



ROUTT COUNTY BOARD OF COUNTY COMMISSIONERS

AGENDA COMMUNICATION FORM

ITEM DATE: May 16, 2023	ITEM TIME:
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FROM:	J. Kennedy
TODAY'S DATE:	May 4, 2023
AGENDA TITLE:	Upsize Marketing Strategies NWCDC PSA Approval

CHECK ONE THAT APPLIES TO YOUR ITEM:	
<input checked="" type="checkbox"/> X ACTION ITEM	
<input type="checkbox"/> DIRECTION	
<input type="checkbox"/> INFORMATION	

I. DESCRIBE THE REQUEST OR ISSUE:

Request the Board of County Commissioners approve the PSA, the Chair sign the PSA and authorize the County Manager to electronically sign the PO to CWR Enterprises, LLC d/b/a Upsize Marketing Strategies for Project Management and Administrative/Grant Management in the amount not to exceed \$91,396.

II. MOTION:

Motion by the Board of County Commissioners to approve the PSA, the Chair sign the PSA and authorize the County Manager to electronically sign the PO to CWR Enterprises, LLC d/b/a Upsize Marketing Strategies for Project Management and Administrative/Grant Management in the amount not to exceed \$91,396.

III. DESCRIBE FISCAL IMPACTS (VARIATION TO BUDGET):

PROPOSED REVENUE *(if applicable):*

CURRENT BUDGETED AMOUNT: \$91,396

PROPOSED EXPENDITURE: \$91,396

FUNDING SOURCE: REDI Grant

SUPPLEMENTAL BUDGET NEEDED: YES NO

IV. IMPACTS OF A REGIONAL NATURE OR ON OTHER JURISDICTIONS (IDENTIFY ANY COMMUNICATIONS ON THIS ITEM):

None

V. BACKGROUND INFORMATION:

This Professional Services Agreement extends the project management and administrative/grant support provided by Upsize Marketing Strategies for the North West Colorado Development Council (NWCDC) from July 2, 2023 through December 20, 2023 with the remaining grant funding.

The NWCDC requested Purchasing to issue RFP 741 for these services in the Spring of 2022. Upsize Marketing fulfilled both roles authorized under the REDI grant terms. DOLA has extended the deadline to consume the funds from June 20, 2023 to December 30, 2023 to complete the project objectives.



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VI. LEGAL ISSUES:

None

VII. CONFLICTS OR ENVIRONMENTAL ISSUES:

None

VIII. SUMMARY AND OTHER OPTIONS:

Recommend the Board of County Commissioners approve the PSA, the Chair sign the PSA and authorize the County Manager to electronically sign the PO to CWR Enterprises, LLC d/b/a Upsize Marketing Strategies for Project Management and Administrative/Grant Management in the amount not to exceed \$91,396.

IX. LIST OF ATTACHMENTS:

PSA with Attachment A: SOW
REDI Grant Extension Approval Letter