

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS  
OF THE COUNTY OF SAN BERNARDINO  
AND RECORD OF ACTION**

**May 4, 2021**

**FROM**

**SOUA VANG, Interim Economic Development Director, Economic Development**

**SUBJECT**

Amendment to Agreement with Spaulding Thompson & Associates for Professional Communication and Media Coordination Services

**RECOMMENDATION(S)**

Approve **Amendment No. 3 to Agreement No. 16-239** with Spaulding Thompson & Associates for professional communication and media coordination services, increasing the contract amount by \$84,000, from \$420,000 to an amount not-to-exceed \$504,000, and extending the term by one year due to the postponement of the annual State of the County event due to COVID-19, for the total contract period of July 1, 2016 through June 30, 2022.

(Presenter: Soua Vang, Interim Economic Development Director, 387-4460)

**COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES**

**Promote the Countywide Vision.**

**Create, Maintain and Grow Jobs and Economic Value in the County.**

**FINANCIAL IMPACT**

Approval of this item will not result in the use of additional Discretionary General Funding (Net County Cost). Sufficient appropriation has been included in Economic Development's (EDA) 2021-22 Recommended budget.

**BACKGROUND INFORMATION**

Spaulding Thompson & Associates provides professional communications and media relation services to EDA to support the implementation of outreach strategies. These strategies target top executives, industry influencers, tenant representatives, brokers and site selectors. Spaulding Thompson & Associates also assists EDA in building successful media relationships in an effort to promote County of San Bernardino (County) programs and successes.

Due to the impacts of COVID-19, the 2021 State of the County event, of which Spaulding Thompson & Associates play a major role in development and communications, was postponed to the Fall of 2021. The proposed amendment extends the term of the Agreement by one year, for a total contract period of July 1, 2016 through June 30, 2022, and increases the contract amount by \$84,000, from \$420,000 to an amount not-to-exceed \$504,000.

Since the 2021 State of the County event was postponed from Spring of 2021 to the Fall of 2021, approval of this item will allow EDA to extend the contract with Spaulding Thompson & Associates for professional communication and media coordination services, in preparation of

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the Fall 2021 State of the County and also to assist EDA with preparation of the 2022 State of the County event.

On May 24, 2016 (Item No. 72), the Board of Supervisors (Board) approved Agreement No. 16-239 (Agreement) with Spaulding Thompson & Associates in an amount not-to-exceed \$252,000 (\$84,000 per year) to provide professional communications and media relation services for the period of July 1, 2016, through June 30, 2019, with the option to extend the Agreement for two additional one-year periods.

On June 11, 2019 (Item No. 29), the Board approved Amendment No. 1 to the Agreement to exercise the County's first option to extend the term of the Agreement by one year, for a total contract period of July 1, 2016 through June 30, 2020, and increase the contract amount by \$84,000, from \$252,000 to an amount not-to-exceed \$336,000.

On May 19, 2020 (Item No. 48), the Board approved Amendment No. 2 to the Agreement to exercise the County's second option to extend the term of the Agreement by one year for a total contract period of July 1, 2016 through June 30, 2021, and increase the contract amount by \$84,000, from \$336,000 to an amount not-to-exceed \$420,000.

The County may terminate the Agreement upon 10 days written notice to Spaulding Thompson & Associates in the event that Spaulding Thompson & Associates fail to perform the services in a satisfactory manner. Either party may terminate the Agreement for its convenience upon 30 days written notice to the other party.

**PROCUREMENT**

EDA conducted a competitive Request for Qualifications. The release date for the formal request was February 18, 2016. Spaulding Thompson & Associates was awarded the professional communications and media relation services after the qualification process was complete. Section B.17 of the Agreement authorizes the County and Spaulding Thompson & Associates to amend the Agreement in a writing signed by both parties. Due to the COVID-19 pandemic, EDA is requesting that the Agreement be amended pursuant to Section B.17 to extend the contract term by one additional year. Approval of the proposed amendment will allow for continuation of communications and media relation services without interruption while EDA prepares to conduct another competitive procurement related to the provision of professional communications and media relations by June 30, 2022. If approved, no additional procurement activities are required.

County Policy 11-04 requires Board approval when contracting for competitive and non-competitive services where the annual aggregate cost exceeds \$200,000.

**REVIEW BY OTHERS**

This item has been reviewed by County Counsel (Sophie A. Akins, Deputy County Counsel, 387-5455) on March 31, 2021; Purchasing (Bruce Cole, Supervising Buyer, 387-2148) on April 2, 2021; Finance (Kathleen Gonzalez, Finance Analyst, 387-5412) on April 14, 2021; and County Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5423) on April 19, 2021.

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Record of Action of the Board of Supervisors  
County of San Bernardino

**APPROVED (CONSENT CALENDAR)**

Moved: Joe Baca, Jr. Seconded: Col. Paul Cook (Ret.)

Ayes: Col. Paul Cook (Ret.), Janice Rutherford, Dawn Rowe, Curt Hagman, Joe Baca, Jr.

Lynna Monell, CLERK OF THE BOARD

BY   
DATED: May 4, 2021



cc: EDA - Vang w/agree  
Contractor - C/O EDA w/agree  
File - w/agree  
CCM 05/5/2021