

MARKETING AND ADVERTISING CAMPAIGN FOR POLICE DEPARTMENT PERSONNEL RECRUITMENT SERVICES AGREEMENT

This Marketing and Advertising Campaign for Police Department Personnel Recruitment Services Agreement (“Agreement”) is made and entered into as of _____ (“Effective Date”) by and between the City of North Las Vegas, a Nevada municipal corporation (“City”) and All-Star Talent Inc., a California corporation (“Provider”).

WITNESSETH:

WHEREAS, the City requires a recruitment campaign to fill police officer positions in the North Las Vegas Police Department, as more particularly described in the City Marketing and Advertising Campaign for Police Department Personnel Recruitment Request for Proposal, RFP 2023-004 (“RFP”), attached hereto as Exhibit A (“Services”); and

WHEREAS, Provider represents that it has the experience, knowledge, labor, and skill to provide the Services in accordance with generally accepted industry standards, and is willing and able to provide the Services.

NOW THEREFORE, in consideration of the above recitals, mutual covenants, and terms and conditions contained herein, the parties hereby covenant and agree to the following:

SECTION ONE SCOPE OF SERVICES

Provider shall perform the Services in accordance with Exhibit A, the Provider’s Response to the RFP, attached hereto as Exhibit B, and the terms, conditions and covenants set forth in this Agreement. Any modification to the Services must be specified in a written amendment to this Agreement that sets forth the nature, scope, and payment for the Services as modified by the amendment.

SECTION TWO TERM

This Agreement shall commence on the Effective Date and will continue to be in effect for 18 to 24 months (“Term”), unless earlier terminated in accordance with the terms herein. All Services shall be completed by the end of the Term.

SECTION THREE COMPENSATION

Provider will provide the Services for an amount not to exceed One Hundred Seventy-Five Thousand Dollars and 00/100 (\$175,000.00) per year, which includes all fees for time and labor, overhead materials, equipment, insurance, licenses, and any other costs. Periodic progress billings will be due and payable within 30 days’ of presentation of an invoice, provided that each invoice

is complete, correct, and undisputed by the City. The total not to exceed amount of this Agreement is Three Hundred Fifty Thousand Dollars and 00/100 (\$350,000.00).

SECTION FOUR TERMINATION OR SUSPENSION OF SERVICES

4.1. This Agreement may be terminated, in whole or in part, for convenience by the City, through its City Manager, upon thirty (30) days' written notice to the Provider. In the event of termination, Provider shall be paid compensation for Services properly performed pursuant to the terms of the Agreement up to and including the termination date. The City shall not be liable for anticipated profits based upon Services not yet performed.

4.2. This Agreement may be terminated by the Provider in the event the City defaults in the due observance and performance of any material term or condition contained herein, and such default is not cured within thirty (30) days after the Provider delivers written notice of such default to the City.

4.3. The City may suspend performance by Provider under this Agreement for such period of time as the City, in its sole discretion, may prescribe by providing written notice to the Provider at least ten (10) days prior to the date on which the City will suspend performance. The Provider shall not perform further work under this Agreement after the effective date of the suspension until receipt of written notice from the City to resume performance, and the time period for Provider's performance of the Services shall be extended by the amount of time such performance was suspended.

SECTION FIVE PROVIDER REPRESENTATIONS AND WARRANTIES

5.1. The Provider hereby represents and warrants for the benefit of the City, the following:

5.1.1. Provider is a duly formed validly existing entity and is in good standing pursuant to the laws of the State of Nevada. The Provider is financially solvent, able to pay its debts when due, and possesses sufficient working capital to provide the Services pursuant to this Agreement.

5.1.2. The person executing this Agreement on Provider's behalf has the right, power, and authority to enter into this Agreement and such execution is binding on the Provider.

5.1.3. All Services performed, including deliverables supplied, shall conform to the specifications, drawings, and other descriptions set forth in this Agreement, and shall be performed in a manner consistent with the level of care and skill ordinarily exercised by members of Provider's profession and in accordance with generally accepted industry standards prevailing at the time the Services are performed, and do not infringe the intellectual property of a third party. The foregoing representations and warranties are not

intended as a limitation, but are in addition to all other terms set forth in this Agreement and such other warranties as are implied by law, custom, and usage of the trade.

SECTION SIX INDEMNIFICATION

Provider shall defend, indemnify, and hold harmless the City, and its officers, agents, and employees from any liabilities, claims, damages, losses, expenses, proceedings, actions, judgments, reasonable attorneys' fees, and court costs which the City suffers or its officers, agents or employees suffer, as a result of, or arising out of, the negligent or intentional acts or omissions of Provider, its subcontractors, agents, and employees, in performance of this Agreement until such time as the applicable statutes of limitation expire. This section survives default, expiration, or termination of this Agreement or excuse of performance.

SECTION SEVEN INDEPENDENT CONTRACTOR

Provider, its employees, subcontractors, and agents are independent contractors and not employees of the City. No approval by City shall be construed as making the City responsible for the manner in which Provider performs the Services or for any negligence, errors, or omissions of Provider, its employees, subcontractors, or agents. All City approvals are intended only to provide the City the right to satisfy itself with the quality of the Services performed by Provider. The City acknowledges and agrees that Provider retains the right to contract with other persons in the course and operation of Provider's business and this Agreement does not restrict Provider's ability to so contract.

SECTION EIGHT CONFIDENTIALITY AND AUTHORIZATIONS FOR ACCESS TO CONFIDENTIAL INFORMATION

8.1. Provider shall treat all information relating to the Services and all information supplied to Provider by the City as confidential and proprietary information of the City and shall not permit its release by Provider's employees, agents, or subcontractors to other parties or make any public announcement or release thereof without the City's prior written consent, except as permitted by law.

8.2. Provider hereby certifies that it has conducted, procured or reviewed a background check with respect to each employee, agent, or subcontractor of Provider having access to City personnel, data, information, personal property, or real property and has deemed such employee, agent, or subcontractor suitable to receive such information and/or access, and to perform Provider's duties set forth in this Agreement. The City reserves the right to refuse to allow any of Provider's employees, agents or subcontractors access to the City's personnel, data, information, personal property, or real property where such individual does not meet the City's background and security requirements, as determined by the City in its sole discretion.

SECTION NINE INSURANCE

9.1. Provider shall procure and maintain at all times during the performance of the Services, at its own expense, the following insurances:

9.1.1. Workers' Compensation Insurance as required by the applicable legal requirements, covering all persons employed in connection with the matters contemplated hereunder and with respect to whom death or injury claims could be asserted against the City or Provider.

9.1.2. Commercial General Liability (CGL): Insurance Services Office Form CG 00 01 covering CGL on an "occurrence" basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than \$1,000,000.00 per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO CG 25 03 05 09 or 25 04 05 09) or the general aggregate limit shall be twice the required occurrence limit.

9.1.3. Automobile Liability: ISO Form Number CA 00 01 covering any auto (Code 1), or if Provider has no owned autos, covering hired, (Code 8) and non-owned autos (Code 9), with limit no less than \$1,000,000.00 per accident for bodily injury and property damage.

9.1.4. Professional Liability (errors and omissions): Insurance appropriate to the Provider's profession with limit no less than \$2,000,000.00 per occurrence or claim, \$4,000,000.00 aggregate.

9.1.5. Requested Liability limits can be provided on a single policy or combination of primary and umbrella, so long as the single occurrence limit is met.

9.1.6. The insurance policies are to contain, or be endorsed to contain, the following provisions:

9.1.6.1. Additional Insured Status: The City, its officers, officials, employees, and volunteers are to be covered as additional insureds on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of the Provider including materials, parts or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the Provider's insurance (at least as broad as ISO Form CG 20 10 11 85 or both CG 20 10, CG 20 26, CG 20 33, or CG 20 38; and CG 20 37 forms if later revisions used).

9.1.6.2. Primary Coverage: For any claims related to this contract, the Provider's insurance coverage shall be primary insurance coverage at least as broad as ISO CG 20 01 04 13 as respects the City, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the City, its officers,

officials, employees, or volunteers shall be excess of the Provider's insurance and shall not contribute with it.

9.1.6.3. Notice of Cancellation: Each insurance policy required above shall provide that coverage shall not be canceled, except with notice to the City.

9.1.6.4. Waiver of Subrogation: Provider hereby grants to the City a waiver of any right to subrogation which any insurer of said Provider may acquire against the City by virtue of the payment of any loss under such insurance. Provider agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not the City has received a waiver of subrogation endorsement from the insurer.

9.1.6.5. The Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the City for all work performed by the Provider, its employees, agents, and subcontractors.

9.1.6.6. Self-Insured Retentions: Self-insured retentions must be declared to and approved by the City. The City may require the Provider to purchase coverage with a lower retention or provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention.

9.1.6.7. Acceptability of Insurers: Insurance is to be placed with insurers authorized to conduct business in the state with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City.

9.1.6.8. Claims Made Policies: If any of the required policies provide claims-made coverage:

9.1.6.8.1. The Retroactive Date must be shown, and must be before the date of the contract or the beginning of contract work.

9.1.6.8.2. Insurance must be maintained and evidence of insurance must be provided for at least five (5) years after completion of the contract of work.

9.1.6.8.3. If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a Retroactive Date prior to the contract effective date, the Provider must purchase "extended reporting" coverage for a minimum of five (5) years after completion of work.

9.1.7. Verification of Coverage: Provider shall furnish the City with original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the City before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the Provider's obligation

to provide them. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

9.1.8. Special Risks or Circumstances: The City reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

SECTION TEN NOTICES

10.1. Any notice requiring or permitted to be given under this Agreement shall be deemed to have been given when received by the party to whom it is directed by personal service, hand delivery or United States mail at the following addresses:

To City: City of North Las Vegas
Attention: Joy Yoshida
2250 Las Vegas Blvd., North, Suite 820
North Las Vegas, NV 89030
Phone: 702-633-1745

To Provider: All-Star Talent Inc.
Attention: Scott Cooper
2368 Culpepper Lane
Lincoln, CA 95648
Phone: 916-412-9530
Email: scott@allstartalent.us

10.2. Either party may, at any time and from time to time, change its address by written notice to the other.

SECTION ELEVEN SAFETY

11.1. Obligation to Comply with Applicable Safety Rules and Standards. Provider shall ensure that it is familiar with all applicable safety and health standards promulgated by state and federal governmental authorities including, but not limited to, all applicable requirements of the Occupational Safety and Health Act of 1970, including all applicable standards published in 29 C.F.R. parts 1910, and 1926 and applicable occupational safety and health standards promulgated under the state of Nevada. Provider further recognizes that, while Provider is performing any work on behalf the City, under the terms of this Agreement, Provider agrees that it has the sole and exclusive responsibility to assure that its employees and the employees of its subcontractors comply at all times with all applicable safety and health standards as above-described and all applicable City safety and health rules.

11.2. Safety Equipment. Provider will supply all of its employees and subcontractors with the appropriate Safety equipment required for performing functions at the City facilities.

SECTION TWELVE ENTIRE AGREEMENT

This Agreement, together with any attachment, contains the entire Agreement between Provider and City relating to rights granted and obligations assumed by the parties hereto. Any prior agreements, promises, negotiations or representations, either oral or written, relating to the subject matter of this Agreement not expressly set forth in this Agreement are of no force or effect.

SECTION THIRTEEN MISCELLANEOUS

13.1. Governing Law and Venue. The laws of the State of Nevada and the North Las Vegas Municipal Code govern the validity, construction, performance and effect of this Agreement, without regard to conflicts of law. All actions shall be initiated in the courts of Clark County, Nevada or the federal district court with jurisdiction over Clark County, Nevada.

13.2. Assignment. Any attempt to assign this Agreement by Provider without the prior written consent of the City shall be void.

13.3. Amendment. This Agreement may be amended or modified only by a writing executed by the City and Provider.

13.4. Controlling Document. To the extent any of the terms or provisions in Exhibit A conflict with this Agreement, the terms and provisions of this Agreement shall govern and control. Any additional, different or conflicting terms or provisions contained in Exhibit A or any other written or oral communication from Provider shall not be binding in any way on the City whether or not such terms would materially alter this Agreement, and the City hereby objects thereto.

13.5. Time of the Essence. Time is of the essence in the performance of this Agreement and all of its terms, provisions, covenants and conditions.

13.6. Waiver. No consent or waiver, express or implied, by the Provider or the City of any breach or default by the other in performance of any obligation under the Agreement shall be deemed or construed to be a consent or waiver to or of any other breach or default by such party.

13.7. Waiver of Consequential Damages. The City shall not be liable to Provider, its agents, or any third party for any consequential, indirect, exemplary or incidental damages, including, without limitation, damages based on delay, loss of use, lost revenues or lost profits. This section survives default, expiration, or termination of this Agreement.

13.8. Severability. If any provision of this Agreement shall be held to be invalid or unenforceable, the remaining provisions of this Agreement shall remain valid and binding on the parties hereto.

13.9. No Fiduciary or Joint Venture. This Agreement is not intended to create, and shall not be deemed to create, any relationship between the parties hereto other than that of independent entities contracting with each other solely for the purpose of effecting the provisions of this Agreement. Neither of the parties hereto shall be construed to be the agent, employer, representative, fiduciary, or joint venturer of the other and neither party shall have the power to bind the other by virtue of this Agreement.

13.10. Effect of Termination. In the event this Agreement is terminated, all rights and obligations of the parties hereunder shall cease, other than indemnity obligations and matters that by their terms survive the termination.

13.11. Ownership of Documents. Provider shall treat all information related to this Agreement, all information supplied to Provider by the City, and all documents, reconciliations and reports produced pursuant to this Agreement as confidential and proprietary information of the City and shall not use, share, or release such information to any third-party without the City's prior written permission. Provider acknowledges that any materials resulting from its efforts, as related to this Agreement, are the property of the City. As applicable, Provider shall provide good title to any applicable deliverables, and the Provider shall execute any additional documents necessary to secure or renew the City's rights in and to any applicable deliverables. Provider warrants that it is either the owner of all methodologies used and/or deliverables transferred/licensed (as applicable) hereunder or that it has all appropriate licenses or permissions necessary to perform the Services and/or transfer/license the deliverables (as applicable). This section shall survive the termination or expiration of this Agreement.

13.12. Fiscal Funding Out. The City reasonably believes that sufficient funds can be obtained to make all payments during the Term of this Agreement. Pursuant to NRS Chapter 354, if the City does not allocate funds to continue the function performed by Provider under this Agreement, the Agreement will be terminated when appropriate funds expire.

13.13. Public Record. Pursuant to NRS 239.010 and other applicable legal authority, each and every document provided to the City may be a "Public Record" open to inspection and copying by any person, except for those documents otherwise declared by law to be confidential. The City shall not be liable in any way to Provider for the disclosure of any public record including, but not limited to, documents provided to the City by Provider. In the event the City is required to defend an action with regard to a public records request for documents submitted by Provider, Provider agrees to indemnify, hold harmless, and defend the City from all damages, costs, and expenses, including court costs and reasonable attorneys' fees related to such public records request. This section shall survive the expiration or early termination of the Agreement.

13.14. Interpretation. The language of this Agreement has been agreed to by both parties to express their mutual intent. The headings contained in this Agreement are for reference purposes only and shall not affect in any way the meaning or interpretation of this Agreement. Preparation of this Agreement has been a joint effort by the City and Provider and the resulting document shall not, solely as a matter of judicial construction, be construed more severely against one of the parties than the other.

13.15. Electronic Signatures. The use of facsimile, email, or other electronic medium shall have the same force and effect as original signatures.

13.16. Counterparts. This Agreement may be executed in counterparts and all of such counterparts, taken together, shall be deemed part of one instrument.

13.17. Federal Funding. Supplier certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, in receipt of a notice of proposed debarment or voluntarily excluded from participation in this transaction by any federal department or agency. This certification is made pursuant to the regulations implementing Executive Order 12549, Debarment and Suspension, 28 C.F.R. pt. 67, § 67.510, as published as pt. VII of the May 26, 1988, Federal Register (pp. 19160-19211), and any relevant program specific regulations. This provision shall be required of every subcontractor receiving any payment in whole or in part from federal funds.

13.18. Boycott of Israel. Pursuant to NRS 332.065(4), Provider certifies that the Provider is not currently engaged in a boycott of Israel, and Provider agrees not to engage in a boycott of Israel during the Term.

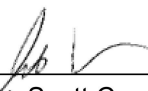
13.19. Attorneys' Fees. In the event any action is commenced by either party against the other in connection with this Agreement, the prevailing party shall be entitled to its costs and expenses, including reasonable attorneys' fees, as determined by the court, including without limitation, fees for the services of the City Attorney's Office. This Section 13.19 shall survive the completion of this Agreement until the applicable statutes of limitation expire.

IN WITNESS WHEREOF, the City and Provider have executed this Agreement as of the Effective Date.

City of North Las Vegas,
a Nevada municipal corporation

All-Star Talent Inc.,
a California corporation

By: _____
Pamela A. Goynes-Brown, Mayor

By:  _____
Name: Scott Cooper
Title: Director of Business Development

Attest:

By: _____
Jackie Rodgers, City Clerk

Approved as to form:

By: _____
Micaela Rustia Moore, City Attorney

EXHIBIT A

RFP 2023-004

Please see the attached page(s).

Mayor
Pamela A. Goynes-Brown

Council Members
Isaac E. Barron
Ruth Garcia Anderson
Scott Black
Richard J. Cherchio



City Manager
Ryann Juden, J.D., Ph.D.

Finance Department

2250 Las Vegas Boulevard, North · Suite #708 · North Las Vegas, Nevada 89030
Telephone: (702) 633-1463 · Fax: (702) 669-3328 · TDD: (800) 326-6868
www.cityofnorthlasvegas.com

March 13, 2023

CITY OF NORTH LAS VEGAS REQUEST FOR PROPOSAL (“RFP”) RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel Recruitment

Proposals will be received electronically only through the Nevada Gov eMarketplace (NGEM) System at www.ngemnva.com until **April 3, 2023 at 1:00 P.M.** local time (the “Proposal Due Date”). **A Proposal opening will be held on a conference call via Google Meet, Telephone# 609-800-2130, Meeting Pin# 322 123 247# on the RFP Due Date.**

An optional Pre-Proposal Meeting will be conducted at **1:00 P.M., local time, Monday, March 20, 2023, local time**, via Google Meet conference call, Telephone # 575-342-8766, Meeting Pin# 307 513 089#. The purpose of this meeting is to discuss the Request for Proposal requirements and answer any questions or concerns. Any and all questions asked during the Pre-Proposal meeting must be submitted in writing either via email or submitted in NGEM at the conclusion of the Pre-Proposal Meeting.

All questions or concerns must be submitted electronically in NGEM or via e-mail to Joy Yoshida, Buyer, at yoshidaj@cityofnorthlasvegas.com. The cut-off time for all questions is **March 27, 2023, at 12:00 p.m.** local time. All questions received will be consolidated and answered AFTER the question cut off period via Addendum on NGEM. Any questions received after the question cut off period will not be answered.

Proposal documents may be accessed on NGEM or on the City of North Las Vegas (City) Purchasing Web Page (listed above). The City reserves the right to reject any and all Proposals, waive any informality or technicality, or to otherwise accept Proposals deemed in the best interest of the City. Capitalized terms contained in this Request for Proposals are defined in the Definitions section on page 10.



Marie Leake
Procurement Manager

Published Las Vegas Review Journal March 13, 2023

**CITY OF NORTH LAS VEGAS
REQUEST FOR PROPOSAL (“RFP”)
RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel
Recruitment**

1. PUBLIC RECORDS:

The RFP documents and all Proposals submitted in response thereto are public records. You are cautioned not to put any material into the Proposal that is proprietary in nature. The City is a public agency under state law. As such, it is subject to the Nevada Public Records Law (Chapter 239 of the Nevada Revised Statutes). The City’s records, including this Request for Proposal, are public records which are subject to inspection and copying by any person, unless declared by law to be confidential.

2. PERFORMANCE OF WORK:

The successful Respondent shall perform all the work described in this RFP as may be necessary to complete the Contract in a satisfactory and acceptable manner according to the terms set forth herein and in any agreement entered into with the City.

3. FORM OF CONTRACT:

Execution of the Contract by all named parties will authorize delivery of goods and/or services obtained under this Request for Proposals.

4. ELECTRONIC RESPONSE THROUGH NGEM SYSTEM:

Proposals must be submitted online through the Nevada Government eMarketplace (NGEM). The NGEM System is an electronic bidding system used by a consortium of local government entities in Nevada for supplier registration and the submission of electronic bids and proposals. The NGEM System is available at www.ngemnv.com. There is no cost for any Respondent to use the NGEM System, however, all Respondents must register prior to gaining access to see the details of any solicitation and to submit a bid or proposal online. All Proposals must be submitted on the NGEM System no later than the Proposal Due Date and time. Per the Terms of Use of the NGEM System, Proposals may not be submitted after the Proposal Due Date, and the server clock will govern.

5. EXPLANATION TO RESPONDENT:

Any explanations desired by Respondent regarding the meaning or interpretation of specifications must be requested in writing and with sufficient time allowed for a reply to reach Respondent before submission of its Proposal. Oral explanations given before the award of the Contract will not be binding. Any written interpretation made will be furnished to all Respondents, and its receipt by the Respondent will be acknowledged. Interpretation of the meaning of the plans, specifications or other pre-Proposal documents will not be binding if presented to any Respondent orally. Every request for such interpretation should be in writing addressed to Joy Yoshida by email at yoshidaj@cityofnorthlasvegas.com. Any and all such interpretations and any supplemental instructions deemed necessary will be in the form of a written addendum to the specifications which, if issued, will be posted on NGEM. Failure of any Respondent to receive any such addendum or interpretation

shall not relieve such Respondent from any obligation under the Proposal documents as submitted. All addenda issued shall become part of the Proposal documents.

6. METHOD OF EVALUATION AND AWARD OPTIONS:

The evaluation of the Proposals will be conducted by City personnel. The City will award this Request for Proposal based on the Respondent who submits the most responsive, responsible Proposal deemed to be in the City's best interest according to the evaluation criteria set forth within this RFP. Please prepare your Proposal according to the appropriate sections and your Proposal will be evaluated accordingly. The City reserves the right to reject all Proposals. Pursuant to NRS 332.065(4), the City shall not enter into a Contract with a Respondent to this Proposal unless the Contract includes the written certification that the company is not currently engaged in, and agrees for the duration of the Contract not to engage in, a boycott of Israel.

7. ASSIGNMENT OF CONTRACTUAL RIGHTS:

It is agreed that the Contract must not be assigned, transferred, conveyed, or otherwise disposed of by either party in any manner, unless approved in writing by the other party or unless otherwise allowed pursuant to NRS 332.095(2). The Respondent will be an independent contractor for all purposes and no agency, either expressed or implied, exists.

