

FIRST AMENDMENT TO MARKETING AND ADVERTISING CAMPAIGN FOR POLICE DEPARTMENT PERSONNEL RECRUITMENT SERVICES AGREEMENT

This First Amendment to the Marketing and Advertising Campaign for Police Department Personnel Recruitment Services Agreement (the "First Amendment") is made and entered into on _____ ("Amendment Effective Date") by and between the City of North Las Vegas, a Nevada municipal corporation (the "City"), and Kirvin Doak Communications, a Nevada corporation (the "Services Provider").

RECITALS

WHEREAS, on March 20, 2023, the City and Services Provider entered into that certain Marketing and Advertising Campaign for Police Department Personnel Recruitment Services Agreement (the "Original Agreement") attached hereto as Exhibit 1; and

WHEREAS, the City and Services Provider wish to extend the Term of the Original Agreement and increase the not-to-exceed amount of the Agreement to Sixty Thousand Dollars and 00/100 (\$60,000.00); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, the parties agree as follows:

AGREEMENT

1. Sections two and three of the Original Agreement are hereby deleted and replaced with the following:

SECTION TWO TERM

This Agreement shall commence on the Effective Date and will continue to be in effect until July 31, 2023 ("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 in an amount not to exceed Sixty Thousand Dollars and 00/100 (\$60,000.00), which includes all fees for time and labor, overhead materials, equipment, insurance, licenses, reimbursable costs, and any other costs, as more particularly described in Exhibit B ("Quote"). 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 total not to exceed amount of this Agreement is Sixty Thousand Dollars and 00/100 (\$60,000.00).

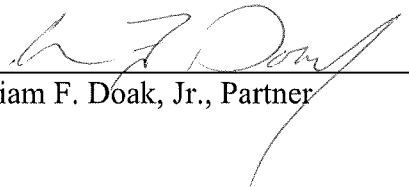
2. The use of signatures via facsimile, email, or other electronic medium shall have the same force and effect as original signatures.

IN WITNESS WHEREOF, the City and the Services Provider have caused this First Amendment to be executed as of the day and year first above written.

City of North Las Vegas
a Nevada municipal corporation

Kirvin Doak Communications,
a Nevada corporation

By: _____
Pamela Goynes-Brown, Mayor

By: _____
William F. Doak, Jr., Partner

ATTEST:

By: _____
Jackie Rodgers, City Clerk

APPROVED AS TO FORM:

By: _____
Micaela Rustia Moore, City Attorney

MARKETING AND ADVERTISING CAMPAIGN FOR POLICE DEPARTMENT PERSONNEL RECRUITMENT SERVICES AGREEMENT

This Services Agreement (“Agreement”) is made and entered into as of 03/20/2023 16:59:45 PDT (“Effective Date”) by and between the City of North Las Vegas, a Nevada municipal corporation (“City”) and Kirvin Doak Communications, a Nevada corporation (“Provider”).

WITNESSETH:

WHEREAS, the City requires a full-service agency to develop a recruitment campaign to fill police officer positions in the North Las Vegas Police Department as more particularly described in 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 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 until May 31, 2023 (“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 in the amount of not to exceed Fifty Thousand Dollars and 00/100 (\$50,000.00), which includes all fees for time and labor, overhead materials, equipment, insurance, licenses, reimbursable costs, and any other costs, as more particularly described in Exhibit B (“Quote”). 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 total not to exceed amount of this Agreement is Fifty Thousand Dollars and 00/100 (\$50,000.00).

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 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. The Provider, its employees, agents, or subcontractors shall have no unescorted access to the City's facilities or files (digital or otherwise).

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.

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.

9.1.4. Professional Liability (errors and omissions): Insurance appropriate to the Provider’s profession. Media liability, including infringement of copyright, trademark and trade dress, with limit no less than \$1,000,000.00 per occurrence or claim, \$2,000,000.00 aggregate.

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

9.1.5.1. 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).

9.1.5.2. 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.

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

9.1.5.4. 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.

9.1.5.5. 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.

9.1.5.6. 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.

9.1.5.7. 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.

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

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

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

9.1.5.8.3. 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.

9.1.6. 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.

