

Yellowstone County



COMMISSIONERS
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Date: August 13, 2024

Re: Local Purchasing & County Branding

Attention: Yellowstone County Department Heads:

The purpose of this memorandum is to inform and guide Yellowstone County department heads on two important policy changes aimed at supporting our local economy and ensuring consistent branding for the County. First, we are introducing a Local Purchasing Initiative to encourage the use of local vendors and businesses for all work-related purchases, reducing reliance on out-of-county retailers. Second, we are implementing a new procedure requiring prior approval from the Board of County Commissioners (BOCC) for the creation of any county-branded merchandise. These measures are designed to promote community engagement, economic growth, and brand integrity.

I. Local Purchasing Initiative

In an effort to support our local economy and promote sustainability, we are implementing a new policy encouraging all departments to prioritize local vendors and businesses for work-related purchases. While online retailers such as Amazon and other out-of-county suppliers offer convenience, it is imperative that we support our local businesses whenever possible. By doing so, we can foster economic growth within our community and build stronger relationships with local entrepreneurs. In accordance with this policy, please review and revise any purchasing practices for your department to include local vendors and businesses as a primary option.

II. Approval for County-Branded Merchandise

To maintain consistency and appropriateness in the use of county branding, all departments are required to seek approval from the BOCC before creating any county-branded merchandise, including shirts, hats, bags, or other items intended for personal use, giveaways, or promotional purposes. This measure ensures that Yellowstone County's brand is represented accurately and aligns with the County's values and standards. In accordance with this policy, please submit any proposals for county-branded merchandise to the BOCC for review and approval before proceeding with production. This can be done by putting the item on the agenda for one of the BOCC's weekly discussion meetings.

We appreciate your cooperation in adhering to these new policies. By working together, we can enhance our community's economic resilience and maintain the integrity of the County's brand.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
YELLOWSTONE COUNTY, MONTANA

John Ostlund, Chair

Mark Morse, Member

Donald W. Jones, Member