

**Recorder's Office Cover Sheet**

**Recording Requested By:**

**Name:** PAULA LOCHRIDGE

**Department:** COUNTY MANAGER'S OFFICE



KAREN ELLISON, RECORDER

**Type of Document: (please select one)**

- Agreement
- Contract
- Grant
- Change Order
- Easement
- Other

**specify:** \_\_\_\_\_

FILED

NO. 2220.138

8-7-20  
DATE

DOUGLAS COUNTY CLERK  
MINDEN, NV

BY [Signature] DEPUTY

## CONTRACT FOR PROFESSIONAL SERVICES BY AN INDEPENDENT CONTRACTOR

A CONTRACT BETWEEN

**DOUGLAS COUNTY, NEVADA**

AND

**RAD STRATEGIES, INC.  
5421 KIETZKE LANE, SUITE 100  
RENO, NEVADA 89511**

This Contract for Services by an Independent Contractor (the "Contract") is entered into by and between Douglas County, a political subdivision of the State of Nevada (the "County"), and Rad Strategies, Inc. ("Contractor"). The County and Contractor are at times collectively referred to hereinafter as the "Parties" or individually as the "Party."

**WHEREAS**, the County, from time to time, requires the professional services of independent contractors;

**WHEREAS**, the County believes that the professional services of Contractor are necessary, desirable, and in the best interests of Douglas County; and

**WHEREAS**, Contractor represents that it is duly qualified, equipped, competent, ready, willing and able to perform the professional services required by County as hereinafter described.

**NOW, THEREFORE**, in consideration of the mutual promises and covenants herein made, the County and Contractor mutually agree as follows:

**1. TERM AND EFFECTIVE DATE OF CONTRACT.** The Contract will become effective upon the signatures of both parties, and shall remain in effect until all services referred to in Paragraph 3 are completed by Contractor, unless earlier terminated by the County.

**2. INDEPENDENT CONTRACTOR STATUS.** The Parties agree Contractor will have the status of an independent contractor and that the Contract, by explicit agreement of the Parties,

incorporates and applies the provisions of NRS 333.700, as necessarily adapted to the Parties, including the express understanding that Contractor is not an employee of the County and that:

There shall be no:

- (1) Withholding of income taxes by the County;
- (2) Industrial insurance coverage provided by the County;
- (3) Participation in group insurance plans which may be available to employees of the County;
- (4) Participation or contributions by either the Contractor or the County to the public employee's retirement system;
- (5) Accumulation of vacation leave or sick leave; and
- (6) Unemployment compensation coverage provided by the County if the requirements of NRS 612.085 for independent contractors are met.

**3. SERVICES TO BE PERFORMED.** The Contractor will perform consulting services to conduct a "Douglas County Value of a Visitor Campaign" as detailed in the Scope of Work attached hereto as **Exhibit 1**.

**4. PAYMENT FOR SERVICES.** Contractor agrees to provide the services set forth in Paragraph 3 for a total cost not to exceed \$7,000 as further detailed in the Scope of Work attached hereto as **Exhibit 1**. Contractor shall submit monthly invoices to County, which County shall pay within 30 days of receipt.

**5. NONAPPROPRIATION.** Nothing in the Contract will be construed to provide Contractor with a right of payment from any entity other than the County. Any funds budgeted by the County pursuant to the terms of the Contract that are not paid to Contractor will automatically revert to the County's discretionary control upon the completion, termination, or cancellation of the Contract. The County will not have any obligation to re-award or to provide, in any manner, the unexpended funds to Contractor. Contractor will have no claim of any sort to the unexpended funds.

**6. CONSTRUCTION OF CONTRACT.** The Contract will be construed and interpreted according to the laws of the State of Nevada. There will be no presumption for or against the drafter in interpreting or enforcing the Contract. In the event a dispute arises between the Parties, the Parties promise and agree to first meet and confer to resolve any dispute. If such meeting does not resolve the dispute, then the Parties agree to mediate any dispute arising from or relating to the Contract before an independent mediator mutually agreed to by the parties. The fee, rate or charge of the mediator will be shared equally by the Parties, who will otherwise be responsible for their own attorney's fees and costs. If mediation is unsuccessful, litigation may only proceed before a department of the Ninth Judicial District Court of the State of Nevada in and for the County of Douglas that was not involved in the mediation process and attorney's fees and costs will be awarded to the prevailing party at the discretion of the court. The Parties mutually agree to not seek punitive damages against either Party.

