



Board of County Commissioners
Clackamas County

Members of the Board:

Approval of the Contract Amendment #3 with Borders Perrin Norrande (BPN) for Marketing Agency of Record Services for the Tourism & Cultural Affairs Department

Purpose/Outcome	Approval of the third year's contract amendment of a potential five (5) year contract with Borders Perrin Norrande (BPN) as the marketing agency of record for Tourism & Cultural Affairs.
Fiscal Impact	3 rd year contract is \$936,500 broken down as Advertising (432400) \$680,000; Sales Materials (432403) \$136,500; and Professional Services (431000) \$120,000.
Funding Source	Funds for this service contract are included in Tourism & Cultural Affairs FY19-20 budget. The contract is based on a "not to exceed" amount that is determined in the County budgeting cycle each year.
Duration	Original Contract October 1, 2017 through June 30, 2018. Option for renewal for up to four (4) additional one-year terms through June 2022.
Strategic Plan Alignment	Create and execute marketing strategies that promote to visitors this destination we call Oregon's Mt. Hood Territory.
Previous Action	BCC approval of original 5-year contract for FY2017-2022 and contract amendment #1 for FY18-19.
Counsel Review	June 12, 2019
Contact Person	Jeannine Breshears, Marketing & Programs Manager Danielle Cowan, Executive Director

Background:

The Tourism Development Council (TDC), on behalf of the County, has a contract with a marketing agency of record to work with the TDC and Tourism & Cultural Affairs staff to market as Oregon's Mt. Hood Territory.

Through the Request for Proposals process in FY16-17, the proposal from Borders Perrin Norrande (BPN) was determined to be the one best meeting the County's needs for this project and selected to serve as the marketing agency of record. This request is for approval of the third year of service as the second option for renewal to serve an additional one-year term of the potential five (5) year contract. A detailed scope of work and budget for FY19-20 has been developed and approved by the Tourism Development Council (TDC) and presented to the BCC Board.

County Counsel has reviewed and approved this Amendment #3.

Recommendation:

Staff recommends the Board approve the third year of service as the second option for renewal to serve an additional one-year term of the potential five (5) year contract with Borders Perrin Norrande (BPN) as the marketing agency of record for Tourism & Cultural Affairs.

Respectfully Submitted,

Danielle Cowan, Executive Director
Tourism & Cultural Affairs

*Placed on the _____ Agenda by the Procurement Division

AMENDMENT #3

**TO THE CONTRACT DOCUMENTS WITH BORDERS, PERRIN & NORRANDER, INC. FOR
MARKETING AGENCY OF RECORD**

This Amendment #3 is entered into between Borders, Perrin & Norrande, Inc. (“Contractor”) and Clackamas County, a political subdivision of the State of Oregon, on behalf of its Tourism and Cultural Affairs Department (“County”), and shall become part of the Contract documents entered into between both parties on September 28, 2017 (“Contract”).

The Purpose of this Amendment #3 is to make the following changes to the Contract:

1. Article I, Section 1. **Effective Date and Duration:** is hereby amended as follows:
By execution of this Amendment, the parties are exercising the option to renew one the Contract for an additional (1) year term. The Contract termination date, as previously amended, is hereby changed from June 30, 2019 to **June 30, 2020**. There are two (2) remaining 1-year renewals available in this Contract.

2. Article I, Section 2. **Scope of Work:** is hereby amended to add the following:
Contractor will provide additional marketing activity for fiscal year 2019-2020, as outlined in a letter dated June 3, 2019 and hereby incorporated as **Exhibit “G.”** Also included is the FY19-20 Budget Recommendation detailing proposed budget allocation and recommendations for target markets as provided by the Contractor. Contractor will provide the marketing activity services pursuant to the FY19-20 Budget Recommendation.

3. Article I, Section 3. **Compensation:** is hereby amended as follows:
For fiscal year 2019-2020 the Compensation shall be **\$936,500.00**. This includes \$120,000 for the professional services agency retainer; \$680,000 for direct and indirect advertising; \$136,500 for sales materials. The total Compensation authorized under this Contract shall not exceed \$2,972,448.00. With the exception of the agency retainer, the County in its administrative discretion and upon written notice to Contractor, may reallocate the funding for specific service categories.

Original Contract	\$ 1,015,000.00
Amendment #1 / Renewal #1	\$ 1,020,948.00 FY 18-19
Amendment #2	\$ No Cost Change
<u>Amendment #3</u>	<u>\$ 936,500.00 FY 19-20</u>
Total Amended Contract	\$ 2,972,448.00

Fiscal year is defined as July 1, 2019, to June 30, 2020.

SIGNATURE PAGE FOLLOWS

Except as expressly amended above, all other terms and conditions of the Contract shall remain in full force and effect.

By signature below, the parties agree to this Amendment #3, effective upon the date of the last signature below.

Borders, Perrin & Norrande, Inc.
520 SW Yamhill Street, Ste. 950
Portland OR 97204

Clackamas County

Authorized Signature

Chair

Name / Title (Printed)

Recording Secretary

Date

Date

618136-80 DBC / Oregon
Oregon Business Registry #

Approved as to Form:

County Counsel

Date

EXHIBIT G

MARKETING ACTIVITY AND COST FOR FISCAL YEAR 2019-2020