

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
JUNE 21, 2022

TITLE:	Economic Development Department requests the approval of an Independent Contractor Agreement with Love Communication for media agency services
FISCAL IMPACT:	\$300,000
PRESENTER(S):	August Granath, Director, Economic Development Department

Prepared By:

AUGUST GRANATH
DIRECTOR,
GRAND COUNTY
ECONOMIC DEVELOPMENT

FOR OFFICE USE ONLY:
Attorney Review:

SUGGESTED MOTION:

I move to approve the Media Agency Independent Contractor Agreement (ICA) with Love Communication.

BACKGROUND:

The Grand County Economic Development Department (EDD) sought proposals from media agencies to support the execution of its Destination Management Organization (DMO) goals to promote responsible recreation. Key needs include the development of marketing strategy, media planning, and media buying.

Historically, the EDD has worked with a media agency in this capacity but had a contract expire at the end of 2021. Throughout 2022, our office has worked with media agencies on a project by project basis to execute marketing strategy. It became clear that moving back to an annual contract with a single firm to plan and execute marketing strategy will minimize staff time spent contracting with individual media vendors and enhance overall cohesion and effectiveness of our campaigns.

The county issued an RFP for these services on June 8th, 2022 with a close date of June 15th, 2022. The county received bids from 3 firms. Upon review of the bids by a scoring committee, the committee awarded the bid to Love Communication. An ICA was drafted and has been signed by FIRM NAME. The contract is valid through the end of 2023 and can be renewed annually for two additional years.

There is clear language in the ICA that any and all marketing efforts are to focus on the promotion of Responsible Recreation activities and/or Educate visitors on Responsible Recreation. Additionally, the ICA makes it clear that all strategy will be informed by the input and advice of the Travel Council Advisory Board and will not move forward without the approval of the County Commission. This ICA does not authorize any individual marketing campaign or strategy.

Attachment:

- 6.21.22 – Media Agency – Independent Contractor Agreement.docx