9.1.7. 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: Marie Leake
2250 Las Vegas Blvd., North, Suite 820
North Las Vegas, NV 89030
Phone: 702-633- 2440

To Provider: Kirvin Doak Communications
Attention: William Doak, President
5230 West Patrick Lane
Las Vegas, Nevada 89118
Phone: 702-737-3100

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. Contractor 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. Contractor further recognizes that, while Contractor is performing any work on behalf the City, under the terms of this Agreement, Contractor 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. Contractor 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. Upon completion or termination of this Agreement, all documents prepared by the Provider or the City shall remain the property of the City. All data prepared under this Agreement shall be made available to the City without restriction or limitation on its further use. 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.

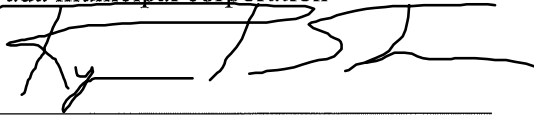
13.16. Counterparts. This Agreement may be executed in counterparts and all of such counterparts, taken together, shall be deemed part of one instrument.

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. 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 13.18 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

By: 
Ryann Juden, City Manager

Kirvin Doak Communications,
a Nevada corporation

By: 
Name: William F. Doak
Title: President

Attest:

By: 
Jackie Rodgers, City Clerk

Approved as to form:


By: 
Micaela Rustia Moore, City Attorney

EXHIBIT A

Scope Services

Please see the attached page(s).



Marketing and Advertising Campaign for Police Department Personnel Recruitment

The City of North Las Vegas requires a full-service agency to begin development on a recruitment campaign to fill police officer positions in the North Las Vegas Police Department. The Provider 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. The City issued a solicitation for this work on March 13, 2023; however, the City requires these services to begin immediately, and therefore, Provider agrees to the following scope of work on a short-term basis prior to the award of the RFP to the vendor selected in that solicitation process. The City shall maintain ownership of the work produced pursuant to this scope of work and shall have the authority to continue to utilize the work produced regardless of the vendor selected pursuant to the City's March 13, 2023 solicitation.

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 is not limited to or beholden to: digital, print, radio, web, SEO, search, direct mail, digital outdoor, social media, grassroots efforts and other relevant mediums.
- 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 monthly reports.
- Create landing page content/ copy and conversion solution.
- Regular coordination and meetings with relevant City staff and counterparts required.

EXHIBIT B

Quote

Please see the attached page(s).

KIRVIN | DOAK

COMMUNICATIONS

March 9, 2022

Brittany Toth
Director of Communications
City of North Las Vegas

Dear Brittany,

This letter is to summarize the arrangement under which Kirvin Doak Communications will provide marketing and media buying agency for the City of North Las Vegas Police Recruitment Campaign.

SCOPE OF SERVICE

Marketing media services to be provided by Kirvin Doak Communications under terms of this agreement include:

- Media planning, negotiating, and buying
- Creative design and development
- Social Media advertising
- Media strategy, planning, negotiations, and placement
- Timely billing and reporting
- Monthly billing reconciliation

This effort will target building awareness of employment opportunities for both new recruits and lateral recruits. Included are planning, programming, and managing of the above-mentioned services. Our time covers the counseling, supervisory and promotional services of the firm's principal, account management team and any additional staff it might assign in the fulfillment of the outlined services. All content is subject to client approval.

COMPENSATION

Kirvin Doak Communications will be paid as follows:

The budget for this campaign is not to exceed \$50,000.

Kirvin Doak Communications will maintain accurate records of all activities and expenditures incurred on behalf of the *CITY OF NORTH LAS VEGAS POLICE RECRUITMENT CAMPAIGN* and will supply a monthly report of activities.

Invoices are mailed at the end of the month with original receipts and are due and payable in full within 30 days of receipt.

Thank you.