8. CONDITIONS OF PROPOSAL SUBMITTAL:

- (a) The Proposal must be signed by a duly authorized official of the proposing firm or company submitting its Proposal.
- (b) No Proposal will be accepted from any person, firm, or corporation that is in arrears for any obligation to the City, or that otherwise may be deemed irresponsible or unresponsive by City staff or City Council.
- (c) No Proposal will be accepted from any person, firm, or corporation if that person, firm, or corporation or any of its principals are debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from transactions with any federal or state department or agency. By signing and submitting a Proposal to the City, the Respondent certifies that no current suspension or debarment exists.
- (d) All Proposals shall be prepared in a comprehensive manner as to content, but no necessity exists for expensive binders or promotional material.

9. PROTESTS:

The City will publish the Recommendation of Award Notification on NGEM. Any Respondent may file a notice of protest regarding the proposed award of the Contract by the North Las Vegas City Council. Respondents will have five (5) business days from the date the Recommendation of Award is published to submit the written protest to the City Clerk. The written protest must include a statement setting forth, with specificity, the reasons the person filing the protest believes that applicable provisions of the Contract documents or law were violated. At the time a notice of protest is filed, the person filing

such notice of protest shall post a bond with a good and solvent surety authorized to do business in the State of Nevada, and supply it to the City Clerk. The bond posted must be in an amount equal to the lesser of (i) twenty-five percent (25%) of the total value of the Proposal submitted by the person filing the notice of protest; or (ii) two hundred fifty thousand dollars (\$250,000).

A notice of protest filed in accordance with this section shall operate as a stay of action in relation to the award of the Contract until a determination is made by the North Las Vegas City Council. A person who makes an unsuccessful proposal may not seek any type of judicial intervention until after the North Las Vegas City Council has made a determination on the notice of protest and awarded the Contract. Neither the City nor any authorized representative of the City is liable for any costs, expenses, attorney's fees, loss of income or other damages sustained by a person who submits a Proposal, whether or not the person files a notice of protest pursuant to this section.

If a protest is upheld, the bond posted and submitted with the notice of protest will be returned to the person who posted the bond. If the protest is rejected, a claim may be made against the bond by the City in an amount equal to the expenses incurred by the City because of the unsuccessful protest.

10. LICENSES:

All Respondents must provide a copy of all appropriate licenses in accordance with the laws of the State of Nevada, prior to submission of Proposals for this project. Upon award, the successful Respondent will be required to obtain a North Las Vegas Business License.

11. PUBLIC OPENING:

Proposals received will be opened and the name of the Respondent's company will be read via conference call at the time and place indicated in the Request for Proposal documents. Respondents, their authorized agents and the public are invited to call in. No responsibility will attach to any City official or employee for the pre-opening of, or the failure to open, a Proposal not properly addressed or identified.

12. TERM OF THE CONTRACT:

The Contract shall have a term of eighteen (18) to twenty-four (24) months, or as otherwise stated in the Contract.

13. INSURANCE:

Prior to the commencement of the Contract, the successful Respondent must provide properly executed Certificates of Insurance to the City, which shall clearly evidence all insurance required by the City, including a policy or certificate of comprehensive general liability insurance in which the City, its public officials, officers, employees, agents, and volunteers shall be the named insured or be named as an additional insured. In compliance with this provision, the Respondent may file with the City a satisfactory policy providing a minimum \$1,000,000 "blanket coverage" policy or certificate of insurance. Such insurance will (i) waive subrogation against the City, its officers, agents, servants, and employees; (ii) will be primary and any insurance or self-insurance maintained by the City will apply in excess of, and not contribute with, the insurance required; (iii) will include

or be endorsed to cover the Respondent's contractual liability to the City; and (iv) disclose all deductibles and self-insured retentions in the Certificate of Insurance. No deductible or self-insured retention may exceed \$250,000.00 without the City's written approval. Required insurance shall not be canceled, allowed to expire or be materially reduced in coverage until after 30 days' written notice has been given to, and approved in writing by, the City Attorney or the City Risk Manager.

The policy shall provide the following minimum limits:

WORKER'S COMPENSATION INSURANCE: Each successful Respondent shall secure, maintain in full force and effect, and bear the cost of complete Worker's Compensation Insurance in accordance with the Nevada Industrial Insurance Act - Nevada Revised Statutes, Chapter 616A-616D, inclusive, for the duration of the Contract and shall furnish the City, prior to the execution of the Contract, a Certificate of Insurance which meets the requirements of the Nevada Industrial Insurance Act. The City, or any of its officers or employees, will not be responsible for any claims or suits in law or equity occasioned by the failure of the successful Respondent to comply with the provisions of this paragraph. If the successful Respondent has no employees, then Exhibit D- Affidavit of Rejection of Coverage for Workers' Compensation must be completed and submitted with response to this Proposal.

COMMERCIAL GENERAL LIABILITY (CGL): Insurance Services Office Form CG 00 01 covering CGL on an "occurrence" basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than \$1,000,000.00 per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO CG 25 03 05 09 or 25 04 05 09) or the general aggregate limit shall be twice the required occurrence limit.

AUTOMOBILE LIABILITY: ISO Form Number CA 00 01 covering any auto (Code 1), or if Contractor has no owned autos, covering hired, (Code 8) and non-owned autos (Code 9), with limit no less than \$1,000,000 per accident for bodily injury and property damage.

PROFESSIONAL LIABILITY (Errors and Omissions): Insurance appropriate to the Provider's profession, with a limit no less than \$2,000,000.00 per occurrence or claim, \$4,000,000.00 aggregate.

Requested Liability limits can be provided on a single policy or combination of primary and umbrella, so long as the single occurrence limit is met.

The insurance policies are to contain, or be endorsed to contain, the following provisions:

ADDITIONAL INSURED STATUS: The City, its officers, officials, employees, and volunteers are to be covered as additional insureds on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of the Contractor including materials, parts or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to

the Contractor's insurance (at least as broad as ISO Form CG 20 10 11 85 or both CG 20 10, CG 20 26, CG 20 33, or CG 20 38; and CG 20 37 forms if later revisions used).

PRIMARY COVERAGE: For any claims related to this Contract, the Provider's insurance coverage shall be primary insurance coverage at least as broad as ISO CG 20 01 04 13 as respects the City, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees, or volunteers shall be excess of the Provider's insurance and shall not contribute with it.

NOTICE OF CANCELLATION: Each insurance policy required above shall provide that coverage shall not be canceled, except with notice to the City.

WAIVER OF SUBROGATION: Provider hereby grants to the City a waiver of any right to subrogation which any insurer of said Provider may acquire against the City by virtue of the payment of any loss under such insurance. Provider agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not the City has received a waiver of subrogation endorsement from the insurer.

The Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the City for all work performed by the Provider, its employees, agents, and subcontractors.

SELF-INSURED RETENTIONS: Self-insured retentions must be declared to and approved by the City. The City may require the Provider to purchase coverage with a lower retention or provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention.

ACCEPTABILITY OF INSURERS: Insurance is to be placed with insurers authorized to conduct business in the state with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City.

CLAIMS MADE POLICIES: If any of the required policies provide claims-made coverage:

The Retroactive Date must be shown, and must be before the date of the Contract or the beginning of Contract work.

Insurance must be maintained and evidence of insurance must be provided for at least five (5) years after completion of the Contract of work.

If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a Retroactive Date prior to the Contract effective date, the Provider must purchase "extended reporting" coverage for a minimum of five (5) years after completion of work.

VERIFICATION OF COVERAGE: Provider shall furnish the City with original certificates and amendatory endorsements or copies of the applicable policy language effecting

coverage required by this clause. All certificates and endorsements are to be received and approved by the City before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the Provider's obligation to provide them. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

SPECIAL RISKS OR CIRCUMSTANCES: The City reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

Such insurance shall include the specific coverage set out herein and be written for NOT LESS THAN the limits of liability and coverage provided in the "Insurance Service Office", or required by law and other governing agencies, whichever is greater. The cost of this insurance shall be deemed included in the Proposal prices and no additional compensation will be made.

In addition, the Respondent shall furnish evidence of a commitment by the insurance company to notify the City by registered mail of the expiration or cancellation of the insurance policies required not less than 30 days before the expiration or cancellation is effective.

14. INDEMNITY:

The successful Respondent agrees to defend, indemnify, and hold the City, its officers, agents, and employees, harmless from any and all liabilities, causes of action, claims, damages, losses, expenses, proceedings, actions, judgements, reasonable attorneys' fees, and court costs which the City suffers or its officers, agents, or employees suffer, as a result of, or arising out of, the negligent or intentional acts or omissions of Respondent, its subcontractors, agents, and employees, in the fulfillment or performance of the work described herein until such time as the applicable statutes of limitation expire.

15. PROVISIONS PROVIDED BY LAW:

Each and every provision and clause required by law to be inserted in the Contract shall be read and enforced as though it were included herein, and if through mistake or otherwise any such provision is not inserted, or is not correctly inserted, then upon the application of either party the Contract forthwith shall be physically amended to make such insertion or correction. The Respondent's attention is directed to the fact that all applicable City, County, State and Federal laws, and the rules and regulations of all authorities having jurisdiction over the project shall apply to the Contract throughout its duration, and they will be deemed to be included in the Contract the same as though herein written out in full.

16. ADDENDA INTERPRETATIONS:

If it becomes necessary to revise any part of this Request for Proposal, a written addendum will be provided publicly. The City is not bound by any oral clarifications changing the scope of work for this project. The addendum must be acknowledged and returned in the Proposal submission.

17. CANCELLATION OF CONTRACT:

The City reserves the right to cancel the award or execution of any Contract at any time before the Contract has been approved by the City Council without any liability or claims thereof against the City.

18. TERMINATION FOR CONVENIENCE:

The City, through its City Manager or his/her designee, shall have the right at any time to terminate further performance of the Contract, in whole or in part, for any reason whatsoever (including no reason). Such termination shall be effected by written notice from the City to the Respondent, specifying the extent and effective date of the termination. On the effective date of the termination, the successful Respondent shall terminate all work and take all reasonable actions to mitigate expenses. The successful Respondent shall submit a written request for incurred costs for services performed through the date of termination within thirty (30) days of the date of termination. All requests for reimbursement of incurred costs shall include substantiating documentation requested by the City. In the event of such termination, the City agrees to pay the successful Respondent within thirty (30) days after receipt of a correct, adequately documented written request. The City's sole liability under this Paragraph is for payment of the costs for the services requested by the City and actually performed by the successful Respondent.

19. TAXES:

The City is exempt from State, Retail, and Federal Excise Taxes. The Proposal price must be net, exclusive of taxes.

20. EXCEPTIONS:

Each Respondent must list on a separate sheet of paper any exceptions to the Request for Proposal specifications and attach it to its Proposal. Exceptions, deviations, or contingencies requested in Respondent's Proposal, while possibly necessary in the view of the Respondent, may result in lower scoring or disqualification of the Proposal. **A template of the City of North Las Vegas Service Agreement is attached in Exhibit G. Any and all exceptions to this document must be declared at the time of submission.**

21. FISCAL FUNDING OUT:

In the event the City fails to appropriate funds for the performance of this Contract, the Contract will terminate once the existing funds have been exhausted.

22. LIMITATION OF FUNDING:

The City reserves the right to reduce estimated or actual quantities, in whatever amount necessary, without prejudice or liability to the City, if funding is not available or if legal restrictions are placed upon the expenditure of monies for the services required under the Contract.

23. ESCALATION:

Prices may not be increased. The price submitted in your Proposal must remain firm throughout this project.

24. AUDIT OF RECORDS:

- (a) The successful Respondent agrees to maintain financial records pertaining to all matters relative to this Proposal in accordance with standard accounting principles and procedures and to retain all records and supporting documentation applicable to this Proposal for a period of three (3) years after completion of this Proposal and any subsequent extensions thereof. All records subject to audit findings shall be retained for three (3) years after such findings have been resolved. In the event the successful Respondent goes out of existence, the successful Respondent shall turn over to the City all of its records relating to this Proposal. The successful Respondent agrees to give the City access to records immediately upon request.
- (b) The successful Respondent agrees to permit the City or the City's designated representative(s) to inspect and audit its records and books relative to this Proposal at any time during normal business hours and under reasonable circumstances and to copy and/or transcribe any information that the City desires concerning successful Respondent's operation hereunder at the City's discretion. The successful Respondent further understands and agrees that said inspection and audit would be exercised upon written notice. If the successful Respondent or its records and books are not located within Clark County, Nevada, and in the event of an inspection and audit, successful Respondent agrees to deliver the records and books or have the records and books delivered to the City or the City's designated representative(s) at an address within the City as designated by the City. If the City or the City's designated representative(s) find that the records and books delivered by the successful Respondent are incomplete, the successful Respondent agrees to pay the City or the City's representative(s)' costs to travel (including travel, lodging, meals, and other related expenses) to the successful Respondent's offices to inspect, audit, retrieve, copy and/or transcribe the complete records and books. The successful Respondent further agrees to permit the City or the City's designated representatives to inspect and audit, as deemed necessary, all records of this project relating to finances, as well as other records including performance records that may be required by relevant directives of funding sources of the City.
- (c) If, at any time during the term of this Proposal, or at any time after the expiration or termination of the Proposal, the City or the City's designated representative(s) finds the dollar liability is less than payments made by the City to the successful Respondent, the successful Respondent agrees that the difference shall be either: (a) repaid immediately by the successful Respondent to the City or (b) at the City's option, credited against any future billings due the successful respondent.
- (d) The successful Respondent must assert its right to an adjustment under this clause within 30 days from the date of receipt of the written order; however, if the City decides that the facts justify, the City may receive and act upon an invoice submitted before final payment of the Proposal.

- (e) The successful Respondent shall provide current, complete, and accurate documentation to the City in support of any equitable adjustment. Failure to provide adequate documentation, within a reasonable time after a request from the City will be deemed a waiver of the successful Respondent's right to dispute.

25. INDEPENDENT CONTRACTOR:

In the performance of services under the Contract, the successful Respondent and any other persons employed by it shall be deemed to be an independent contractor and not an agent or employee of the City. The City shall hold the successful Respondent as the sole responsible party for the performance of this Contract. The successful Respondent shall maintain complete control over its employees. Nothing contained in the RFP, Contract or award by the City shall create a partnership, joint venture or agency. Neither party shall have the right to obligate or bind the other party in any manner to any third party.

26. COMPANY PERSONNEL:

The successful Respondent is solely responsible for the supervision and control of its staff performing work under the Contract; however, the City reserves the right to request removal from its premises the successful Respondent's "on site" staff personnel for just cause, and the successful Respondent shall take reasonable action to comply with the request. Upon award of the Contract a listing of all personnel authorized to participate in the awarded program shall be submitted and included as part of the executed agreement. The successful will be required to conduct background checks on each employee performing work on City property. Successful Respondent shall be notified during the Contract phase what specific background check requirements apply to the Contract.

27. KEY PERSONNEL:

For the City of North Las Vegas:

Joy Yoshida, Buyer. She is responsible for the administration and audit of the Contract and any changes. She can be reached at (702) 633-1745, Monday through Thursday, 6:30 a.m. to 4:00 p.m.

Brittany Toth, Communications Director. She or her designee is responsible for monitoring the project and is responsible for any requested changes by the Respondent. She can be reached at (702) 633-1337, Monday through Thursday, 8:00 a.m. to 5:00 p.m.

The cutoff time for any questions regarding this Request for Proposal is Monday, March 27, 2023 at 12:00 p.m. local time. **Any questions submitted beyond this cutoff time will not be answered.**

City of North Las Vegas
Request for Proposal (“RFP”)
RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel
Recruitment

Definitions

Certificates of Insurance – a document issued by an insurance company/broker that is used to verify the existence of insurance coverage under specific conditions granted to listed individuals. This document should list the effective date of the policy, the type of insurance coverage provided, the type and dollar amount of applicable liability, and shall list the City of North Las Vegas, its public officials, officers, employees, agents, and volunteers, as an additional insured.

City - the City of North Las Vegas.

City Attorney –lawyers employed by the City of North Las Vegas, who are legally appointed as legal counsel to transact business on behalf of the City of North Las Vegas.

City Clerk - a public officer charged with recording the official proceedings and vital statistics of the City of North Las Vegas.

City Council - the legislative body that governs the City of North Las Vegas.

City Manager - a person not publicly elected but appointed by the City Council to manage the City of North Las Vegas.

City Records - information, minutes, files, accounts or other records, which the City of North Las Vegas is required to maintain, and which must be accessible to review by the public.

City Staff - any person currently employed by the City of North Las Vegas.

Contract – the written agreement between the City and the Respondent selected by the City as having the best Proposal, as approved by City Council and fully executed by the parties.

Key Personnel - defined City employees listed in Paragraph 27.

Pre-Proposal Meeting – a meeting that Respondent may attend to have the project requirements defined. This allows the Respondent to ask questions necessary to enable Respondent to provide a Proposal.

Nevada Public Records Law – as defined in NRS Chapter 239.

Proposal - document submitted in NGEM by Respondent to the City of North Las Vegas offering the product or service that meets the requested specifications. Respondent will fill out the Proposal documents with their price offering and complete all required documents.

Purchasing Department – The City of North Las Vegas Department that reviews the Proposals for compliance to specifications, reviews the pricing, and awards the Contract to the most responsive and responsible Respondent.

Recommendation of Award Notification – notification to the general public that the City has recommended a Respondent who has been selected based on having the best Proposal by

meeting the criteria listed in the Proposal documents. This Recommendation of Award goes to the City Council and upon City Council approval will be selected to fulfill the requirements as outlined in the Request for Proposal.

Representative – person who represents a company and compiles questions to enable the company to submit a proposal that accurately identifies the City's requirements.

Request for Proposals – the official legal published advertisement of the Proposal requirements.

Respondent(s) or Proposer(s) – Vendor who offers the requested service or product to the City on the official Request for Proposal.

Subcontractor - a person who, or business that, contracts to provide some service or material necessary for the performance of another's contract.

Warranty - a guarantee on purchased goods that they are of the quality represented and will be replaced or repaired if found to be faulty.

CITY OF NORTH LAS VEGAS

RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel Recruitment

SCOPE OF WORK

1. **Introduction:** The City of North Las Vegas is seeking a full-service agency to develop a recruitment campaign to fill police officer positions in the North Las Vegas Police Department. The agency will assist the City in developing and executing a comprehensive, strategic marketing and advertising program that is segmented toward new recruits, lateral transfers, and specialized audiences.

Purpose: To create and implement an effective recruitment campaign that identifies, targets and attracts qualified candidates to join the City of North Las Vegas Police Department.

Objectives:

- Fill up to 150 positions within an aggressive 18-24 month timeframe.
- Maximize enrollment in police officer training academies, with 30-35 new cadets per class, approximately four months prior to the start of each academy.
 - February 2024 (new hires must apply by October 2023)
 - August 2024 (new hires must apply by April 2024)
 - February 2025 (new hires must apply by October 2024)
 - August 2025 (new hires must apply by April 2025)
- Recruit lateral transfers of police officers from other law enforcement agencies.
- Increase representation of female recruits to 30% by 2030.

About the City of North Las Vegas

North Las Vegas stretches across the northern rim of the Las Vegas Valley and is home to more than 275,000 residents. As a premier place to live, work, and play, North Las Vegas leads the valley in new home development while maintaining a longstanding tradition of successful economic development in a business-friendly environment. The City of North Las Vegas' fast and faster approach has made the city a top destination in the country for development opportunities. North Las Vegas is a hub for new job creation and economic diversification that attracts global brands, innovative industries, manufacturing, e-commerce, and logistics centers. For more information on these and other recent efforts visit cityofnorthlasvegas.com.

About the North Las Vegas Police Department:

The North Las Vegas Police Department's mission is to encourage and engage the community to work as one in order to provide a safe, secure and enjoyable city. This is accomplished by protecting life and property, maintaining social order by enforcing federal, state and local laws, working in a collaborative effort with the community to identify problems and disorder, and involving the community in the search for solutions.

Potential Target Segments:

- All genders 21-45 years of age
- New, entry-level candidates and lateral transfers from local and out-of-state law enforcement agencies
- Armed forces such as the military, border patrol, etc.
- College students
- Diverse representation from the Hispanic and African American communities, to reflect the demographics of the City of North Las Vegas.

Potential Key Messages:

- High starting salary with generous benefits package
- Variety of bonuses and incentives
- Opportunities for growth and advancement
- Valued like a family member, not just a badge number
- Support of City elected officials and leadership
- Intangible benefits of the job, such as purpose, identity, and service/community
- Equal opportunity employer that values a diverse workforce

Scope of Work/Minimum Requirements:

- Formulate a comprehensive, results-driven, multifaceted recruitment campaign with measurable outcomes and results tracking.
- Research best practices in law enforcement recruiting and related marketing efforts.
- Identify and research target audience demographics, preferences and targeted communication vehicles.
- Design a broad marketing/advertising/communications campaign to reach and recruit various target audiences, which may include but are not limited to or beholden to: digital, print, radio, web, SEO, search, direct mail, digital outdoor, social media, grassroots efforts and other relevant mediums.
 - For social media, please include number of posts per month, channels, whether the agency will manage social monitoring and response, and expected impressions.
- Develop creative visual marketing materials, including copy, graphic design, artwork, and other creative design, based on research and messaging.
- Identify type and number of deliverables, number of initial creative concepts, number of revisions, and any rates billed for change orders.
- Strategically identify, negotiate, place, and fulfill paid media campaigns and buys.
- Create targeted plans by audience and geography.
- Regularly report metrics.
- Provide larger reports quarterly.
- Create landing page content/ copy and conversion solution.
- Regular coordination and meetings with relevant City staff and counterparts required.
- Interested agencies should provide past work sample(s)/portfolio for review.

- 2. Additional Documents required for your Proposal:** The following information is mandatory and should be separately identified. Failure to complete and submit any section may be grounds for rejection. These documents are attached as exhibits to this Scope of Work:

EXHIBIT A OFFER STATEMENT AND BUSINESS FORM - Provide the name and address of Respondent for purpose of notice or other communication relating to the Proposal. Proposals must be signed by a business entity official who has been authorized to make such commitments.

EXHIBIT B CERTIFICATE-DISCLOSURE OR OWNERSHIP/PRINCIPALS - This form must be notarized.

EXHIBIT C QUALIFICATIONS AND EXPERIENCE - References - Provide three (3) governmental agencies or private businesses with which

you have conducted business transactions during the past five (5) years. At least two (2) of the references named are to have knowledge of your debt payment history.

EXHIBIT D AFFIDAVIT OF REJECTION OF WORKER'S COMPENSATION - Please fill this form out in its entirety. This form must be notarized.

EXHIBIT E NON-COLLUSION AFFIDAVIT - This form must be notarized.

