agency, Inc., dba North Star Place Branding & Marketing (LBE).

A Fiscal Directive No. 6, Competitive Bidding Exception, was approved because the provider has experience and knowledge of the program and can continue services with no disruption.

The following are the pertinent provisions of the Contract:

- The term of the Contract is from July 1, 2023 through June 30, 2024, and includes a 3 month extension.
- Includes the County's option to terminate for cause, convenience or default and suspend the Contract with advanced written notice.

The recommendation of award is in accordance with NRS 332.115.1(b), the competitive bidding process is not required as the services to be performed are professional in nature.

The Burdette Agency, Inc., dba NorthStar Place Branding & Marketing currently holds a Clark County Vendor Registration.

Cleared for Agenda

09/19/2023

File ID#

23-1202