**7. COMPLIANCE WITH APPLICABLE LAWS.** Contractor promises and agrees to fully and completely comply with all applicable local, state and federal laws, regulations, orders, or requirements of any sort in carrying out the obligations of the Contract, including, but not limited

to, all federal, state, and local accounting procedures and requirements, all hazardous materials regulations, and all immigration and naturalization laws. County will not waive and intends to assert all available NRS chapter 41 liability limitations.

**8. ASSIGNMENT.** Contractor will neither assign, transfer nor delegate any rights, obligations or duties under the Contract without the prior written consent of the County.

**9. COUNTY INSPECTION.** The books, records, documents and accounting procedures and practices of Contractor related to the Contract will be subject to inspection, examination and audit by the County, including, but not limited to, the contracting agency, the County Manager, the District Attorney, and, if applicable, the Comptroller General of the United States, or any authorized representative of those entities.

**10. DISPOSITION OF CONTRACT MATERIALS.** Any books, reports, studies, photographs, negatives or other documents, data, drawings or other materials prepared by or supplied to Contractor in the performance of its obligations under the Contract (the "Materials") will be the exclusive property of the County and all such materials will be remitted and delivered, at Contractor's expense, to the County by Contractor upon the completion, termination or cancellation of the contract. Alternatively, if the County provides its written approval to Contractor, the Materials must be retained by Contractor for a minimum of six years after Contractor's receipt of the final payment from County and all other pending matters are closed. If, at any time during the retention period, the County, in writing, requests any or all of the Materials, then Contractor will promptly remit and deliver the materials, at Contractor's expense, to the County. Unless the County has requested the remittance and delivery by Contractor of the Materials, Contractor will not use, willingly allow or cause to have such Materials used for any purpose other than the performance of Contractor's obligations under the terms of the Contract without the prior written consent of the County.

**11. PUBLIC RECORDS LAW.** Contractor expressly understands and agrees that all documents submitted, filed, or deposited with the County by Contractor, unless designated as confidential by a specific statute of the State of Nevada, will be treated as public records pursuant to NRS chapter 239 and shall be available for inspection and copying by any person, as defined in NRS 0.039, or any governmental entity. Contractor expressly and indefinitely waives all of its rights to bring, including but not limited to, by way complaint, interpleader, intervention, or any third party practice, any claims, demands, suits, actions, judgments, or executions, for damages or any other relief, in any administrative or judicial forum, against the County or any of its officers or employees, in either their official or individual capacity, for violations of or infringement of the copyright laws of the United States or of any other nation.

**12. INDEMNIFICATION OF COUNTY.** To the fullest extent permitted by law, Contractor shall indemnify, hold harmless and defend County from and against all liability, claims, actions, damages, losses, and expenses, including, without limitation, reasonable attorneys' fees and costs, arising out of any alleged negligent or willful acts or omissions of Contractor, its officers, employees and agents. Contractor will defend, hold harmless and/or indemnify County against such claims. Notwithstanding the obligation of Contractor to defend County as set forth in this paragraph, County may elect to participate in the defense of any claim brought against County

because of the conduct of Contractor, its officers, employees and agents. Such participation shall be at County's own expense and County shall be responsible for the payment of its own attorney's fees it incurs in participating in its own defense.

**13. MODIFICATION OF CONTRACT.** The Contract and any attached exhibits constitute the entire agreement and understanding between the Parties, and may only be modified by a written amendment signed by both of the Parties.

**14. TERMINATION OF CONTRACT.** County may cancel this agreement for any reason upon ten calendar days written notice to Contractor. Notice shall be given by United States Mail. Contractor shall be paid for all services rendered up to the date of termination, consistent with the rates set forth in **Exhibit 1**.

