

Members of the public wishing to speak during Public Comment or on Items of Business must register with the County Clerk prior to the beginning of the meeting.

AGENDA

BOARD OF FRANKLIN COUNTY COMMISSIONERS Wednesday, Aug. 10, 2016 | 8:30 a.m.

TO BE HELD IN THE ANNEX COMMISSION CHAMBERS

A. CALL TO ORDER

B. ROLL CALL:

Waymire Howard Dunn Harris Renoud

C. PLEDGE OF ALLEGIANCE

D. INVOCATION:

1. Invocation Led By Rev. Scott Dickinson, Cherry Street Wesleyan Church, Ottawa, Kansas.

E. CORRESPONDENCE & ORGANIZATIONAL BUSINESS

1. Recognition Of Ryan Fine, Road And Bridge Foreman For Completion Of Level Three Roads Scholar Certification.

F. PUBLIC COMMENT:

A citizen desiring to speak on an item not on the agenda may do so at this time. Discussion is limited to five minutes and the Commission will not take action or discuss items at this time. Discussion should be limited to matters of County Commission business and public comment is not permitted in regard to personnel matters or on pending legal matters. Items introduced under '**Public Comment**' may become agenda items at a later date.

G. CONSENT AGENDA:

Items listed on the '**Consent Agenda**' are considered routine and shall be enacted by one motion of the Board of Commissioners with no separate discussion. If separate discussion is desired by a member of the Governing Body, that item may be removed from the '**Consent Agenda**' and placed on the regular agenda '**Items of Business.**'

1. Consider And Approve Franklin County Commission Meeting For August 3, 2016 And Franklin County Budget Hearing For August 3, 2016, Franklin County Study Session Minutes For August 8, 2016.

2. Consider And Approve Claim Vouchers And Tax Change Orders.
3. Consider And Approve Special Payroll For The Pay Date Of Aug. 5, 2016.

H. ITEMS OF BUSINESS:

1. Teen Park Contribution Presentation. Jon Holmes, Administration

Documents:

[20160808 ~ teen park county contribution agenda cover sheet.pdf](#)

2. Consider Approving The Lowest Responsible Bid From Caterpillar Financial Services For Financing 2 - 2016 120M AWD Motor Graders. James M. Haag, Jr., Public Works Director

Documents:

[2016 0810 motor graders bid cv.pdf](#)
[bid tabulation.pdf](#)

3. Consider Setting A Public Hearing For The Meeting On August 31, 2016 To Consider Vacating Neosho Road East Of Tennessee Road To The Terminus. James M. Haag, Jr., Public Works Director

Documents:

[2016 0810 public hearing neosho rd. cv.pdf](#)
[neosho rd letter request.pdf](#)
[neosho rd. map.pdf](#)

4. Consider Authorizing The Chairman To Execute The Agreement For Project No. 59-30 KA-4377-01. James M. Haag, Jr., Public Works Director

Documents:

[2016 0810 project 59-30 ka-4377-01 cv.pdf](#)
[agreement 59-30.pdf](#)

5. Consideration Of Tourism Promotion, Marketing And Event Coordination Services Proposals. Jon Holmes, Administration

Documents:

[20160810 ~ tourism services rfp discussion agenda cover sheet.pdf](#)
[20160810 ~ tourism management summary.pdf](#)
[20160509 - tourism promotion request for proposals.pdf](#)
[ottawa chamber proposal.pdf](#)
[ottawa area chamber of commerce scoresheet.pdf](#)
[cvb proposal.pdf](#)
[convention and visitors bureau scoresheet.pdf](#)

I. STAFF REPORTS

J. COMMISSIONER COMMENTS AND BOARD REPORTS

K. CONSIDER A MOTION FOR ADJOURNMENT

L. INFORMATION AND ANNOUNCEMENTS:

1. UpComing Events

- Commission Meeting on Aug. 17, 2016 at 8:30 A.M.
- Joint City/County/School Board Luncheon on Aug. 17, 2016 at City Hall.
- Commission Study Session on Aug. 22, 2016 at 8:30 A.M.
- Commission Meeting on Aug. 24, 2016 at 8:30 A.M.
- Commission Meeting on Aug. 31, 2016 at 8:30 A.M.
- Franklin County Offices Closed on Sept. 5, 2016 Observance of Labor Day.
- Commission Meeting on Sept. 7, 2016 at 8:30 A.M.
- Commission Meeting on Sept. 14, 2016 at 8:30 A.M.
- Joint City/County/School Board Luncheon on Sept. 14, 2016 in Commission Chambers.

Franklin County Agenda Cover Sheet



To: Franklin County Board of County Commissioners
From: Jon Holmes
Department: Administration
Date: 8/8/2016

AGENDA ITEM NARRATIVE

Teen Park Contribution Presentation.

BACKGROUND

SPECIFIC ACTION REQUESTED

ATTACHMENTS

Franklin County Agenda Cover Sheet



To: Franklin County Board of County Commissioners
From: James M. Haag, Jr.
Department: Public Works
Date: Wednesday, August 10, 2016

AGENDA ITEM NARRATIVE

Consider approving the lowest responsible bid from Caterpillar Financial Services for financing 2 - 2016 120M AWD Motor Graders.

BACKGROUND

Bids were solicited for financing 2 - 2016 120M AWD Motor Graders. The bids were opened on August 2, 2016 and a bid tabulation is attached. The lowest responsible bid is from Caterpillar Financial Services.

SPECIFIC ACTION REQUESTED

Motion approving the lowest responsible bid from Caterpillar Financial Services to finance 2 - 2016 120M AWD Motor Graders.

ATTACHMENTS

Bid Tabulation

Financing Bid Tabulation

(2) 2016 120M AWD Motor Graders

	Caterpillar Financial Services	Kansas State Bank	Arvest Equipment Finance	First Bank	Bank of the West
Interest Rate	1.95%	2.00%	1.99%	2.20%	2.56%
Interest Cost	\$12,551.28	\$12,607.75	\$12,486.28	\$13,881.36	\$16,722.31
Fee	\$0.00	-\$5.00	\$199.00	\$0.00	\$500.00
Total Payment	\$267,551.28	\$267,602.75	\$267,685.28	\$268,881.36	\$272,222.31

Franklin County Agenda Cover Sheet



To: Franklin County Board of County Commissioners
From: James M. Haag, Jr.
Department: Public Works
Date: Wednesday, August 10, 2016

AGENDA ITEM NARRATIVE

Consider setting a Public Hearing for the meeting on August 27, 2016 to consider vacating Neosho Road East of Tennessee Road to the terminus.

BACKGROUND

The Department has received a request from two of the three property owners to vacate Neosho Road East of Tennessee Road to the terminus. It is necessary to hold a public hearing to vacate a road.

SPECIFIC ACTION REQUESTED

Motion setting a Public Hearing for the meeting on August 27, 2016 to consider vacating Neosho Road east of Tennessee Road to the terminus..

ATTACHMENTS

Letter, Photo

August 1, 2016

This is a request for road abandonment
for the property of Trent Hillman and
Madelyn Madden on Neosho Rd. East of
Tennessee Rd.

3928 Neosho Rd. Trent Hillman
Ottawa, KS 66067 Trent Hillman

3959 Neosho Rd. Madelyn Madden
Ottawa, KS 66067

TENNESSEE RD

ANDERSON, PENNY S
3041 TENNESSEE RD
OTTAWA, KS 66067-8202

FARLEY, JAMES F
3051 TENNESSEE RD
OTTAWA, KS 66067-2440

HILLMAN, TRENT
3928 NEOSHO RD
OTTAWA, KS 66067-8887

MADDEN, LLOYD E & MADELYN
3959 NEOSHO RD
OTTAWA, KS 66067-8887

NEOSHO RD

OTTAWA, KS 66067-8887

CARDWELL, MITCH L
28131 S SWAN LAKE RD
PENGILLY, MN 55775-2206

KILLOUGH, ROBERT B
398 E 1400 RD
BALDWIN CITY, KS 66006-8207

LAMBERD, CLAYTON
25530 W 199 ST

SPRING HILL, KS 66083-8598

Franklin County Agenda Cover Sheet



To: Franklin County Board of County Commissioners
From: James M. Haag, Jr.
Department: Public Works
Date: Wednesday, August 10, 2016

AGENDA ITEM NARRATIVE

Consider authorizing the Chairman to execute the agreement for Project No. 59-30 KA-4377-01.

BACKGROUND

The Board of County Commissioners authorized the application for the KDOT Access Management Construction Project Program on October 28, 2015. The application improves US-59 with left turn and right turn lanes at Kingman and paves 750 feet of Kingman to the East. The application has been approved and awards up to \$1,250,000 for construction.

SPECIFIC ACTION REQUESTED

Motion authorizing the Chairman to execute the agreement for Project No. 59-30 KA-4377-01.

ATTACHMENTS

Agreement

PROJECT NO. 59-30 KA-4377-01
CONSTRUCTION
FRANKLIN COUNTY, KANSAS

AGREEMENT

This Agreement is between the **Secretary of Transportation**, Kansas Department of Transportation (KDOT) (the “Secretary”) and **Franklin County, Kansas** (“County”), collectively, the “Parties.”

RECITALS:

- A. The County has requested and Secretary has authorized a construction project, as further described in this Agreement.
- B. The Secretary and the County are empowered by the laws of Kansas to enter into agreements for the construction and maintenance of County streets utilizing state funds.
- C. Counties are, under certain circumstances, entitled to receive assistance in the financing of the construction and reconstruction of streets and state highways, provided however, in order to be eligible for state aid, such work is required to be done in accordance with the laws of Kansas.

NOW THEREFORE, in consideration of these premises and the mutual covenants set forth herein, the Parties agree to the following terms and provisions.

ARTICLE I

DEFINITIONS: The following terms as used in this Agreement have the designated meanings:

1. “**Agreement**” means this written document, including all attachments and exhibits, evidencing the legally binding terms and conditions of the agreement between the Parties.
2. “**Construction**” means the work done on the Project after Letting, consisting of building, altering, repairing, improving or demolishing any structure, building or highway; any drainage, dredging, excavation, grading or similar work upon real property.
3. “**Construction Contingency Items**” mean unforeseeable elements of cost within the defined project scope identified after the Construction phase commences.
4. “**Construction Engineering**” means inspection services, material testing, engineering consultation and other reengineering activities required during Construction of the Project.
5. “**Consultant**” means any engineering firm or other entity retained to perform services for the Project.

