

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

832



FROM: Economic Development Agency

SUBMITTAL DATE: July 8, 2003

SUBJECT: Riverside County Fair & National Date Festival

RECOMMENDED MOTION: That the Board of Supervisors approve the attached agreement for design and production services with Frank Houlihan Design & Graphics for the 2004 Riverside County Fair & National Date Festival.

BACKGROUND: The Economic Development Agency (EDA) requires the development of marketing materials, including a brochure, poster, newspaper and magazine ads, official Fair program components, and television and radio spots for the 2004 Riverside County Fair & National Date Festival. EDA solicited Requests for Proposals from graphic designers; three proposal responses were received. After evaluating the proposal responses EDA recommends contracting with Frank Houlihan Design & Graphics. The proposal of Frank Houlihan Design & Graphics scored highly in all components of the review process for the 2004 design and production of marketing materials. The agreement with Frank Houlihan Design & Graphics has been approved to form by County Counsel.

F:\Shared\EDCOM\DATEFEST\Date 2004\Marketing\Graphic Design\Form11 7-8-03.doc


Bradley J. Hudson, Executive Director

FINANCIAL DATA:

CURRENT YEAR COST: \$40,000

NET COUNTY COST: \$0

BUDGET ADJUSTMENT: No

COMPANION ITEM ON BOARD OF DIRECTORS AGENDA: No

SOURCE OF FUNDS: Fair Operating Funds

ANNUAL COST: \$0

IN CURRENT YEAR BUDGET: Yes

FOR FY: 2003/2004

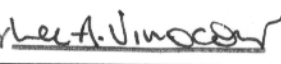
FORM APPROVED
COUNTY COUNSEL

C.E.O. RECOMMENDATIONS:

APPROVE

JUL 28 2003


County Executive Officer Signature:

BY 

Department Recommendation: ☐ Consent ☒ Policy
Per Executive Office: ☐ Consent ☒ Policy

Prev. Agn. Ref.

Dist. 4

AGENDA NO.

ATTACHMENTS FILED
WITH THE CLERK OF THE BOARD

3.27