



# COUNTY OF HUMBOLDT

For the meeting of: 10/22/2019

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File #: 19-1073

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**To:** Board of Supervisors

**From:** County Administrative Office

**Agenda Section:** Consent

**SUBJECT:**

Professional Services Agreement with Southern Humboldt Business and Visitor's Bureau for Marketing, Branding, and Promoting the Humboldt County Cannabis Industry

**RECOMMENDATION(S):**

That the Board of Supervisors:

1. Approve the attached Agreement with Southern Humboldt Business and Visitor's Bureau and authorize the Chair to sign two (2) copies; and
2. Direct the Clerk of the Board to return the two (2) signed agreements to the Economic Development Division.

**SOURCE OF FUNDING:**

General Fund.

**DISCUSSION:**

The county's Comprehensive Economic Development Strategy (CEDs) identifies Humboldt's cannabis industry as being a major contributor to the local economy. Consequently, your Board approved the creation of Project Trellis which includes programs and initiatives aimed at supporting the cannabis industry.

On June 17<sup>th</sup>, 2019 the Southern Humboldt Visitors Bureau (SHBVB) approached your Board and asked for funding to attend and participate in out-of-county trade show and conference events for the purpose of marketing, branding, and promoting the Humboldt County cannabis industry.

Your Board approved this funding request and directed staff to contract with the SHBVB for these services for an amount not to exceed \$75,000.00, and to be paid for from the marketing allocation for Project Trellis.

The total marketing allocation of the Project Trellis Budget for fiscal year 2019-20 is \$432,540.00 and was set aside for the purpose of contracting with professionals for services designed to increase the overall demand for Humboldt County cannabis. The SHBVB's request for funding in order to promote

Humboldt County's cannabis industry at conferences and trade shows is aligned with this purpose.

For its part, and under the terms of the agreement, the SHBVB will attend and participate in at least six (6) out-of-county trade show/conference events, per year. The SHBVB will be an exhibitor at these events, and will actively market, brand, and promote the Humboldt County cannabis industry through the distribution and presentation of advertising, displays, and marketing materials.

Payment to the SHBVB shall be for those approved costs and fees, as defined by the agreement, associated with representing the Humboldt County cannabis industry at these conference and events, and will include reimbursement for SHBVB staff time, travel, registration fees, booth fees, and the cost of printed materials, advertising and displays.

FINANCIAL IMPACT:

Funding for this contract shall come from the Project Trellis marketing allocation which is funded through a diversion of the cannabis cultivation excise tax. The fiscal year 2019-20 adopted budget included \$75,000, as approved by your Board, for the first year's activities associated to this contract. An equivalent amount will be included in the following two fiscal years Proposed Budget.

STRATEGIC FRAMEWORK:

This action supports your Board's Strategic Framework by supporting business, workforce development and creation of private-sector jobs .

OTHER AGENCY INVOLVEMENT:

None

ALTERNATIVES TO STAFF RECOMMENDATIONS:

At Board discretion.

ATTACHMENTS:

Agreement with Southern Humboldt Business and Visitor's Bureau (2019\_PSA\_SHBVB).

PREVIOUS ACTION/REFERRAL:

Board Order No.: N/A

Meeting of: N/A

File No.: N/A