6. **“Contractor”** means the entity awarded the Construction contract for the Project and any subcontractors working for the Contractor with respect to the Project.
7. **“County”** means the County of Franklin, Kansas, with its place of business at 1428 S. Main, STE #5, Ottawa, KS 66067.
8. **“Design Plans”** means design plans, specifications, estimates, surveys, and any necessary studies or investigations, including, but not limited to, environmental, hydraulic, and geological investigations or studies necessary for the Project under this Agreement.
9. **“Effective Date”** means the date this Agreement is signed by the Secretary or the Secretary’s designee.
10. **“Encroachment”** means any building, structure, farming, vehicle parking, storage or other object or thing, including but not limited to signs, posters, billboards, roadside stands, fences, or other private installations, not authorized to be located within the Right of Way which may or may not require removal during Construction pursuant to the Design Plans.
11. **“FHWA”** means the Federal Highway Administration, a federal agency of the United States.
12. **“Hazardous Waste”** includes, but is not limited to, any substance which meets the test of hazardous waste characteristics by exhibiting flammability, corrosivity, or reactivity, or which is defined by state and federal laws and regulations, and any pollutant or contaminant which may present an imminent and substantial danger to the public health or welfare, including but not limited to leaking underground storage tanks. Any hazardous waste as defined by state and federal laws and regulations and amendments occurring after November 11, 1991, is incorporated by reference and includes but is not limited to: (1) 40 C.F.R. § 261 et seq., Hazardous Waste Management System; Identification and Listing of Hazardous Waste; Toxicity Characteristics Revisions; Final Rule; (2) 40 C.F.R. § 280 et seq., Underground Storage Tanks; Technical Requirements and State Program Approval; Final Rules; (3) 40 C.F.R. § 300, National Oil and Hazardous Substances Pollution Contingency Plan; Final Rule; and (4) K.S.A. 65-3430 et seq., Hazardous Waste.
13. **“KDOT”** means the Kansas Department of Transportation, an agency of the state of Kansas, with its principal place of business located at 700 SW Harrison Street, Topeka, KS, 66603-3745.
14. **“Letting” or “Let”** means the process of receiving bids prior to any award of a Construction contract for any portion of the Project.
15. **“Non-Participating Costs”** means the costs of any items or services which the Secretary, acting on his own behalf, reasonably determines are not Participating Costs.

16. **“Participating Costs”** means expenditures for items or services which are an integral part of highway, bridge and road construction projects, as reasonably determined by the Secretary.
17. **“Parties”** means the Secretary of Transportation and KDOT, individually and collectively, and the County.
18. **“Preliminary Engineering”** means pre-construction activities, including but not limited to design work, generally performed by a consulting engineering firm that takes place before Letting.
19. **“Project”** means all phases and aspects of the Construction endeavor to be undertaken by the County, as and when authorized by the Secretary prior to Letting, being: **the intersection improvements at US-59 and Kingman Road and improve Kingman Road 750 feet east of US-59 in Franklin County, Kansas**, and is the subject of this Agreement.
20. **“Project Limits”** means that area of Construction for the Project, including all areas between and within the Right of Way boundaries as shown on the Design Plans.
21. **“Responsible Bidder”** means one who makes an offer to construct the Project in response to a request for bid with the technical capability, financial capacity, human resources, equipment, and performance record required to perform the contractual services. The bidder must be eligible and listed on KDOT’s prequalified list.
22. **“Right of Way”** means the real property and interests therein necessary for Construction of the Project, including fee simple title, dedications, permanent and temporary easements, and access rights, as shown on the Design Plans.
23. **“Secretary”** means the Secretary of Transportation of the state of Kansas, and his or her successors and assigns.
24. **“Utilities” or “Utility”** means all privately, publicly or cooperatively owned lines, facilities and systems for producing, transmitting or distributing communications, power, electricity, light, heat, gas, oil, crude products, water, steam, waste, and other similar commodities, including non-transportation fire and police communication systems which directly or indirectly serve the public.

ARTICLE II

SECRETARY RESPONSIBILITIES:

1. **Technical Information on Right of Way Acquisition.** The Secretary will provide technical information upon request to help the County acquire rights of way in accordance with the laws and with procedures established by KDOT’s Bureau of Right of Way and the Office of Chief Counsel such that the County may obtain participation of state funds in the cost of the Project.

2. **Payment of Costs.** The Secretary agrees to reimburse the County for one hundred percent (100%) of the total actual costs of Construction (which includes the costs of all Construction Contingency Items), but not to exceed \$1,250,000.00 for the Project. The Secretary shall not be responsible for the total actual costs of Preliminary Engineering, Construction Engineering, Right of Way, or Utility adjustments for the Project.

3. **Reimbursement Payments.** The Secretary agrees to make partial payments to the County for amounts not less than \$1,000.00 and no more frequently than monthly. Such payments will be made after receipt of proper billing and approval by a licensed professional engineer employed by the County that the Project is being constructed within substantial compliance of the Design Plans.

ARTICLE III

COUNTY RESPONSIBILITIES:

1. **Legal Authority.** The County agrees to adopt all necessary ordinances and/or resolutions and to take such administrative or legal steps as may be required to give full effect to the terms of this Agreement.

2. **Design and Specifications.** The County shall be responsible to make or contract to have made Design Plans for the Project.

3. **Letting and Administration by County.** The County shall Let the contract for the Project and shall award the contract to the lowest Responsible Bidder upon concurrence in the award by the Secretary. The County further agrees to administer the construction of the Project in accordance with the Design Plans, and the documents set forth in Article III, paragraph 4 below, and to administer the payments due the Contractor, including the portion of the cost borne by the Secretary.

4. **Conformity with State and Federal Requirements.** The County shall be responsible to design the Project or contract to have the Project designed in conformity with the state and federal design criteria appropriate for the Project in accordance with the current Local Projects LPA Project Development Manual, Bureau of Local Project's (BLP) project memorandums, the current KDOT Design Manual, Geotechnical Bridge Foundation Investigation Guidelines, Bureau of Design's road memorandums, the current version of the KDOT Standard Specifications for State Road and Bridge Construction with Special Provisions, and with any necessary Project Special Provisions required by the Secretary or by the County with the Secretary's concurrence, A Policy on Geometric Design of Highways and Streets of the American Association of State Highway and Transportation Officials Policy, the KDOT Access Management Policy, the KDOT Access Management Construction Project Guidelines, and the latest version, as adopted by the Secretary, of the Manual on Unified Traffic Control Devices (MUTCD), as applicable.

5. **Submission of Design Plans to Secretary.** Upon their completion, the County shall have the Design Plans submitted to the Secretary by a licensed professional engineer attesting to the conformity of the Design Plans with the items in Article III, paragraph 4 above. The Design Plans

must be signed and sealed by the licensed professional engineer responsible for preparation of the Design Plans. In addition, geological investigations or studies must be signed and sealed by either a licensed geologist or licensed professional engineer in accordance with K.S.A. 74-7042, who is responsible for the preparation of the geological investigations or studies.

6. **Consultant Contract Language.** The County shall include language requiring conformity with Article III, paragraph 4 above, in all contracts between the County and any Consultant with whom the County has contracted to perform services for the Project. In addition, any contract between the County and any Consultant retained by them to perform any of the services described or referenced in this paragraph for the Project covered by this Agreement must contain language requiring conformity with Article III, paragraph 4 above. In addition, any contract between the County and any Consultant with whom the County has contracted to prepare and certify Design Plans for the Project covered by this Agreement must also contain the following provisions:

(a) **Completion of Design.** Language requiring completion of all plan development stages no later than the current Project schedule's due dates, exclusive of delays beyond the Consultant's control.

(b) **Progress Reports.** Language requiring the Consultant to submit to the County (and to the Secretary upon request) progress reports at monthly or at mutually agreed intervals in conformity with the official Project schedule.

(c) **Third Party Beneficiary.** Language making the Secretary a third party beneficiary in the agreement between the County and the Consultant. Such language shall read:

“Because of the Secretary of Transportation of the State of Kansas’ (Secretary’s) obligation to administer state funds, federal funds, or both, the Secretary shall be a third party beneficiary to this agreement between the County and the Consultant. This third party beneficiary status is for the limited purpose of seeking payment or reimbursement for damages and costs the Secretary or the County or both incurred or will incur because the Consultant failed to comply with its contract obligations under this Agreement or because of the Consultant’s negligent acts, errors, or omissions. Nothing in this provision precludes the County from seeking recovery or settling any dispute with the Consultant as long as such settlement does not restrict the Secretary’s right to payment or reimbursement.”

7. **Responsibility for Adequacy of Design.** The County shall be responsible for and require any consultant retained by it to be responsible for the adequacy and accuracy of the Design Plans for the Project. Any review of these items performed by the Secretary or Secretary’s representatives is not intended to and shall not be construed to be an undertaking of the County’s and its Consultant’s duty to provide adequate and accurate Design Plans for the Project. Reviews by the Secretary are not done for the benefit of the Consultant, the construction Contractor, the County, any other political subdivision, or the traveling public. The Secretary makes no representation,

express or implied warranty to any person or entity concerning the adequacy or accuracy of the Design Plans for the Project, or any other work performed by the Consultant or the County.

8. **Performance Bond.** The County further agrees to require the Contractor to provide a performance bond in a sum not less than the amount of the contract as awarded.

9. **Plan Retention.** The County will maintain a complete set of final Design Plans reproducible, as-built prints, approved shop drawings, and structural materials certification for five (5) years after the Project's completion. The County further agrees to make such reproducible, prints, drawings, and certifications available for inspection by the Secretary upon request. The County shall provide access to or copies of all the above-mentioned documents to the Secretary.

10. **General Indemnification.** To the extent permitted by law and subject to the maximum liability provisions of the Kansas Tort Claims Acts as applicable, the County will defend, indemnify, hold harmless, and save the Secretary and the Secretary's authorized representatives from any and all costs, liabilities, expenses, suits, judgments, damages to persons or property, or claims of any nature whatsoever arising out of or in connection with the provisions or performance of this Agreement by the County, the County's employees, agents, subcontractors or its consultants. The County shall not be required to defend, indemnify, or hold the Secretary harmless for negligent acts or omissions of the Secretary or Secretary's authorized representatives or employees.