**15. AUTHORITY.** The Parties represent and warrant that they have the authority to enter into this Contract.

**16. STANDARD OF CARE.** Contractor will perform all services in a manner consistent with that level of care and skill ordinarily exercised by others with Contractor's skill, training, and expertise.

**17. WAIVER OF LIEN.** Contractor understands and agrees that the services it will render to the County are not intended for the improvement of real property or to otherwise grant any rights to Contractor pursuant to NRS chapter 108.

**18. THIRD PARTY BENEFICIARY.** Nothing contained in this Agreement is intended to convey any rights or to create a contractual relationship with any third party, or to otherwise allow a third party to assert a cause of action against either Contractor or County.

**19. NOTICES.** All notices, requests, demands and other communications hereunder must be in writing and will be deemed delivered when sent via certified mail, return receipt requested or by commercial courier, provided the courier's regular business is delivery service and provided further that it guarantees delivery to the addressee by the end of the next business day following the courier's receipt from the sender, addressed as follows (or any other address that the Party to be notified may have designated to the sender by like notice):

**To County:** Douglas County c/o County Manager's Office  
Attn. Economic Vitality Director  
Post Office Box 218  
Minden, Nevada 89423

**To Contractor:** Rad Strategies, Inc.  
Attn. Ronele M. Dotson  
5421 Kietzke Lane, Suite 100  
Reno, Nevada 89511

20. CONFLICT OF INTEREST. By signing the Contract, Contractor agrees that any information obtained from Douglas County, in whatever form, will not be divulged to third parties without the permission of the County Manager. In the event of a breach of this provision, Douglas County may immediately withdraw, without penalty or any payment, from the Contract

IN WITNESS WHEREOF, the Parties hereto have caused the Contract to be signed and intend to be legally bound thereby.

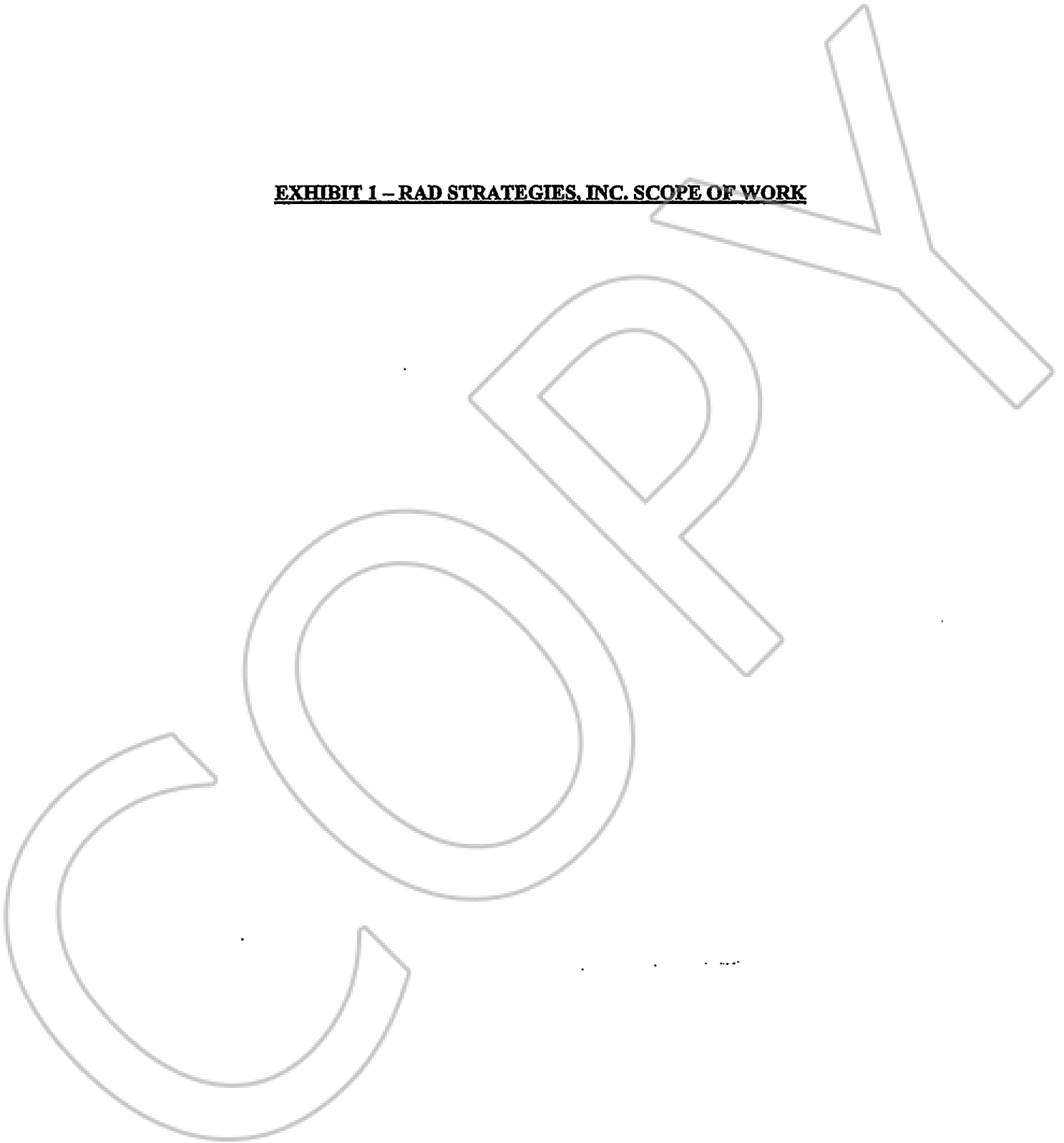
Rad Strategies, Inc.

