

## Legislation Text

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**File #:** ID-5553, **Version:** 1

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**Narrative of Resolution:**

Resolution introduced by the Planning, Real Property and Economic Development Committee to authorize a Contract 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 #23-13

**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 #23-13 for Professional services for the continuation of youth digital display marketing to include Geo Targeted Digital Video Marketing, Social Media and Video Production to create awareness and desire for CWD's youth program; and

**WHEREAS**, Bold Gold Media Group was chosen out of the two respondents to provide the services sought after; and

**WHEREAS**, Bold Gold Media Group will provide the services from June 1, 2023 through May 31, 2024 in an amount not to exceed \$40,000. The Contract may be renewable for an additional four (4) years based on availability of funds, success with deliverables, and quality of products.

**NOW, THEREFORE, BE IT RESOLVED**, that the County Manager is hereby authorized to execute a Contract Agreement with Bold Gold 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.