11. **Indemnification by Contractors.** The County agrees to require the Contractor to indemnify, hold harmless, and save the Secretary and the County from personal injury and property damage claims arising out of the act or omission of the Contractor, the Contractor's agent, subcontractors (at any tier), or suppliers (at any tier). If the Secretary or the County defends a third party's claim, the Contractor shall indemnify the Secretary and the County for damages paid to the third party and all related expenses either the Secretary or the County or both incur in defending the claim.

12. **Authorization of Signatory.** The County shall authorize a duly appointed representative to sign for the County any or all routine reports as may be required or requested by the Secretary in the completion of the Project.

13. **Right of Way.** The County agrees to the following with regard to Right of Way:

(a) **Right of Way Acquisition.** The County will, in its own name, as provided by law, acquire by purchase, dedication or condemnation all the Right of Way shown on the final Design Plans in accordance with the schedule established by County. The County agrees the necessary Right of Way shall be acquired in compliance with the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 as amended by the Surface Transportation and Uniform Relocation Assistance Act of 1987, and administrative regulations contained in 49 C.F.R. Part 24, entitled Uniform Relocation Assistance and Real Property Acquisition for Federal and Federally Assisted Programs. The County shall certify to the Secretary, on forms provided by the KDOT's Bureau of Local Projects, such Right of Way has been acquired. The County further agrees it will have recorded in the Office of the Register of Deeds all Right of Way, deeds, dedications, permanent easements and temporary easements.

(b) Right of Way Documentation. The County will provide all legal descriptions required for Right of Way acquisition work. Right of Way descriptions must be signed and sealed by a licensed land surveyor responsible for the preparation of the Right of Way descriptions. The County further agrees to acquire Right of Way in accordance with the laws and with procedures established by KDOT's Bureau of Right of Way and the Office of Chief Counsel. The County agrees copies of all documents, including recommendations and coordination for appeals, bills, contracts, journal entries, case files, or documentation requested by the Office of Chief Counsel will be delivered within the time limits set by the Secretary.

(c) Relocation Assistance. The County will contact the Secretary if there will be any displaced person on the Project prior to making the offer for the property. The Parties mutually agree the Secretary will provide relocation assistance for eligible persons as defined in the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 as amended by the Surface Transportation and Uniform Relocation Assistance Act of 1987, and as provided in 49 C.F.R. Part 24, entitled Uniform Relocation Assistance and Real Property Acquisition for Federal and Federally Assisted Programs, and in general accordance with K.S.A. 58-3501 to 58-3507, inclusive, and Kansas Administrative Regulations 36-16-1 et seq.

(d) Non-Highway Use of Right of Way. Except as otherwise provided, all Right of Way provided for the Project shall be used solely for public street purposes. Any disposal of or change in the use of Right of Way or in access after Construction of the Project will require prior written approval by the Secretary.

(e) Trails and Sidewalks on Right of Way. With regard to any bike or pedestrian paths or sidewalks ("Trails/Sidewalks") constructed pursuant to the Design Plans, the County agrees as follows:

(i) County Responsible for Repairs and Providing Alternative Accessible Routes. The County agrees that the primary purpose of the KDOT Right of Way is for the construction and maintenance of US-59. In the event that the construction or maintenance of US-59 reasonably requires the Trail/Sidewalk to be damaged or removed, the County shall be responsible for all repairs to the Trail/Sidewalk made necessary as a result of US-59 construction or maintenance. In the event the Trail/Sidewalk is temporarily closed or removed for any reason and for any length of time, the County will be wholly responsible for providing an alternative accessible path and for compliance with all laws and regulations relating to accessibility.

(ii) Interference with KDOT Right of Way. If the Secretary, in his or her sole judgment, determines that continued use of the Trail/Sidewalk is or will interfere with KDOT use of its Right of Way or is otherwise rendered impractical, inconvenient, or unsafe for use by the traveling public, the County will remove the Trail/Sidewalk and restore the KDOT Right of Way location to its original condition prior to the Construction of the Trail/Sidewalk.

(iii) **Incorporation of Trail/Sidewalk into Local Transportation System.** The County agrees to take all steps necessary to designate the Trail/Sidewalk component of the Project as an integral part of its local transportation system, being primarily for transportation purposes and having only incidental recreational use for purposes of 49 U.S.C. § 303 and 23 C.F.R. 771.135.

(iv) **Maintenance.** When the Project is completed and final acceptance is issued, the County, at its own cost and expense, will maintain, including snow removal if required by law, the Trail/Sidewalk and make ample provision each year for such maintenance. If notified by the State Transportation Engineer of any unsatisfactory maintenance condition, the County will begin the necessary repairs within a reasonable period and will prosecute the work continuously until it is satisfactorily completed. Any notification by the State Transportation Engineer, however, is not intended to and shall not be construed to be an undertaking of the County's absolute duty and obligation to maintain the Trail/Sidewalk.

14. **Removal of Encroachments.** The County shall initiate and proceed with diligence to remove or require the removal of all Encroachments either on or above the limits of the Right of Way within its jurisdiction as shown on the final Design Plans for this Project. It is further agreed all such Encroachments will be removed before the Project is advertised for Letting; except the Secretary may permit the Project to be advertised for Letting before such Encroachment is fully removed if the Secretary determines the County and the owner of the Encroachment have fully provided for the physical removal of the Encroachment and such removal will be accomplished within a time sufficiently short to present no hindrance or delay to the Construction of the Project.

15. **Future Encroachments.** Except as provided by state and federal laws, the County agrees it will not in the future permit Encroachments upon the Right of Way of the Project, and specifically will require any gas and fuel dispensing pumps erected, moved, or installed along the Project be placed no less than the distance permitted by the National Fire Code from the Right of Way line.

16. **Utilities.** The County agrees to the following with regard to Utilities:

(a) **Utility Relocation.** The County will move or adjust, or cause to be moved or adjusted, and will be responsible for such removal or adjustment of all existing Utilities necessary to construct the Project in accordance with the final Design Plans. New or existing Utilities to be installed, moved, or adjusted will be located or relocated in accordance with the current version of the **KDOT Utility Accommodation Policy (UAP)**, as amended or supplemented.

(b) **Status of Utilities.** The County shall furnish the Secretary a list identifying existing and known Utilities affected, together with locations and proposed adjustments of the same and designate a representative to be responsible for coordinating the necessary removal or adjustment of Utilities.

(c) **Time of Relocation.** The County will expeditiously take such steps as are necessary to facilitate the early adjustment of any Utilities, initiate the removal or

adjustment of the Utilities, and proceed with reasonable diligence to prosecute this work to completion. The County shall certify to the Secretary on forms supplied by the Secretary that all Utilities required to be moved prior to Construction have either been moved or a date provided by the County as to when, prior to the scheduled Letting and Construction, Utilities will be moved. The County shall move or adjust or cause to be moved or adjusted all necessary Utilities within the time specified in the County's certified form except those necessary to be moved or adjusted during Construction and those which would disturb the existing street surface. The County will initiate and proceed to complete adjusting the remaining Utilities not required to be moved during Construction so as not to delay the Contractor in Construction of the Project.

(d) Permitting of Private Utilities. The County shall certify to the Secretary all privately owned Utilities occupying public Right of Way required for the Construction of the Project are permitted at the location by franchise, ordinance, agreement or permit and the instrument shall include a statement as to which party will bear the cost of future adjustments or relocations required as a result of street or highway improvements.

(e) Indemnification. To the extent permitted by law, the County will indemnify, hold harmless, and save the Secretary and the Contractor for damages incurred by the Secretary and Contractor because identified Utilities have not been moved or adjusted timely or accurately.

(f) Cost of Relocation. Except as provided by state and federal laws, the expense of the removal or adjustment of the Utilities located on public Right of Way shall be borne by the owners. The expense of the removal or adjustment of privately owned Utilities located on private Right of Way or easements shall be borne by the County except as provided by state and federal laws.

17. Hazardous Waste. The County agrees to the following with regard to Hazardous Waste:

(a) Removal of Hazardous Waste. The County shall locate and be responsible for remediation and cleanup of any Hazardous Waste discovered within the Project Limits. The County shall take appropriate action to cleanup and remediate any identified Hazardous Waste prior to Letting. The County will also investigate all Hazardous Waste discovered during Construction and shall take appropriate action to cleanup and remediate Hazardous Waste. The standards to establish cleanup and remediation of Hazardous Waste include, but are not limited to, federal programs administered by the Environmental Protection Agency, State of Kansas environmental laws and regulations, and local government standards where the Hazardous Waste is located.

(b) Responsibility for Hazardous Waste Remediation Costs. The County shall be responsible for all damages, fines or penalties, expenses, fees, claims and costs incurred from remediation and cleanup of any Hazardous Waste within the Project Limits which is discovered prior to Letting or during Construction.

(c) Hazardous Waste Indemnification. The County shall hold harmless, defend, and indemnify the Secretary, the Secretary's agents and employees from all claims, including contract claims and associated expenses, and from all fines, penalties, fees or costs imposed under state or federal laws arising out of or related to any act of omission by the County in undertaking cleanup or remediation for any Hazardous Waste.

(d) No Waiver. By signing this Agreement the County has not repudiated, abandoned, surrendered, waived or forfeited its right to bring any action, seek indemnification or seek any other form of recovery or remedy against any third party responsible for any Hazardous Waste on any Right of Way within the Project limits. The County reserves the right to bring any action against any third party for any Hazardous Waste on any Right of Way within the Project limits.

18. Inspections. The County is responsible to provide Construction Engineering for the Project in accordance with the documents identified in Article III, paragraph 4 above.

(a) By County Personnel. County personnel who are fully qualified to perform the inspection services in a competent and professional manner may be utilized by the County to inspect the Project, in which case the County shall provide the Secretary with a list of such personnel who will act as the assigned inspectors and their certifications.

