

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
SEPTEMBER 6, 2022

TITLE:	First Amendment to the Independent Contractor Agreement between Grand County and Love Communications for the purposes of authorizing \$25,000 to be spent on the development of creative assets and marketing materials.
FISCAL IMPACT:	\$25,000
PRESENTER(S):	August Granath, Economic Development Director

Prepared By:

August Granath
 Director,
 Grand County
 Economic
 Development

FOR OFFICE USE ONLY:

Attorney Review:

SUGGESTED MOTION:

I move to approve the First Amendment to the Independent Contractor Agreement between Grand County and Love Communications for the purposes of authorizing \$25,000 to be spent on the development of creative assets and marketing materials.

BACKGROUND:

The Grand County Economic Development Department (EDD) requests that the Grand County Commission approve an amendment to the Independent Contractor Agreement between Grand County and Love Communications. The amendment expands the scope of work and payment sections of the agreement so that the EDD can pay for needed creative services as documented in the attached "Scope Proposal" document. Although the proposal estimates a maximum cost of \$23,000, the EDD added \$2,000 to the maximum spend on these services to cover unexpected costs.

As will be separately discussed during this meeting, we are requesting a budget amendment to be considered at the September 20, 2022 commission meeting that would authorize a marketing campaign to be launched as soon as possible. In order to move quickly on that campaign, Love Communications has put together a Creative Brief that would direct the production of these creative marketing materials. County Commissioners Jacques Hadler and Sarah Stock, Travel Council Advisory Board Chair Jenny Gleason, Strategic Development Director Chris Baird, and EDD staff approved the final Creative Brief, which is attached for reference.

ATTACHMENT(S):

1. Scope Proposal
2. Creative Brief
3. First Amendment to Independent Contractor Agreement