



## **MEMORANDUM**

**TO:** Satpal Sidhu, County Executive  
**FROM:** Erika Lautenbach, Director  
**RE:** Sustainable Connections – COVID-Related Marketing Campaign  
**DATE:** November 9, 2020

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Attached is a contract between Whatcom County and Sustainable Connections for your review and signature.

▪ **Background and Purpose**

Whatcom County's Public Health Advisory Board (PHAB) convened the COVID Employer Support Task Force (ESTF) to provide tools, best practices, and guidance for bringing businesses back to work while maintaining and improving infection control and social distancing. Continued support of local economic and business development organizations is critical for the economic health and recovery of Whatcom County. This contract provides funding for Sustainable Connections to steer a multi-faceted local marketing campaign aimed at the resumption of activities and steps necessary to ensure a safe experience while supporting local businesses that have been affected by decreased customer demand as a result of the COVID-19 public health emergency.

▪ **Funding Amount and Source**

Funding for this contract may not exceed \$160,000. Funds under the contract are made available by a grant awarded by the US Department of Treasury and subject to Section 601(a) of the Social Security Act, as amended by section 5001 of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), and Title V and VI of the CARES Act, passed through the Washington State Department of Health Emergency Preparedness & Response COVID-19 Local CARES Grant (CFDA 21.019). These funds are included in the 2020 budget. Council approval is required as funding exceeds \$40,000.

Please contact Kathleen Roy at extension #6007 if you have any questions regarding this agreement.

Encl.

