



Committee of the Whole

Deb Bell

Council Initiated:

Yes

No

ECAF: 2024-0534

Motion: 24-166

Type:

- Contract
- Board Appt.
- Code Amendment
- Budget Action
- Other

Requested Handling:

- Normal
- Expedite
- Urgent

Fund Source:

- General Fund
- Other
- N/A

Executive Rec:

- Approve
- Do Not Approve
- N/A

Approved as to

Form:

- Yes
- No
- N/A

Subject: Authorizing approval of Professional Services Agreement EF24-005G with JayRay Ads &PR Inc. for marketing and creative services for the Evergreen State Fair.

Scope: The proposed Agreement is to provide marketing and creative services for the Evergreen State Fair. Expedited review is requested due to delays in the procurement process and the need to bring the company under contract as soon as possible to meet fair advertising deadlines.

Duration: From execution through January 31, 2027.

Fiscal Impact: Current Year Multi-Year N/A

Funds are available within the current budget.

EXPEND	2024	2025	2026	TOTAL
DAC 002-509-541-4101	\$30,000	\$30,000	\$30,000	\$90,000

Authority Granted: Approve and authorize the Executive to sign and execute Professional Services Agreement EF24-005G with JayRay Ads & PR Inc. in the amount of \$90,000 and further authorizes the Director of Conservation and Natural Resources to approve and sign contract amendments that in aggregate increase the original contract amount by no more than 20%.

Background: The Evergreen State Fairgrounds hosts an average of 350,000 attendees during the annual eleven-day Evergreen State Fair. As technology and advertising mediums for the advertising market evolve and expand, the Evergreen State Fair requires the expertise and resources of a full-service creative agency to aid in innovative marketing for the Fair and Fairgrounds. A competitive Request for Proposals RFP-24-002TB was issued, and JayRay Ads & PR was selected through established Federal, State and County policies and practices.

The contractor will provide strategy, oversight, and guidance in all creative development and will produce radio, television, video, out-of-home, print and digital marketing and advertising for the annual Evergreen State Fair, for years 2024 through 2027.

Requested Action: For Council to consider the motion.