EXHIBIT F Written Certification Required by NRS 332.065(3) for contracts with an estimated annual amount required for performance that is in excess of \$100,000.00.

EXHIBIT G Template of City of North Las Vegas Service or Purchase Agreement. Any and all exceptions to the terms of this agreement with explanation must be turned in with electronic submission of the proposal.

3. Evaluation Process: Proposals will be evaluated by a selection committee. The evaluation process is composed of the following steps:

- (1) Review of all Proposals for conformance to this RFP.
- (2) The elimination of all Proposals, which deviate substantially from the basic intent of the solicitation.
- (3) An evaluation of the remaining Proposals.
- (4) Interviews and presentation(s) of Proposals by Respondents (if the City determines a need for such).
- (5) Possible unannounced visit by some or all of the City selection committee to one or more of the projects/businesses represented by Respondent.
- (6) Selection of one Proposal which will be recommended to the City of North Las Vegas City Council.
- (7) Negotiation/finalization of a Professional Services Agreement between the City and the selected Respondent.

4. Evaluation Factors: The City reserves the right to accept a Proposal other than the lowest total expense offered. The following factors will be considered in the evaluation of individual Proposals. The City's Selection Committee will score each Proposal on a 100-point scale. The purpose of scoring the Proposals is to establish a prioritized order in which to continue further discussions. The following are the criteria and points associated for each that the committee will be using:

- A. Completeness of the Proposal (30 points total)
 - Response to RFP provisions (20 points)

- Respondent 's references (5 points)
- Respondent 's presentation (5 points)

B. Management Qualifications (70 points total)

- Respondent's suitability for the purpose and objectives of the recruitment campaign (55 points)
- Respondent's track record in building successful marketing campaigns with measurable results (10 points)
- Respondent's ability to turn around deliverables quickly and efficiently (5 points)

Proposals will be evaluated based on the following:

- Superior ability or capacity to meet particular requirements of contract and needs of City Department and those it serves.
- Superior prior experience of respondent and its staff.
- Superior quality, efficiency, and fitness of proposed solution for City Department.
- Superior skill and reputation, including timeliness, and demonstrable results.
- Lower cost.

5. Award of Contract: The recommendation by the selection committee to the City Council to award the Contract will be based upon the Proposal which is most advantageous to the City. All Proposals shall remain firm for ninety (90) calendar days after the Proposal opening. Refer to the Evaluation Process and Evaluation factors sections within this document.

6. Modifications: The City may institute changes or modifications to the Work and will notify all participants in a timely manner by an addendum to this RFP.

7. Rejection of Proposals: The City reserves the right to reject any and all Proposals received in response to this solicitation if determined not to be in the best interest of the City. Once received, the Proposals shall become the property of the City and are subject to public disclosure under the Nevada Public Records Act. Respondents are not entitled to recover any Request for Proposal preparation costs or other damages should the City not make an award or fail to successfully negotiate the Contract.

8. Incorporation of Proposal into the Contract: The contents of the RFP and the selected Respondent's Proposal shall be incorporated, in total, into the Contract. In the event there is a conflict between the RFP and the Contract, the terms of the Contract will prevail.

9. Proposal Format

A. Proposals submitted in response to this RFP must include a cover letter signed by the person authorized to issue the proposal on behalf of the Applicant, and the following information, in the sections and order indicated:

- Table of Contents
- Introduction/Executive Summary
 - Provide an overview of the services being sought and proposed

scope of services.

3. Applicant Profile

- Provide a narrative description of the Applicant itself, including the following:
- Applicant's business identification information, including name, business address, telephone number, website address, and federal taxpayer identification number or federal employer identification number;
- A primary contact for the Applicant, including name, job title, address, telephone and fax numbers, and email address;
- A description of Applicant's business background, including, if not an individual, Applicant's business organization (corporation, partnership, LLC, for profit or not for profit, etc.), whether registered to do business in North Las Vegas and/or Nevada, country and state of business formation, number of years in business, primary mission of business, significant business experience, whether registered as a minority-, woman-, or disabled-owned business or as a disadvantaged business and with which certifying agency, and any other information about Applicant's business organization that Applicant deems pertinent to this RFP.

4. Project Understanding

- Provide a brief narrative statement that confirms Applicant's understanding of, and agreement to provide, the services and/or tangible work products necessary to achieve the objectives of the project that is the subject of this RFP. Applicant shall describe how the Applicant's business experience will benefit the project.

5. Proposed Scope of Work, including a cost proposal and project timetable (schedule), in accordance with, "Scope of Work," of this RFP.

6. Statement of Qualifications; Relevant Experience

- Provide a statement of qualifications and capability to perform the services sought by this RFP, including a description of relevant experience with projects that are similar in nature, size and scope to that which is the subject of this RFP. If any minimum qualifications for performance are stated in this RFP, Applicant must include a statement confirming that Applicant meets such minimum requirements.

**City of North Las Vegas
Request for Proposal ("RFP")
RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel
Recruitment**

**EXHIBIT "A"
PROPOSAL SUBMITTAL PAGE**

This Proposal is submitted in response to **RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel Recruitment** and constitutes an offer by this company to enter into a contract as described herein.

AUTHORIZED SIGNATURE NAME (TYPE OR PRINT)

LEGAL NAME OF FIRM

AUTHORIZED SIGNATURE

DATE

TITLE

TELEPHONE NUMBER

FAX NUMBER

ADDRESS OF FIRM

CITY

STATE

ZIP CODE

E-MAIL ADDRESS: _____

CNLV-BUSINESS LICENSE NO: _____

____ A COPY OF MY CNLV BUSINESS LICENSE IS ATTACHED

FOR INFORMATIONAL PURPOSES ONLY

Is this firm a ESB, Minority, Women or Disabled Veteran Business Enterprise?

___ No ___ Yes If YES specify ___MBE ___WBE ___DVBE ___ESB

Has this firm been certified as a ESB, Minority, Women or Disabled Veteran Business Enterprise?

___ No ___ Yes If YES specify Certifying Agency _____

Please attach a copy of your certification.

EXHIBIT "B"
FORM A
CERTIFICATE – DISCLOSURE OR OWNERSHIP/PRINCIPALS

1. DEFINITIONS

"City" means the City of North Las Vegas.

"City Council" means the governing body of the City of North Las Vegas.

"Contracting Entity" means the individual, partnership, or corporation seeking to enter into a contract or agreement with the City of North Las Vegas.

"Principal" means, for each type of business organization the following: (a) sole proprietorship – the City of the business; (b) corporation – the directors and officers of the corporation; but not any branch managers of offices which are a part of the corporation; (c) partnership – the general partner and limited partners; (d) limited liability company – the managing member as well as all the other members; (e) trust – the trustee and beneficiaries.

2. INSTRUCTIONS

The Contracting Entity shall complete Block 1, Block 2, and Block 3. The Contracting entity shall complete either Block 4 or its alternate in Block 5. Specific information, which must be provided, is highlighted. An Officer or other official authorized to contractually bind the Contracting Entity shall sign and date the Certificate, and such signing shall be notarized.

3. INCORPORATION

This Certificate shall be incorporated into the resulting Contract or agreement, if any, between the City and the Contracting entity. Upon execution of such Contract or agreement, the Contracting Entity is under a continuing obligation to notify the City in writing of any material changes to the information in this Certificate. This notification shall be made within fifteen (15) days of the change. Failure to notify the City of any material change may result, at the option of the City, in a default termination (in whole or in part) of the Contract or agreement, and/or a withholding of payments due the Contracting Entity.

Block 1 Contracting Entity		Block 2 Description
Name		RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel Recruitment
Address		
Telephone		
EIN or DUNS		

BLOCK 3	TYPE OF BUSINESS
<input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Other:	

EXHIBIT "B"
(CONTINUED)

FORM B

CERTIFICATE – DISCLOSURE OR OWNERSHIP/PRINCIPALS

CERTIFICATE-DISCLOSURE OR OWNERSHIP/PRINCIPALS (Continued)

BLOCK 4 DISCLOSURE OF OWNERSHIP AND PRINCIPALS

In the space below, the Contracting Entity must disclose all principals (including partners) of the Contracting Entity, as well as persons or entities holding more than one-percent (1%) ownership interest in the Contracting Entity.

	FULL NAME/TITLE	BUSINESS ADDRESS	BUSINESS PHONE
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

The Contracting Entity, or its principals or partners, are required to provide disclosure (of persons or entities holding an ownership interest) under federal law (such as disclosure required by the Securities and Exchange Commission or the Employee Retirement Income Act), a copy of such disclosure may be attached to this Certificate in lieu of providing the information set forth in Block 5 above. A description of such disclosure documents must be included below.

I certify under penalty of perjury, that all the information provided in this Certificate is current, complete and accurate.

BLOCK 5 DISCLOSURE OF OWNERSHIP AND PRINCIPALS – ALTERNATE

If the Contracting Entity, or its principals or partners, are required to provide disclosure (of persons or entities holding an ownership interest) under federal law (such as disclosure required by the Securities and Exchange Commission or the Employee Retirement Income Act), a copy of such disclosure may be attached to this Certificate in lieu of providing the information set forth in Block 4 above. A description of such disclosure documents must be included below.

further certify that I am an individual authorized to contractually bind the above named Contracting Entity.

Name

Date

Subscribed and sworn to before me this _____ day of _____, 20____

Notary Public

EXHIBIT "C"

QUALIFICATIONS AND EXPERIENCE RESPONDENT

Name: _____

1. Respondent shall provide a brief description of the Responder's qualifications, certifications, experience, and number of years in operation.

2. Provide three (3) examples of contracts similar in size and scope that have been completed in the past five (5) years. The City reserves the right to verify references for the companies identified. Ensure references have given permission to be contacted by the City.

Example Contract 1:

Company Name: _____

Company Address: _____

Point of Contact: _____ Phone Number: _____

E-Mail Address: _____

Brief Description of Contract Scope:

Term of Contract (Base plus Option Years): _____

Year of Base Contract Award: _____ Year Contract Completed: _____

Base Contract Amount: \$_____ Total Contract Amount (including all option years) \$_____

Did the contract contain a liquidated damages clause? ☐ YES ☐ NO

If yes, were damages assessed? ☐ YES ☐ NO If yes, what was the amount assessed? \$ _____

EXHIBIT "C"
QUALIFICATIONS AND EXPERIENCE RESPONDENT
(CONTINUED)

Example Contract 2:

Company Name: _____

Company Address: _____

Point of Contact: _____ Phone Number: _____

E-Mail Address: _____

Brief Description of Contract Scope:

Term of Contract (Base plus Option Years): _____

Year of Base Contract Award: _____ Year Contract Completed: _____

Base Contract Amount: \$_____ Total Contract Amount (including all option years) \$_____

Did the contract contain a liquidated damages clause? ☐ YES ☐ NO

If yes, were damages assessed? ☐ YES ☐ NO If yes, what was the amount assessed? \$ _____

Example Contract 3:

Company Name: _____

Company Address: _____

Point of Contact: _____ Phone Number: _____

E-Mail Address: _____

Brief Description of Contract Scope:

Term of Contract (Base plus Option Years): _____

Year of Base Contract Award: _____ Year Contract Completed: _____

Base Contract Amount: \$_____ Total Contract Amount (including all option years) \$_____

Did the contract contain a liquidated damages clause? ☐ YES ☐ NO

If yes, were damages assessed? ☐ YES ☐ NO If yes, what was the amount assessed? \$ _____

EXHIBIT "D"
AFFIDAVIT OF REJECTION OF COVERAGE
FOR WORKERS' COMPENSATION UNDER NRS 616B.627 AND NRS 617.210

In the State of Nevada, County of Clark, _____, being duly sworn,
deposes and says:

1. I make the following assertions pursuant to NRS 616B.627 and NRS 617.210.
2. I am a sole proprietor who will not use the services of any employees in the performance of this Contract with the City of North Las Vegas.
3. In accordance with the provisions of NRS 616B.659, I have not elected to be included within the terms, conditions and provisions of chapters 616A to 616D, inclusive, of NRS, relating thereto.
4. I am otherwise in compliance with the terms, conditions and provisions of chapters 616A to 616D, inclusive, of NRS.
5. In accordance with the provisions of NRS 617.225, I have not elected to be included within the terms, conditions and provisions of chapter 617 of NRS.
6. I am otherwise in compliance with the terms, conditions and provisions of chapter 617 of NRS.
7. I acknowledge that the City of North Las Vegas will not be considered to be my employer or the employer of my employees, if any; and that the City of North Las Vegas is not liable as a principal contractor to me or my employees, if any, for any compensation or other damages as a result of an industrial injury or occupational disease incurred in the performance of this Contract.

I, _____, do here swear under penalty of perjury that the assertions of this affidavit are true.

Signed this _____ day of _____, 20_____

Signature _____

State of _____

County of _____

Signed and sworn to (or affirmed) before me on this _____ day of _____, 20_____,
by _____ (name of person making statement).

Notary Signature

EXHIBIT "E"
NON-COLLUSION AFFIDAVIT



CITY OF NORTH LAS VEGAS

Non-Collusion Affidavit

State of _____ County of _____

_____ being first duly sworn deposes that:

- (1) He/She is the _____ of _____, the Firm that has submitted the attached Proposal;
- (2) He/She is fully informed respecting the preparation and contents of the attached Proposal and of all pertinent circumstances respecting such Proposal;
- (3) Such Proposal is genuine and is not a collusive or sham Proposal;
- (4) Neither the said Firm nor any of its officers, partners, City, agents, representatives, employees or parties in interest, including this affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly, with any other vendor, firm, or person to submit a collusive or sham proposal in connection with the contract or agreement for which the attached Proposal has been submitted or to refrain from making a proposal in connection with such contract or agreement, or collusion or communication or conference with any other firm, or, to fix any overhead, profit, or cost element of the proposal price or the proposal price of any other firm, or to secure through collusion, conspiracy, connivance, or unlawful agreement any advantage against the City of North Las Vegas or any person interested in the proposed Contract or agreement; and
- (5) The Proposal of service outlined in the Proposal is fair and proper and is not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the Firm/team or any of its agents, representatives, City, employees, or parties including this affiant.

(Signed): _____

Title: _____

Subscribed and sworn to before me this _____ day of _____ 20____

Notary Public

My Commission expires: _____

EXHIBIT "F"
WRITTEN CERTIFICATION



CITY OF NORTH LAS VEGAS

WRITTEN CERTIFICATION PURSUANT TO NRS 332.065(3)

Pursuant to NRS 332.065(3), a governing body or its authorized representative shall not enter into a contract with an estimated value in excess of \$100,000 with a company unless the contract includes a written certification that the company is not currently engaged in, and agrees for the duration of the contract not to engage in, a boycott of Israel.

By signing below, the Respondent agrees and certifies that it does not currently boycott Israel and will not boycott Israel during any time in which it is entering into, or while in contract, with the City. If at any time after the signing of this certification, the Respondent decides to engage in a boycott of Israel, the Respondent must notify the City in writing.

AUTHORIZED SIGNATURE NAME (TYPE OR PRINT)

LEGAL NAME OF RESPONDENT

AUTHORIZED SIGNATURE

DATE

TITLE

EXHIBIT "G"
Exceptions to North Las Vegas Service or Purchase Agreement



CITY OF NORTH LAS VEGAS

Please provide an explanation to any and all exceptions on terms of the North Las Vegas Service Agreement.

MARKETING AND ADVERTISING CAMPAIGN FOR POLICE DEPARTMENT PERSONNEL RECRUITMENT SERVICES AGREEMENT

This City Marketing and Advertising Campaign for Police Department Personnel Recruitment Services Agreement (“Agreement”) is made and entered into as of _____ (“Effective Date”) by and between the City of North Las Vegas, a Nevada municipal corporation (“City”) and [insert full legal name of Provider entity], a [insert entity type and state of origin] (“Provider”).

WITNESSETH:

WHEREAS, the City requires a recruitment campaign to fill police officer positions in the North Las Vegas Police Department, as more particularly described in the City Marketing and Advertising Campaign for Police Department Personnel Recruitment Request for Proposal, RFP 2023-004 (“RFP”), attached hereto as Exhibit A (“Services”); and

WHEREAS, Provider represents that it has the experience, knowledge, labor, and skill to provide the Services in accordance with generally accepted industry standards, and is willing and able to provide the Services.

NOW THEREFORE, in consideration of the above recitals, mutual covenants, and terms and conditions contained herein, the parties hereby covenant and agree to the following:

SECTION ONE SCOPE OF SERVICES

1.1. Provider shall perform the Services in accordance with the RFP terms, incorporated herein and attached as Exhibit A, Services Provider’s response to the RFP dated [insert date], incorporated herein and attached as Exhibit B, and the terms, conditions, and covenants set forth in this Agreement. Provider shall at its own expense comply at all times with all municipal, county, state and federal laws, regulations, rules, codes, ordinances, and other applicable legal requirements.

1.2. Provider shall, at its own expense, comply at all times with all municipal, county, state, and federal laws, regulations, rules, codes, ordinances, and other applicable legal requirements.

SECTION TWO TERM

2.1. This Agreement shall commence on the Effective Date and will continue to be in effect for [18 to 24 months] (“Term”), unless earlier terminated in accordance with the terms herein. All Services shall be completed by the end of the Term. If the City determines, in its sole discretion, that Provider has satisfactorily performed its obligations under this Agreement, the City Manager or his/her designee may extend the Term for up to two (2) additional one-year periods upon written notice to the Provider.

SECTION THREE COMPENSATION

3.1. Provider will provide the Services [at the rate of OR in the amount of] [\$], which includes all fees for time and labor, overhead materials, equipment, insurance, licenses, and any other costs. Provider's prices may not be increased during the Term. Periodic progress billings will be due and payable within 30 days of presentation of invoice, provided that each invoice is complete, correct, and undisputed by the City. The annual not to exceed amount of this Agreement is [] (\$). The total not to exceed amount of this Agreement is [] (\$).

SECTION FOUR TERMINATION OR SUSPENSION OF SERVICES

4.1. This Agreement may be terminated, in whole or in part, with or without cause, by the City, through its City Manager or his/her designee, upon thirty (30) days' written notice to the Provider. In the event of termination, Provider shall be paid compensation for Services properly performed pursuant to the terms of the Agreement up to and including the termination date. The City shall not be liable for anticipated profits based upon Services not yet performed.

4.2. This Agreement may be terminated by the Provider in the event the City defaults in the due observance and performance of any material term or condition contained herein, and such default is not cured within thirty (30) days after the Provider delivers written notice of such default to the City.

4.3. The City may suspend performance by Provider under this Agreement for such period of time as the City, in its sole discretion, may prescribe by providing written notice to the Provider at least ten (10) days prior to the date on which the City will suspend performance. The Provider shall not perform further work under this Agreement after the effective date of the suspension until receipt of written notice from the City to resume performance, and the time period for Provider's performance of the Services shall be extended by the amount of time such performance was suspended.

SECTION FIVE PROVIDER REPRESENTATIONS AND WARRANTIES

5.1. The Provider hereby represents and warrants for the benefit of the City, the following:

5.1.1. Provider is a duly formed validly existing entity and is in good standing pursuant to the laws of the State of Nevada. The Provider is financially solvent, able to pay its debts when due, and possesses sufficient working capital to provide the Services pursuant to this Agreement.

5.1.2. The person executing this Agreement on Provider's behalf has the right, power, and authority to enter into this Agreement and such execution is binding on the Provider.

5.1.3. All Services performed, including deliverables supplied, shall conform to the specifications, drawings, and other descriptions set forth in this Agreement, and shall be performed in a manner consistent with the level of care and skill ordinarily exercised by members of Provider's profession and in accordance with generally accepted industry standards prevailing at the time the Services are performed, and do not infringe the intellectual property of a third party. The foregoing representations and warranties are not intended as a limitation, but are in addition to all other terms set forth in this Agreement and such other warranties as are implied by law, custom, and usage of the trade.

SECTION SIX INDEMNIFICATION

Provider shall defend, indemnify, and hold harmless the City, and its officers, agents, and employees from any liabilities, claims, damages, losses, expenses, proceedings, actions, judgments, reasonable attorneys' fees, and court costs which the City suffers or its officers, agents or employees suffer, as a result of, or arising out of, the negligent or intentional acts or omissions of Provider, its subcontractors, agents, and employees, in performance of this Agreement until such time as the applicable statutes of limitation expire. This section survives default, expiration, or termination of this Agreement or excuse of performance.

SECTION SEVEN INDEPENDENT CONTRACTOR

Provider, its employees, subcontractors, and agents are independent contractors and not employees of the City. No approval by City shall be construed as making the City responsible for the manner in which Provider performs the Services or for any negligence, errors, or omissions of Provider, its employees, subcontractors, or agents. All City approvals are intended only to provide the City the right to satisfy itself with the quality of the Services performed by Provider. The City acknowledges and agrees that Provider retains the right to contract with other persons in the course and operation of Provider's business and this Agreement does not restrict Provider's ability to so contract.

SECTION EIGHT CONFIDENTIALITY AND AUTHORIZATIONS FOR ACCESS TO CONFIDENTIAL INFORMATION

8.1. Provider shall treat all information relating to the Services and all information supplied to Provider by the City as confidential and proprietary information of the City and shall not permit its release by Provider's employees, agents, or subcontractors to other parties or make any public announcement or release thereof without the City's prior written consent, except as permitted by law.

8.2. Provider hereby certifies that it has conducted, procured or reviewed a background check with respect to each employee, agent, or subcontractor of Provider having access to City personnel, data, information, personal property, or real property and has deemed such employee, agent, or subcontractor suitable to receive such information and/or access, and to perform Provider's duties set forth in this Agreement. The City reserves the right to refuse to allow any of Provider's employees, agents or subcontractors access to the City's personnel, data, information, personal property, or real property where such individual does not meet the City's background and security requirements, as determined by the City in its sole discretion.

SECTION NINE INSURANCE

9.1. Provider shall procure and maintain at all times during the performance of the Services, at its own expense, the following insurances:

9.1.1. Workers' Compensation Insurance as required by the applicable legal requirements, covering all persons employed in connection with the matters contemplated hereunder and with respect to whom death or injury claims could be asserted against the City or Provider.

9.1.2. Commercial General Liability (CGL): Insurance Services Office Form CG 00 01 covering CGL on an "occurrence" basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than \$1,000,000.00 per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO CG 25 03 05 09 or 25 04 05 09) or the general aggregate limit shall be twice the required occurrence limit.

9.1.3. Automobile Liability: ISO Form Number CA 00 01 covering any auto (Code 1), or if Provider has no owned autos, covering hired, (Code 8) and non-owned autos (Code 9), with limit no less than \$1,000,000.00 per accident for bodily injury and property damage.

9.1.4. Professional Liability (errors and omissions): Insurance appropriate to the Provider's profession with limit no less than \$2,000,000.00 per occurrence or claim, \$4,000,000.00 aggregate.

9.1.5. Requested Liability limits can be provided on a single policy or combination of primary and umbrella, so long as the single occurrence limit is met.

9.1.6. The insurance policies are to contain, or be endorsed to contain, the following provisions:

9.1.6.1. Additional Insured Status: The City, its officers, officials, employees, and volunteers are to be covered as additional insureds on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of the Provider including materials, parts or equipment furnished in

connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the Provider's insurance (at least as broad as ISO Form CG 20 10 11 85 or both CG 20 10, CG 20 26, CG 20 33, or CG 20 38; and CG 20 37 forms if later revisions used).

9.1.6.2. Primary Coverage: For any claims related to this contract, the Provider's insurance coverage shall be primary insurance coverage at least as broad as ISO CG 20 01 04 13 as respects the City, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees, or volunteers shall be excess of the Provider's insurance and shall not contribute with it.

9.1.6.3. Notice of Cancellation: Each insurance policy required above shall provide that coverage shall not be canceled, except with notice to the City.

9.1.6.4. Waiver of Subrogation: Provider hereby grants to the City a waiver of any right to subrogation which any insurer of said Provider may acquire against the City by virtue of the payment of any loss under such insurance. Provider agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not the City has received a waiver of subrogation endorsement from the insurer.

9.1.6.5. The Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the City for all work performed by the Provider, its employees, agents, and subcontractors.

9.1.6.6. Self-Insured Retentions: Self-insured retentions must be declared to and approved by the City. The City may require the Provider to purchase coverage with a lower retention or provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention.

9.1.6.7. Acceptability of Insurers: Insurance is to be placed with insurers authorized to conduct business in the state with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City.

9.1.6.8. Claims Made Policies: If any of the required policies provide claims-made coverage:

9.1.6.8.1. The Retroactive Date must be shown, and must be before the date of the contract or the beginning of contract work.

9.1.6.8.2. Insurance must be maintained and evidence of insurance must be provided for at least five (5) years after completion of the contract of work.

9.1.6.8.3. If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a Retroactive Date

prior to the contract effective date, the Provider must purchase “extended reporting” coverage for a minimum of five (5) years after completion of work.

9.1.7. Verification of Coverage: Provider shall furnish the City with original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the City before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the Provider’s obligation to provide them. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

9.1.8. Special Risks or Circumstances: The City reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

SECTION TEN NOTICES

10.1. Any notice requiring or permitted to be given under this Agreement shall be deemed to have been given when received by the party to whom it is directed by personal service, hand delivery or United States mail at the following addresses:

To City: City of North Las Vegas
Attention: Joy Yoshida
2250 Las Vegas Blvd., North, Suite 820
North Las Vegas, NV 89030
Phone: 702-633-1745

To Provider: [REDACTED]
Attention: [REDACTED]
[REDACTED]
[REDACTED]
Phone: [REDACTED]

10.2. Either party may, at any time and from time to time, change its address by written notice to the other.

SECTION ELEVEN SAFETY

11.1. Obligation to Comply with Applicable Safety Rules and Standards. Provider shall ensure that it is familiar with all applicable safety and health standards promulgated by state and federal governmental authorities including, but not limited to, all applicable requirements of the Occupational Safety and Health Act of 1970, including all applicable standards published in 29

C.F.R. parts 1910, and 1926 and applicable occupational safety and health standards promulgated under the state of Nevada. Provider further recognizes that, while Provider is performing any work on behalf the City, under the terms of this Agreement, Provider agrees that it has the sole and exclusive responsibility to assure that its employees and the employees of its subcontractors comply at all times with all applicable safety and health standards as above-described and all applicable City safety and health rules.

11.2. Safety Equipment. Provider will supply all of its employees and subcontractors with the appropriate Safety equipment required for performing functions at the City facilities.

SECTION TWELVE ENTIRE AGREEMENT

This Agreement, together with any attachment, contains the entire Agreement between Provider and City relating to rights granted and obligations assumed by the parties hereto. Any prior agreements, promises, negotiations or representations, either oral or written, relating to the subject matter of this Agreement not expressly set forth in this Agreement are of no force or effect.

SECTION THIRTEEN MISCELLANEOUS

13.1. Governing Law and Venue. The laws of the State of Nevada and the North Las Vegas Municipal Code govern the validity, construction, performance and effect of this Agreement, without regard to conflicts of law. All actions shall be initiated in the courts of Clark County, Nevada or the federal district court with jurisdiction over Clark County, Nevada.

13.2. Assignment. Any attempt to assign this Agreement by Provider without the prior written consent of the City shall be void.

13.3. Amendment. This Agreement may be amended or modified only by a writing executed by the City and Provider.

13.4. Controlling Document. To the extent any of the terms or provisions in Exhibit B conflict with this Agreement, the terms and provisions of this Agreement shall govern and control. Any additional, different or conflicting terms or provisions contained in Exhibit B or any other written or oral communication from Provider shall not be binding in any way on the City whether or not such terms would materially alter this Agreement, and the City hereby objects thereto.

13.5. Time of the Essence. Time is of the essence in the performance of this Agreement and all of its terms, provisions, covenants and conditions.

13.6. Waiver. No consent or waiver, express or implied, by the Provider or the City of any breach or default by the other in performance of any obligation under the Agreement shall be deemed or construed to be a consent or waiver to or of any other breach or default by such party.

13.7. Waiver of Consequential Damages. The City shall not be liable to Provider, its agents, or any third party for any consequential, indirect, exemplary or incidental damages, including, without limitation, damages based on delay, loss of use, lost revenues or lost profits. This section survives default, expiration, or termination of this Agreement.

13.8. Severability. If any provision of this Agreement shall be held to be invalid or unenforceable, the remaining provisions of this Agreement shall remain valid and binding on the parties hereto.

13.9. No Fiduciary or Joint Venture. This Agreement is not intended to create, and shall not be deemed to create, any relationship between the parties hereto other than that of independent entities contracting with each other solely for the purpose of effecting the provisions of this Agreement. Neither of the parties hereto shall be construed to be the agent, employer, representative, fiduciary, or joint venturer of the other and neither party shall have the power to bind the other by virtue of this Agreement.

13.10. Effect of Termination. In the event this Agreement is terminated, all rights and obligations of the parties hereunder shall cease, other than indemnity obligations and matters that by their terms survive the termination.

13.11. Ownership of Documents. Provider shall treat all information related to this Agreement, all information supplied to Provider by the City, and all documents, reconciliations and reports produced pursuant to this Agreement as confidential and proprietary information of the City and shall not use, share, or release such information to any third-party without the City's prior written permission. This section shall survive the termination or expiration of this Agreement.

13.12. Fiscal Funding Out. The City reasonably believes that sufficient funds can be obtained to make all payments during the Term of this Agreement. Pursuant to NRS Chapter 354, if the City does not allocate funds to continue the function performed by Provider under this Agreement, the Agreement will be terminated when appropriate funds expire.

13.13. Public Record. Pursuant to NRS 239.010 and other applicable legal authority, each and every document provided to the City may be a "Public Record" open to inspection and copying by any person, except for those documents otherwise declared by law to be confidential. The City shall not be liable in any way to Provider for the disclosure of any public record including, but not limited to, documents provided to the City by Provider. In the event the City is required to defend an action with regard to a public records request for documents submitted by Provider, Provider agrees to indemnify, hold harmless, and defend the City from all damages, costs, and expenses, including court costs and reasonable attorneys' fees related to such public records request. This section shall survive the expiration or early termination of the Agreement.

13.14. Interpretation. The language of this Agreement has been agreed to by both parties to express their mutual intent. The headings contained in this Agreement are for reference purposes only and shall not affect in any way the meaning or interpretation of this Agreement. Preparation of this Agreement has been a joint effort by the City and Provider and the resulting document shall

not, solely as a matter of judicial construction, be construed more severely against one of the parties than the other.

13.15. Electronic Signatures. The use of facsimile, email, or other electronic medium shall have the same force and effect as original signatures.

13.16. Counterparts. This Agreement may be executed in counterparts and all of such counterparts, taken together, shall be deemed part of one instrument.

13.17. Federal Funding. Supplier certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, in receipt of a notice of proposed debarment or voluntarily excluded from participation in this transaction by any federal department or agency. This certification is made pursuant to the regulations implementing Executive Order 12549, Debarment and Suspension, 28 C.F.R. pt. 67, § 67.510, as published as pt. VII of the May 26, 1988, Federal Register (pp. 19160-19211), and any relevant program specific regulations. This provision shall be required of every subcontractor receiving any payment in whole or in part from federal funds.

13.18. Boycott of Israel. Pursuant to NRS 332.065(4), Provider certifies that the Provider is not currently engaged in a boycott of Israel, and Provider agrees not to engage in a boycott of Israel during the Term.

13.19. Attorneys' Fees. In the event any action is commenced by either party against the other in connection with this Agreement, the prevailing party shall be entitled to its costs and expenses, including reasonable attorneys' fees, as determined by the court, including without limitation, fees for the services of the City Attorney's Office. This Section 13.19 shall survive the completion of this Agreement until the applicable statutes of limitation expire.

[The remainder of page is intentionally left blank. Signature page follows.]

IN WITNESS WHEREOF, the City and Provider have executed this Agreement as of the Effective Date.

City of North Las Vegas,
a Nevada municipal corporation

[REDACTED],
a [REDACTED]

By: _____
Pamela A. Goynes-Brown, Mayor

By: _____
Name: _____
Title: _____

Attest:

By: _____
Jackie Rodgers, City Clerk

Approved as to form:

By: _____
Micaela Rustia Moore, City Attorney

EXHIBIT A

RFP 2023-004

Please see the attached page(s).

EXHIBIT B

Services Provider's Response to RFP

Please see attached page(s).

Mayor
Pamela A. Goynes-Brown

Council Members
Isaac E. Barron
Ruth Garcia Anderson
Scott Black
Richard J. Cherchio



City Manager
Ryann Juden, J.D., Ph.D.

Finance Department

2250 Las Vegas Boulevard, North · Suite #708 · North Las Vegas, Nevada 89030
Telephone: (702) 633-1463 · Fax: (702) 669-3328 · TDD: (800) 326-6868
www.cityofnorthlasvegas.com

March 28, 2023

CITY OF NORTH LAS VEGAS
REQUEST FOR PROPOSAL ("RFP")
RFP 2023-004 Marketing and Advertising Campaign for Police Department
Personnel Recruitment

Addendum #1

The deadline for questions for this proposal was 12:00 p.m., March 27, 2023.

The following are the questions that were received along with the answers to those questions.

Question 1. Are you looking to recruit mostly locally or national or what percentage thereof?

Answer: We are looking to recruit both locally and nationally but have not identified what percentage of candidates should be local or national.

Question 2. Will NLV Police offer relocation expenses? This could be key in the marketing out of state.

Answer: One of the hiring bonuses we currently offer is a \$5,000 relocation allowance for new hires from outside the Las Vegas Valley who will reside in the city limits of North Las Vegas.

Question 3. What is the timeline for the project?

Answer: We anticipate the agency contract will be for 18-24 months. This is the timeframe for filling the next four police training academies, which are offered twice a year, with qualified applicants.

Question 4. What is the projected amount of hours?

Answer: We have not projected the number of hours needed for the contract and will

leave it to the selected agency to determine how many hours are needed to accomplish the contract goals.

Question 5. What is the budget for the marketing agency services?

Answer: Although the City of North Las Vegas does not typically provide a budget for service contracts, we believe the submitting agencies will be better able to breakout their fees and advertising costs if a budget is provided. The estimated total contract budget is a not-to-exceed amount of \$350,000.

Question 6. Are there any public relations efforts that will be included in this project?

Answer: We are only seeking marketing and advertising services for this contract.

Question 7. What is most important in a potential vendor?

Answer: The selected agency must demonstrate its ability to create and implement an effective recruitment campaign that attracts qualified candidates to join the City of North Las Vegas Police Department.

Question 8. What size of advertising budget do you have?

Answer: Although the City of North Las Vegas does not typically provide a budget for service contracts, we believe the submitting agencies will be better able to breakout their fees and advertising costs if a budget is provided. The estimated total contract budget is a not-to-exceed amount of \$350,000.

Question 9. What is the budget for this initiative?

Answer: Although the City of North Las Vegas does not typically provide a budget for service contracts, we believe the submitting agencies will be better able to breakout their fees and advertising costs if a budget is provided. The estimated total contract budget is a not-to-exceed amount of \$350,000.

Question 10. Do you give additional points or consideration to Women Owned agencies?

Answer: No. Evaluations factors are listed on Pages 15-16 on the RFP document.

Question 11. Do you currently work with an agency?

Answer: The City currently has a contract with Kirvin Doak Communications for advertising services on an interim basis until this contract can be implemented.

Question 12. Do you have inhouse PR that will help amplify the campaign?

Answer: The City's Communications Department will manage public relations and earned media efforts and will work in tandem with the selected agency to amplify the recruitment campaign.

Question 13. Have you outlined target markets outside of Las Vegas?

Answer: We have not outlined target markets outside the Las Vegas Valley and will rely on the selected agency's expertise to identify target markets. There will also be an opportunity for the selected agency to consult with the Police Department's recruitment personnel to identify target markets.

Question 14. Since there is not a cost proposal included, is there a specific format on how you want the budget/costs submitted?

Answer: There are no requirements for a specific format, other than breaking out agency fees and media buy plan with costs.

Question 15. There is a request for a proposal outside of the exhibits, should we just upload it as an additional attachment?

Answer: Yes.

Question 16. Is the cost / pricing to include Ad Spend ?

Answer: All anticipated contract costs, including agency fees and advertising costs, should be included in the proposal.

Question 17. What's the racial makeup of the current police officers?

Answer: Sworn Officers

<i>Race</i>	<i>Female</i>	<i>Male</i>	<i>Grand Total</i>
<i>American Indian or Alaskan Nat</i>	<i>1</i>		<i>1</i>
<i>Asian</i>		<i>10</i>	<i>10</i>
<i>Black_or_African_American</i>	<i>4</i>	<i>23</i>	<i>27</i>
<i>Hispanic</i>	<i>15</i>	<i>64</i>	<i>79</i>
<i>Native_Hawaiian_or_Other</i>		<i>2</i>	<i>2</i>
<i>Two_or_More_Race</i>	<i>2</i>	<i>4</i>	<i>6</i>
<i>White</i>	<i>16</i>	<i>146</i>	<i>162</i>
Grand Total	38	249	287

Question 18. If most of the required work can be performed virtually, is Automobile Liability insurance needed?

Answer: This should be submitted as an exception to Exhibit G of the RFP.

Question 19. What is the allocated budget for the campaign?

Answer: Although the City of North Las Vegas does not typically provide a budget for service contracts, we believe the submitting agencies will be better able to breakout their fees and advertising costs if a budget is provided. The estimated total contract budget is a not-to-exceed amount of \$350,000.

Question 20. Re: Contract term: Would the Department like us to provide a recruitment solution based on our chosen timeframe, between 18 and 24 months, or would the Department like to clarify what the contract term shall be?

Answer: We anticipate the agency contract will be for 18-24 months. This is the timeframe for filling the next four police training academies, which are offered twice a year, with qualified applicants.

Question 21. Does the Department prefer to have recruitment videos as part of the recruitment plan?

Answer: For the purposes of this RFP submittal, we have no preference for recruitment videos and will rely on the selected agency's expertise to identify what are the best communication vehicles to attract qualified applicants.

Question 22. How does the department track prospective applicants and applicants? A spreadsheet, a CRM, or another manner?

Answer: The Police Department tracks prospective applicants using a spreadsheet.

Question 23. On average, what percentage of applicants turn into hires?

Answer: That figure varies from one academy to the next due to a variety of factors. For the most recent class, about 15% of applicants were hired.

Question 24. On average, what is the time to hire, from application to hire?

Answer: That figure varies due to a variety of factors. The employment background check for police officer applicants averages about four months.

Question 25. What percentage of the force are female?

Answer: The current percentage of the Police Department's sworn personnel who are female is about 15%.

Question 26. Which KPIs would the Department want us to track for purposes of measuring success and reporting metrics? (Number of leads, number of applicants, cost per lead, cost per applicant, applicant fallout ratio, cost per hire, & time to hire, etc)

Answer: Metrics we anticipate the selected agency will track include the number of leads and applicants and the conversion rate for both. Additional metrics will be identified with the selected agency.

Question 27. Which ATS system does the department use?

Answer: The Police Department does not currently use an applicant tracking software.

Question 28. How many full-time and part-time department employees will be dedicated to the recruitment unit when our recruitment marketing campaign starts?

Answer: There are three full-time personnel in the Police Department's recruitment division. That number is expected to remain unchanged for the contract duration.

Question 29. Does the recruitment team have team members who speak Spanish?

Answer: Yes. The recruitment division has one Spanish-speaking member.

Question 30. Does the department have any additional bonuses or incentives planned in the near future?

Answer: The current Police Department hiring incentives can be viewed in detail on the joinnlvpd.com website and in summary are: \$30,000 for lateral police officer transfers, \$5,000 for honorably discharged or active military and \$5,000 for relocation from outside the valley to North Las Vegas. There are no additional bonuses planned at this time.

Question 31. Re: Qualifications and Experience-"at least 2 of the references named must have knowledge of your debt payment history" Can you please give more information on this requirement? If the company doesn't have debt, how should we approach the requirement? Is the Department asking for the references to have knowledge of our paid media payment history?

Answer: In this context, debt payment history means your history of paying debts when due. The City requests that you provide references with knowledge of your debt payment history so that the City can be assured that a potential vendor has the capital or means to fund the performance of the services being sought by the City until the vendor receives payment from the City. Please provide answers to the questions on Exhibit C accordingly (e.g., three references, two of whom have knowledge of your debt payment history).

Question 32. How many applications are you getting per month now?

Answer: Over the last three months, we have averaged about 120 applicants per month.

Question 33. Out of your monthly applications what percentage turn into qualified applicants that attend an academy?

Answer: This figure varies for every class but for the training academy currently in session, 30 were hired out of about 200 applicants, or 15%.

Question 34. Out of your monthly applications what percentage turn into qualified applicants that attend an academy?

Answer: This is a duplicate of question 33.

Question 35. What's the percentage breakout of where your current recruits are from? Percentage of local? What are the markets that are not SNV?

Answer: We do not have a percentage breakout of where our current recruits are from, but anecdotally, most are local. The highest percentage of out of state recruits are from southern California.

Question 36. Is the NLVPD looking for a proposed media plan to be included in the proposal?

Answer: No. The City's Communications Department will manage public relations and earned media efforts.

Question 37. What is the expected budget for this project?

Answer: Although the City of North Las Vegas does not typically provide a budget for service contracts, we believe the submitting agencies will be better able to breakout their fees and advertising costs if a budget is provided. The estimated total contract budget is a not-to-exceed amount of \$350,000.

Question 38. Who is the incumbent agency if there is one?

Answer: The City currently has a contract with Kirvin Doak Communications for advertising services on an interim basis until this contract can be implemented.

Question 39. If there is an agency who you have worked with for last year, how satisfied were you with their results?

Answer: The City currently has a contract with Kirvin Doak Communications for

advertising services on an interim basis until this contract can be implemented.

Question 40. Is there a preference for in-state bidders and would you consider out-of-state applicants?

Answer: We will consider out of state applicants.

Question 41. Is there any requirement for the vendor to be on site?

Answer: No. There is no requirement for the vendor to be on site but can be an option discussed with the selected agency.

Question 42. Will the award be based on the lowest cost bidder?

Answer: Award will be based on Evaluation Factors Listed on Pages 15-16 of the RFP document.

Question 43. On average, how long do backgrounds take?

Answer: We assume that you mean the employment background check for police officer applicants, which averages about four months.

Question 44. Is the department using a software system as part of their background process?

Answer: The Police Department uses various software systems as part of the employment background check for police officer applicants but that information is not relevant to this contract.

Question 45. Is this a new effort for North Las Vegas Police Department (NLVPD) or the continuation of existing marketing campaign?

Answer: The City currently has a contract with Kirvin Doak Communications for advertising services on an interim basis until this contract can be implemented. The selected agency will not be required to continue with any existing marketing efforts.

Question 46. Is there an incumbent contractor currently supporting this requirement?

Answer: The City currently has a contract with Kirvin Doak Communications for advertising services on an interim basis until this contract can be implemented.

Question 47. Has NLVPD worked with any advertising agencies in the last 3 years?

Answer: The City currently has a contract with Kirvin Doak Communications for

advertising services on an interim basis until this contract can be implemented.

Question 48. Has your organization worked with any advertising agencies in the last 3 years?

Answer: This is a duplicate of question 47.

Question 49. Does location of vendor factor into evaluation of proposals? I.e. are you looking for a local Las Vegas-based agency?

Answer: No. Location is not a factor in evaluation of the proposals.

Question 50. Are you looking for a marketing agency with police recruitment experience? Is police recruitment advertising experience an important factor for NLVPD?

Answer: An agency with police recruitment experience is desirable but is not necessary.

Question 51. Are you looking for a vendor to purchase media as part of this contract?

Answer: Yes. The selected agency will perform the ad buys and projected advertising costs should be included in the proposal.

Question 52. Is there a budget range or ceiling that has been established for this contract?

Answer: Although the City of North Las Vegas does not typically provide a budget for service contracts, we believe the submitting agencies will be better able to breakout their fees and advertising costs if a budget is provided. The estimated total contract budget is a not-to-exceed amount of \$350,000.

Question 53. Will a single vendor be selected as a result of this RFP?

Answer: Yes. There will only be one agency selected for this contract.

Question 54. Can we receive access to video, Q&A and other information from the Pre-Proposal meeting?

Answer: No video was recorded during the pre-proposal meeting and only questions submitted in writing

Question 55. How many new police hires – both new recruits and lateral transfers – is NLVPD currently generating organically without recruitment advertising?

Answer: Prior to recent paid and earned media efforts, the Police Department averaged about 60 applications per month.

Question 56. Does NLVPD have any recruitment advertising activity in market now? In the last 12 months?

Answer: Current advertising in the local market includes online search, social and outdoor.

Question 57. What, if any, recruitment materials and ads has NLVPD created in the last 12 months? Will any of these be available for use by the selected agency?

Answer: Current advertising in the local market includes online search, social and outdoor.

Question 58. Is there an incumbent agency or consultant?

Answer: The City currently has a contract with Kirvin Doak Communications for advertising services on an interim basis until this contract can be implemented.

Question 59. What is the estimated budget? And is the budget for media included?

Answer: Although the City of North Las Vegas does not typically provide a budget for service contracts, we believe the submitting agencies will be better able to breakout their fees and advertising costs if a budget is provided. The estimated total contract budget is a not-to-exceed amount of \$350,000.



