



COUNTY OF HUMBOLDT

For the meeting of: 5/13/2025

File #: 25-134

To: Board of Supervisors

From: County Administrative Office

Agenda Section: Consent

Vote Requirement: Majority

SUBJECT:

Award of Request for Proposal (RFP) #EDD-2025-01 for Marketing Asset Inventory Analysis and Countywide Travel and Tourism Marketing Strategy Consulting Services

RECOMMENDATION(S):

That the Board of Supervisors:

1. Award RFP #EDD-2025-01 for marketing asset inventory analysis and countywide travel and tourism marketing strategy consulting services to JayRay Ads & PR; and
2. Authorize the County Administrative Officer (CAO), or designee, to execute the attached agreement; and
3. Authorize the CAO to execute related documents, modifications and amendments after review and approval from Risk Management and County Counsel.

STRATEGIC PLAN:

This action supports the following areas of your Board's Strategic Plan.

Area of Focus: A Diverse, Equitable & Robust Economy

Strategic Plan Category: 2002 - Promote a robust tourism economy

DISCUSSION:

On June 10, 2024, your Board allocated funding for a marketing asset and inventory assessment and the development of a countywide strategic tourism marketing framework.

Following this direction, RFP #EDD-2025-01 (Attachment 1) was issued on Dec. 18, 2024, to solicit qualified firms for consulting services to assist with a marketing asset inventory and analysis and to develop a countywide travel and tourism marketing strategy. The RFP sought bids from consulting agencies to develop a strategy that includes recommendations based on the asset inventory analysis for Humboldt County, a comprehensive stakeholder engagement approach, and alignment with the county's tourism and economic development objectives, including sustainable destination promotion, support for local businesses, unified branding, year-round visitation, enhanced visitor experience, inclusive community engagement and strategic regional collaboration.

The RFP response period closed on Jan. 22, 2025, with six proposals received for review (Attachments 2-7). After evaluating each proposal, the RFP review panel selected JayRay Ads & PR for award.

Therefore, staff recommends your Board award JayRay Ads & PR a Professional Service Agreement substantially similar to attachment 8 in the amount of \$49,460, for a marketing asset and inventory assessment and the development of the countywide strategic tourism marketing framework.

SOURCE OF FUNDING:

General Fund - Transient Occupancy Tax (TOT)

FINANCIAL IMPACT:

<i>Expenditures (1120-275)</i>	FY24-25	FY25-26*
<i>Budgeted Expenses</i>	\$14,274	\$35,686
<i>Total Expenditures</i>	\$14,274	\$35,686

**Projected amounts are estimates and are subject to change.*

<i>Funding Sources (1120-275)</i>	FY24-25	FY25-26*
<i>General Fund - TOT</i>	\$14,274	\$35,686
<i>Total Funding Sources</i>	\$14,274	\$35,686

**Projected amounts are estimates and are subject to change.*

NARRATIVE EXPLANATION OF FINANCIAL IMPACT:

Should your Board award this contract in the amount of \$49,960 in the current fiscal year the scope of work will extend into FY 2025 -26. The Economic Development budget unit, 1120-275, has sufficient funds budgeted in the adopted FY 2024-25 budget as this contract was anticipated. Contract costs anticipated to carry over into the next fiscal year in the amount of \$35,686 are included in the Economic Development proposed budget for FY 2025-26.

NARRATIVE EXPLANATION OF STAFFING IMPACT:

The recommended actions will not impact current staffing levels.

OTHER AGENCY INVOLVEMENT:

N/A

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Your Board may choose not to approve this contract. However, this is not recommended as JayRay Ads & PR was determined to be the most qualified proposal to meet the county's needs of developing a marketing asset inventory analysis and countywide travel and tourism marketing strategy.

ATTACHMENTS:

1. RFP #EDD-2025-01
2. RFP Response the Abbi agency
3. RFP Response the Research Associates
4. RFP Response DCI
5. RFP Response JayRay Ads & PR Inc.
6. RFP Response Place Dynamics
7. RFP Response Verdin
8. Professional Service Agreement - JayRay Ads & PR

PREVIOUS ACTION/REFERRAL:

Meeting of: June 10, 2024

File No.: 24-969