



COUNTY OF HUMBOLDT

For the meeting of: 7/7/2020

File #: 20-795

To: Board of Supervisors

From: County Administrative Office

Agenda Section: Consent

SUBJECT:

First Amendment to Professional Services Agreement with the 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 First Amendment to the Professional Services Agreement with Southern Humboldt Business and Visitor's Bureau and authorize the Chair to sign two copies; and
2. Direct the Clerk of the Board to return the two signed agreements to the County Administrative Office - Economic Development Division.

SOURCE OF FUNDING:

General Fund Cannabis Excise Tax Revenue 1100, Economic Development Fund 1120

DISCUSSION:

On June 17, 2019, the Southern Humboldt Business and Visitors Bureau (SHBVB) asked your Board for funding to participate in out-of-county events for the purpose of marketing, branding, and promoting the Humboldt County cannabis industry. Your Board approved its funding request and directed staff to contract with the SHBVB for cannabis marketing services. Your Board established a budget amount not to exceed \$75,000 and directed that payments to the SHBVB for these services be paid for from the marketing allocation which was set aside for Project Trellis.

Accordingly, and on the 1st day of September, 2019, the County entered into a Professional Services Agreement with the SHBVB and retained their services to exhibit at a minimum of six out-of-county trade show events to actively market, brand, and promote the Humboldt County cannabis industry through the distribution and presentation of advertising, displays, and marketing materials.

However, since the execution of that agreement, and with the arrival of COVID-19, quarantine measures, shelter-in-place orders, restrictions on travel, and other hinderances (i.e. caused by the pandemic) have adversely impacted the SHBVB's ability to attend out-of-county trade shows thereby creating challenges for the SHBVB to fulfill its obligations under the agreement.

Therefore, staff recommends that the Professional Services Agreement with the SHBVB be extended by a period of 6 months and that your Board approve the attached First Amendment to the Agreement with Southern Humboldt Business and Visitor's Bureau, authorize the Chair to sign two copies; and Direct the Clerk of the Board to return the two signed agreements to the County Administrative Office - Economic Development Division.

FINANCIAL IMPACT:

Funding for this contract shall not change and shall continue to come from the Economic Development Budget Unit 1120-275 Project Trellis marketing allocation which is funded through a General Fund allocation of the cannabis cultivation excise tax.

STRATEGIC FRAMEWORK:

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

OTHER AGENCY INVOLVEMENT:

Southern Humboldt Business and Visitor's Bureau

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Board discretion.

ATTACHMENTS:

1. Amendment to Agreement with Southern Humboldt Business and Visitor's Bureau (2020 FIRST AMENDMENT to SHBVB Marketing PSA).
2. Agreement with Southern Humboldt Business and Visitor's Bureau (2019_PSA_SHBVB).

PREVIOUS ACTION/REFERRAL:

Board Order No.: C-6

Meeting of: Oct. 22, 2019

File No.: 19-1073