(b) By a Consultant. If the County does not have sufficient qualified engineering employees to accomplish the Construction Engineering on this Project, it may engage the professional services of a qualified consulting engineering firm to do the necessary services. However, any Consultant retained must represent it is in good standing and full compliance with the statutes of the State of Kansas for registration of professional engineers, the FHWA, and all Federal agencies, provide personnel who are fully qualified to perform the services in a competent and professional manner, and provide the Secretary with a list of assigned inspectors and their certifications.

(c) Protective Clothing. The County will require at a minimum all County personnel and all Consultant personnel performing Construction Engineering comply with the high visibility apparel requirements of the KDOT Safety Manual, Chapter 4, Section 8 Fluorescent Vests. If the County executes an agreement for Construction Engineering, the agreement shall contain this requirement as a minimum. The County may set additional clothing requirements for adequate visibility of personnel.

19. Corrective Work. Representatives of the Secretary may make periodic inspections of the Project and the records of the County as may be deemed necessary or desirable. The County will direct or cause its contractor to accomplish any corrective action or work required by the Secretary's representative as needed for a determination of state participation. The Secretary does not undertake (for the benefit of the County, the Contractor, the Consultant, or any third party) the duty to perform day-to-day detailed inspection of the Project or to catch the Contractor's errors, omissions or deviations from the final Design Plans.

20. **Traffic Control.** The County agrees to the following with regard to traffic control for the Project:

(a) **Temporary Traffic Control.** The County shall provide a temporary traffic control plan within the Design Plans, which includes the County's plan for handling multi-modal traffic during Construction, including detour routes and road closings, if necessary, and installation of alternate or temporary pedestrian accessible paths to pedestrian facilities in the public Right of Way within the Project Limits. The County's temporary traffic control plan must be in conformity with the latest version of the Manual on Uniform Traffic Control Devices (MUTCD), as adopted by the Secretary, and be in compliance with the American Disabilities Act of 1990 (ADA) and its implementing regulations at 28 C.F.R. Part 35, and FHWA rules, regulations, and guidance pertaining to the same. The Secretary or the Secretary's authorized representative may act as the County's agent with full authority to determine the dates when any road closings will commence and terminate. The Secretary or the Secretary's authorized representative shall notify the County of the determinations made pursuant to this section.

(b) **Permanent Traffic Control.** The location, form and character of informational, regulatory and warning signs, of traffic signals and of curb and pavement or other markings installed or placed by any public authority, or other agency as authorized by K.S.A. 8-2005, must conform to the manual and specifications adopted under K.S.A. 8 2003, and any amendments thereto are incorporated by reference.

(c) **Parking Control.** The County will control parking of vehicles on the County streets throughout the length of the Project covered by this Agreement. On street parking will be permitted until such time as parking interferes with the orderly flow of traffic along the street.

(d) **Traffic Movements.** The arterial characteristics inherent in the Project require uniformity in information and regulations to the end that traffic may be safely and expeditiously served. The County shall adopt and enforce rules and regulations governing traffic movements as may be deemed necessary or desirable by the Secretary.

21. **Access Control.** The County will maintain the control of access rights and prohibit the construction or use of any entrances or access points along the Project within the County other than those shown on the final Design Plans and in accordance with the KDOT Access Management Policy, unless prior approval is obtained from the Secretary.

22. **Financial Obligation.** The County will be responsible for one hundred percent (100%) of the total actual costs of Construction (which includes the costs of all Construction Contingency Items) that exceed \$1,250,000.00 for the Project. Further, the County agrees to be responsible for one hundred percent (100%) of the total actual costs of Preliminary Engineering, Construction Engineering, Right of Way, and Utility adjustments for the Project. The County shall also pay for any Non-Participating Costs incurred for the Project.

23. **Prior Costs Incurred.** The County shall be responsible for one hundred percent (100%) of any Project costs incurred by the County for the Project prior to the funding for the Project being authorized, obligated, and approved by the Secretary.

24. **Audit.** The County will participate and cooperate with the Secretary in an annual audit of the Project. The County shall make its records and books available to representatives of the Secretary for audit for a period of five (5) years after date of final payment under this Agreement. If any such audits reveal payments have been made with state funds by the County for items considered Non-Participating Costs, the County shall promptly reimburse the Secretary for such items upon notification by the Secretary.

25. **Accounting.** Upon request by the Secretary and in order to enable the Secretary to report all costs of the Project to the legislature, the County shall provide the Secretary an accounting of all actual Non-Participating Costs which are paid directly by the County to any party outside of the Secretary and all costs incurred by the County not to be reimbursed by the Secretary for Preliminary Engineering, Right of Way, Utility adjustments, Construction, and Construction Engineering work phases, or any other major expense associated with the Project.

26. **Cancellation by County.** If the County cancels the Project, it will reimburse the Secretary for any costs incurred by the Secretary prior to the cancellation of the Project. The County agrees to reimburse the Secretary within thirty (30) days after receipt by the County of the Secretary's statement of the cost incurred by the Secretary prior to the cancellation of the Project.

ARTICLE IV

GENERAL PROVISIONS:

1. **Incorporation of Documents.** The final Design Plans, special provisions, Construction Contract Proposal (as available), the Project Procedures Manuals, the agreement estimate for Construction Engineering services (if applicable) and other Special Attachments (Index provides List of Special Attachments) are all essential documents of this Agreement and are hereby incorporated by reference and made a part of this Agreement.

2. **Compliance with Federal and State Laws.** The County agrees to comply with all appropriate state and federal laws and regulations applicable to the Project.

3. **Civil Rights Act.** The Special Attachment No. 1, pertaining to the implementation of the Civil Rights Act of 1964, is attached and made a part of this Agreement.

4. **Contractual Provisions.** The Provisions found in Contractual Provisions Attachment (Form DA-146a, Rev. 06-12), which is attached hereto, are hereby incorporated in this contract and made a part hereof.

5. **Headings.** All headings in this Agreement have been included for convenience of reference only and are not to be deemed to control or affect the meaning or construction or the provisions herein.

6. **Binding Agreement.** This Agreement and all contracts entered into under the provisions of this Agreement shall be binding upon the Secretary and the County and their successors in office.

7. **No Third Party Beneficiaries.** No third party beneficiaries are intended to be created by this Agreement and nothing in this Agreement authorizes third parties to maintain a suit for damages pursuant to the terms or provisions of this Agreement.

IN WITNESS WHEREOF the Parties have caused this Agreement to be signed by their duly authorized officers as of the Effective Date.

ATTEST:

FRANKLIN COUNTY, KANSAS

COUNTY CLERK (Date)

CHAIRPERSON

(SEAL)

MEMBER

MEMBER

Kansas Department of Transportation
Secretary of Transportation

BY: _____
Catherine M. Patrick, P.E. (Date)
State Transportation Engineer

Franklin County Agenda Cover Sheet



To: Franklin County Board of County Commissioners
From: Jon Holmes
Department: Administration
Date: 8/8/2016

AGENDA ITEM NARRATIVE

Consideration of Tourism Promotion, Marketing and Event Coordination Services Proposals

BACKGROUND

On May 16, 2016 a Request for Proposals (RFP) was submitted for review by the Franklin County Board of Commissioners for Tourism Promotion, Marketing and Event Coordination Services. (See Attached RFP) This RFP was advertised per policy, and open for 30 days with a closing date for proposals on June 28, 2016.

See attached Management Summary.

SPECIFIC ACTION REQUESTED

Motion to enter into contract negotiations with the Ottawa Area Chamber of Commerce for the provision of Tourism Promotion, Marketing and Event Coordination Services for Franklin County

ATTACHMENTS

(1) Management Summary (2) Franklin County Tourism RFP (3) Ottawa Area Chamber of Commerce Tourism Services Proposal (4) Ottawa Area Chamber of Commerce Tourism Services Proposal Committee Scoresheet (5) Convention and Visitors Bureau Tourism Proposal (6) Convention and Visitors Bureau Tourism Services Proposal Committee Scoresheet



BOARD OF FRANKLIN COUNTY COMMISSIONERS

Richard A. Howard, 2nd District - Chairman

Colton M. Waymire, 1st District
Roy C. Dunn, 3rd District

Steve Harris, 4th District
Randall Renoud, 5th District



Office of the County Administrator
Jon Holmes, M.P.A.

To: Franklin County Commissioners
From: Jon Holmes, County Administrator
Re: Tourism RFP
Date: 08/10/16

Background

On May 16, 2016 a Request for Proposal (RFP) was submitted for review by the Franklin County Board of Commissioners for Tourism Promotion, Marketing and Coordination Services. (See attached RFP) This RFP was advertised per policy, and open for 30 days with a closing date for proposals on June 28, 2016.

An ad hoc committee was formed to evaluate the submitted proposals. In order to ensure that surrounding communities who had a vested interest in tourism and promotion of the county were involved in the process. The committee members consisted of elected officials, and staff from communities around the county. This included the Honorable Marie Seneca, Mayor of Pomona, the Honorable Jon Horne, Mayor of Williamsburg, Tammy Jones, City Clerk for the City of Wellsville, Janet Paddock, County Clerk of Franklin County, and myself.

Summary

To proposals were received by my office by the deadline:

- The Franklin County Visitors Bureau
- The Ottawa Area Chamber of Commerce

The received proposals were delivered to the committee members after they were received in my office the week of June 28th. The committee then met on July 12th to discuss the proposals, and review the scoring matrix.

On July 26th, the committee received presentations from both organizations that submitted proposals. The presentations were approximately 20 minutes, and the committee had a question and answer session with each organization after the presentations.

Each Committee member submitted a completed scoring matrix with assigned points, and observational comments. The scores and the comments were combined into single scoring sheets for review by the Commissioners, and also the public. Additionally, the identification of who made which comment, or assigned each score has been redacted.

One adjustment has been made in the interest of fairness. One of the evaluators was unable to attend the presentation; it is my position that those scores should not have the same weight as the others, who attended the presentations and had the opportunity to ask questions and receive feedback. In that spirit the scores of that evaluator have been cut in half on both scoring matrix.

Recommendation

After receiving the presentations from the proposers the committee discussed pros and cons of each organization's submitted proposal. Each committee member provided a completed scoring matrix with score and comments. Those scores, comments and observations have been consolidated into a single form and provided to you for your review.

Based on the scores and comments received, it is the recommendation of the committee that the Franklin County Commission award the contract for Tourism Promotion, Marketing and Event Coordination Services to the Ottawa Area Chamber of Commerce.

It is our opinion that the proposal that was submitted by the Ottawa Area Chamber of Commerce is the most progressive and innovative proposal, and most clearly addresses the points outlined in the RFP.

The Chamber has a proven history of success within not only Ottawa, but within the County, region and state as evidence by their many activities and partnerships. Their proposal presents solid and reasonable proposals concerning a new direction for tourism services and present exciting ideas and opportunities that they intend to take advantage of in order to reinvigorate tourism services within all of Franklin County.

It is the belief of the committee that by adding this component to their operations, the Ottawa Area Chamber of Commerce will be able to draw on the other resources within the existing Chamber office for greater results. This will enable the Chamber to better meet the expectations of the County Commissioners, local communities within Franklin County and the many businesses that the Chamber works with in those communities, ultimately resulting in a greater benefit for all of Franklin County.

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.**



Proposal for
***Tourism Promotion,
Marketing and Event
Coordination Services***

*Prepared for
Franklin County*



OTTAWA
AREA CHAMBER OF COMMERCE
LIGHTING THE WAY FOR OUR COMMUNITY

*June
2016*



Franklin County Courthouse

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On the cover: Light poles like the one on this cover can be found throughout downtown Ottawa and at the Visitor Information Center. They are a staple of some Franklin County organizations' marketing efforts, including in the Ottawa Area Chamber of Commerce's logo. They complement the Chamber's tagline: "Lighting the way for our community."



LIGHTING THE WAY FOR OUR COMMUNITY

June 28, 2016

Franklin County
Franklin County Annex
1428 S. Main St., Suite 2
Ottawa, KS 66067

Tourism Promotion, Marketing and Event Coordination Proposal Committee,

Please find enclosed the Ottawa Area Chamber of Commerce's response to Franklin County's Request for Proposals for Tourism Promotion, Marketing and Event Coordination Services. We are responding to this request because of the Chamber's desire to create and implement strategic, multimedia tourism marketing services that will help lead to increased tourism business and the number of visitors coming to Franklin County.

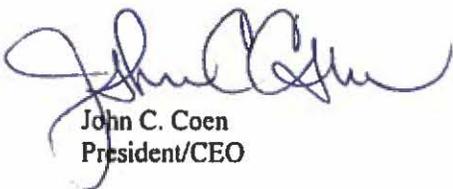
The Chamber originally was organized in 1899 and is the longest serving economic and community development organization in Ottawa and Franklin County, having been a continuous organization for 115 years. Initially called Ottawa's Commercial Club and Board of Trade, it was located on the third floor of the Hamblin Building at Second and Main Streets, just one-half block from the current location at 109 E. Second St. On Dec. 11, 1929, the Chamber officially was incorporated and has been a chartered organization for 87 years.

The name of the organization has changed several times over the course of the years. In 1979, the name became the Greater Ottawa Chamber of Commerce, and in 1987 it was renamed to the current title: the Ottawa Area Chamber of Commerce. All this is significant in that it demonstrates a consistent effort to more closely associate with the greater community of Franklin County.

The Chamber has been a continuous force in the life of the Franklin County community, having championed such efforts as flood control, Interstate 35 and other highway development and improvements, downtown revitalization, industrial park land development, advocating for new schools and housing developments and many other community initiatives through the years.

Almost 90 years ago, a group of local leaders came together and realized they could be more effective promoting and advocating for our community speaking with one voice as an organization. That same principle still applies today. The more singular our efforts of advocacy can be, the stronger our voice becomes. Then as now, they understood the importance of not duplicating efforts or spending. And in this same vein, now as then, we understand the strength of the Chamber is the organization's ability and tenacity to promote Ottawa and Franklin County.

Sincerely,



John C. Coen
President/CEO

MISSION STATEMENT

The mission of the Ottawa Area Chamber of Commerce is to promote growth and economic vitality of its membership and to provide leadership for the improvement of the business climate and overall quality of life in our region.



Day on the Farm

Experience

Events

Even though the Chamber has championed major community initiatives like flood control and transportation development, it also has been at the heart of many successful events Franklin County offers. The Chamber is committed to the promotion and execution of events in Franklin County, much of which is done through the Events and Promotions Committee and Agribusiness Committee. These committees, along with Chamber staff, work tirelessly with organizations like the Ottawa Main Street Association and others to promote events in Franklin County.

The Chamber believes strongly in creating a community of global thinkers, which is why the organization coordinates an international trip for community members each year. Being able to travel and bring ideas back to the community is very important in developing new tourism concepts locally.

In addition to promotion, the Chamber organizes a number of events throughout the year that don't just benefit Chamber members but all of Franklin County residents and visitors. A few of these include:

Day on the Farm

- In partnership with Farm Bureau, Day on the Farm has been a Chamber event for nearly 20 years. Between Franklin County third-graders, parents and volunteers, the event provides agricultural education for nearly 600 people annually.

Flea Market

- In partnership with Ottawa Main Street Association and many local businesses, the annual spring flea market included more than 100 booths this year and drew more than 1,000 people to downtown Ottawa.

Ladies Night Out

- For 10 years Ladies Night Out has been a community favorite for shopping. The event involves coordination with more than 35 local businesses and draws 400-500 shoppers each year.



Digital Marketing Development

In addition to maintaining its own website (ottawakansas.org), Facebook page and Twitter account, the Chamber plays a key role in developing marketing strategies and campaigns for area businesses and initiatives related to tourism. Each year, the Chamber facilitates a series of workshops focusing on social media and website development for area business owners. These workshops provide practical, hands-on knowledge about how businesses can increase their digital presence and in turn increase their foot traffic and sales.



In fall 2012, CNNMoney Magazine ranked Ottawa among the top 25 best places to retire in the nation. The article noted the area's biggest draws as the architecturally rich buildings and more than 200 miles of converted rail trails. The recognition inspired the Chamber, along with Ottawa Main Street Association, Franklin County Convention & Visitors Bureau and Franklin County Development Council, to launch a marketing campaign in June 2013. The campaign — Live, Work, Retire — included promotion through postcards, billboards on I-35 and a website, as well as a chance to win a free trip to Ottawa. This campaign was a great example of the Chamber taking the lead on a project that drew more attention and visitors to Franklin County.

Editorial Content Development

The Chamber also is heavily involved in producing written content promoting Franklin County — both for print and digital media. This is done through writing news releases, blogs for websites, letters to the editor on relevant issues and producing content for local brochures. The Chamber is experienced in writing not only about businesses and events but also about education, housing, healthcare and other significant local issues.

The Chamber works closely with local media outlets — The Ottawa Herald and KOFO Radio — in addition to regional media when asked for expertise on newsworthy items. The Herald and the Chamber also have a partnership that allows for promotion of events and news items quarterly in the newspaper.



Sunflower Foundation
HEALTH CARE FOR KANSANS

June 27, 2016

Franklin County Board of County Commissioners
1428 S Main Street
Ottawa, KS 66067

Dear Franklin County Commissioners,

The Sunflower Foundation is pleased to send a letter of recommendation in support of the proposal by Ottawa Area Chamber of Commerce to provide Franklin County's "Tourism Promotion, Marketing and Event Coordination Services."

Sunflower is a statewide health foundation that works closely with communities to create public places for Kansans of all ages and abilities to be active outdoors. This includes support for three projects in Franklin County, resulting in more than \$40,000 in grants between 2010 and 2015.

We support the Chamber's vision for transitioning the Visitor's Information Center into a destination—a trailhead where individuals and families can travel to gain access to the Prairie Spirit Trail and Flint Hills Nature Trails for a day or weekend of biking or hiking, picnicking and even camping. Currently there is no such "front door" for these trails.

As we have learned, trails help spur economic activity and job creation. The success of the Katy Trail in Missouri is a model for how trails can stimulate tourism and business growth all along the trail—including dining, shopping, and overnight activities.

Each of these trails holds the potential to be a significant economic and tourism engine. At the intersection of these trails, with Interstate 35 nearby, Ottawa is uniquely positioned maximize their potential. Sunflower Foundation is pleased to support the Ottawa Area Chamber of Commerce's proposal to do so.

Sincerely,

Billie G. Hall
President & CEO



Public Health
Prevent. Promote. Protect.

Franklin County Health Department
1418 South Main, Suite 1
Ottawa, Kansas 66067

Mary "Midge" Ransom, Director
785-229-3530 (phone)
785-229-3529 (fax)
mransom@franklincoks.org

June 27, 2016

John Coen, President/CEO
Ottawa Area Chamber of Commerce
109 E. Second
Ottawa, Kansas 66067

John,

The Franklin County Health Department and the Live Healthy –Franklin County Initiative is happy to support the Chamber's proposal for the Visitor's Center. Using the building as a trail head for bicyclists could greatly enhance our "Bike Franklin County" efforts. We know that many out-of-town bicyclists come to Franklin County to use our trails and we expect that number will grow as the Flint Hills Nature Trail and out county bicycle/pedestrian plan is developed further. A safe, visible parking spot with bathrooms and information on our county is needed for our visitors. Connecting the trail system from the center, across the river to downtown and to businesses further south is a benefit to our community and visitors alike. With that connection, our visitors and residents alike can access the planned routes to visit our smaller towns and historical sites.

Using social media to promote Franklin County fits well with the Chamber's efforts. Additional meeting space available at the center would also be welcome for many groups. I know that Chamber leadership would assure that efforts undertaken would be done well.

There are a significant number of grant opportunities currently to assist with development of active transportation projects. I would be willing to help write grants or participate as needed to help promote and implement this project.

Respectfully,

Mary "Midge" Ransom, PhD

Wynndee Lee

404 E. 11th, Ottawa, KS 66067

June 25, 2011

John Coen
Chamber of Commerce

RE: Proposal for Tourism for Trailhead Proposal

Dear John:

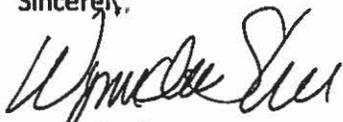
Thank you for the opportunity to lend my support to the Chamber Proposal related to tourism. I have appreciated your interest in furthering tourism and opportunities in Ottawa and Franklin County.

I reviewed the proposal you shared and found the concepts sound and accurate, especially related to younger travelers and use of the current Visitor Information Center. While I can appreciate for some visitors, this is still a welcome and beautiful way to get to know the area; for others, it would not be of value given more and more reliance on digital information by GPS Units, phones, and pre-planning on the internet.

Related to the possible use of the center, expanding it to be able to respond to specific tourists: particularly bicyclists or others using the trails meeting in Ottawa, is very positive. Having a very visible trailhead would be wonderful and one that is available more than what can be found currently certainly welcome. Additional grants to connect that site to the two trails is essential, but will garner local support as they parallel community visions for additional trails for local use as well as travelers. Additional amenities for self-repair, vehicle parking, and guides to local events, places to stay and eat, and maps of other areas to travel to ideal at this site. Both personally and professionally, I support increasing focus on alternative transportation methods for health benefits, and truly believe there are significant tourism benefits as well. I don't believe locally we have embraced the opportunities that trail enthusiasts hold given the crossroads of the trails and this proposal is one that could leapfrog the community forward.

Good luck with the proposal and community efforts

Sincerely,



Wynndee S. Lee

June 26, 2016

I am writing a letter of recommendation for the Ottawa Area Chamber of Commerce's proposal to become controlling entity for the Franklin County Visitor Center on K-68 Highway on the east edge of Ottawa.

I was asked to write a letter of support because of my interest in recreational cycling and my involvement with the Franklin County Health Department's Active Transportation Committee that supports alternative methods of transportation (walking, running cycling) and an active lifestyle.

Ottawa and Franklin County are uniquely situated at the crossroads of the Flint Hills Nature Trail, the Prairie Spirit Trail, I-35 and US-59, and a short distance outside of a large population base with expendable income who are slowly learning of our excellent multi-use off road riding trails. All of these features are in place but only if we capitalize on them will they live up to their potential and bring the greatest gain to our community.

Tourism is an often overlooked entity in many communities. Having a visitor center close to the highway allows us to highlight our local offerings and draw in out of town visitors and dollars that otherwise would go elsewhere.

The most successful communities have learned to capitalize on their strengths. Being at the crossroads of the two trails is definitely a strength that we should not overlook.

My wife Linda and I have traveled the Midwest and ridden several off road trails in adjoining states. We have seen firsthand the success stories of small towns that have opened bike shops and restaurants along their trails and have become destination points for out of town visitors.

I feel that the Ottawa Area Chamber of Commerce is the right organization to capitalize on this opportunity and fully support their plan of action and feel that it has the potential to make our community a destination point on the growing network of off road trails.

Louis Reed

Over The Road Gang Car Club
PO Box 843
Ottawa, Kansas 66067

For a number of years, the Over The Road Gang club has been allowed to use the Franklin County Visitors Center on the Saturdays of the Ol' Marais River Run for registration. The location and easy access of the Center have made it a great facility to handle the very heavy volumes of traffic our registration generates.

For several years, the staff at the Visitor Center has helped us design, and have printed posters for the Ol' Marais River Run. They have always been very helpful in distributing flyers, calendars, and other material related to the River Run. They have provided web links and other advertisement for the Ol' Marais River Run, and have answered many questions from visitors about the event, and have provided information, or directions to our web site, or members, for those seeking information.

We would like to add that the Visitor Center is a great facility, in an almost perfect location for our needs, and that the staff has always tried to help us in every way, and to make the Center available to us.

As a member of the Ottawa Area Chamber of Commerce, and because of our long successful relationship with the Chamber, we are confident that if their proposal is granted, our use of the Visitor Center will continue with their full support.

Thank You,

Ed Clark

Secretary,

Over The Road Gang



Williamsburg Jayhawker Days

Knowledge of Franklin County

Communities

Located near larger cities like Lawrence, Kansas City and Emporia, Franklin County possesses rural charm and a small-town feel, while boasting many amenities typically only found in larger communities. Franklin County is blessed to have two great hiking and biking trails: the Flint Hills Nature Trail and Prairie Spirit Rail Trail State Park. In the near future, the portion of the Flint Hills trail connecting Pomona to Ottawa will be completed, joining the portion of the trail already in use between Ottawa and Rantoul. The completion of the trail in Franklin County will provide an opportunity to unite the county's connected communities in an effort to increase biking and hiking — and in turn, tourism — in the area.

- Lane
- Ottawa
- Pomona
- Princeton
- Rantoul
- Richmond
- Wellsville
- Williamsburg

One of the areas Franklin County's eight incorporated cities thrive in is offering a variety of events throughout the year. When an organizer is thinking about putting on an event, the Chamber rises to the top of the list of organizations in Franklin County that have the ability to help plan, promote and execute a successful event. The Chamber has been involved for many years in major events like the Ol' Marais River Run. We recognize the importance events like the car show, Power of the Past Antique Engine & Tractor Show, Cowboy Days, SWAN Arts Festival, Franklin County Fair & Rodeo, Wellsville Days, Jayhawker Days, the fairs in Richmond and Lane and other events play in bringing visitors to the community. These events — and many others — also are the lifeblood for Franklin County residents and provide a quality of life one doesn't necessarily always see in small communities.

Franklin County also boasts a number of great shops, restaurants and attractions. Restaurants like Guy & Mae's Tavern (Williamsburg), Smokey's BBQ (Wellsville), Brand 'n' Iron (Princeton) and Amigos Mexican Restaurant (Pomona) are must-stop eating establishments for visitors and locals. In addition, the community is fortunate to have museums in Appanoose, Ottawa, Richmond, Wellsville and Williamsburg and a variety of other attractions like Pleasant Ridge (Rantoul), Pome on the Range Orchards & Winery (Williamsburg), Dunn's Landing (Wellsville) and the Plaza Cinema (Ottawa). The Franklin County Quilt Block Tour is one attraction that encompasses all of Franklin County's communities.



Richmond Free Fair

Tourism Economy

Kansas

- 34.8 million visitors
- Travelers spent \$6.2 billion
- A total of 92,698 jobs, with income of \$2.8 billion, were sustained by travelers to Kansas last year.
- Traveler-supported employment represents 4.9 percent of all employment in Kansas.
- In the absence of state and local tax revenues generated by travelers, each Kansas household would need to pay \$511 in order to maintain the same level of public services

– According to the 2014 data provided by the Kansas Department of Wildlife, Parks and Tourism.

Franklin County

- \$29.67 million visitor spending
 - Lodging – \$4.4 million
 - Food and beverage – \$7.42 million
 - Retail – \$4.28 million
 - Recreation – 2.7 million
 - Transportation – \$10.85 million
- 9.8 percent growth rate

– According to the 2013 tourism economic impact report provided by the Kansas Department of Wildlife, Parks and Tourism.

WHO VISITS FRANKLIN COUNTY?

2014 Visitor Information Center Demographics

VIC total visitors: 3,073

Kansas: 1,477

- In county: 656
- Out of county: 821

Out of state: 1,541

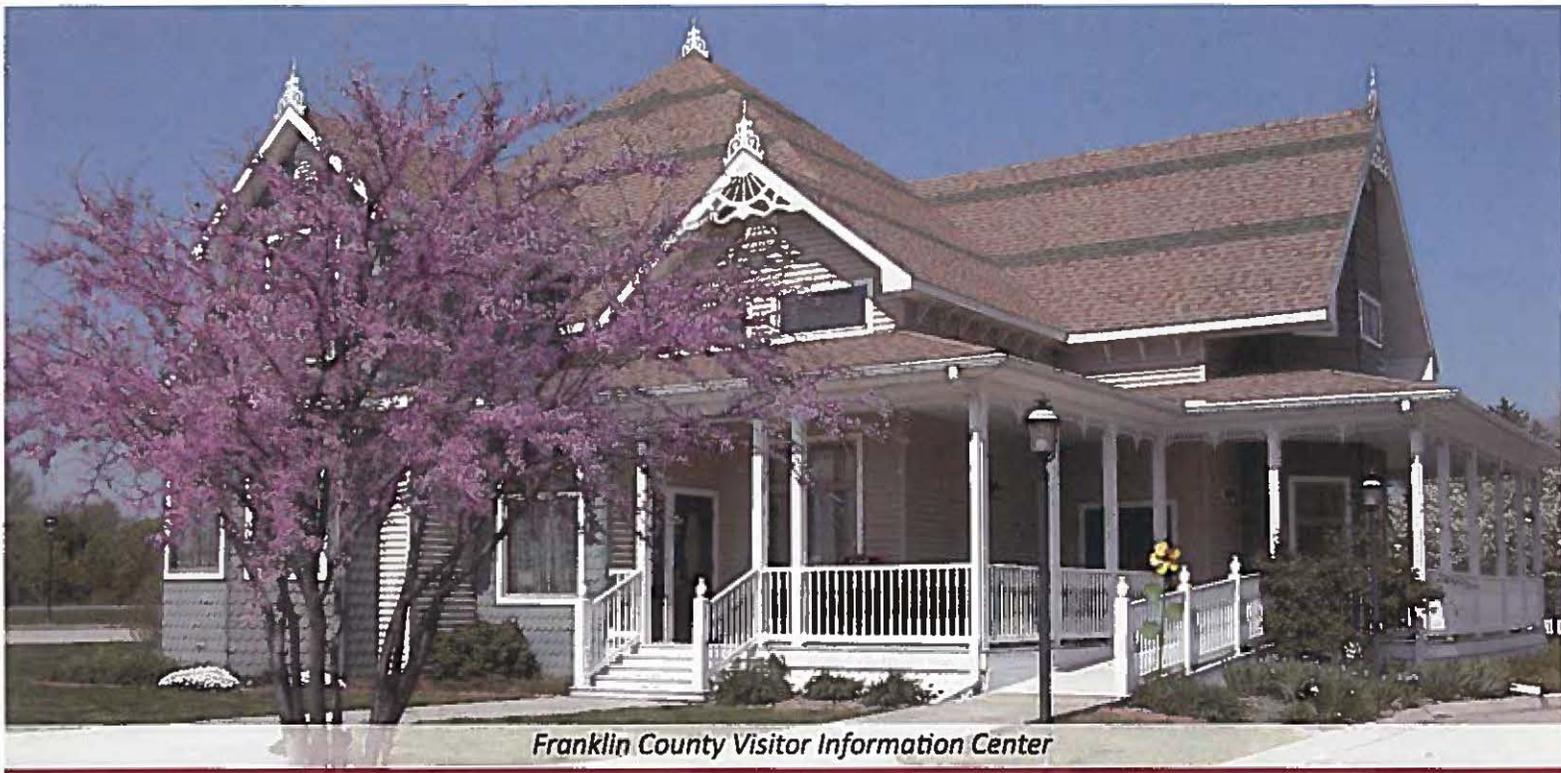
Most popular:

- Missouri – 383
- Minnesota – 196
- Iowa – 112
- Oklahoma – 105
- Texas – 83

International: 55

- Australia, Brazil, Canada, England, Germany, Holland, Italy, New Zealand, Spain, Sweden, Switzerland, United Kingdom

– According to reports produced by the Franklin County Convention & Visitors Bureau.