Sincerely,

Debbi Greer
KIRVIN DOAK COMMUNICATIONS
5230 West Patrick Lane
Las Vegas, NV 89118

**North Las Vegas - Police Recruitment
Media Plan 2023**

[illegible]

Quarterly Totals

\$41,720	\$7,370	\$0	\$0
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North Las Vegas Police Department



March 2023



OUTDOOR
SOLUTIONS

Relationships

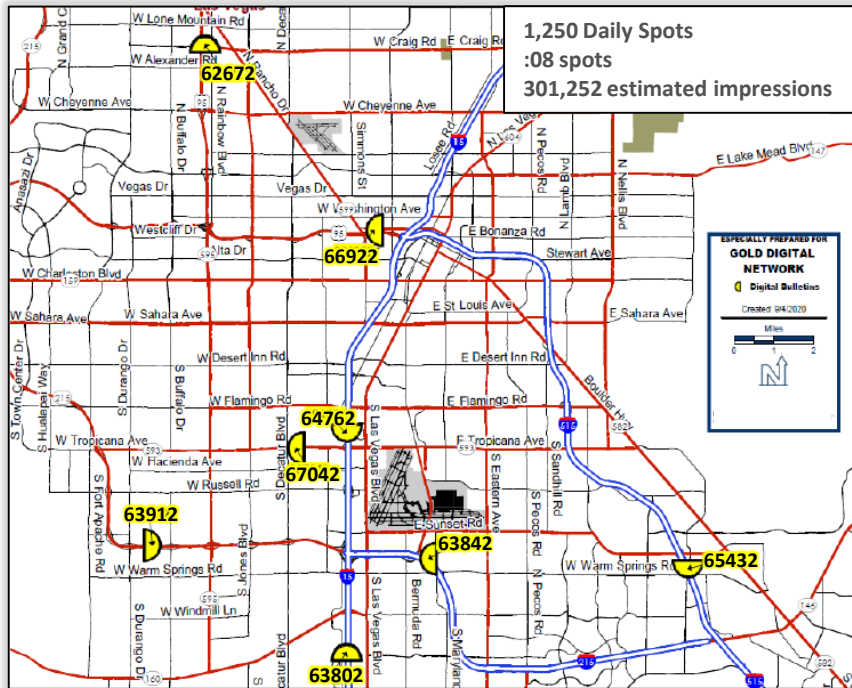
Innovative Strategies

Buying Power

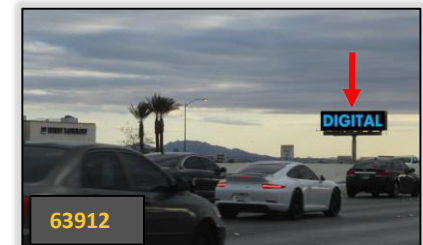
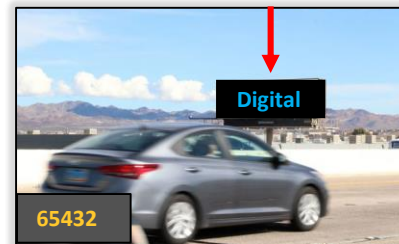
Market Expertise

Gold Digital Network

Available: 3/20/23 – 4/16/23



LOCATION	DESCRIPTION	IMPRESSIONS (Weekly)
67042	TROPICANA SS 140FT W/O CAMERON F/E	301,252
63802	I-15 WS 930FT S/O FORD F/S	
65432	I-515 ES 0.47MI S/O SUNSET F/N	
64762	I-15 WS 1000FT N/O TOMPKINS F/N	
66922	US 95 NS 1500FT E/O RANCHO F/E	
63842	I-215 NS 1200FT W/O PARADISE F/E	
62672	US 95 ES 230FT N/O CRAIG F/S	
63912	I-215 NS 2400FT W/O BUFFALO F/W	