Marie Leake
Procurement Manager

City of North Las Vegas
RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel
Recruitment

Optional Pre-Proposal Meeting held on March 20, 2023 at 1:00 p.m. via
Google Meet conference call Conference Call Attendees

City of North Las Vegas

Joy Yoshida, Buyer

Kathleen Richards, Public Information Officer

Vendors

Laurie Mann, CEO

MANN | MARK

STRATEGIC MARKETING, PR, & SOCIAL MEDIA SOLUTIONS

MannMark.com

Laurie@MannMark.com

Savannah Carsten

Spectrum Reach

Savannah Carsten | Account Executive | 9335 Prototype Dr. | Reno, NV 89521

| SpectrumReach.com

Debbi Greer – Kirvin Doak Communications

Debbi Greer | Senior Vice President Marketing Division

o. 702.737.3100 | e. dgreer@kirvindoak.com

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Consultant

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stephanie@moxieglobalservices.com

Djoser Garrison-Quick & Bianca Garrison-Quick
The POW Creatives, Inc.
mrsbiancagq@gmail.com

EXHIBIT B

Service Provider's Response to RFP

Please see the attached page(s).



RFP 2023-004 Addendum 1

All-Star Talent Inc

Supplier Response

Event Information

Number: RFP 2023-004 Addendum 1
Title: Marketing and Advertising Campaign for Police Department
Personnel Recruitment
Type: Request for Proposal
Issue Date: 3/13/2023
Deadline: 4/3/2023 01:00 PM (PT)
Notes:

The City of North Las Vegas is seeking a full-service agency to develop a recruitment campaign to fill police officer positions in the North Las Vegas Police Department. The agency will assist the City in developing and executing a comprehensive, strategic marketing and advertising program that is segmented toward new recruits, lateral transfers, and specialized audiences.

Contact Information

Contact: Joy Yoshida
Address: 2250 Las Vegas Blvd. Suite 820
North Las Vegas, NV 89030
Phone: 1 (702) 6331745
Email: yoshidaj@cityofnorthlasvegas.com

All-Star Talent Inc Information

Address: 2368 Culpepper Lane
Lincoln, CA 95648
Phone: (916) 412-9530

By submitting your response, you certify that you are authorized to represent and bind your company.

Scott Cooper

Signature

Submitted at 4/3/2023 12:26:14 PM (PT)

scott@allstartalent.us

Email

Supplier Note

Please find our proposal and required exhibits. We did not include exhibit D as we have workers comp insurance. Regards, Scott

Requested Attachments

Required Documents

Exhibit A- Submittal Form Completed.pdf

Exhibits A, B, C, D, E and F, must be submitted as part of your proposal response.

Required Documents

Recruiting Proposal.pdf

Exhibit G must be submitted as part of your response. Any and all exceptions to CNLV service agreement must be noted in your response. All redlines to Exhibit G must be submitted as part of your response. No redlines will be accepted after proposal submission.

Response Attachments

Exhibit B- Completed.pdf

Exhibit B

Exhibit C- Completed.pdf

Exhibit C

Exhibit E.pdf

Exhibit E

Exhibit F- Completed.pdf

Exhibit F

Bid Attributes

1 Acknowledgment of Addendum #1

I acknowledge receipt of Addendum #1

☒ Acknowledgment of Receipt of Addendum #1 (Acknowledgment of Receipt of Addendum #1)

April 3, 2023

Enclosed please find a detailed proposal for police officer talent marketing for the North Las Vegas Police Department.

As you know, the employment environment has changed dramatically over the last year, making it even more difficult for law enforcement departments to attract the talent they need. Our work with the Idaho Department of Corrections, City of Atlanta Police Department, City of Vacaville Police Department, City of Campbell Police Department, Broward County Florida Sheriff's Office, Louisiana Department of Corrections, Wisconsin Department of Corrections, Oregon Department of Corrections, Virginia Department of Corrections, South Carolina Department of Juvenile Justice and other law enforcement agencies gives us the unique position to bring real world knowledge on the marketing methods that are working and not working.

We manage every campaign with a strong commitment to mission including strong community policing, promoting a diverse workforce, and recruiting underrepresented communities. We are strategic partners with the National Association of Women Law Enforcement Executives (NAWLEE) and the 30x30 Initiative. In addition, we have developed the only dedicated law enforcement specific Candidate Recruitment Management system (LawEnforcement CRM). The system allows us to efficiently communicate with candidates as well as track each candidate from lead to hire and be able to directly attribute advertising spend to success.

Services and tactics are open to discussion and we are committed to create a solution that delivers results for the minimum spend - fast - to address your needs.

I thank you for the opportunity to submit this proposal and look forward to discussing it with you at your convenience. Please feel free to contact me directly by phone at **(916) 412-9530** or by e-mail at scott@allstartalent.us.

Sincerely,



Scott Cooper
All-Star Talent / Law Enforcement Recruiter

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Introduction/Executive Summary

All-Star Talent is a law enforcement talent recruitment firm. We are not a “jack of all trades, master of none” like a typical marketing firm or human resources consulting organization. We have dedicated our company to solve the staffing problem for law enforcement agencies throughout the country. We have developed best-in-class research, messaging strategy, marketing, communication, and systems to deliver results you can measure. Our approach has been proven successful in 17 state markets as well as a federal law enforcement agency.

Our Strategy Overview

Utilizing demographic, behavioral, interest and attract/keep research from current officers we will develop a custom solution to reach your ideal audience. The solution will incorporate hyper targeted ads and an innovative communication and candidate relationship management system that is the only one of its kind in law enforcement recruitment.

Proposed Solutions

- Device ID Capture - Mobile In-App
- Device ID Integration Facebook/IG
- Social Advertising - FB/IG
- tvSci; CTV/OTT, High Viewable Display Retargeting to Exposed Households
- Paid Search/SEM
- Display Advertising
- Lead Generation
- Email Marketing
- Website Development - Landing Page
- Law Enforcement Candidate Recruitment Management
- SMS Messaging
- Candidate Automated Pre-Screening
- Referral System

In the pages to follow, please find a detailed response to the RFP. The project will be split into the following phases: Strategic Marketing Plan, Research, Content Development and Implementation. The goal is to be live with recruitment advertising content within 60 days from contract execution and for the 150 hires in the talent marketing pipeline by month 20.

Applicant Profile

Narrative Description

All-Star Talent, Inc.
2368 Culpepper Lane
Lincoln, CA 95648

916-412-9530
www.allstartalent.us
Tax ID: 87-3779798

Primary Contact: Scott Cooper - Director of Business Development
2368 Culpepper Lane, Lincoln CA 95648
916-412-9530
scott@allstartalent.us

Business Background

All-Star Talent is an innovative, client-centered talent marketing and consulting firm that specializes in solving unique problems and challenges recruiting and retaining talent in law enforcement. We have decades of combined experience recruiting and building talent pipelines for law enforcement and have helped some of the largest agencies in the country achieve success.

We take an engineering and tactical data science approach to support decisions, design and ultimately drive tangible results.

We are a majority female owned small business (S-Corporation) that is registered to do business in Nevada and currently has 3 employees that live in Las Vegas, NV.

All-Star Talent, Inc. focuses on recruiting and retaining talent in public safety. We are privileged to work with a mastermind group that includes the following organizations:

MASTERMIND



Through helping and learning from public safety organizations we have developed a best in class methodology to create talent brands for organizations and implement those brands in unique ways to attract the right talent. We have helped public safety organizations small and large. We have the knowledge, skills and abilities to build and implement the strategy to solve your staffing needs.

Our Services

Our services cross the talent marketing landscape. From developing employee value propositions to organizational and department branding to video to advertising to targeted messaging to virtual events to successful recruiting strategies and marketing campaigns. We have a breadth and depth of experts that understand how to solve problems and leverage research, technology, messaging and design to accomplish your law enforcement agency's goals. Whether it is a small virtual event for internal staff or a commercial in the Super Bowl, All-Star Talent can help.

Our team has provided services and marketing campaigns for law enforcement agencies in the following marketing channels:

<ul style="list-style-type: none">● Staff Referral Programs● Social Media ads● Geo-targeted Social Media ads● Google Ads● Virtual events● Indeed● Recruitment / Follow-up teams● On the Spot hiring events● LinkedIn prospecting● Youtube● Job Boards● 30x30 Implementation / Female Recruitment● Military Recruitment	<ul style="list-style-type: none">● Diverse candidate recruitment● Superbowl Ads / March Madness● College Sporting Events● Street Team Implementations● Radio● iHeart● Direct Mail● Streaming / TV● Billboards● In person events● Collaboration with military offices and bases● Implement recruitment systems● ...and more.
--	--

We are currently a partner with the National Association of Women Law Enforcement Executives (NAWLEE) and help agencies implement the 30x30 pledge.

Project Understanding

Your Goals/Objectives

The City of North Las Vegas is looking to fill up to 150 positions in a 18-24 month timeframe. In addition to new cadets for February 2024, August 2024, February 2025 and August 2025 there is a focus on lateral transfers. We will also leverage tactics and the relationships that we have with NAWLEE to market to female recruits to fulfill a 30x30 pledge.

Currently the hire rate based on applications is 15%. In order to achieve 150 hires that will equate to 1,000 applications.

There are significant incentives for laterals, relocation and referrals in addition to pay of up to \$40,000 in hiring bonuses.


Join Our Family
THE NORTH LAS VEGAS POLICE DEPT.
"WHERE WE KNOW YOUR NAME.
NOT JUST YOUR BADGE NUMBER"

OFFERING LATERAL HIRING INCENTIVES:
**UP TO \$40,000 IN
HIRING BONUSES**
\$30,000 LATERAL BONUS*
\$5,000 VETERANS BONUS*
\$5,000 RELOCATION BONUS*

*SUBJECT TO REQUIREMENTS & AT THE DISCRETION OF THE HIRING AGENCY

ADDITIONAL EMPLOYMENT BENEFITS:
SALARY RANGE \$61K-98K**
MODIFIED FIELD TRAINING
4-DAY WORK WEEKS
SHIFT DIFFERENTIAL PAY
MULTILINGUAL PAY
PERS RETIREMENT PENSION
COMPREHENSIVE MEDICAL BENEFITS
14 ANNUAL HOLIDAYS
EDUCATION INCENTIVES
457 OPTION
ANNUAL UNIFORM ALLOWANCE

**BASED ON EXPERIENCE & AT THE DISCRETION OF THE HIRING AGENCY

 **JOINNVLVPD.COM** 

Proposed Scope of Work

The scope of work to follow includes recruitment technology, communication strategy and systems, attract and keep research and marketing and recruitment advertising. The tactics to follow are in accordance with successful campaigns for similar departments to the North Las Vegas Police Department. We have scheduled the scope over a 18 month time horizon to solve the staffing issue sooner rather than later.

Methodology / Project Schedule and Timeline

The strategies below have proven success across multiple markets across the United States. We have incorporated the items in our methodology that we feel are the highest and best use for the North Las Vegas Police Department.

Our methodology provides a full understanding of your employment brand to give us the insights to relate to prospective candidates to **sell more than a job - to sell a career.**

Strategic Marketing Plan

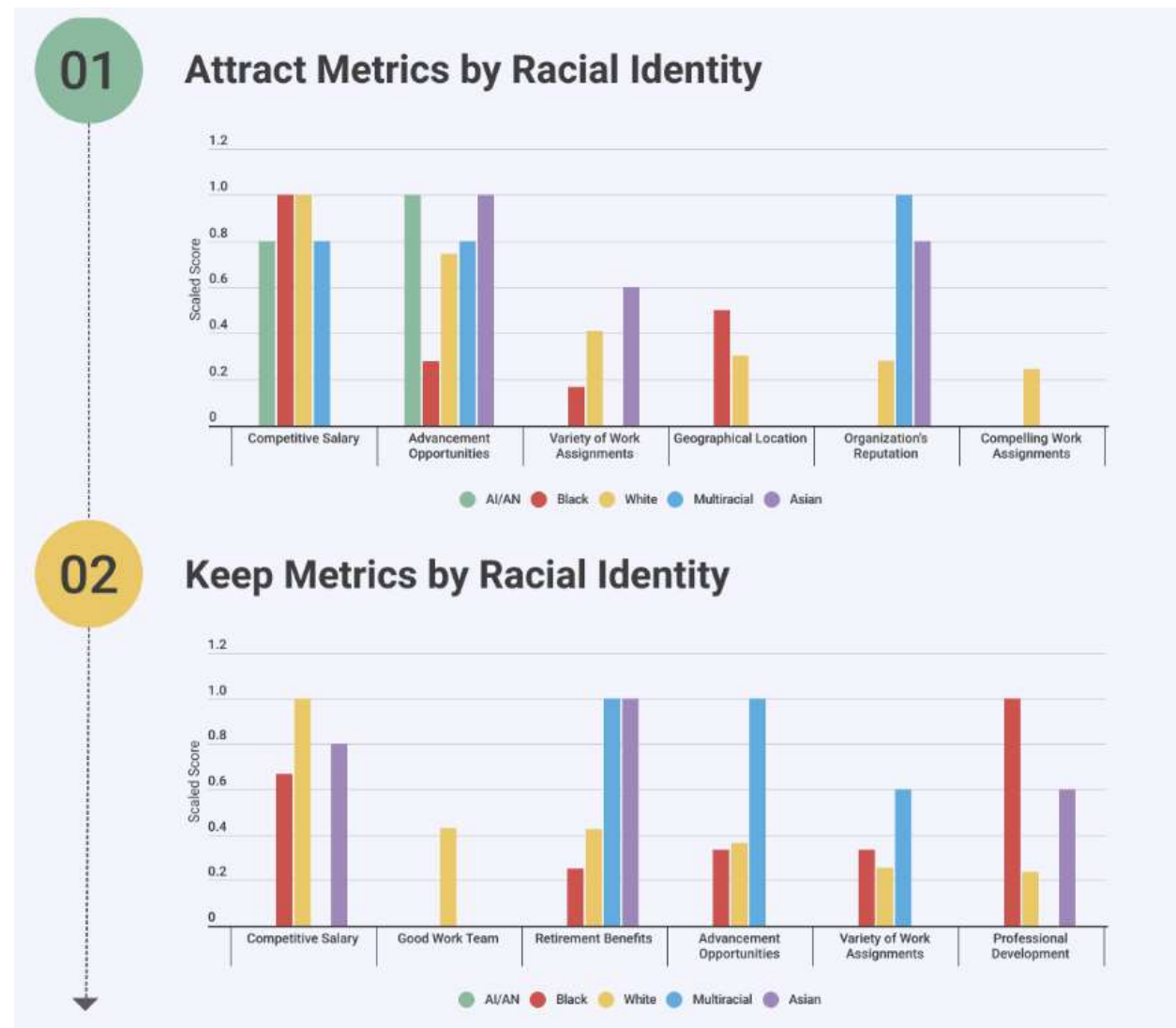
Description	Est Hours	Hourly Rate	TOTAL
Leadership / Meetings to review recruitment practices Meetings and analysis for current recruitment practices for police officers. These meetings will provide a comprehensive understanding of staffing needs including current recruitment efforts and attrition rates.	30	\$125 / hr	\$3,750
Law Enforcement Agency Advertising Strategy Assessment Due to our extensive network of law enforcement agencies and clients - we learn from over \$12,000,000 on a yearly basis of advertising spend and a strategic advantage to determine highest and best use for advertising dollars. We would leverage our extensive data collection with our law enforcement mastermind groups mentioned above	40	\$125 / hr	\$5,000
Recommendations and Improvement Strategies Provide recommendations and improvement strategies based on evidence, process and staffing needs collected as well as what is successful with other law enforcement entities that All-Star Talent represents and is associated with. Recommendations will include both online and traditional tactics.	30	\$125 / hr	\$3,750
TOTAL			\$12,500

Research

All-Star Talent, Inc. has developed a competitive advantage with our TalentVoice System. This unique and proprietary methodology is designed to discover the value proposition, qualities of your department culture, and attract/keep metrics. We then develop messaging that speaks in words with the aim of capturing the attention of candidates who resonate with those specific values and qualities. While treating potential candidates as one large category, (millennials, Gen Z, females, etc), and applying characteristics to this entire group is helpful, we obtain more effective results by tapping into the motivations of individuals naturally drawn to your

department, thereby providing a better fit for your work environment. Our exclusive system has resulted in successful outcomes for law enforcement talent marketing initiatives and hard-to-fill positions in other cities and states throughout the country.

The survey has 5 key outputs: Employer Brand attractiveness, Organizational attractiveness, Attraction metrics, Retention metrics, and Talent Retention. In addition it has open-ended questions to elicit responses on what makes working for the department special, what impact does the job have on an officer/community, and what things would persuade officers to accept a position with your city. We have included a small sample of results from the Louisiana Department of Corrections report below:



Description	Est. Hours	Hourly Rate	TOTAL
Research Understand the employee value proposition and what attracts and keeps current employees in their career. We will create and conduct a survey of existing employees. The survey will test messaging and direction set by leadership to understand resonance with the target demographic. Custom messaging and notifications will be developed to reinforce department brand and built to attract a diverse candidate pool. Concepts and specific analysis of ED&I data will be leveraged to create detailed campaigns. This will include a detailed report.	60	\$125 / hr	\$7,500
1:1 Employee Interviews 1:1 interviews and reports from 10 individuals that the City identifies to gain insights and personal stories to personalize the targeted positions. Take-aways from interviews will be leveraged in social media ads as well as messaging.	30	\$125 / hr	\$3,750
TOTAL			\$11,250

Content Development

Description	Est Hours	Hourly Rate	TOTAL
Creation and Design of Digital Assets Provide up to 20 digital assets/designs for advertisements, banner ads, social media ads, and various other uses.	60	\$125 / hr	\$7,500
Web Page Design Create a landing page to serve as a recruitment marketing site for the department.	25	\$125 / hr	\$3,125
Follow Up Campaign Email and SMS (text) follow up campaign for leads. To include 10 drip campaign style emails and texts to assist candidates through the process.	40	\$125 / hr	\$5,000

TOTAL	125		\$15,625
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Implementation

The following breakdown is a preliminary recommended implementation plan that leverages all of the items produced in the strategic marketing plan, research, and content development sections of this proposal.

Description	Cost Per Month	Number of Months	TOTAL
Lead Follow-up and Referral System Setup Create an advanced lead relationship management system specific to the North Las Vegas Police Department. The system will match and funnel current applicants in the existing HR System/process. System to include email and text capabilities to candidates. (Licensing and Support)	\$1,500 / Month	18	\$27,000
Implementation and Management of Campaign Implement and manage the proposed campaign. The implementation and management includes weekly strategy calls, overall vendor management, and metrics tracking leveraging digital dashboards.	\$1,000	18	\$18,000
Facebook/ Instagram/Programmatic Marketing Ad Management Manage Facebook and Instagram campaigns including reporting. Also manage programmatic campaigns including video, CTV, Audio, Native, Display, Billboards, etc.	\$2,500	18	\$45,000
Google Paid Ads Management Manage google paid ads including Youtube, Google marketplace and Google search.	\$1,000	18	\$18,000
Ongoing Digital Design and Consulting Digital design as needed for use by the department.	\$1,500	18	\$27,000
TOTAL			\$135,000

Direct Spend - Advertising

Description	Cost Per Month	Number of Months	TOTAL
Advertising Placements Direct spend payable to Facebook/Instagram, Google, Hulu, YouTube, and other vendor sources.	\$14,000	18	\$175,500

Timeline and Pricing Summary

Phase	Timeline	Cost
Strategic Marketing Plan	Day 0 - 14	\$12,500
Research	Day 7 - 30	\$11,250
Content Development	Day 25 - 90	\$15,625
Implementation	Day 60 - Month 20	\$135,000
DIRECT ADVERTISING SPEND (not to exceed)	Day 60 - Month 20	\$175,500

Management Plan

Project management is an essential part of our proven process. Throughout our approach and timeline, we will be proactive in establishing, scheduling, communicating, and delivering the strategies and tactics in our plan according to agreed timelines. Upon project launch, Project Manager Jason Litchney will provide a detailed production timeline which will highlight key benchmark dates throughout the process. Once the Implementation Plan is approved and signed off by the department, we do not foresee any deviations from the SOW. If any are needed, Jason will obtain written consent in advance from the department.

We believe regular weekly “check-in” meetings and/or calls are beneficial to ensure the department is always updated on the campaign and all needs are being met as well as a monthly report meeting, either live or virtual. All-Star Talent leverages best in class project management tracking tools to ensure deliverables are met both the department and All-Star Talent is aware of all aspects of the project.

We send an agenda before each meeting and documented notes are taken and distributed post-meeting. Each item that is identified as a task is specifically called out in the detailed notes.

Operational Plan

We take a “Lean Startup” approach to implementation. The goal is always to rapidly create and to make adjustments based on success or failure in advertising campaigns. We leverage dashboards and data to guide decisions and consistently track from candidate lead to hire metrics and continuously improve the recruitment campaign. We modify our tactics based on what works and what doesn't.

Approach to Service

Our approach with law enforcement recruitment marketing: If you can't measure the desired result (applications and hires) then you don't know what you are getting and if you don't know what you are getting then you don't know if it's worth the ad spend and if you don't know if its worth it then don't do it. Our approach is to leverage our expertise to spend advertising dollars based on key metrics:



We track and evaluate each marketing channel to continually optimize based on performance.

The strategies below have proven success across multiple markets across the United States. We have incorporated the items in our methodology that we feel are the highest and best use.

Our recruiting plans leverage social media, google search, programmatic marketing, and cross platform retargeting campaigns to drive candidate leads and applications. Candidate leads will automatically be added to our law enforcement specific CRM which will auto-screen candidate leads, add them in an automated email and text campaign, will give two-way text communication between the candidate leads and your recruiting department, and will act as a central data storage for all new candidate recruitment leads. We can also talk about how to efficiently funnel leads from your teams' recruiting efforts, as it's a much better way than spreadsheets.



Past Work / Case Studies

Louisiana Department of Corrections	
<p>Services:</p> <ul style="list-style-type: none"> Uniform Branding Strategy Marketing Design Advertising Strategy and Management Talent Attraction Research Targeted Recruitment Events Email Outreach Management Website Asset Development Reports and Analysis Geo Targeted Talent Marketing 	<p>Primary Goal:</p> <p>Increase applications 25%</p> <p>Current Status:</p> <p>Applications have increased between 44.1% to 373.3% (range of percentage increase differentiated by LA DOC facility) after the first three (3) months of our digital campaigns. More than 1/3 of successful applications have been traced to our lead-collection system.</p>

Ad Designs and Geo Targeted Social Media Campaigns

OVERALL CAMPAIGN




NEW YEAR NEW CAREER CAMPAIGN



Virtual Recruitment Events


Our virtual recruitment events have been successful in showcasing LA DOC's organizational culture, as well as simplify the application and hiring process for our client's prospective candidates. We have also been instrumental with driving interest to in-person hiring events. LA DOC's attendance at in-person Express Hiring events saw an almost 300% increase in applications through our drip campaigns using emails and text messages. From Zoom meetings to mobile devices, we meet the candidates on the platforms they use.



