



MARIPOSA COUNTY

Administration/Community Development · 966-3222



RESOLUTION - ACTION REQUESTED 2018-311

MEETING: July 10, 2018

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Award a Contract to Yogg LLC to Conduct a Branding Project for Mariposa County

RECOMMENDATION AND JUSTIFICATION:

Award an Agreement for Services to Yogg LLC to Conduct a Branding Project; and Authorize the Board of Supervisors Chair to Sign the Agreement.

The Mariposa County Economic Vitality Strategy includes the development of a brand identity as a priority action to attract new business and contribute to the year-round success of existing business. While the county seal will always be part of official documents, place branding is increasingly common among local governments as a way of communicating identity and values within the community and with external partners.

A Request for Proposals (RFP) to research and develop place branding for Mariposa County was issued by the County in April 2018. Solicitation for bids were distributed by email via CALED to 125 economic development consultants, as well as 6 consultants outside of the CALED distribution list. The bid period closed on May 21, 2018, and four proposals were received.

Nine staff representing seven departments were invited to participate on a selection committee for the branding project. After reading the proposals and interviewing top candidates, the committee selected yogg LLC based on their quality of past work, ability to understand our community, and expected value for their services. yogg LLC was the lowest responsible bid.

It is the appropriate time to award the contract and begin the branding process. The recommended contract period will be in effect from July 10, 2018 to February 28, 2019. Sufficient funding for the contract has been included in the 2018/19 Economic Development budget.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board of Supervisors approved the 2018/19 Economic Development budget,

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which included adequate funds for the branding project.

The Board of Supervisors approved the Economic Vitality Strategy in July 2017, which references branding as a priority action item.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not award the bid. Staff could be directed to re-bid the project, consider other bidders or stop the branding process. These options could add cost and/or delay.

FINANCIAL IMPACT:

Sufficient funding has been included in the Recommended Budget for 206-17 in the Economic Development Budget.

ATTACHMENTS:

Mariposa yogg contract 6_22_18_final (DOCX)
yogg (PDF)

RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]

MOVER: Merlin Jones, District II Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey