

Members of the public wishing to speak on Items of Study must register with the County Clerk prior to the beginning of the meeting.

STUDY SESSION

BOARD OF FRANKLIN COUNTY COMMISSIONERS

Monday, May 16, 2016 | 8:30 a.m.

TO BE HELD IN THE ANNEX COMMISSION CHAMBERS

A. ITEMS OF STUDY

1. Discussion Of Commission Meetings (Agenda Structure, Order Of Business, Item Placement, Frequency, Etc.) And Associated Policies. Jon Holmes, Administrator

Documents: [20160516 comm meeting order and structure.pdf](#)

2. Discussion Of Tourism And Promotion Services RFP. Jon Holmes, Administrator

Documents: [20160513 ~ tourism and promotion services - cover sheet.pdf](#),
[20160509 - tourism promotion request for proposals.pdf](#)

B. ADJOURNMENT

C. INFORMATION & ANNOUNCEMENTS

1. UpComing Events
 - Commission Meeting on May 18, 2016 at 8:30 A.M.
 - Joint City/County/School Board Luncheon on May 18, 2016 at City Hall.
 - Commission Meeting on May 25, 2016 at 8:30 A.M.
 - County Office Closed on May 30, 2016 in Observance of Memorial Day.
 - Commission Meeting on June 1, 2016 at 8:30 A.M.
 - Commission Meeting on June 8, 2016 at 8:30 A.M.
 - Commission Study Session on June 13, 2016 at 8:30 A.M.
 - Commission Meeting on June 15, 2016 at 8:30 A.M.
 - Joint City/County/School Board Luncheon on June 15, 2016 at Franklin County Commission Chambers at Noon.

Franklin County Agenda Cover Sheet



To: Franklin County Board of County Commissioners
From: Jon Holmes, Administrator
Department: Administrator's Office
Date: 5/13/2016

AGENDA ITEM NARRATIVE

Study Session Item - Discussion of Commission Meetings (Agenda Structure, Order of Business, Item Placement, Frequency, etc.) and associated policies.

BACKGROUND

Requesting discussion with the County Commissioners regarding the structure, order, flow and frequency of County business in order to streamline and conduct County business in an efficient and orderly manner at Commissioner meetings.

SPECIFIC ACTION REQUESTED

Direction from the Commissioners

ATTACHMENTS

None

Franklin County Agenda Cover Sheet



To: Franklin County Board of County Commissioners
From: Jon Holmes, Administrator
Department: Administrator's Office
Date: 5/13/2016

AGENDA ITEM NARRATIVE

Study Session Item - Discussion of Tourism and Promotion Services RFP.

BACKGROUND

At the direction of the Board of Commissioners, a Request For Proposal (RFP) has been developed for Tourism, Marketing and Event Coordination for Franklin County.

STATEMENT OF NEED

The county is in need of tourism, promotion, marketing and event services and wishes to contract with an experienced and qualified consultant or organization to create and implement multi-media tourism marketing services that will result in increased tourism business and number of tourists to Franklin County. Contractors will be required to manage and operate the Franklin County Visitors Information Center, as well as assist with managing special events and assist area festival and event organizers with marketing and promotional efforts of those events. Proposed marketing campaigns should integrate with current marketing campaigns.

SPECIFIC ACTION REQUESTED

Discussion and Concurrence from the Commissioners to move forward with advertising the RFP

ATTACHMENTS

RFP for Tourism Promotion, Marketing and Event Coordination Services

Franklin County, Kansas Request for Proposals Tourism Promotion, Marketing and Event Coordination Services



NOTICE IS HEREBY GIVEN that Franklin County, Kansas is accepting sealed proposals for:

Tourism Promotion, Marketing and Event Coordination Services

Bid/RFP Due Date: June 28, 2016

A. INTRODUCTION AND SUMMARY

Administrative Entity

Franklin County, Kansas is offering an exciting opportunity for a well-qualified individual(s) or organization to submit a proposal for tourism and marketing services.

The objective of the County, working through the County Administrator's Office, is to award a one (1) year agreement, with two (2) one-year renewal options exercisable at the County's sole discretion.

Overview

Franklin County is a historic Kansas community located approximately 50 miles south of downtown Kansas City. With a population of over 25,000, the county is home to eight incorporated communities, with Ottawa, the largest community, serving as County seat. These communities contribute to the rich culture and heritage of the county, and provides several opportunities to celebrate these attributes through community festivals and events throughout the year.