CO VIRTUAL RECRUITMENT

Nov 17, 2022 at 5:30 pm


The Virtual Recruitment Event featured Natalie Laborde with Opening Remarks. Jason Litchney from All-Star Talent moderated the session with Msgt. Anderson and Lt. Colonel Linzy as panelists. Madeline Terrell presented the H&R information.



28%
Attendance Rate


There was a 28% attendance rate (137 registered, 38 attended) for our session on Nov 17.

Thank you all for your participation and help in making this Virtual Event a successful event. We are already looking forward to the next one!



90%
Plan to Apply

9 attendees (90%) said they are planning to apply to become a Corrections Officer with LA DOC.



10%
Unsure


1 attendee (10%) said they are unsure of whether or not they will apply to become a CO.


Survey Responses

10 attendees (26%) filled out a survey response at the end of the virtual session. The average rating of the VRE was **3.5/4**. Overall, there was very positive feedback and engagement given throughout and after the event. Some attendees made additional comments saying,

- "They answered my questions!"
- "Thank you for the information"
- "Thank you all for your time."

CLICK HERE TO WATCH THE RECORDING







Serve your COMMUNITY


BECOME AN LA DOC CORRECTIONAL OFFICER

LEAD WITH INTEGRITY




ATTEND OUR ONLINE VIRTUAL CAREER FAIR!

JOIN US 



YOU'RE INVITED



You're Invited:
Elayn Hunt
Correctional
Center Express
Hiring Event!

Tuesday, January 31, 2023
9 AM - 1 PM
6925 LA-74, St Gabriel, LA

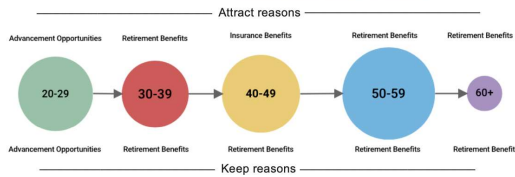
Diversity Recruitment Campaign

The market research we conduct provides us key insights into the ways diverse candidates view the Correctional Officer position. We take a look at demographic groupings such as age, gender, racial identity, and military veteran status for LA DOC specifically:

4. Segmentation

by Age

Younger COs (age 21-29) score higher in being attracted by **Advancement Opportunities** than older COs (age 30+) who are attracted by **Retirement and Insurance benefits**.



Younger COs focus on promoting and reaching for more:

"When I finish my degree in Criminal Justice, I plan on working for probation and parole. But I might see where this takes me first because it is—I do love it here."

-Tatyanna Edwards, age 24

"I'm looking forward to actually working on the mental health side of the facility. I want to help the offenders more than I can at right now. I can speak with them and talk to them about their problems, but I would like to work on that side, but still be with the corrections"

by Gender

Women highly prioritize Teamwork, Respect, and Communication while Men prioritize Integrity, Dependability, and Teamwork.

Women also place a higher emphasis on Advancement Opportunities and Competitive Salary than Men. Men are more attracted to this career by Retirement and Insurance Benefits, as well as Advancement Opportunities as a secondary priority.

Women embody the Ruler archetype. Marketing tactics to attract women should focus on respect and truthfulness in leadership, with an emphasis on ruggedness. Other ideas to focus on is the rehabilitative mission, and the accountability and dependability of others on the work team. Transformative experience within a determined structure is the primary component of the brand/organization that women are pulled toward. Learning into rehabilitation, but also conveying that it takes a tough woman to do this job, matches the personality of the current female COs.

Sample marketing imagery for women recruitment with ad copy/ taglines like:

"Serve your community."

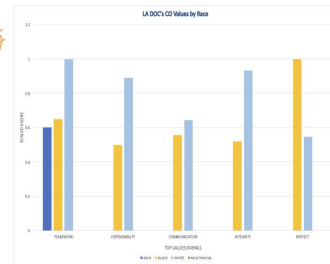
LEAD WITH INTEGRITY™



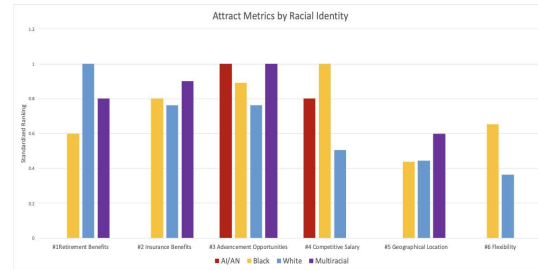
by Racial Identity

The top 5 values overall are on the bottom axis, while each racial group category's top value is shown as a scale:

We notice that Multiracial CO's values are not on the Top 5 Values charts. Multiracials value: Experience, Quality, Adaptability, and Work/Life Balance



We also segment by what Attracts COs by Racial Group:



Multiracial COs and Native American COs prioritize **Advancement opportunities**, and Multiracial COs additionally rank **Insurance benefits** highest, while Black COs prioritize **Competitive Salary** and white COs rank **Retirement benefits** highest in both attract and keep reasons.

Research and Messaging Reports

The TalentVoice System is a powerful marketing tool that allows us to start with a data-centric approach to understand and build messaging to attract talent to your organization. Along with survey results, we also use one-on-one market research interviews to reach employees in a deeper and more accurate way. We supplement our survey research with interview research. Below is a sample of the Louisiana Department of Corrections' report.

LOUISIANA DEPARTMENT OF CORRECTIONS

Correctional Officer
MarketVoice & 1:1 Interviews Report

Survey Results

PERSONALITY BRAND

SAGE - Correctional Officers have a desire to impart knowledge, tools, and resources. Seek to understand the world through their work.

EVERYPERSON - Correctional Officers believe any person is capable of succeeding in this career, with the right training. It's an attainable job for anyone.

INNOCENT - Correctional Officers see the good in things, with a goal of doing good for others and the world around them. They value touching lives.

VALUES
Top values are **Teamwork, Dependability, Communication, Integrity, Respect, and Trust**. Survey respondents emphasize the team aspect of the job as the best part or the most unique distinguishing factor of their day-to-day careers.

ATTRACT-KEEP METRICS
Top reasons that COs are attracted to the job are **Retirement benefits, Insurance benefits, Advancement Opportunities, Competitive Salary, Desirable Geographical Location, and Flexibility**.

The top reasons for why COs continue to keep their jobs are also the same reasons. However, **Flexibility** overtakes **Desirable Geographic Location**.

Overall, CO marketing must promote the above identities and values. Marketing recommendations are detailed through the report as the targeted candidate pool changes.

TALENT ATTRACTION STRATEGY

Promote Rehabilitative Mission: fulfilling for both the Correctional Officer and the incarcerated population

Focus on promoting a team-driven career: everyone works together to ensure the safety of the Louisiana community

Career with Benefits and Endless Advancement Opportunities: financial security and promotional potential

WHY LOUISIANA

Rehabilitative Mission

Financial Security, Benefits & Perks

Amazing Team

Day-to-Day Differences

1:1 Takeaways

WHY DID YOU CHOOSE LA DOC?

"When I came to the industry as a Marine, I came here to be with family and I was looking for a little more stability. I applied with LDC because of the stability of it and I knew there was always going to be a job there. The job is gonna pay me everywhere and the benefits that go along with it is what keeps me here in the long run."

"Working here, it's really kind of like a community. That's what I like about it because you help somebody, and they help you. It's not just going to do something on your own."

"I joined Corrections because I wanted to do something different. I started as a psychology major at college and I thought it would be a better route for me. It says that I can actually help people."

WHY BE A CORRECTIONAL OFFICER?

"I always wanted a career in law enforcement. I always wanted to help the community, and I knew I could be the best candidate in the field. I wanted to get to them. And for the why not to go into a facility and help someone there or lead them to the right path? Correctional officers get to interact with this population more. We actually get to see how they live, we get to know them better, and we can more effectively encourage them to become better once they get out into society."

"If I can put one positive message into the community heads at least once while I'm here or they're here, I'm serving my purpose. I know there's a purpose for me here."

"We could rehabilitate the inmates to change their ways, change their behavior. So when they get out of here, they can better themselves, get a job, get a family, move on with their lives, and hopefully not make the same mistakes that put them in here."

"We have many programs. Basically we're monitoring the inmates and see where they went, where they are now, and where they need to be. And that's a big program because they can use for themselves the change or the growth. We have a big job here in this prison."

WHY SHOULD SOMEONE APPLY?

"You are able to teach kids in here, encourage them to be obedient so whenever they eventually get out of there, so that they can be more productive for their families."

"If you want to make a difference and you're helping the greater outcome. Some day they are going to be out there in the world, back in through re-entry. You want to make sure that you're not being someone who came in when they were 17, all in control, leave with that same mindset that they had at 17, here at 40. You want to help them grow and shape them and mold them. So just, helping out here, and if you can make sure all of them, that will eventually they will do it."

"The ability to take care of my family the way I always dreamed of. Everybody wants to have a great career, not just a job. When you apply for the state of corrections, it's not just a job, it's a career. And you're able to do things with your family and give things of value. And you have an actual, stable plan and you are financially secure for the rest of your life."

Application Metrics

When our team began working with LA DOC, we first targeted only two facilities experiencing the largest vacancies—Angola (LSP) and Elayn Hunt (EHCC). Within the first three-months, we increased applications by **44.1%** and **123.9%**, respectively.

LA DOC's 2022 Marketing Campaign Report

Contract Goals:

Increase Correctional Officer applications by **25%** in digital media-targeted areas, within a 12-month period.

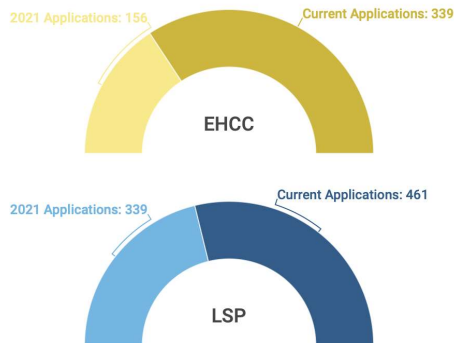
Overview:

All-Star Talent's social media campaigns began on September 26, 2022. Digital campaigns specifically target EHCC and LSP facilities. Virtual Career Fair events targeted all facilities in the state.

This report spans a 3-month period. Digital campaigns continue to run in the current timeframe.

On average, our digital campaigns in 2022:

- increased EHCC applications by **123.9%**
- increased LSP applications by **44.1%**



Our digital campaign collected **960 leads** between 9/26/22 - 12/31/22.



Comparison of All Application Numbers

Table 2. LA DOC Facilities' Percent Increase/Decrease from 2021 to 2022

WEEK	Percentage (%) Increase or Decrease								TOTAL
	ALC	DCI	DWCC	EHCC	LCRW	LSP	RCC	RLCC	
38	250	100	133	118	-13	-9	-11	20	34
39	1500	67	14	171	81	80	120	88	125
40	320	33	600	510	38	76	-10	-9	109
41	100	44	60	27	21	28	-29	-18	26
42	125	33	700	50	-25	4	150	200	37
43	100	-29	-33	213	42	17	100	100	34
44	750	229	83	55	53	84	400	114	117
45	267	38	-60	62	19	27	33	200	45
46	83	-34	-55	200	23	23	250	220	29
47	50	-27	-20	150	100	144	0	67	52
48	250	142	0	83	140	122	0	150	129
49	71	21	-25	50	80	-13	-43	100	27
50	333	0	150	36	0	4	600	100	39
51	1100	89	500	43	36	10	250	100	91
52	300	100	300	90	222	64	400	100	124

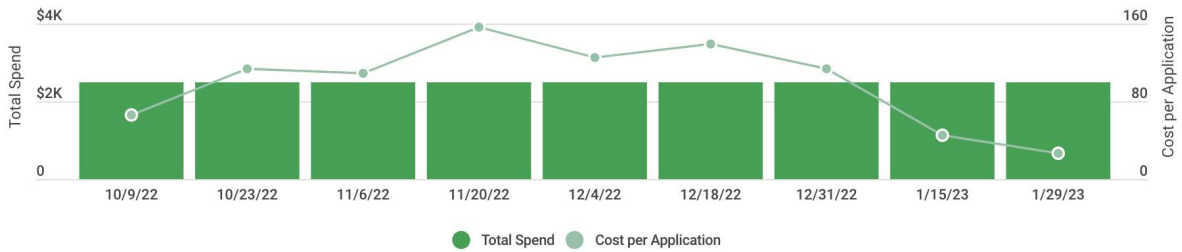
Average Increase/Decrease									
OVERALL	373.3%	53.8%	156.5%	123.9%	54.6%	44.1%	147.4%	102.1%	67.8%

All facilities experienced an increase in applications when compared to 2021 numbers.

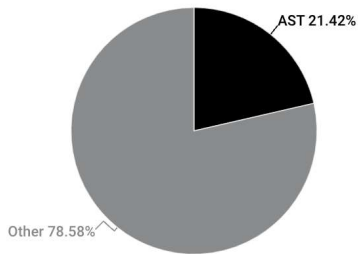
On a weekly basis, only ALC and EHCC experienced increases for Weeks 38-52.

Since January 2023, we extended our digital marketing statewide. We are consistently seeing low cost-per-applications and tracing more than 20% of weekly applications to our leads generation system.

Cost-per-Application by Pull End Date



2023 Applications



	Number of Applications from AST	Percent of Applications from AST	Cost per App
1/2/23-1/15/23	55	18.3%	\$45.45
1/16/23-1/29/23	96	30.0%	\$26.04

Law Enforcement CRM

Law Enforcement CRM is a proprietary system specifically designed for law enforcement recruitment. The customizable solution is built for your organization to track and move candidates from lead to hire.

Key Features:

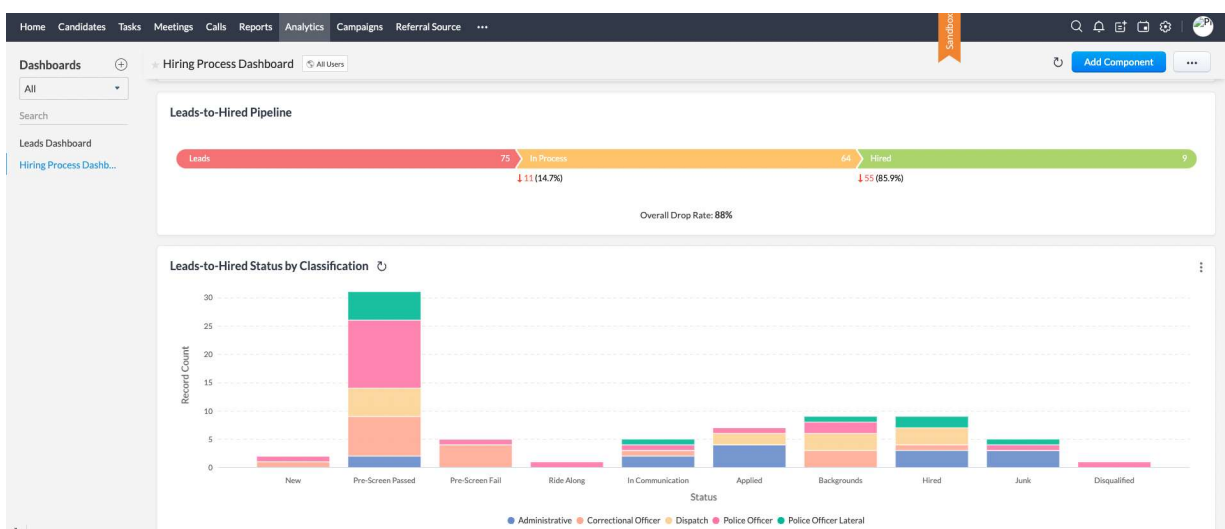
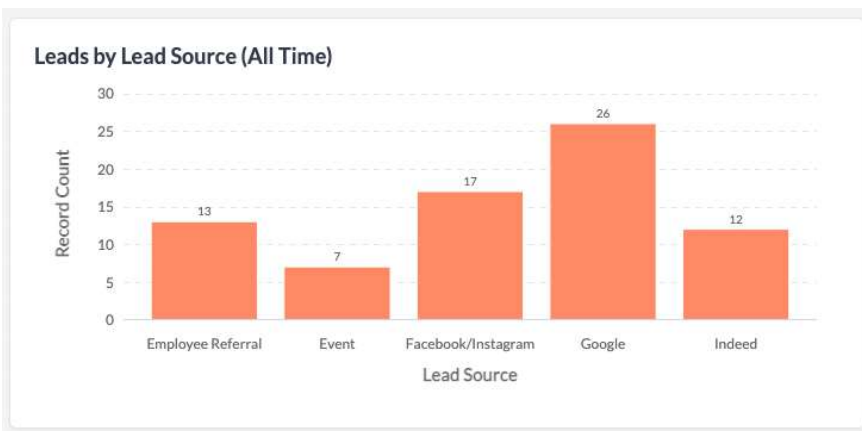
- Tracking
- Reporting
- SMS and Email based candidate pre-screening
- SMS Messaging
- Email Templates
- Advertising Dashboards
- Email Outreach Management
- Integration with landing pages
- Referral Tracking and Incentive System for Existing Employees
- Reports and Analysis
- KPI and Performance Indicators
- Integration with Guardian Background Software (in development)

System Screenshots

The screenshot displays the ALL-STAR TALENT CRM interface. At the top, there is a navigation bar with links: Home, Candidates, Tools, Meetings, Calls, Reports, Analytics, Campaigns, and Referral Source. Below the navigation bar, the main content area is divided into four sections:

- New Leads:** A table with columns: First Name, Last Name, Candidate Name, Email, Phone, Mobile, Lead Source, and Created Time. It lists two candidates: Owen Kim and Elizabeth Perez.
- Passed Pre-Screen:** A table with columns: First Name, Last Name, Candidate Name, Email, Phone, and Mobile. It lists ten candidates: Grace Jackson, Henry Edwards, Scarlett Rivera, William Cooper, Jacob Perez, Jackson Garcia, Lucas Collins, and Abigail Powell.
- Applied:** A table with columns: First Name, Last Name, Candidate Name, Email, Phone, Mobile, Lead Source, and Created Time. It lists seven candidates: Ava Collins, Amelia Martinez, Madison Flores, Alexander Gonzalez, Harper Hughes, Christopher Cook, and James Garcia.
- In Backgrounds:** A table with columns: First Name, Last Name, Email, Phone, Mobile, and Classification. It lists nine candidates: Daniel Diaz, Mason James, Samuel Gray, Avery Parker, Grace Phillips, Sofia Nelson, Abigail Hall, and Benjamin Anderson.

Marketing and Advertising Campaign for Police Department Personnel Recruitment

[illegible][illegible]

Statement of Qualifications; Relevant Experience

All-Star Talent focuses on law enforcement recruitment. We know what works and how to deliver applicants into your talent pipeline. Our experience ranges from large cities to large state agencies to Federal law enforcement agencies. We are a recruiting agency that leverages a unique skillset in law enforcement candidate recruitment management, talent research, marketing, advertising strategy and execution.

We are the creators of Law Enforcement CRM to help provide technology to bring your candidates from lead to hired. As well as a partner of the National Association of Women Law Enforcement Executives (NAWLEE) who are the stewards of the 30x30 initiative.

We have developed the systems, competencies and staff to establish us as the premier recruitment firm for law enforcement in the country.

Throughout this proposal we have documented our commitment and experience in law enforcement recruitment. Our references, success with past clients, and word of mouth is primarily how we establish our client base. We are financially secure and have the funds and resource availability to execute to exceed expectations for the City of North Las Vegas Police Department.

Project Manager and Key Team Members

All-Star Talent employees are the best in the industry at recruiting in public safety. The highly qualified professionals cross the talent landscape from video production to systems integration to market research, DEI, graphic design, web design, lead generation systems, and even process improvement. Jason Litchney will serve as project manager / key point of contact for this engagement.

Jason Litchney, M.E., MBA, Practice Leader - Talent Marketing

Mr. Litchney is the Talent Marketing Practice Leader at All-Star Talent, Inc. He has successfully managed the talent brand to attract and retain talent at the state, special district and local level. He is responsible for founding two companies that have made the INC 500 fastest companies list and is a successful entrepreneur and founder of the application company, Umzie, LLC. that was sold in 2017.

Mr. Litchney has a deep understanding and knowledge in marketing, branding and recruitment that he has gained in his over 17 years in executive roles in the private and nonprofit sectors. Mr. Litchney typically operates at Project Manager and Senior Leader levels during strategy

development, consulting, and implementation. Major sectors served include federal, state, county, and city governments. Jason is a frequent speaker on employer branding.

Professional Experience

- Marketing & Brand Strategy, Public Relations, Website Production, Graphic Design, Photography & Videography, Data Analytics, Paid Ads / Geotargeting / Geofencing, Social Media

Education

- M.E., Marketing Analytics, Cornell University
- MBA, Western Governors University
- B.S., Operations Research & Information Engineering, Cornell University

Pamela Hong, Ph.D., Sr. Research Scientist

Pamela has a focus on bridging science, statistics, and psychology with talent recruitment for the public sector. Pamela is a published author, nationally recognized scholar and national speaker on social sciences and diverse perspectives. She has helped public, non-profit and private organizations achieve successful recruitment efforts through an analytical approach to recruitment messaging and communication.

Professional Experience

- Diversity Recruitment, Statistics, Social Psychology, Project Management, Message Design

Education

- Ph.D. Sociology, Indiana University-Bloomington, Statistics Minor
- M.A., Sociology, Indiana University-Bloomington
- B.A., Psychology, University of Nevada, Reno, Mathematics minor

David Starnes

Mr. Starnes is a disabled military veteran, retired Deputy Director and Chief of Law Enforcement for the California Department of State Hospitals, where he led the nation's largest forensic hospital system's Office of Protective Services. David has 31 years of Law enforcement experience, and is a subject matter expert for the Los Angeles County courts.

Mr. Starnes has a deep understanding and knowledge in public safety, specializing in custodial settings. Mr. Starnes typically operates at Senior Leader levels during strategy development, consulting, and implementation.

Qualifications

- 31 years of experience with the California Department of Corrections and Rehabilitation (CDCR), California Department of State Hospitals (DSH) and ongoing experience as a Public Safety Consultant.
- Experienced practitioner in all facets of correctional management including fiscal management, gang management, Internal Affairs, strategic planning and evaluation, policy development, litigation management, project management, cell phone interdiction, internal/external communications, and risk assessment.
- Strong management skills leading peace officer selection for the entire department. Providing oversight for the processing of 120,000 applicants in each phase of the selection process.
- Demonstrated ability to provide strategic leadership to one of the nation's largest and complex prison systems as well as the Nation's largest Forensic Mental Health Hospital system.
- Qualified in state and federal courts as an expert in CDCR Policies and Procedures, Prison Gangs, In-custody and Community Risk Assessment, and Internal Affairs.