Franklin County Visitor Information Center

Providing Services

Franklin County Visitor Information Center

Past

Driving along K-68 in Ottawa, it's difficult to miss the Franklin County Visitor Information Center at 2011 E. Logan St. The VIC, designed by architect Earl Devore, resembles a two-story Victorian house with details reminiscent of George P. Washburn, designer of the Franklin County Courthouse and many Victorian homes and buildings in Ottawa. The 5,000-square-foot facility, just west of the I-35 interchange, includes local and regional tourism information, two offices and a small meeting room. Reasons previously cited for needing a visitor facility included the desire to attract "snowbirds" — those who travel between the northern states and the Sunbelt as the seasons change — and to provide easy parking for extra-long RVs. The facility cost about \$600,000 to build and was funded 80 percent by federal grant money. When the VIC opened in the fall of 2002, Murray McGee, former Franklin County Convention and Tourism director, expected to attract 100 visitors per day during the summer, with hopes of attracting 30,000 visitors per year within three years.

Present

Despite the early hopes of attracting 30,000 visitors per year to the VIC, visitor numbers have been a far cry from that early prediction. According to reports produced by the Franklin County Convention & Visitors Bureau, the VIC visitor numbers peaked during the facility's few months open in 2002, combined with all of 2003 for a total of 6,420. The building averaged between 4,000 and 6,000 visitors from 2004 to 2011. Since 2011, VIC visitor numbers have steadily declined to fewer than 4,000 visitors per year and barely 3,000 visitors in 2014. While it's easy to blame elements like the economy for a decrease in visitor numbers, it's obvious a broader conversation is needed regarding tourism in Franklin County and especially the important role the VIC plays.

VIC Visitor Numbers

- 2014: 3,073
- 2013: 3,483
- 2012: 3,790
- 2011: 4,937
- 2010: 5,621
- 2009: 6,112
- 2008: 4,976
- 2007: 4,901
- 2006: 5,054
- 2005: 5,167
- 2004: 4,659
- 2002-03: 6,420

— According to reports produced by the Franklin County Convention & Visitors Bureau.



Flint Hills Nature Trail

Future

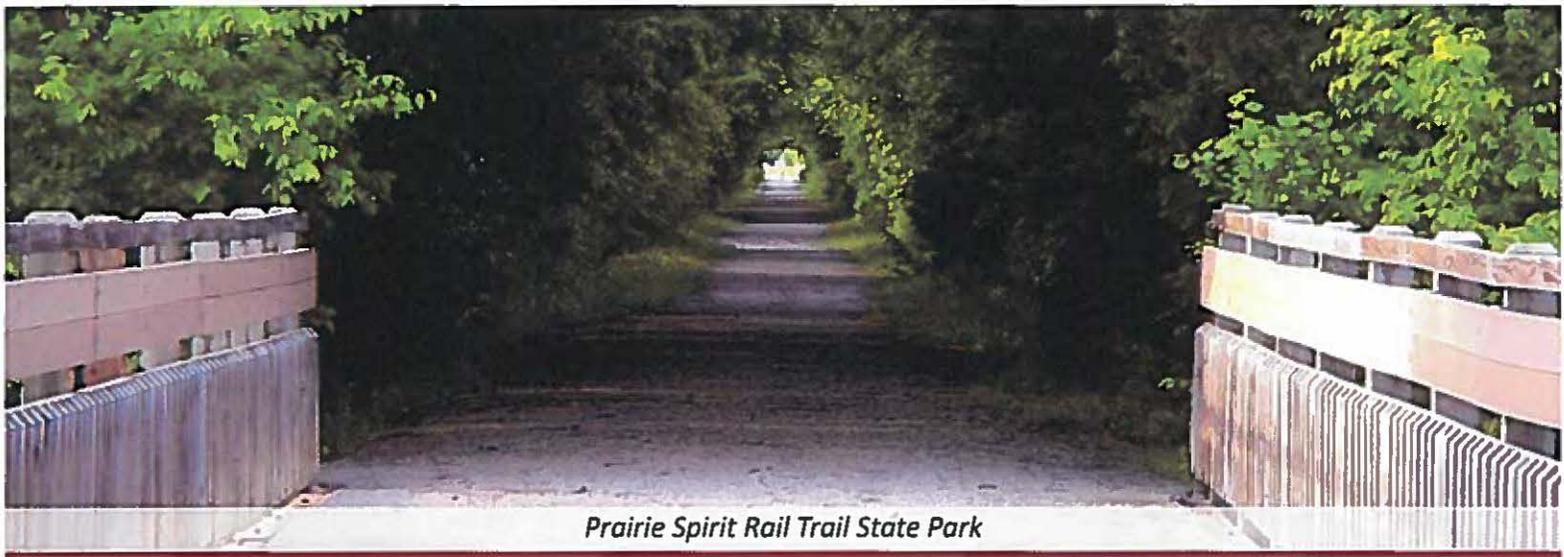
The face of tourism was much different when the VIC opened its doors in 2002. Although it's now difficult to remember a time before social media, Facebook did not make its debut until 2004. At the time, Google hadn't staked its claim as the world's most popular search engine, and even websites weren't necessarily considered a "must-have" for businesses. The public was still used to turning to traditional media outlets — newspapers, television and radio — to receive current news. If a family was planning a vacation, they'd purchase the latest atlas or state highway map — not open Google Maps on their smart phone. And, before the rise of TripAdvisor and Yelp, visitors mostly relied on word of mouth for travel recommendations for hotels, restaurants and attractions.

Looking back, the VIC was built with great intentions of serving visitors of that time. However, it has failed to evolve with the ever-changing tourism industry. As the Millennial population continues to invest in travel opportunities, Franklin County has to be poised to welcome this new type of visitor with open arms. Gone are the days of strictly relying on a billboard to entice travelers to take one of the exits off of I-35. Today, if a traveler hasn't predetermined a stop along a route by looking at a website or social media, the odds he or she will stop off the beaten path are slim to none. A strong digital presence is key to attracting a visitor to make a stop in Franklin County. But, this can only be accomplished after reconsidering the multi-faceted purposes of the VIC and implementing a strategic marketing plan to reach prospective visitors in ways they've never been reached before.

VIC Revival

Franklin County is blessed with a rich history, which once upon a time, involved the railroads having a strong presence in the life of the community. As modalities of transportation and methods of transporting goods has evolved over the years, the once predominant rail system has been abandoned. Additionally, society has evolved in the Midwest from predominantly rural areas to a more urbanized society with citizens living in residential neighborhoods — but still craving the call of the great outdoors. With the rail bank system in place, creating trails and access to Kansas' backyard, Franklin County is in a great position to offer metropolitan citizens the opportunity to play in the great outdoors.

Located at the crossroads of the Prairie Spirit Rail Trail State Park and the Flint Hills Nature Trail, we see Ottawa as a trailhead destination location of which, as a community, we need to take advantage. Currently, a site in Franklin County does not exist where visitors can travel, park their cars and access the trails for a day of activities. We propose the VIC can become this destination spot.

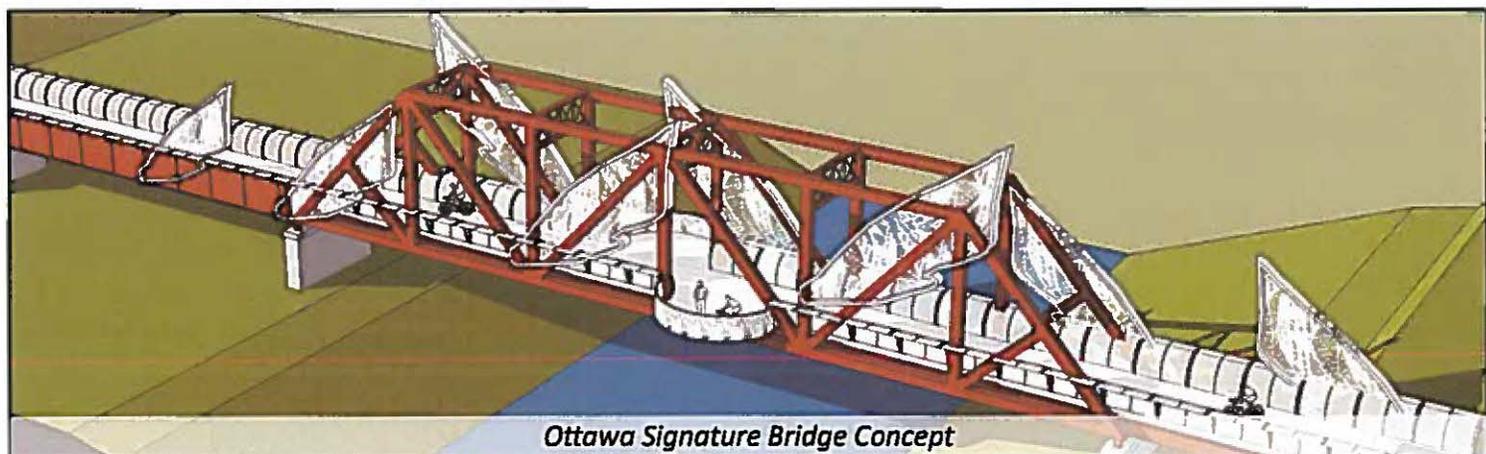


Prairie Spirit Rail Trail State Park

Ottawa is the only city where the Prairie Spirit trail, a 51-mile rail trail from Ottawa to Iola, and the Flint Hills trail intersect. The Flint Hills Nature Trail stretches for 117 miles across east-central Kansas, from Osawatomie in the east to Herington in the west, and passes through several communities, including three in Franklin County: Rantoul, Ottawa and Pomona. As construction moves forward on the Flint Hills trail, there's an opportunity for Franklin County — and specifically the VIC — to emerge as a potential trailhead. Through grant funding, strategic planning and enhancement of key partnerships with organizations like the Sunflower Foundation, Franklin County has an opportunity to become even more of a destination for local and regional cyclists, walkers and runners.