The County is also well positioned to serve as a launch point for other tourism destinations in the region including the Kansas City Metropolitan area, Lawrence, home to the University of Kansas, several area recreational destinations such as Pomona Reservoir and Melvern Lake, and numerous historical sites related to the early American frontier and the abolitionist movement to abolish slavery. Franklin County also boasts two breathtaking hiking/biking trails; the Prairie Spirit Trail stretches for 51 miles from Ottawa to Humboldt on the abandoned rail bed of the Leavenworth, Lawrence and Fort Gibson Railroad and also connects to the Flint Hills Nature Trail which passes through three Franklin County Communities.

Franklin County provides a wide array of shopping, dining, lodging, opportunities as well as local festivals and special events that are attractive to tourists. The county's tourism, marketing and promotion efforts have been successful but disparate. The County Commission is interested in reconsidering tourism and promotion services, evaluating current tourism and promotion

strategies and considering other proposals that might better meet the expectations of the Commissioners, and the communities in Franklin County. The primary goal of the Franklin County Commissioners in this endeavor is to ensure that the County is working to maximize the use of the Transient Guest Tax for the greatest return for Franklin County residents and communities.

B. STATEMENT OF NEED

The county is in need of tourism, promotion, marketing and event services and wishes to contract with an experienced and qualified consultant or organization to create and implement multi-media tourism marketing services that will result in increased tourism business and number of tourists to Franklin County. Contractors will be required to manage and operate the Franklin County Visitors Information Center, as well as assist with managing special events and assist area festival and event organizers with marketing and promotional efforts of those events. Proposed marketing campaigns should integrate with current marketing campaigns.

C. GOALS AND OBJECTIVES

- 1) Create, present and implement a comprehensive Tourism/Promotion/Marketing strategy for Franklin County;
- 2) Work collaboratively with a variety of local organizations and events for the promotion of Franklin County and its communities in order to increase visitors within the County;
- 3) Work collaboratively with local lodging establishments to promote increased occupancy rates within the County;
- 4) Research, develop and implement alternative revenue opportunities through promotional activities to supplement the County's annual appropriations.

D. SCOPE OF WORK

- 1) **Franklin County Visitors Information Center** – The successful proposer will be responsible for overseeing the operation and management of the Franklin County Visitors Information Center (VIC). Visitors to the VIC have continually declined over the last several years. Emphasis will be placed on the revival of this facility as an essential and central element of tourism, promotional activities and community events within Franklin County. Development and implementation of innovative and creative strategies for future use of this facility that are sustainable, practical and enhance the usage of this property will be of paramount importance.
- 2) **Event Management/Coordination** – Actively work with local organizations (Chambers of Commerce, Ottawa Mainstreet, Economic Development, etc.) and event organizers/volunteers to secure sponsors, develop marketing materials, advertise, promote, and oversee the various community festivals/event and other special events throughout the county; work with private event managers to cross promote the county's tourism and promotional activities.
- 3) **Website** – Manage a tourism website to promote local businesses and events to residents and businesses; create and promote advertising space on the website as a part of the sponsorship package for businesses; develop content for the website; update and enhance the website weekly with new event information; link the website to the Franklin County website, local communities, local Chambers and other regional travel promotion sites.

- 4) **Social Media** – Maintain existing Facebook site and add additional social media outlets to the tourism marketing effort, including Twitter and Instagram. Update and enhance social media platforms weekly with new information.
- 5) **Publications** – Design, print and distribute posters, rack cards and print advertising to attract residents and visitors to special events; produce and provide editorial content for the Franklin County visitor guide.
- 6) **Branding/Advertising** – Utilize print, on-line, and radio to target travelers; place events on travel portals and local community websites, such as State of Kansas travel and tourism website, Franklin County, and Franklin County Tourism; submit regular news releases to local media regarding events; Educate business owners on how to use social media and other technology to promote their business; work with area chambers of commerce and Main Street programs to create and implement innovative promotional campaigns to drive residents and visitors to visit local businesses; continue to work with Franklin County, the City of Ottawa and other cities within Franklin County, and other regional organizations such as State Parks and other regional attractions, and local photographers to collect photo images, video, B-roll, etc., of the area for promotional efforts and publication.
- 7) **Securing Sponsors** – Create sponsorship packages to bring value to businesses supporting special events; network with local businesses to import the value of involvement in community events.
- 8) **Travel Trade** – Host tour operators, travel writers and others to familiarize them with our community.
- 9) **Market Research** – Calculate the number of visitors to each special event; track advertising success rates via click throughs, website landing pages etc.; submit quarterly reports to the local chambers, Mainstreet and County Commission.
- 10) **Budget** – Create advertising and marketing budgets for city events and promotion activities; secure, manage and track sponsorships and paid advertising for county events; submit quarterly expenditure reports.
- 11) **Representation and Advocacy** – Serve as a local representative and advocate for Franklin County tourism and promotion at local, state and regional events, trade shows, seminars, or other similar events designed to promote Franklin County.

