



## COMMISSION STAFF REPORT

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**MEETING DATE:** April 6, 2021

**ITEM TITLE, PRESENTER:** Consideration and Approval of the 2021 Sponsorship Agreement Between San Juan County and Chadwick Booth & Co. for \$17,000. Mack McDonald, Chief Administrative Officer

**RECOMMENDATION:** Approve the agreement

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### SUMMARY

This is a Sole Source contract with Chadwick Booth & Company used to help market and relay current issues of San Juan County to the public throughout the regional states. Commissioners had tabled this in a previous meeting requesting that the County Administrator provide additional information regarding the marketing efforts by Chadwick Booth & Co. Those efforts are enclosed with this item in the packet.

### HISTORY/PAST ACTION

Last year, they provided marketing and social awareness for water issues around the Navajo Mountain area, they did a segment on Navajo Nation Roads and assisted in legislative issues for the County.

During the February 2, 2021 Commission Meeting, this item was tabled, and it was asked that the County Administrator research and provide further information into previous years marketing efforts that have taken place by Chadwick Booth & Company.

### FISCAL IMPACT

Last year's contract was for \$30,000. This year, due to the budget issues, we reduced this amount to \$15,000.