By: *Ronele M. Dotson* June 18, 2020  
Ronele M. Dotson (Date)

Douglas County, Nevada

By: *Patrick Cates* 6/18/20  
Patrick Cates (Date)  
Douglas County Manager

**EXHIBIT 1 – RAD STRATEGIES, INC. SCOPE OF WORK**





## **SCOPE OF WORK**

### **Douglas County Value of a Visitors Outreach Campaign**

**June 16, 2020**

#### **OVERVIEW:**

Working closely with the Economic Vitality Champions and the Business Task Force, develop a high-level grassroots outreach program to demonstrate the value of a visitor to the local community.

#### **SCOPE OF WORK:**

Under the direction of the working group, components of the campaign outreach would include the following; all of which would be further developed with the support of the committee.

**Strategy and Communications Development:** Provide strategic planning and campaign development, including communication outreach and community engagement, to promote the value of the visitor to the local community.

**One Voice Messaging:** Develop messaging specifically targeted to local residents while garner support from the business and visitor community. Aligning the sentiment with the residents, focus on promoting the community benefits above perceptions. Knowing what we do know about the community, the goal is to help our locals understand the value while still growing visitation.

**Tell a Story:** Through interviews with businesses that rely on tourism, demonstrate the value of a visitor to their business personally and to the community. Develop the messaging and script for a video and a series of articles that document and show the business case for tourism as told through the eyes of the locals and their success.

**Infographic:** In an effort to visually show the value tourism dollars have on the local economy, along with the direct benefits to the local residents, design and distribute an infographic to effectively demonstrate where visitor dollars go and why it's important to the local community.

**Collaboration:** Collaborate and utilized resources from local and statewide tourism partners in an effort to demonstrate the value to locals.

**Social Media Campaign:** Develop a campaign series that includes the messaging, graphics and visuals that portray the campaign and further drive the value home. Provide content in bite-sized pieces for the target audience to absorb.

**Creative and Promotion:** This is an opportunity to provide a look and feel behind the campaign for residents to better connect with the initiative including designing the infographic and developing a logo concept that could be used as a standalone. Some ideas that will be explored include:

- Equipping business owners with a toolkit on how to promote their business to locals.
- Using the logo, develop decals or stickers for businesses indicating they value residents and visitors.

