

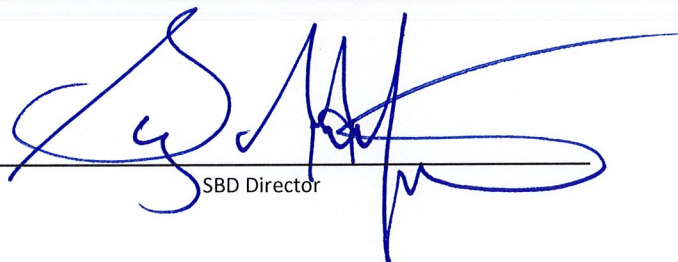
# Small Business Development Division

## Project Worksheet

Project/Contract Title: Asset Marketing & Advertising Services Received Date: 3/5/2021  
 Project/Contract No: RTQ-01868 Funding Source: Revenue Generating  
 Department: Management and Budget  
 Estimated Cost of Project/Bid: \$0.00  
 Description of Project/Bid: Establish a pool of pre-qualified marketing and advertising firms/agencies with applicable expertise to develop special marketing and advertising projects that will generate non-tax revenue generating opportunities for the County.

Contract Measures		
Measure	Program	Goal Percent
No Measure	SBE-G&S	
Reasons for Recommendation		
An analysis of the factors contained in Implementing Order 3-41, as well as, an analysis of the project package indicates a <b>No Measure</b> is appropriate for this project due to the <b>Funding Source (Revenue Generating)</b> .		
There are fifty-one (51) SBE certified firms under these commodity code.		
NIGP 91501 Advertising Agency Services, NIGP 91807 Advertising Consulting, NIGP 91876 Marketing Consulting, NIGP 96153 Marketing Service, Including Distribution, Public Opinion Surveys, Research, Sales Promotions, etc., NIGP 91522 Communications Marketing Services		

Living Wages: YES  NO  Highway: YES  NO  Heavy Construction: YES  NO   
 Responsible Wages: YES  NO  Building: YES  NO

  
 \_\_\_\_\_  
 SBD Director

3-31-21  
 Date