Grace Dekker, Marketing Manager

Grace is a digital storyteller with strengths in social media, instructional design and creative advertising. She has a background that bridges human resources and marketing creating knowledge management strategies for learning and development to creating marketing plan strategies and assets.

Professional Experience

- Elements of Creative Advertising, Instructional Design, Graphic Design, Audio Storytelling
- User Experience Design, Website Creation, Social Media

Education

- B.S., Media Arts and Design, Creative Advertising, Education Media & Human Resources Minors, James Madison University

Yichu Sheng, Research and Systems Analyst

Yichu has a passion for system design, data analysis and optimization. She leverages her analytic skill set to build comprehensive visualizations that help organizations make key decisions to affect performance. She is an expert in data modeling, information system design and implementation.

Professional Experience

- Business Intelligence, Python, Data Visualization, Data Analysis, Tableau, Regression Analysis

- SQL, AWS, Java, Analytics

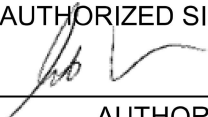
Education

- M.S., Business Analytics, University of Wisconsin-Madison
- B.S., Finance, University of Technology, Sydney - New South Wales
- B.S., Finance, Shanghai University

**City of North Las Vegas
Request for Proposal ("RFP")
RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel
Recruitment**

**EXHIBIT "A"
PROPOSAL SUBMITTAL PAGE**

This Proposal is submitted in response to **RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel Recruitment** and constitutes an offer by this company to enter into a contract as described herein.

<u>Scott Cooper</u>	<u>All-Star Talent Inc.</u>
AUTHORIZED SIGNATURE NAME (TYPE OR PRINT)	LEGAL NAME OF FIRM
	<u>4/3/2023</u>
AUTHORIZED SIGNATURE	DATE

<u>Chief Financial Officer</u>	<u>916-412-9530</u>	
TITLE	TELEPHONE NUMBER	FAX NUMBER

2368 Culpepper Lane

ADDRESS OF FIRM

<u>Lincoln</u>	<u>California</u>	<u>95648</u>
CITY	STATE	ZIP CODE

E-MAIL ADDRESS: scott@allstartalent.us

CNLV-BUSINESS LICENSE NO: _____

____ A COPY OF MY CNLV BUSINESS LICENSE IS ATTACHED

FOR INFORMATIONAL PURPOSES ONLY

Is this firm a ESB, Minority, Women or Disabled Veteran Business Enterprise?

____ No ☒ Yes If YES specify ☒ MBE ☒ WBE ____ DVBE ____ ESB

Has this firm been certified as a ESB, Minority, Women or Disabled Veteran Business Enterprise?

☒ No ____ Yes If YES specify Certifying Agency _____

Please attach a copy of your certification.

EXHIBIT "B"
FORM A
CERTIFICATE – DISCLOSURE OR OWNERSHIP/PRINCIPALS

1. DEFINITIONS

"City" means the City of North Las Vegas.

"City Council" means the governing body of the City of North Las Vegas.

"Contracting Entity" means the individual, partnership, or corporation seeking to enter into a contract or agreement with the City of North Las Vegas.

"Principal" means, for each type of business organization the following: (a) sole proprietorship – the City of the business; (b) corporation – the directors and officers of the corporation; but not any branch managers of offices which are a part of the corporation; (c) partnership – the general partner and limited partners; (d) limited liability company – the managing member as well as all the other members; (e) trust – the trustee and beneficiaries.

2. INSTRUCTIONS

The Contracting Entity shall complete Block 1, Block 2, and Block 3. The Contracting entity shall complete either Block 4 or its alternate in Block 5. Specific information, which must be provided, is highlighted. An Officer or other official authorized to contractually bind the Contracting Entity shall sign and date the Certificate, and such signing shall be notarized.

3. INCORPORATION

This Certificate shall be incorporated into the resulting Contract or agreement, if any, between the City and the Contracting entity. Upon execution of such Contract or agreement, the Contracting Entity is under a continuing obligation to notify the City in writing of any material changes to the information in this Certificate. This notification shall be made within fifteen (15) days of the change. Failure to notify the City of any material change may result, at the option of the City, in a default termination (in whole or in part) of the Contract or agreement, and/or a withholding of payments due the Contracting Entity.

Block 1 Contracting Entity	Block 2 Description
Name All-Star Talent Inc.	RFP 2023-004 Marketing and Advertising Campaign for Police Department Personnel Recruitment
Address 2368 Culpepper Lane, Lincoln, CA 95648	
Telephone 916-412-9530	
EIN or DUNS 87-3779798	

BLOCK 3	TYPE OF BUSINESS
<input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Other:	

EXHIBIT "B"**(CONTINUED)****FORM B****CERTIFICATE – DISCLOSURE OR OWNERSHIP/PRINCIPALS****CERTIFICATE-DISCLOSURE OR OWNERSHIP/PRINCIPALS (Continued)****BLOCK 4 DISCLOSURE OF OWNERSHIP AND PRINCIPALS**

In the space below, the Contracting Entity must disclose all principals (including partners) of the Contracting Entity, as well as persons or entities holding more than one-percent (1%) ownership interest in the Contracting Entity.

	FULL NAME/TITLE	BUSINESS ADDRESS	BUSINESS PHONE
1.	Erica Arashiro, CEO	2368 Culpepper Lane, Lincoln, CA 95648	916-757-2490
2.	Scott Cooper, CFO	2368 Culpepper Lane, Lincoln, CA 95648	916-412-9530
3.	Jason Litchney, Secretary	2368 Culpepper Lane, Lincoln, CA 95648	916-995-7122
4.			
5.			
6.			
7.			
8.			
9.			
10.			

The Contracting Entity, or its principals or partners, are required to provide disclosure (of persons or entities holding an ownership interest) under federal law (such as disclosure required by the Securities and Exchange Commission or the Employee Retirement Income Act), a copy of such disclosure may be attached to this Certificate in lieu of providing the information set forth in Block 5 above. A description of such disclosure documents must be included below.

I certify under penalty of perjury, that all the information provided in this Certificate is current, complete and accurate.

BLOCK 5 DISCLOSURE OF OWNERSHIP AND PRINCIPALS – ALTERNATE

If the Contracting Entity, or its principals or partners, are required to provide disclosure (of persons or entities holding an ownership interest) under federal law (such as disclosure required by the Securities and Exchange Commission or the Employee Retirement Income Act), a copy of such disclosure may be attached to this Certificate in lieu of providing the information set forth in Block 4 above. A description of such disclosure documents must be included below.

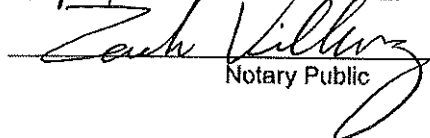
further certify that I am an individual authorized to contractually bind the above named Contracting Entity.


Name

Scott Cooper

4/3/2023

Date

Subscribed and sworn to before me this 3 day ofApril, 2023
Notary Public

*See Attached for
Notary Certificate*

CALIFORNIA JURAT CERTIFICATE

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached and not the truthfulness, accuracy or validity of that document.

State of California

County of Kern

Subscribed and sworn to (or affirmed) before me on this 3 day of April, 2023, by Scott Cooper

proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

WITNESS MY HAND AND OFFICIAL SEAL.

Zach Villaruz
Signature of Notary Public



(Notary Seal)

ADDITIONAL OPTIONAL INFORMATION

DESCRIPTION OF THE ATTACHED DOCUMENT

Cert

(Title or description of attached document)

(Title or description of attached document continued)

Number of Pages _____ Document Date _____

(Additional information)

CAPACITY CLAIMED BY THE SIGNER

- ☐ Individual (s)
☐ Corporate Officer

(Title)

- ☐ Partner(s)
☐ Attorney-in-Fact
☐ Trustee(s)
☐ Other _____

INSTRUCTIONS FOR COMPLETING THIS FORM

Any acknowledgment completed in California must contain verbiage exactly as appears above in the notary section or a separate acknowledgment form must be properly completed and attached to that document. The only exception is if a document is to be recorded outside of California. In such instances, any alternative acknowledgment verbiage as may be printed on such a document so long as the verbiage does not require the notary to do something that is illegal for a notary in California (i.e. certifying the authorized capacity of the signer). Please check the document carefully for proper notarial wording and attach this form if required.

- State and County information must be the State and County where the document signer(s) personally appeared before the notary public for acknowledgment.
- Date of notarization must be the date that the signer(s) personally appeared which must also be the same date the acknowledgment is completed.
- The notary public must print his or her name as it appears within his or her commission followed by a comma and then your title (notary public).
- Print the name(s) of document signer(s) who personally appear at the time of notarization.
- Indicate the correct singular or plural forms by crossing off incorrect forms (i.e. ~~he/she/they~~, ~~is/are~~) or circling the correct forms. Failure to correctly indicate this information may lead to rejection of document recording.
- The notary seal impression must be clear and photographically reproducible. Impression must not cover text or lines. If seal impression smudges, re-seal if a sufficient area permits, otherwise complete a different acknowledgment form.
- Signature of the notary public must match the signature on file with the office of the county clerk.
 - ☒ Additional information is not required but could help to ensure this acknowledgment is not misused or attached to a different document.
 - ☒ Indicate title or type of attached document, number of pages and date.
 - ☒ Indicate the capacity claimed by the signer. If the claimed capacity is a corporate officer, indicate the title (i.e. CEO, CFO, Secretary).

Securely attach this document to the signed document

EXHIBIT "C"

QUALIFICATIONS AND EXPERIENCE RESPONDENT

Name: All-Star Talent Inc.

1. Respondent shall provide a brief description of the Responder's qualifications, certifications, experience, and number of years in operation.

All-Star Talent is a law enforcement talent recruitment firm. We are not a "jack of all trades, master of none" like a typical marketing firm or human resources consulting organization. We have dedicated our company to solve the staffing problem for law enforcement agencies throughout the country. We have developed best-in-class research, messaging strategy, marketing, communication, and systems to deliver results you can measure. Our approach has been proven successful in 17 state markets as well as a federal law enforcement agency. We have decades of combined experience recruiting and building talent pipelines for law enforcement and have helped some of the largest agencies in the country achieve success.

2. Provide three (3) examples of contracts similar in size and scope that have been completed in the past five (5) years. The City reserves the right to verify references for the companies identified. Ensure references have given permission to be contacted by the City.

Example Contract 1:

Company Name: Louisiana Dept of Public Safety and Corrections

Company Address: 504 Mayflower St, Baton Rouge, LA 70802

Point of Contact: Tanisha Matthews, PHR-Director of DEI Phone Number: 225 219-3362

E-Mail Address: Tanisha.matthews@la.go

Brief Description of Contract Scope:

Uniform Branding Strategy, Marketing Design, Advertising Strategy and Management, Talent Attraction Research
Targeted Recruitment Events, Email Outreach Management, Website Asset Development, Reports and Analysis
Geo Targeted Talent Marketing

Term of Contract (Base plus Option Years): 3 years

Year of Base Contract Award: 2022 Year Contract Completed: Ongoing

Base Contract Amount: \$ 150,000 Total Contract Amount (including all option years) \$ 450,000

Did the contract contain a liquidated damages clause? ☐ YES ☒ NO

If yes, were damages assessed? ☐ YES ☐ NO If yes, what was the amount assessed? \$ _____

EXHIBIT "C"
QUALIFICATIONS AND EXPERIENCE RESPONDENT
(CONTINUED)

Example Contract 2:

Company Name: Idaho Department of Corrections
Company Address: 1299 N. Orchard St., Suite 110 Boise, ID 83706
Point of Contact: Bree E. Derrick, Deputy Director Phone Number: 208-658-2036
E-Mail Address: bderrick@idoc.idaho.gov

Brief Description of Contract Scope:

Development and deploy a recruitment campaign for Correctional Officers. We utilize geo-targeting, social media marketing, search, and SEM to more than double applications and hires

Term of Contract (Base plus Option Years): 1.5

Year of Base Contract Award: 2022 Year Contract Completed: Ongoing

Base Contract Amount: \$ 259,000 Total Contract Amount (including all option years) \$ 320,000

Did the contract contain a liquidated damages clause? ☐ YES ☒ NO

If yes, were damages assessed? ☐ YES ☐ NO If yes, what was the amount assessed? \$ _____

Example Contract 3:

Company Name: Atlanta Police Department
Company Address: 226 Peachtree St SW, Atlanta, GA 30303, United States
Point of Contact: Lt. Toya Young Phone Number: 404-546-2697
E-Mail Address: tryoung@atlantaga.gov

Brief Description of Contract Scope:

Geo-targeted ads to promote attendance to in person hiring events. We have generated 1362 event registrations

Term of Contract (Base plus Option Years): Varied

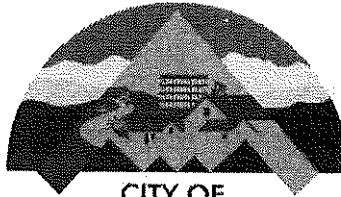
Year of Base Contract Award: 2022 Year Contract Completed: 2023

Base Contract Amount: \$ \$32,500 Total Contract Amount (including all option years) \$ \$32,500

Did the contract contain a liquidated damages clause? ☐ YES ☒ NO

If yes, were damages assessed? ☐ YES ☐ NO If yes, what was the amount assessed? \$ _____

EXHIBIT "E"
NON-COLLUSION AFFIDAVIT



CITY OF
NORTH LAS VEGAS

Your Community of Choice

CITY OF NORTH LAS VEGAS

Non-Collusion Affidavit

State of California County of Keen
Scott Cooper being first duly sworn deposes that:

- (1) He/She is the Chief Financial Officer of All-Star Talent Inc., the Firm that has submitted the attached Proposal;
- (2) He/She is fully informed respecting the preparation and contents of the attached Proposal and of all pertinent circumstances respecting such Proposal;
- (3) Such Proposal is genuine and is not a collusive or sham Proposal;
- (4) Neither the said Firm nor any of its officers, partners, City, agents, representatives, employees or parties in interest, including this affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly, with any other vendor, firm, or person to submit a collusive or sham proposal in connection with the contract or agreement for which the attached Proposal has been submitted or to refrain from making a proposal in connection with such contract or agreement, or collusion or communication or conference with any other firm, or, to fix any overhead, profit, or cost element of the proposal price or the proposal price of any other firm, or to secure through collusion, conspiracy, connivance, or unlawful agreement any advantage against the City of North Las Vegas or any person interested in the proposed Contract or agreement; and
- (5) The Proposal of service outlined in the Proposal is fair and proper and is not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the Firm/team or any of its agents, representatives, City, employees, or parties including this affiant.

(Signed):

[Signature]
Title: Chief Financial Officer

Subscribed and sworn to before me this 3 day of April 2023

[Signature]
Notary Public

My Commission expires: 08/12/2025

*See Attached for
Notary Certificate*

CALIFORNIA JURAT CERTIFICATE

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached and not the truthfulness, accuracy or validity of that document.

State of California

County of Kern

Subscribed and sworn to (or affirmed) before me on this 3rd day of April, 2023, by Scott Cooper

proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

WITNESS MY HAND AND OFFICIAL SEAL.

Zach Villaruz
Signature of Notary Public



(Notary Seal)

ADDITIONAL OPTIONAL INFORMATION

INSTRUCTIONS FOR COMPLETING THIS FORM

Any acknowledgment completed in California must contain verbiage exactly as appears above in the notary section or a separate acknowledgment form must be properly completed and attached to that document. The only exception is if a document is to be recorded outside of California. In such instances, any alternative acknowledgment verbiage as may be printed on such a document so long as the verbiage does not require the notary to do something that is illegal for a notary in California (i.e. certifying the authorized capacity of the signer). Please check the document carefully for proper notarial wording and attach this form if required.

DESCRIPTION OF THE ATTACHED DOCUMENT

Non Collusion Aff
(Title or description of attached document)

(Title or description of attached document continued)

Number of Pages _____ Document Date _____

(Additional information)

CAPACITY CLAIMED BY THE SIGNER

- ☐ Individual (s)
☐ Corporate Officer

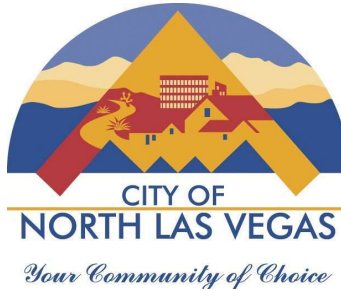
(Title)

- ☐ Partner(s)
☐ Attorney-in-Fact
☐ Trustee(s)
☐ Other _____

- State and County information must be the State and County where the document signer(s) personally appeared before the notary public for acknowledgment.
- Date of notarization must be the date that the signer(s) personally appeared which must also be the same date the acknowledgment is completed.
- The notary public must print his or her name as it appears within his or her commission followed by a comma and then your title (notary public).
- Print the name(s) of document signer(s) who personally appear at the time of notarization.
- Indicate the correct singular or plural forms by crossing off incorrect forms (i.e. he/she/they, is/are) or circling the correct forms. Failure to correctly indicate this information may lead to rejection of document recording.
- The notary seal impression must be clear and photographically reproducible. Impression must not cover text or lines. If seal impression smudges, re-seal if a sufficient area permits, otherwise complete a different acknowledgment form.
- Signature of the notary public must match the signature on file with the office of the county clerk.
 - ☒ Additional information is not required but could help to ensure this acknowledgment is not misused or attached to a different document.
 - ☒ Indicate title or type of attached document, number of pages and date.
 - ☒ Indicate the capacity claimed by the signer. If the claimed capacity is a corporate officer, indicate the title (i.e. CEO, CFO, Secretary).

Securely attach this document to the signed document

EXHIBIT "F"
WRITTEN CERTIFICATION




CITY OF NORTH LAS VEGAS

WRITTEN CERTIFICATION PURSUANT TO NRS 332.065(3)

Pursuant to NRS 332.065(3), a governing body or its authorized representative shall not enter into a contract with an estimated value in excess of \$100,000 with a company unless the contract includes a written certification that the company is not currently engaged in, and agrees for the duration of the contract not to engage in, a boycott of Israel.

By signing below, the Respondent agrees and certifies that it does not currently boycott Israel and will not boycott Israel during any time in which it is entering into, or while in contract, with the City. If at any time after the signing of this certification, the Respondent decides to engage in a boycott of Israel, the Respondent must notify the City in writing.

<u>Scott Cooper</u>	<u>All-Star Talent Inc.</u>
AUTHORIZED SIGNATURE NAME (TYPE OR PRINT)	LEGAL NAME OF RESPONDENT

<u></u>	<u>April 4, 2023</u>
AUTHORIZED SIGNATURE	DATE

Chief Financial Officer
TITLE



Joy Yoshida <yoshidaj@cityofnorthlasvegas.com>

Business License Application - All-Star Talent Inc.

3 messages

Joy Yoshida <yoshidaj@cityofnorthlasvegas.com>

Wed, Nov 15, 2023 at 3:32 PM

To: Cissy Flores <FloresC@cityofnorthlasvegas.com>

Cc: Marie Leake <leakem@cityofnorthlasvegas.com>, Belia Guzman <guzmanb@cityofnorthlasvegas.com>, Maria

Consengco <consengcom@cityofnorthlasvegas.com>

Good afternoon Cissy,

Can you confirm that you have received the business license application for All-Star Talent Inc?

Joy

Joy Yoshida**Senior Buyer**

City of North Las Vegas-Purchasing Department

2250 Las Vegas Blvd. North, Suite 820

North Las Vegas, NV 89030

Phone: 702-633-1745

Cissy Flores <floresc@cityofnorthlasvegas.com>

Wed, Nov 15, 2023 at 4:52 PM

To: Joy Yoshida <yoshidaj@cityofnorthlasvegas.com>

Cc: Marie Leake <leakem@cityofnorthlasvegas.com>, Belia Guzman <guzmanb@cityofnorthlasvegas.com>, Maria

Consengco <consengcom@cityofnorthlasvegas.com>

Hi Joy,

Yes, we received it on 11/14/23.

Cissy Flores

Business License Manager

Land Development & Community Services

City of North Las Vegas

2250 N. Las Vegas Blvd., Ste 110

North Las Vegas, NV 89030

702-633-2284 (Main)

702-399-8099 (Fax)

Floresc@cityofnorthlasvegas.com

[Quoted text hidden]

Joy Yoshida <yoshidaj@cityofnorthlasvegas.com>

Thu, Nov 16, 2023 at 6:35 AM

To: Cissy Flores <floresc@cityofnorthlasvegas.com>

Cc: Marie Leake <leakem@cityofnorthlasvegas.com>, Belia Guzman <guzmanb@cityofnorthlasvegas.com>, Maria

Consengco <consengcom@cityofnorthlasvegas.com>

Thank you.

Joy

Joy Yoshida**Senior Buyer**

City of North Las Vegas-Purchasing Department

11/16/23, 6:56 AM

Cityofnorthlasvegas.com Mail - Business License Application - All-Star Talent Inc.

2250 Las Vegas Blvd. North, Suite 820

North Las Vegas, NV 89030

Phone: 702-633-1745

[Quoted text hidden]



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

11/09/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Western Pacific Group 6960 Destiny DR. #101 Rocklin, CA 95677	CONTACT NAME: Lorieann Graves PHONE (A/C, No. Ext): (916)540-7000 FAX (A/C, No): (916)303-7499 E-MAIL ADDRESS: lorieann@skyinsurancegroup.com INSURER(S) AFFORDING COVERAGE INSURER A: The Hartford INSURER B: The Hartford INSURER C: Hiscox Insurance Company INSURER D: INSURER E: INSURER F:	NAIC # 11000 29424
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COVERAGES**CERTIFICATE NUMBER:** 00069350-243249**REVISION NUMBER:** 1


THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y	Y	52SBMAF1121	12/15/2022	12/15/2023	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY	Y	Y	52SBMAF1121	12/15/2022	12/15/2023	COMBINED SINGLE LIMIT (Ea accident) \$ 200,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			52SBMAF1121	12/15/2022	12/15/2023	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input checked="" type="checkbox"/> Y	N/A	52WECAU9E24	12/15/2022	12/15/2023	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
C	Prof. Liability	Y		P1010108102	12/15/2022	12/15/2023	Aggregate \$ 2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

City of North Las Vegas, its public officials, officers, employees, agents and volunteers are named additional insured per the attached endorsement.

CERTIFICATE HOLDER**CANCELLATION**

City of North Las Vegas 2250 Las Vegas Blvd N, Suite 708 North Las Vegas, NV 89030	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE  (LAG)
---	---

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Hiscox Insurance Company Inc.