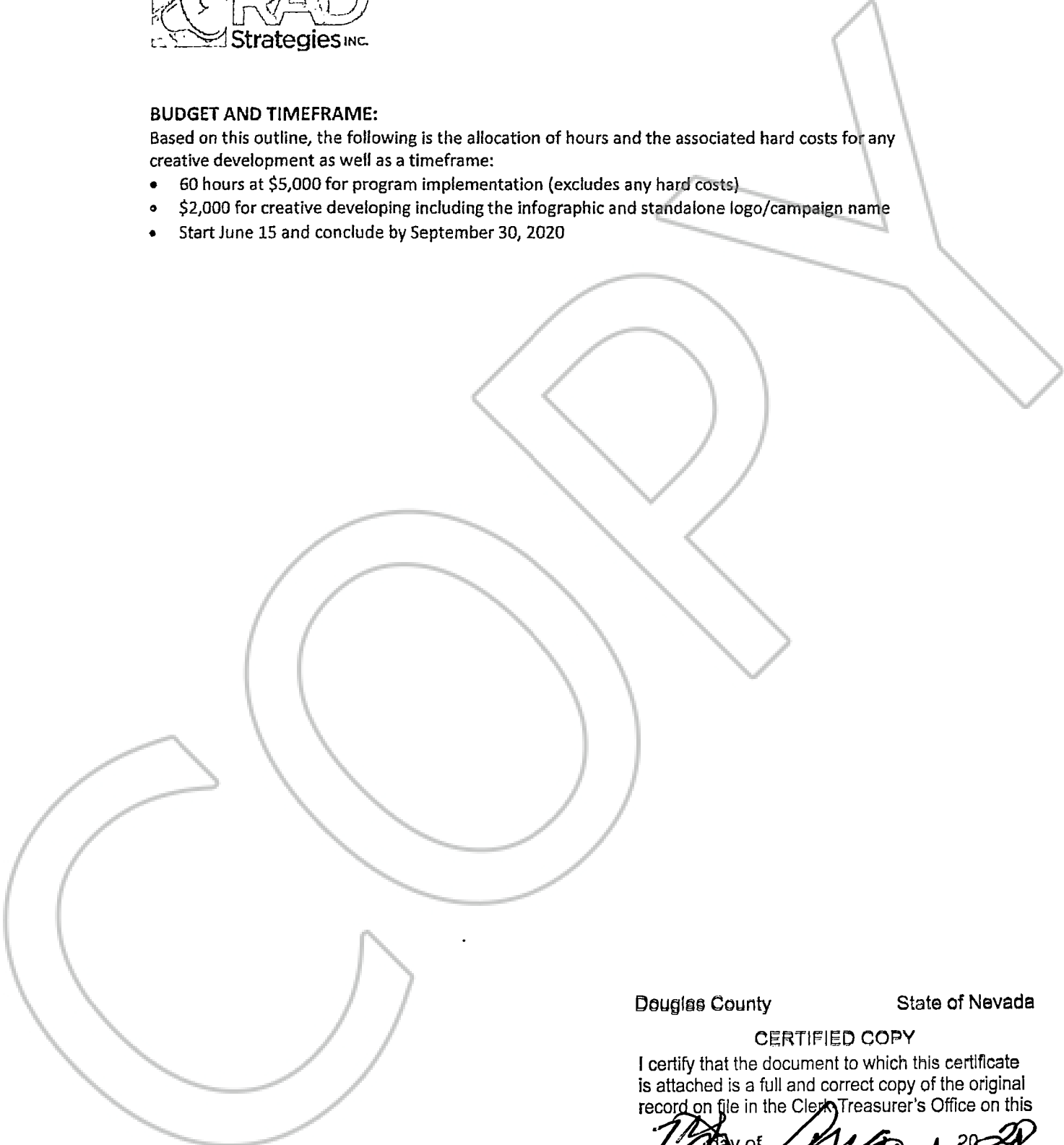




**BUDGET AND TIMEFRAME:**

Based on this outline, the following is the allocation of hours and the associated hard costs for any creative development as well as a timeframe:

- 60 hours at \$5,000 for program implementation (excludes any hard costs)
- \$2,000 for creative developing including the infographic and standalone logo/campaign name
- Start June 15 and conclude by September 30, 2020



Douglas County

State of Nevada

**CERTIFIED COPY**

I certify that the document to which this certificate is attached is a full and correct copy of the original record on file in the Clerk/Treasurer's Office on this

17<sup>th</sup> day of August, 2020

By [Signature] Deputy