**OUTDOOR
SOLUTIONS**

Relationships

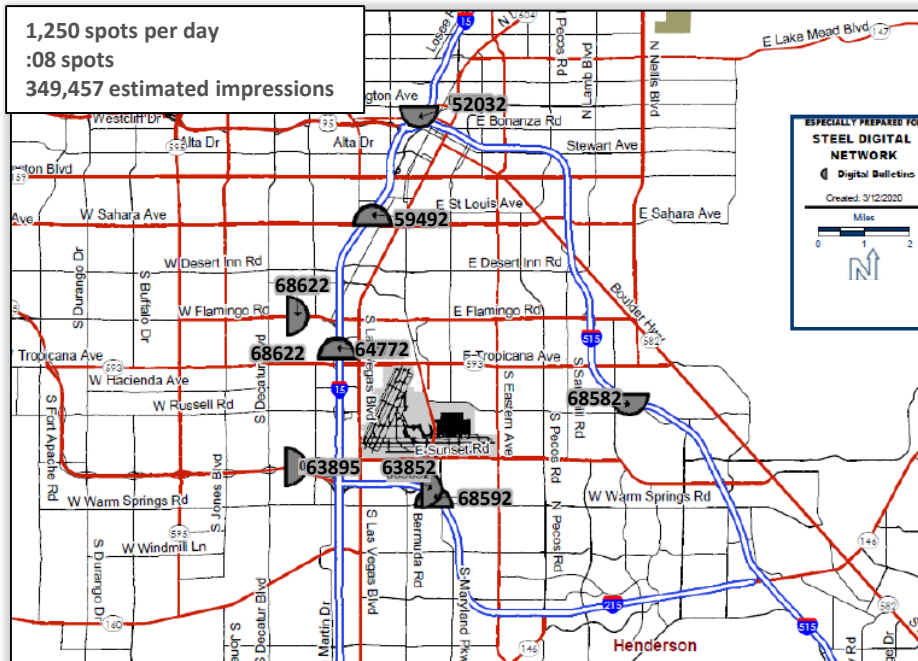
Innovative Strategies

Buying Power

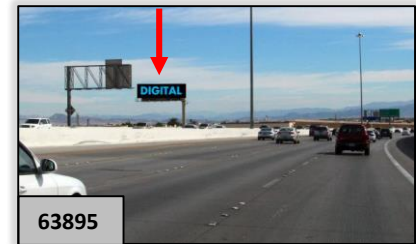
Market Expertise

Steel Digital Network

Available: 3/20/23 – 4/16/23



LOCATION	DESCRIPTION	IMPRESSIONS (Weekly)
52032	I-15 ES 100ft N/O Bonanza F/N - 1	222,268
59492	I-15 ES 1150ft N/O Sahara F/S - 2	636,213
68582	I-515 WS 1.5mi N/O Russell F/N - 1	196,487
68592	I-215 WS 78ft W/O Warm Springs F/S - 2	181,894
68622	Flamingo NS 1500ft E/O Arville F/W - 2	123,854
63895	I-215 NS 600ft E/O Arville F/W - 2	183,444
64772	I-15 WS 1000ft N/O Tompkins F/S - 2	364,103
63852	I-215 NS 1200ft W/O Paradise E/W - 2	111,107



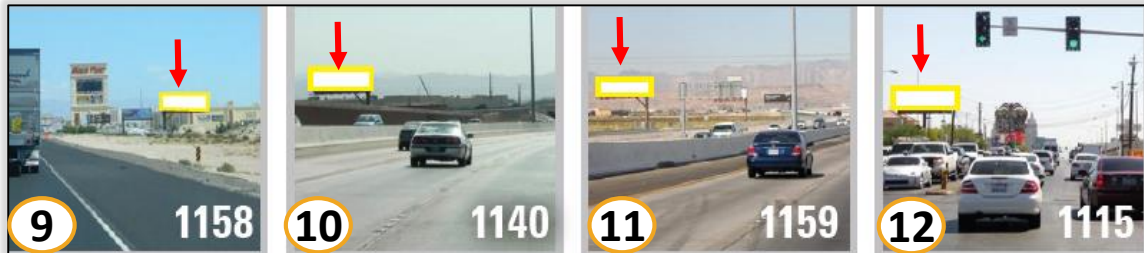
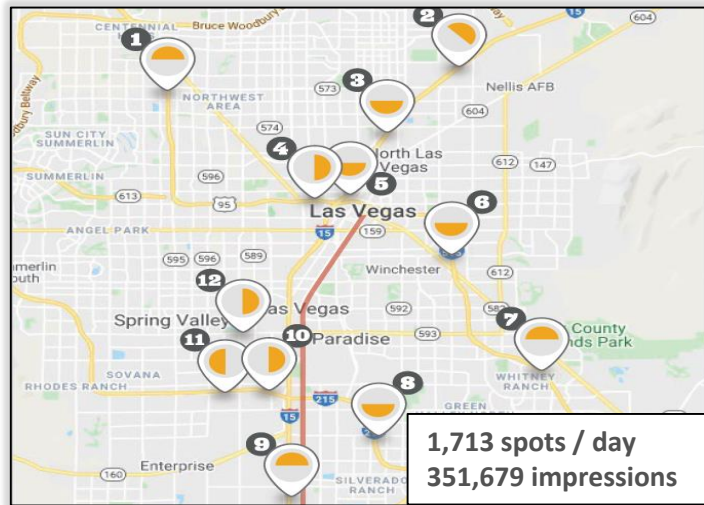
Relationships