Policy Number: P101.010.810.1
Named Insured: All-Star Talent, Inc.
Endorsement Number: 1
Endorsement Effective: 12/15/2022

E5424.1 Blanket Additional Insured Endorsement (PL)

In consideration of the premium charged, it is understood and agreed that the Policy is amended as follows:

1. In Clause VI. **DEFINITIONS**, paragraph V., “**You**’ or ‘**Your**’,” is amended to include the following at the end thereof:

You or **Your** shall also include any **Additional Insured** but only for the **Wrongful Acts** of those contemplated in paragraphs 1., 2. or 3. of the definition of “**You**’ or ‘**Your**’”:

2. The following definition is added to Clause VI. **DEFINITIONS**:

AI-A. **Additional Insured** means any person(s) or organization(s) with whom **You** have agreed in a written contract or agreement to add them as an additional insured to a policy providing the type of coverage afforded by this Policy, provided the contract or agreement:

1. is currently in effect or becomes effective during the **Policy Period**; and
2. was executed before the **Professional Services** from which the **Claim** arises were performed.

3. In Clause III. **EXCLUSIONS**, paragraph F. is deleted in its entirety and replaced with the following:

F. brought by or on behalf of one **Insured** against another **Insured**; provided, however, this Exclusion will not apply to any **Claim** brought by an **Additional Insured** in any capacity other than that of an **Additional Insured**.

All other terms and conditions remain unchanged.



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

POLICY CHANGE

This endorsement changes the policy effective on the Inception Date of the policy unless another date is indicated below:

Policy Number: 52 SBM AF1121 SC

Named Insured and Mailing Address; ALL-STAR TALENT, INC.

2368 CULPEPPER LN
LINCOLN CA 95648

Policy Change Effective Date: 11/02/23

**Effective hour is the same as stated in the
Declarations Page of the Policy.**

Policy Change Number: 015

Agent Name: WESTERN PACIFIC INSURANCE GROUP
Code: 812572

POLICY CHANGES:

SENTINEL INSURANCE COMPANY, LIMITED

ANY CHANGES IN YOUR PREMIUM WILL BE REFLECTED IN YOUR NEXT BILLING
STATEMENT. IF YOU ARE ENROLLED IN REPETITIVE EFT DRAWS FROM YOUR BANK
ACCOUNT, CHANGES IN PREMIUM WILL CHANGE FUTURE DRAW AMOUNTS.
THIS IS NOT A BILL.

NO PREMIUM DUE AS OF POLICY CHANGE EFFECTIVE DATE

FORM NUMBERS OF ENDORSEMENTS REVISED AT ENDORSEMENT ISSUE:

IH12001185 ADDITIONAL INSURED - PERSON-ORGANIZATION

PRO RATA FACTOR: 0.351

THIS ENDORSEMENT DOES NOT CHANGE THE POLICY EXCEPT AS SHOWN.

Form SS 12 11 04 05 T
Process Date: 11/07/23

Page 001

Policy Effective Date: 12/15/22
Policy Expiration Date: 12/15/23

POLICY NUMBER: 52 SBM AF1121



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED - PERSON-ORGANIZATION

LOCATION 001 BUILDING 001

CITY OF CHAMPAIGN
ITS OFFICERS AND EMPLOYEES
102 NORTH NEIL STREET
CHAMPAIGN IL 61820

WASHTENAW COUNTY C/O: COUNTY SHERIFF OFFICE CONTRACT #54594
P.O. BOX 8645
ANN ARBOR MI 48107

LOC 001 BLDG 001
MERRIMACK COUNTY
333 DANIEL WEBSTER HIGHWAY, APT/SUITE 2
BOSCAWEN, NH 03303

LOC 001 BLDG 001
CPS HR CONSULTING (CPS HR)
2450 DEL PASO ROAD, SUITE 220,
SACRAMENTO, CA 95834

THE SUPREME COURT OF THE UNITED STATES
1 FIRST STREET,
NE WASHINGTON, DC 20543

BERNALILLO COUNTY RISK MANAGEMENT
415 SILVER AVENUE SW
ALBUQUERQUE,, NM 87102

WELD COUNTY, COLORADO, TS ELECTED OFFICIALS, AND ITS EMPLOYEES
1150 O STREET
GREELEY, CO 80631

LOC 001 BLDG 001
CITY OF REDWOOD CITY ITS OFFICERS, AGENTS, EMPLOYEES AND VOLUNTEERS
1301 MAPLE STREET,
REDWOOD CITY, CA 94063



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED - PERSON-ORGANIZATION

LOC 001 BLDG 001
CITY OF PLEASANT HILL, IT'S ELECTED OR APPOINTED OFFICERS,
OFFICIALS, EMPLOYEES, AGENTS AND VOLUNTEERS
CITY OF PLEASANT HILL 100 GREGROY LANE
PLEASANT HILL, CA 94523

LOC 001 BLDG 001
CITY OF NEW JERSEY
88 REGENT STREET
JERSEY CITY, NJ 07302

LOC 001 BLDG 001
WASHINGTON COUNTY SHERIFF'S OFFICE, ITS AGENTS, OFFICIALS AND
EMPLOYEES
215 SW ADAMS AVE, MS32,
HILLSBORO, OR 97224

LOC 001 BLDG 001
CITY OF SANTA CLARA, ITS CITY COUNCIL, COMMISSIONS, OFFICERS
EMPLOYEES, VOLUNTEERS AND AGENTS
1500 WARBURTON AVENUE
SANTA CLARA, CA 95050

LOC 001 BLDG 001
THE CITY OF SANTA CLARA, ITS CITY COUNCIL, COMMISSIONS, OFFICERS,
EMPLOYEES, VOLUNTEERS & AGENTS C/O INSURANCE DATA SERVICES-
INSURANCE COMPLIANCE
PO BOX 100085-S2
DULUTH, GA 30096
LOC 001 BLDG 001
STATE OF NEVADA, DEPARTMENT OF CORRECTIONS
5500 SNYDER AVE, BUILDING 89
CARSON CITY, NV 89410

LOC 001 BLDG 001
CITY OF NORTH LAS VEGAS, ITS PUBLIC OFFICIALS, OFFICERS, EMPLOYEES,
AGENTS AND VOLUNTEERS

POLICY NUMBER: 52 SBM AF1121



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED - PERSON-ORGANIZATION

2250 LAS VEGAS BLVD N SUITE 708
NORTH LAS VEGAS, NV 89030



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**WAIVER OF OUR RIGHT TO RECOVER FROM
OTHERS ENDORSEMENT - CALIFORNIA**

Policy Number: 52 WEC AU9E24

Endorsement Number:

Effective Date: 12/15/22

Effective hour is the same as stated on the Information Page of the policy.

Named Insured and Address: All-Star Talent, Inc.
2368 CULPEPPER LN
LINCOLN CA 95648

We have the right to recover our payments from anyone liable for an injury covered by this policy. We will not enforce our right against the person or organization named in the Schedule. (This agreement applies only to the extent that you perform work under a written contract that requires you to obtain this agreement from us.)

You must maintain payroll records accurately segregating the remuneration of your employees while engaged in the work described in the Schedule.

The additional premium for this endorsement shall be 2 % of the California workers' compensation premium otherwise due on such remuneration.

SCHEDULE

Person or Organization

Job Description

Any person or organization for whom you are required by written contract or agreement to obtain this waiver of rights from us

Countersigned by _____
Authorized Representative



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

12/12/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Sky Insurance Group 6960 Destiny DR. #101 Rocklin, CA 95677	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">CONTACT NAME: Lorieann Graves</td> </tr> <tr> <td>PHONE (A/C, No. Ext): (916)540-7000</td> <td>FAX (A/C, No): (916)303-7499</td> </tr> <tr> <td colspan="2">E-MAIL ADDRESS: lorieann@skyinsurancegroup.com</td> </tr> <tr> <td colspan="2" style="text-align: center;">INSURER(S) AFFORDING COVERAGE</td> </tr> <tr> <td>INSURER A: The Hartford</td> <td>NAIC # 11000</td> </tr> <tr> <td>INSURER B: The Hartford</td> <td>29424</td> </tr> <tr> <td>INSURER C: Hiscox Insurance Company</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>	CONTACT NAME: Lorieann Graves		PHONE (A/C, No. Ext): (916)540-7000	FAX (A/C, No): (916)303-7499	E-MAIL ADDRESS: lorieann@skyinsurancegroup.com		INSURER(S) AFFORDING COVERAGE		INSURER A: The Hartford	NAIC # 11000	INSURER B: The Hartford	29424	INSURER C: Hiscox Insurance Company		INSURER D:		INSURER E:		INSURER F:	
CONTACT NAME: Lorieann Graves																					
PHONE (A/C, No. Ext): (916)540-7000	FAX (A/C, No): (916)303-7499																				
E-MAIL ADDRESS: lorieann@skyinsurancegroup.com																					
INSURER(S) AFFORDING COVERAGE																					
INSURER A: The Hartford	NAIC # 11000																				
INSURER B: The Hartford	29424																				
INSURER C: Hiscox Insurance Company																					
INSURER D:																					
INSURER E:																					
INSURER F:																					
INSURED All-Star Talent, Inc 2368 Culpepper Lane Lincoln, CA 95648																					

COVERAGES
CERTIFICATE NUMBER: 00069350-271143
REVISION NUMBER: 11

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS																
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DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

City of North Las Vegas, its public officials, officers, employees, agents and volunteers are named additional insured per the attached endorsement. Policy language is primary and non-contributory.

CERTIFICATE HOLDER
CANCELLATION

City of North Las Vegas 2250 Las Vegas Blvd N, Suite 708 North Las Vegas, NV 89030	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <div style="text-align: right;">(LAG)</div>
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THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

POLICY CHANGE

This endorsement changes the policy effective on the Inception Date of the policy unless another date is indicated below:

Policy Number: 52 SBM AF1121 SC

Named Insured and Mailing Address; ALL-STAR TALENT, INC.

2368 CULPEPPER LN
LINCOLN CA 95648

Policy Change Effective Date: 11/02/23

**Effective hour is the same as stated in the
Declarations Page of the Policy.**

Policy Change Number: 015

Agent Name: WESTERN PACIFIC INSURANCE GROUP
Code: 812572

POLICY CHANGES:

SENTINEL INSURANCE COMPANY, LIMITED

ANY CHANGES IN YOUR PREMIUM WILL BE REFLECTED IN YOUR NEXT BILLING
STATEMENT. IF YOU ARE ENROLLED IN REPETITIVE EFT DRAWS FROM YOUR BANK
ACCOUNT, CHANGES IN PREMIUM WILL CHANGE FUTURE DRAW AMOUNTS.
THIS IS NOT A BILL.

NO PREMIUM DUE AS OF POLICY CHANGE EFFECTIVE DATE

FORM NUMBERS OF ENDORSEMENTS REVISED AT ENDORSEMENT ISSUE:

IH12001185 ADDITIONAL INSURED - PERSON-ORGANIZATION

PRO RATA FACTOR: 0.351

THIS ENDORSEMENT DOES NOT CHANGE THE POLICY EXCEPT AS SHOWN.

Form SS 12 11 04 05 T

Process Date: 11/07/23

Page 001

Policy Effective Date: 12/15/22

Policy Expiration Date: 12/15/23

POLICY NUMBER: 52 SBM AF1121



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED - PERSON-ORGANIZATION

LOCATION 001 BUILDING 001

CITY OF CHAMPAIGN
ITS OFFICERS AND EMPLOYEES
102 NORTH NEIL STREET
CHAMPAIGN IL 61820

WASHTENAW COUNTY C/O: COUNTY SHERIFF OFFICE CONTRACT #54594
P.O. BOX 8645
ANN ARBOR MI 48107

LOC 001 BLDG 001
MERRIMACK COUNTY
333 DANIEL WEBSTER HIGHWAY, APT/SUITE 2
BOSCAWEN, NH 03303

LOC 001 BLDG 001
CPS HR CONSULTING (CPS HR)
2450 DEL PASO ROAD, SUITE 220,
SACRAMENTO, CA 95834

THE SUPREME COURT OF THE UNITED STATES
1 FIRST STREET,
NE WASHINGTON, DC 20543

BERNALILLO COUNTY RISK MANAGEMENT
415 SILVER AVENUE SW
ALBUQUERQUE,, NM 87102

WELD COUNTY, COLORADO, TS ELECTED OFFICIALS, AND ITS EMPLOYEES
1150 O STREET
GREELEY, CO 80631

LOC 001 BLDG 001
CITY OF REDWOOD CITY ITS OFFICERS, AGENTS, EMPLOYEES AND VOLUNTEERS
1301 MAPLE STREET,
REDWOOD CITY, CA 94063



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED - PERSON-ORGANIZATION

LOC 001 BLDG 001
CITY OF PLEASANT HILL, IT'S ELECTED OR APPOINTED OFFICERS,
OFFICIALS, EMPLOYEES, AGENTS AND VOLUNTEERS
CITY OF PLEASANT HILL 100 GREGROY LANE
PLEASANT HILL, CA 94523

LOC 001 BLDG 001
CITY OF NEW JERSEY
88 REGENT STREET
JERSEY CITY, NJ 07302

LOC 001 BLDG 001
WASHINGTON COUNTY SHERIFF'S OFFICE, ITS AGENTS, OFFICIALS AND
EMPLOYEES
215 SW ADAMS AVE, MS32,
HILLSBORO, OR 97224

LOC 001 BLDG 001
CITY OF SANTA CLARA, ITS CITY COUNCIL, COMMISSIONS, OFFICERS
EMPLOYEES, VOLUNTEERS AND AGENTS
1500 WARBURTON AVENUE
SANTA CLARA, CA 95050

LOC 001 BLDG 001
THE CITY OF SANTA CLARA, ITS CITY COUNCIL, COMMISSIONS, OFFICERS,
EMPLOYEES, VOLUNTEERS & AGENTS C/O INSURANCE DATA SERVICES-
INSURANCE COMPLIANCE
PO BOX 100085-S2
DULUTH, GA 30096
LOC 001 BLDG 001
STATE OF NEVADA, DEPARTMENT OF CORRECTIONS
5500 SNYDER AVE, BUILDING 89
CARSON CITY, NV 89410

LOC 001 BLDG 001
CITY OF NORTH LAS VEGAS, ITS PUBLIC OFFICIALS, OFFICERS, EMPLOYEES,
AGENTS AND VOLUNTEERS

POLICY NUMBER: 52 SBM AF1121



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED - PERSON-ORGANIZATION

2250 LAS VEGAS BLVD N SUITE 708
NORTH LAS VEGAS, NV 89030



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

HIRED AUTO AND NON-OWNED AUTO

This endorsement modifies insurance provided under the following:

BUSINESS LIABILITY COVERAGE FORM

This coverage is subject to all provisions in the **BUSINESS LIABILITY COVERAGE FORM** not expressly modified herein:

A. Amended Coverage:

Coverage is extended to "bodily injury" and "property damage" arising out of the use of a "hired auto" and "non-owned auto".

B. Paragraph B. EXCLUSIONS is amended as follows:

1. Exclusion **g. Aircraft, Auto or Watercraft** does not apply to a "hired auto" or a "non-owned auto".
2. Exclusion **e. Employers Liability** does not apply to "bodily injury" to domestic "employees" not entitled to workers' compensation benefits or to liability assumed by the "insured" under an "insured contract".
3. Exclusion **f. Pollution** is replaced by the following:

"Bodily injury" or "property damage" arising out of the actual, alleged or threatened discharge, dispersal, seepage, migration, release or escape of "pollutants":

 - a. That are, or that are contained in any property that is:
 - (1) Being transported or towed by, handled, or handled for movement into, onto or from, the covered "auto";
 - (2) Otherwise in the course of transit by or on behalf of the "insured"; or
 - (3) Being stored, disposed of, treated or processed in or upon the covered "auto".
 - b. Before the "pollutants" or any property in which the "pollutants" are contained are

moved from the place where they are accepted by the "insured" for movement into or onto the covered "auto"; or

- c. After the "pollutants" or any property in which the "pollutants" are contained are moved from the covered "auto" to the place where they are finally delivered, disposed of or abandoned by the "insured".

Paragraph **a.** above does not apply to fuels, lubricants, fluids, exhaust gases or other similar "pollutants" that are needed for or result from the normal electrical, hydraulic or mechanical functioning of the covered "auto" or its parts, if:

- (1) The "pollutants" escape, seep, migrate, or are discharged or released directly from an "auto" part designed by its manufacturer to hold, store, receive, or dispose of such "pollutants"; and
- (2) The "bodily injury" and "property damage" does not arise out of the operation of any equipment listed in paragraphs **15.b.** and **15.c.** of the definition of "mobile equipment".

Paragraphs **b.** and **c.** above do not apply to "accidents" that occur away from premises owned by or rented to an "insured" with respect to "pollutants" not in or upon a covered "auto" if:

- (1) The "pollutants" or any property in which the "pollutants" are contained are upset, overturned or damaged as a result of the maintenance or use of a covered "auto"; and

- (2) The discharge, dispersal, seepage, migration, release or escape of the "pollutants" is caused directly by such upset, overturn or damage as a result of the maintenance or use of a covered "auto".

4. With respect to this coverage, the following additional exclusions apply:

a. **Fellow employee**

Coverage does not apply to "bodily injury" to any fellow "employee" of the "insured" arising out of the operation of an "auto" owned by the "insured" in the course of the fellow "employee's" employment.

b. **Care, custody or control**

Coverage does not apply to "property damage" involving property owned or transported by the "insured" or in the "insured's" care, custody or control.

C. With respect to "hired auto" and "non-owned auto" coverage, Paragraph C. **WHO IS AN INSURED** is deleted and replaced by the following:

The following are "insureds":

a. You.

b. Your "employee" while using with your permission:

- (1) An "auto" you hire or borrow; or
- (2) An "auto" you don't own, hire or borrow in your business or personal affairs; or
- (3) An "auto" hired or rented by your "employee" on your behalf and at your direction.

c. Anyone else while using a "hired auto" or "non-owned auto" with your permission except:

- (1) The owner or anyone else from whom you hire or borrow an "auto".
- (2) Someone using an auto while he or she is working in a business of selling, servicing, repairing, parking or storing "autos" unless that business is yours.
- (3) Anyone other than your "employees", partners (if you are a partnership), members (if you are a limited liability company), or a lessee or borrower or any of their "employees", while moving property to or from an "auto".
- (4) A partner (if you are a partnership), or a member (if you are a limited liability

company) for an "auto" owned by him or her or a member of his or her household.

d. Anyone liable for the conduct of an "insured" described above but only to the extent of that liability.

D. With respect to the operation of a "hired auto" and "non-owned auto", the following additional conditions apply:

1. **OTHER INSURANCE**

a. Except for any liability assumed under an "insured contract" the insurance provided by this Coverage Form is excess over any other collectible insurance.

However, if your business is the selling, servicing, repairing, parking or storage of "autos", the insurance provided by this endorsement is primary when covered "bodily injury" or "property damage" arises out of the operation of a customer's "auto" by you or your "employee".

b. When this Coverage Form and any other Coverage Form or policy covers on the same basis, either excess or primary, we will pay only our share. Our share is the proportion that the Limit of Insurance of our Coverage Form bears to the total of the limits of all the Coverage Forms and policies covering on the same basis.

2. **TWO OR MORE COVERAGE FORMS OR POLICIES ISSUED BY US**

If the Coverage Form and any other Coverage Form or policy issued to you by us or any company affiliated with us apply to the same "accident", the aggregate maximum Limit of Insurance under all the Coverage Forms or policies shall not exceed the highest applicable Limit of Insurance under any one Coverage Form or policy. This condition does not apply to any Coverage Form or policy issued by us or an affiliated company specifically to apply as excess insurance over this Coverage Form.

E. The following definitions are added:

G. **LIABILITY AND MEDICAL EXPENSES DEFINITIONS:**

1. "Hired auto" means any "auto" you lease, hire, rent or borrow. This does not include any auto you lease, hire, rent or borrow from any of your "employees", your partners (if you are a partnership), members (if you are a partnership), members (if you are a limited liability company),

or your "executive officers" or members of their households.

This does not include a long-term leased "auto" that you insure as an owned "auto" under any other auto liability insurance policy or a temporary substitute for an "auto" you own that is out of service because of its breakdown, repair, servicing or destruction.

2. "Non-owned auto " means any "auto" you do not own, lease, hire, rent or borrow which is used in connection with your business. This includes:
 - a. "Autos" owned by your "employees" your partners (if you are a partnership), members (if you are a limited liability company), or your "executive officers", or members of their households, but only while used in your business or your personal affairs.
 - b. Customer's "auto" that is in your care, custody or control for service.



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

NOTICE OF CANCELLATION TO CERTIFICATE HOLDER(S)

This policy is subject to the following additional Conditions:

- A. If this policy is cancelled by the Company, other than for non-payment of premium, notice of such cancellation will be provided at least thirty (30) days in advance of the cancellation effective date to the certificate holder(s) with mailing addresses on file with the agent of record or the Company.
- B. If this policy is cancelled by the company for non-payment of premium, or by the insured, notice of such cancellation will be provided within ten (10) days of the cancellation effective date to the

certificate holder(s) with mailing addresses on file with the agent of record or the Company.

Any notification rights provided by this endorsement apply only to active certificate holder(s) who were issued a certificate of insurance applicable to this policy's term.

If notice is mailed, proof of mailing to the last known mailing address of the certificate holder(s) on file with the agent of record or the Company will be sufficient proof of notice.



Hiscox Insurance Company Inc.

Policy Number: P101.010.810.2
Named Insured: All-Star Talent, Inc.
Endorsement Number: 1
Endorsement Effective: 12/15/2023

E5424.1 Blanket Additional Insured Endorsement (PL)

In consideration of the premium charged, it is understood and agreed that the Policy is amended as follows:

1. In Clause VI. **DEFINITIONS**, paragraph V., “**You**’ or ‘**Your**’,” is amended to include the following at the end thereof:

You or **Your** shall also include any **Additional Insured** but only for the **Wrongful Acts** of those contemplated in paragraphs 1., 2. or 3. of the definition of “**You**’ or ‘**Your**’”:

2. The following definition is added to Clause VI. **DEFINITIONS**:

AI-A. **Additional Insured** means any person(s) or organization(s) with whom **You** have agreed in a written contract or agreement to add them as an additional insured to a policy providing the type of coverage afforded by this Policy, provided the contract or agreement:

1. is currently in effect or becomes effective during the **Policy Period**; and
2. was executed before the **Professional Services** from which the **Claim** arises were performed.

3. In Clause III. **EXCLUSIONS**, paragraph F. is deleted in its entirety and replaced with the following:

F. brought by or on behalf of one **Insured** against another **Insured**; provided, however, this Exclusion will not apply to any **Claim** brought by an **Additional Insured** in any capacity other than that of an **Additional Insured**.

All other terms and conditions remain unchanged.