

## Legislation Text

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**File #:** ID-5373, **Version:** 1

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**Narrative of Resolution:**

To authorize a modification agreement with Bold Gold Media Group to provide services under the Workforce Innovation and Opportunities Act

**If Resolution requires expenditure of County Funds, provide the following information:**

**Amount to be authorized by Resolution:** \$40,000.00

**Are funds already budgeted?** Yes

**Specify Compliance with Procurement Procedures:** RFP #21-25; RESOLUTION 374-21

**RESOLUTION INTRODUCED BY THE EXECUTIVE COMMITTEE TO AUTHORIZE A MODIFICATION AGREEMENT WITH BOLD GOLD MEDIA GROUP TO PROVIDE SERVICES UNDER THE WORKFORCE INNOVATION AND OPPORTUNITIES ACT.**

**WHEREAS**, the Center for Workforce Development is responsible for the administration and implementation of the federal Workforce Innovation and Opportunities Act (WIOA) Title 1B Youth Funds; and

**WHEREAS**, the Center for Workforce Development issued a Request for Proposal RFP #21-25 for professional services to create awareness and desire for CWD's youth program, which was awarded to Bold Gold Media Group and a Contract is in effect from September 1, 2021 to July 31, 2022, with an additional one-year extension; and

**WHEREAS**, additional services are needed for the Center for Workforce Development to enhance and expand the services that have been provided by Bold Gold Media Group; and

**WHEREAS**, the Center for Workforce Development is requesting to modify this contract for an additional six (6) months through December 31, 2023 due to the fact that the services will not be completed by July 31, 2023, and incorporate an additional \$40,000 to complete these services adding further GEO Targeted programmatic aspects and Direct Mail Marketing; and

**WHEREAS**, a Modification to the original contract is requested allowing Bold Gold Media Group to continue to provide the services through December 31, 2023 with additional funds of \$40,000.00; and

**NOW, THEREFORE, BE IT RESOLVED**, that the County Manager is hereby authorized to execute a Modification Agreement with Bold Media as described above. Said agreement to be in the form approved by the County Attorney, and contingent upon the County receiving the necessary federal allocations.