



County of Monterey

Item No.21

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: A 25-348

September 16, 2025

Introduced: 8/11/2025

Current Status: Natividad Medical Center -
Consent

Version: 1

Matter Type: BoS Agreement

a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute an agreement each with Waltz Creative, LLC, The Buzz PR LLC, and Mag One Media, Inc., pursuant to the Request for Proposals (RFP) #9600-91 for marketing and graphic design services at NMC, for an initial agreement term beginning September 16, 2025 through September 15, 2028, with the option to extend each agreement two (2) additional one-year periods, for a total aggregate not-to-exceed amount of \$555,000 for all three contracts for the initial three-year term.

b. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute up to two (2) future amendments to each agreement, each amendment exercising a one year option to extend, for an additional aggregate not-to-exceed amount of \$185,000 for all three contracts for Fiscal Year 2028-29 and for an additional aggregate not-to-exceed amount of \$185,000 for all three contracts for Fiscal Year 2029-2030, provided that the total cost of the agreement over a five-year period does not exceed \$925,000, and as long as an appropriation for the costs of the amendments is included in the County Adopted Budget.

RECOMMENDATION:

a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute an agreement each with Waltz Creative, LLC, The Buzz PR LLC, and Mag One Media, Inc., pursuant to the Request for Proposals (RFP) #9600-91 for marketing and graphic design services at NMC, for an initial agreement term beginning September 16, 2025 through September 15, 2028, with the option to extend each agreement two (2) additional one-year periods, for a total aggregate not-to-exceed amount of \$555,000 for all three contracts for the initial three-year term.

b. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute up to two (2) future amendments to each agreement, each amendment exercising a one year option to extend, for an additional aggregate not-to-exceed amount of \$185,000 for all three contracts for Fiscal Year 2028-29 and for an additional aggregate not-to-exceed amount of \$185,000 for all three contracts for Fiscal Year 2029-2030, provided that the total cost of the agreement over a five-year period does not exceed \$925,000, and as long as an appropriation for the costs of the amendments is included in the County Adopted Budget.

SUMMARY/DISCUSSION:

NMC issued a Request for Proposal (RFP) #9600-91 on Friday, February 28, 2025 to solicit for one or more new agreements for marketing and graphic design services from qualified vendors. On Friday, March 28, 2025 NMC received six (6) proposals from vendors submitted for consideration. All proposals were evaluated pursuant to the criteria stated in the RFP #9600-91. Upon a thorough selection process, NMC identified the top qualified vendors as Waltz Creative, LLC, The Buzz PR LLC, and Mag One Media, Inc., based on the ranking set forth by the NMC selection team. These vendors were tentatively selected to be awarded agreements to provide marketing and graphic design services for NMC. Inclusion on the master agreement does not guarantee award of any specific dollar amount. Waltz Creative, LLC, a local marketing and graphic design firm based in San Juan Bautista, CA, brings a diverse wealth of experience and skills for marketing design services. Mag One Media, Inc. is an award-winning full-service marketing and communications agency based in Salinas, CA. The Buzz PR LLC is a local award-winning marketing and communications agency providing brand management, design services and more.

NMC will work closely with these vendors in the design and implementation of projects in order to best serve NMC's objectives. This will include providing information, increasing awareness, promoting brand identity, and providing marketing support. The contractors will also provide marketing and graphic design services based on the scope of work specified in the Request for Proposal (RFP) #9600-91.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved this agreement as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The agreement has also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on August 8, 2025. Following these approvals, the total agreement amount has been reduced from \$1,450,000 to \$925,000.

FINANCING:

The cost for this agreement is \$925,000 of which \$185,000 is included in the FY 2025-26 Adopted Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate. Funding will be provided from NMC's Enterprise Fund 451-9600-8630.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This agreement is for a variety of marketing and graphic design services to support the achievement of strategic growth goals of key clinical services and improved patient experience goals.

- ☐ Economic Development
- ☐ Administration
- ☒ Health and Human Services
- ☐ Infrastructure
- ☐ Public Safety

Prepared by: Hillary Fish, Director of Marketing and Community Relations, 831-783-2693

Approved by: Charles R. Harris, Chief Executive Officer, 783-2553

Attachments:

Agreement with Waltz Creative, LLC Awarded per RFP #9600-91

Agreement with The Buzz PR, LLC Awarded per RFP #9600-91

Agreement with Mag One Media, Inc. Awarded per RFP #9600-91

Attachments on file with the Clerk of the Board