E. ESSENTIAL ELEMENTS

- 1) Demonstrate the ability to work collaboratively with diverse local entities such as: Chambers of Commerce, Mainstreet, Economic Development, City of Wellsville, City of Ottawa, Franklin County, School Districts, Ottawa University, Neosho County Community College, etc.;
- 2) Demonstrate the ability to work collaboratively with area recreational, art, civic, and other community organizations such as: Swan Arts Festival, Franklin County Historical Society, Ottawa Recreation Commission, Rotary, etc.;
- 3) Demonstrate the ability to work collaboratively with area event organizers/volunteers such as: Cowboy Days, Over the Road Gang (Car show), Power of the Past, etc.;
- 4) Demonstrate the ability to engage in joint marketing efforts with local businesses.
- 5) Demonstrate willingness and ability to work collaboratively and constructively with the

Franklin County Board of County Commissioners on tourism and promotional activities within the county.

F. ELIGIBLE PROPOSERS

Proposals will be accepted from individuals, organizations (profit or non-profit), or other collaborative arrangements that:

- 1) Are qualified to conduct business in the State of Kansas and the City of Ottawa
- 2) If a corporation or limited liability company, it must be in good standing with the Kansas Secretary of State

G. SOURCE OF FUNDS AND BUDGET

The source of the funds for this RFP is from the County’s Transient Guest Tax (TGT) Fund. The overall budget figure for 2017 has not been established, but is anticipated that approximately \$100,000 to \$150,000 will be earmarked to services required of this RFP. Final allocation will be subject to allocations approved by the Franklin County Board of County Commissioners.

H. PRELIMINARY SCHEDULE

Release of Request For Proposals	May 20, 2016
Round 1: Questions about Proposals Due	May 25, 2016
Round 1: Written Responses from County Posted	June 1, 2016
Round 2: Questions about Proposals Due	June 15, 2016
Round 2: Tentative Written Responses from County Posted	June 20, 2016
Final Proposals Due	June 28, 2016

I. DEADLINE FOR SUBMISSION OF PROPOSALS

The original proposal must be provided in electronic PDF format via email or on thumb drives and must be received by 5:00 P.M., on Tuesday June 28th, 2016. Proposals must be sent or delivered to:

Franklin County Kansas
c/o Jon Holmes, County Administrator
Franklin County Annex
1428 S. Main, Suite 2
Ottawa, KS 66067
administration@franklincoks.org

Timely submissions of proposals is the sole responsibility of the proposer. The County reserves the right to determine the timeliness of all submissions. Late proposals will not be reviewed. All proposals received after the deadline will be returned unopened.

J. PROPOSAL REQUIREMENTS, EVALUATION FACTORS, AND SELECTION PROCESS

Any questions regarding the RFP must be submitted to the Franklin County, County Administrator’s Office in writing. Questions will be posted with responses and shared with all

parties expressing interest in the proposal.

The following information outlines the proposal requirements, evaluation factors, and the selection process. Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein.

Portions of the RFP and the contents of the proposal submitted by the successful proposer may become contractual obligations if an agreement is awarded. Failure of the successful proposer to accept these obligations may result in cancellation of the award. The County reserves the right to withdraw this RFP at any time without prior notice. All proposals submitted in response to the RFP become the property of the County and will be a public record after the selection process is completed.

EACH PROPOSAL MUST CONTAIN THE FOLLOWING:

1) Cover Letter for the Proposal

A cover letter must be submitted with the proposal. The cover letter should be limited to one page and must include name, address, and the name, telephone number, number, and e-mail address of the person(s) authorized to represent the entity on all matters relating to the RFP and any contract awarded pursuant to this RFP. A person authorized to bind the proposer to all commitments made in the proposal must sign the letter.

2) Proposer Experience Section

Each proposer shall furnish a narrative supported by relevant data regarding past experience with similar projects.

This should include:

- A list of up to five references/clients including names, addresses, phone numbers, and principal contacts in which the proposer has provided advertising, promotional and marketing services.
- Discussion of proposer's experience managing special events including the name of the event, event sponsor, location, number of attendees, the consultant's role and event budget.
- Discussion of proposer's experience developing and managing websites and social media to promote tourism. Include a list of the sites and site sponsors.
- Discussion of proposer's experience writing copy and editorial content for printed and electronic media

3) Knowledge of Franklin County, and its Communities Section

Each proposer shall furnish a narrative of how the Individual/firm is familiar with Franklin County, its communities and its tourism economy. The narrative should identify past marketing, promotion and/or tourism related experience in the County and region.

4) Providing Services to Meet Goals & Objectives Section

Each proposer shall furnish a narrative of how the individual/firm will provide services to meet the County's goals and objectives.

