

# CLARK COUNTY BOARD OF COMMISSIONERS

## AGENDA ITEM

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

**Recommendation:**

**Approve an Amendment to the Contract with The Burdette Agency, Inc. dba North Star Place Branding and Marketing, for CBE No. 607821-25, for Marketing and Consulting 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:	Not to exceed \$1,291,500		
Description:	Marketing and Consulting Services		
Additional Comments:	Amendment No. 1 will increase the Contract amount by \$1,291,500, for a new total Contract amount not to exceed \$1,891,500.		

**BACKGROUND:**

On December 16, 2025, 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. 607821-25 to The Burdette Agency, Inc. dba North Star Place Branding and Marketing (LBE) in the amount not to exceed of \$600,000 for Marketing and Consulting Services.

The following are the pertinent provisions of the Contract:

- The term of the Contract was from July 1, 2025 through June 30, 2026.
- 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 add two (2) one-year renewal options to the Contract. The attached Amendment No. 1 document details the modifications and costs involved.

The Burdette Agency, Inc. dba North Star Place Branding and Marketing currently holds a Clark County Vendor Registration.

**Contract Summary:**

Agenda Approval Date	Agenda Item No.	Description	Amount (*)
December 16, 2025	N/A	Contract Award	\$600,000
March 17, 2026	Pending	Amendment No. 1	\$1,291,500
		New Total Contract Amount	\$1,891,500

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

Cleared for Agenda

**03/17/2026**

File ID#

**26-1188**