Innovative Strategies

Buying Power

Market Expertise

Fastrack Digital Network



Map #	Description	Impressions
1	1322: US 95 WL 1,000' S/O Craig Rd SF	351,679
2	1181: I-15 S/O I-215 Aliante SF	
3	1295: I-15 EL .25mi S/O Cheyenne NF	
4	1256: US 95/I-15 Off Ramp. NL E/O Rancho WF	
5	1237: I-15 EL S/O Washington NF	
6	1161: I-5215 WL at Sahara NF	
7	1091: I-515 WL N/O Sunset SF	
8	1137: I-215 EL S/O Windmill NF	
9	1158: I-15 EL at South Point Casino NF	
10	1140: I-215 NL E/O I-15 Interchange WF	
11	1159: I-215 SL E/O Jones EF	
12	1115: Tropicana NL E/O Decatur WF	



Relationships

Innovative Strategies

Buying Power

Market Expertise

ACORDTM**CERTIFICATE OF LIABILITY INSURANCE**

DATE (MM/DD/YYYY)

01/24/2023

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 any rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Moreton & Company - Utah P.O. Box 58139 Salt Lake City, UT 84158-0139 801 531-1234	CONTACT NAME: Megan Wirtjes PHONE (A/C, No, Ext): 801 531-1234 FAX (A/C, No): 801-531-6117 E-MAIL ADDRESS: mwirtjes@moreton.com																					
INSURED Kirvin Doak Communications 5230 West Patrick Lane Las Vegas, NV 89118	<table border="1"> <thead> <tr> <th colspan="2">INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr> </thead> <tbody> <tr> <td colspan="2">INSURER A : Hanover Insurance Company</td><td>22292</td></tr> <tr> <td colspan="2">INSURER B : Trumbull Insurance Company</td><td>27120</td></tr> <tr> <td colspan="2">INSURER C : LLOYDS of London . CFC</td><td>5241</td></tr> <tr> <td colspan="2">INSURER D :</td><td></td></tr> <tr> <td colspan="2">INSURER E :</td><td></td></tr> <tr> <td colspan="2">INSURER F :</td><td></td></tr> </tbody> </table>	INSURER(S) AFFORDING COVERAGE		NAIC #	INSURER A : Hanover Insurance Company		22292	INSURER B : Trumbull Insurance Company		27120	INSURER C : LLOYDS of London . CFC		5241	INSURER D :			INSURER E :			INSURER F :		
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COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

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 INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY 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:			OH4D27058108	06/01/2022	06/01/2023	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000 MED EXP (Any one person) \$10,000 PERSONAL & ADV INJURY \$Incl in Prof GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$2,000,000 \$
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY			OH4D27058108	06/01/2022	06/01/2023	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB EXCESS LIAB DED RETENTION \$			OH4D27058108	06/01/2022	06/01/2023	EACH OCCURRENCE \$5,000,000 AGGREGATE \$5,000,000 \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE/OFFICER/MEMBER EXCLUDED? <input checked="" type="checkbox"/> N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	34WBCBP7904	02/01/2023	02/01/2024	<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	Professional Liability (add;' Insured &			ESK0039474086	06/01/2022	06/01/2023	1,000,000 7,500 Deductible Not Incl. in Umbrella

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

The City of North Las Vegas, its officers, officials, employees, and volunteers are included as additional insured under the general liability for ongoing and completed operations and automobile, on a primary and non-contributory basis as their interests appear in written contract or agreement. Waiver of subrogation applies to general liability, automobile and workers compensation. Notice of cancellation applies.

CERTIFICATE HOLDER**CANCELLATION**

City of North Las Vegas
 2250 Las Vegas Blvd. N. Ste 820
 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

Zachariah Blockner