This should include:

- Proposed strategy for providing outreach and marketing support for area festivals and events designed to attract out of area visitors.
- Proposed approach to use the Internet, social media and print materials to develop, manage and execute a comprehensive marketing strategy

5) Projected Costs and Proposed Services Section

Each proposer shall provide a detailed matrix of estimated costs to provide the services, with the media buys being a part of the services provided. **Such costs should be presented in a budget format that itemizes expected expenses for marketing, administration, and creative services.**

K. PROPOSAL EVALUATION AND SELECTION PROCESS

The County will conduct a preliminary evaluation of all proposals by the deadline to determine compliance with proposal requirements and mandatory document submissions. The County reserves the right to request additional information to clarify the content of a proposal. All proposals shall be reviewed to determine that the minimum eligibility requirements have been met. Ineligible proposers will be informed in writing.

Proposals shall be evaluated per the following categories, scored, and ranked, and may include consideration of any or all of the listed factors at the County’s discretion.

Review of the submitted proposals will be completed by an ad hoc committee formed for such purpose.

Proposer qualifications, experience and demonstrated ability	25 Points
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section A of this RFP	35 Points
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City’s annual advertising budget	25 Points
Reporting of measureable outcomes that result from marketing and tourism promotion	10 Points
Work with local entities and professionals and use of local service providers for marketing efforts	10 Points

L. CONTRACT AWARD PROCESS

The Franklin County Board of County Commissioners has the ability to accept or reject the recommendations the Review Committee or County Staff.

The proposer selected to perform the services outlined in this RFP will enter into an agreement, approved as to form by the County Counselor, directly with Franklin County.

The County reserves the right to verify the information received in the proposal. If the proposer knowingly and willfully submits false information or data, the County reserves the right to reject

that proposal. If it is determined that an agreement was awarded as a result of false statements, or other data submitted in response to this RFP, the County reserves the right to terminate the agreement.

M. GENERAL RFP AND COUNTY INFORMATION

A services contract will be negotiated between the successful proposer and Franklin County:

1) Term

The term of this contract shall be one year. The proposer shall state if willing to grant the County the option to extend any contract awarded hereunder for two additional periods of one year each, under the same prices, terms, and conditions. Any contract awarded pursuant to this RFP may be terminated by the County for its convenience effective as of any date, upon thirty days prior written notification by the County to the successful proposer.

2) Budget Allocation

The amount of the funds allocated for this service will be appropriated and approved by the Franklin County Board of County Commissioners and confirmed through contract as agreed upon by both parties. Any expense beyond what the amount appropriated by the County Commissioners shall be the sole responsibility of the Contractor.

3) Laws and Policies

In the performance of the advertising/marketing services agreement, the selected entity must abide by and conform to any and all applicable laws of the United States, State of Kansas, Franklin County, and communities in Franklin County within which the activities occur.

4) Costs Incurred by Proposers

All costs of proposal preparation shall be the responsibility of the proposer. The County shall not, in any event, be liable for any pre-contractual expenses incurred by proposers in the preparation and/or submission of the proposals. Proposals shall not include any such expenses as part of the proposed budget.

5) General County Reservations

The County reserves the right to extend the submission deadline should this be in the best interest of the County. Proposers have the right to revise their proposals in the event that the deadline is extended.

The County reserves the right to withdraw this RFP at any time without prior notice. The County makes no representation that any contract will be awarded to any proposer responding to the RFP. The County reserves the right to reject any or all submissions.

If an inadequate number of proposals are received or the proposals received are deemed non-responsive, not qualified, or not cost effective, the County may, at its sole discretion, reissue the RFP, or execute a contract with a vendor of their choice.

The County reserves the right to reject any and all proposals and the right to waive any

informality when to do so would be advantageous to the County.

It is the intention and understanding of the County that the consultant/organization shall be an independent contractor and that the County shall be neither liable for nor obligated to pay sick leave, vacation pay or any other benefit of employment, nor to pay any social security or other tax that may arise as an incident of employment. Consultant shall pay all income and other taxes as due.

It is recognized that consultant may or will be performing services during the term of the contract for other parties and that the County is not the exclusive user of the Consultant's services.

N. PROPOSER'S CONTRACT FOR INFORMATION

Proposers may send written questions regarding the Scope of Work of the RFP to"

**Franklin County Kansas
c/o Jon Holmes, County Administrator
Franklin County Annex
1428 S. Main, Suite 2
Ottawa, KS 66067
administration@franklincoks.org**

**All questions must be submitted in writing and addressed to the County Administrator:
administration@franklincoks.org . Deadline for Round 2 written Questions is June 15, 2016.**