Local businesses and organizations are beginning to see the vision of a becoming a bicycle- and pedestrian-friendly community. The City of Ottawa soon will complete bike lanes from the 100 to 500 block of Walnut Street to address the unmarked section of the Prairie Spirit trail. A new coffee shop recently opened in the 100 block of Main Street with hopes of targeting those using the trail. Plans are underway for the former Ottawa City Hall building at 123 W. Fourth St. to become a bed and breakfast and bicycle shop. As the Flint Hills trail is developed, Ottawa will have one of four signature bridges along the trail. The bridge's concept comes from the name of the river: Marais des Cygnes or "Marsh of Swans."

Part of our strategy to make this proposal a reality is to engage an individual with previous demonstrated abilities to write successful grants. The purpose of this is to identify and obtain funding to transition the VIC location on K-68 into a destination to which individuals and families can travel to gain access to the trail system that bisects our community. We think it is important to use the word "transition" in describing this process. The progression of transitioning will involve working with local governing bodies, as well as the Kansas Department of Wildlife, Parks and Tourism, to convert a mindset of the VIC becoming something more than a traveler's stop. Additionally, a strategic and logical plan will need to be developed that satisfies safety of bikers, hikers and motor traffic, as well as state and local ordinances and regulations.



Ottawa Signature Bridge Concept



Old Depot Museum Exhibit

While the interior of the VIC's main floor is accommodating to visitors, the space could be reconfigured in order to have more local artwork and other exhibits on display. With strong arts and humanities organizations in Franklin County like the Ottawa Community Arts Council, SWAN Arts Foundation, Sunflower Piecemakers Quilt Guild, Franklin County Historical Society and area museums in Appanoose, Richmond, Wellsville and Williamsburg, the VIC could be the perfect venue to house additional pieces of local work. Marketing the VIC as an attraction with opportunities for engagement — instead of just a place to come for information or a restroom break — would increase the target market for visitors and even give local residents an incentive to visit the VIC and discover what's in their own backyard.

In addition, the VIC has one of the nicest intimate meeting rooms in Franklin County, but many people don't realize it's there. The board room is a great location for private business meetings, interviews, small club meetings and more. The second floor could potentially serve as a more accommodating location for small events. With an unfinished third floor and acreage around the facility, there are additional opportunities to expand the purpose of the VIC as additional funding is secured and as the community engages in the conversation.

Even though the VIC's main purpose is to attract visitors to Franklin County, that doesn't mean the facility is only for visitors. With increased programming for residents and training for those working locally in the hospitality industry, we could expand the number of people ready and willing to share the great aspects of Franklin County to visitors — whether it's a visitor at an event, restaurant, attraction, hotel or shop. Education must start with Franklin County's own residents before knowledge can spread to those outside of the community looking to visit.

Event Management/Coordination

The Chamber has decades of experience helping manage and coordinate events in Franklin County. One of the ways it's been able to accomplish this is by building great partnerships. Strategic partnerships are key to marketing Franklin County as a regional destination. Organizations like the Kansas Department of Wildlife, Parks and Tourism, Travel Industry Association of Kansas, Kansas City Regional Destination Alliance, Freedom's Frontier National Heritage Area and other groups frequently join forces to market the region and stretch the advertising dollar of the organizations involved. Additionally, local media and organizations like Ottawa Main Street Association, city councils and the Franklin County Development Council can partner to work toward promoting the community's assets.



Wellsville Car Show

Website

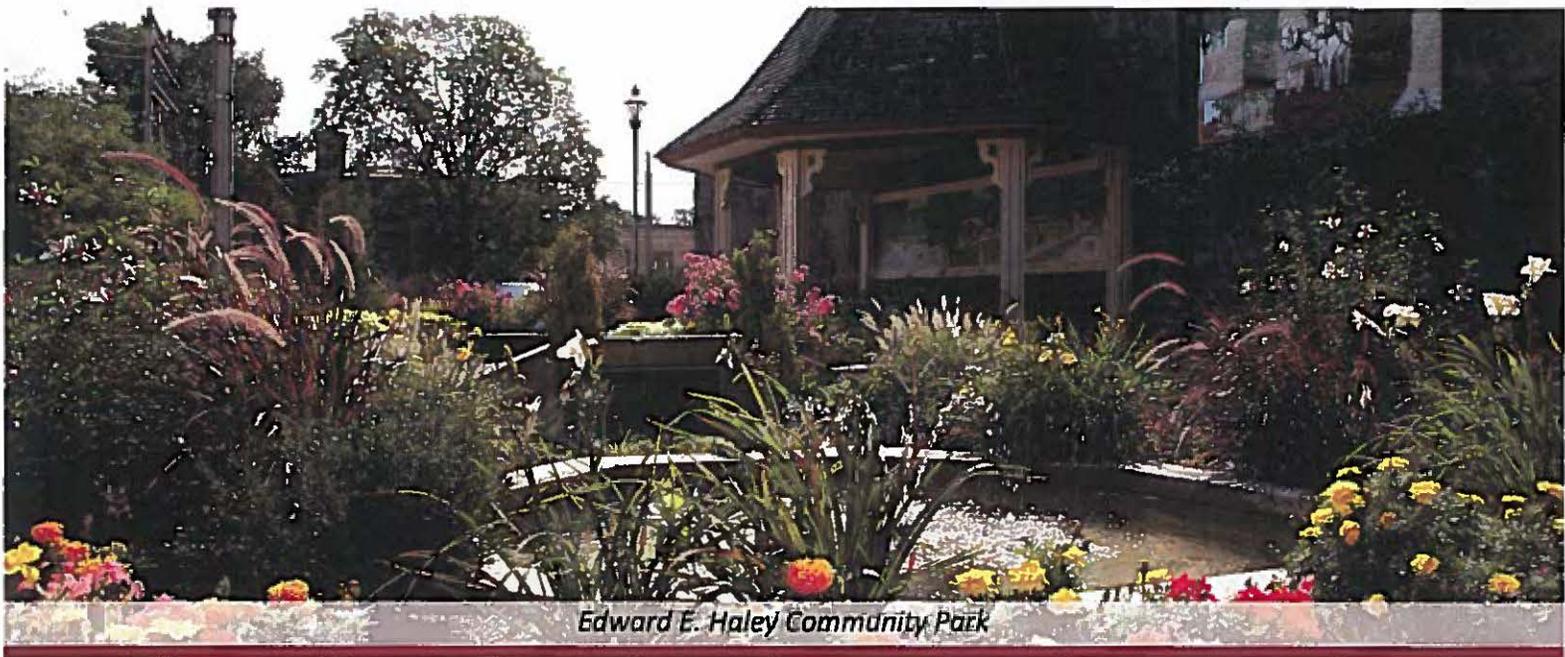
Franklin County's tourism presence is only as strong as its ability to communicate the community's selling points through the Internet. This starts with a dynamic website that includes everything from a calendar of events and information about local shops, restaurants and attractions to suggested itineraries, paid advertising, discount packages and an easy way to book a local hotel. If a user can't easily find information about Franklin County on a website or if the website seems out of date, you almost surely lose the opportunity to attract that person to the community. In a digital age, you have just a few seconds to make an impression on a prospective visitor. A successful website also incorporates a good Search Engine Optimization strategy. If someone is searching for something to do in the region, we want to make sure Franklin County is showing up toward the top of the search engine results, and that's done most successfully through website blogs and keyword usage.

Social Media

Gone are the days a business or organization could ignore social media. With Facebook's targeted advertising, page rating system, analytics and ability to reach thousands within minutes, it's a force to be reckoned with in the world of tourism. Other social media outlets, including Twitter, Instagram, Pinterest, LinkedIn and most recently Snapchat, also are making their marks on tourism's digital world. The usage of hashtags has changed the way people share their stories about a brand or experience. In order to get both local residents and visitors talking about tourism in Franklin County, it requires a strategic social media strategy and incentives for people to engage in the process.

Publications

While more and more people are going online to plan their trips or get visitor information, there will always be a need for some traditional forms of marketing. The Chamber is experienced in creating quality promotional materials such as brochures, fliers and rack cards. In addition, the Chamber produces a membership directory every other year. This publication potentially could be adapted to serve not only Chamber members but as a visitors guidebook for all of Franklin County, complete with local history, business information, accommodations, maps and more. These publications are important for distributing information about Franklin County to other visitor information centers across the state of Kansas and beyond.



Edward E. Haley Community Park

Branding/Advertising

We believe strongly in branding Franklin County as a community rather than individually as organizations or cities. We want people to realize when they arrive in Franklin County — whether it's in Ottawa, Wellsville, Lane, Pomona, Williamsburg or anywhere in between — that we're a welcoming community with so much to offer. Understanding what a Franklin County brand would be like plays an important role when considering how to advertise and promote the community to the rest of the world. Whether it's a print ad in The Ottawa Herald, commercial on KOFO Radio, flier in a storefront or something larger like a brochure or the visitor guidebook, the quality of the marketing materials produced have to be to a professional standard and consistent. The Chamber is ready and willing to not only consider what branding the county might look like but also how to help area businesses, organizations and events capitalize on the process.

Securing Sponsors

As a membership-based organization, the Chamber is an expert in securing sponsorships. This quality will play a major role in creating sponsorship packages to appeal to businesses for tourism-related events.

Travel Trade

What we say to those visiting the area through group tours can make or break tourism's economic impact on Franklin County. The Chamber has played host to these groups before and is a great fit to tell visitors about our community.

Market Research

Being able to track tourism's economic impact is as important today as it ever has been. Fortunately, the state tourism office has great tools to help determine local visitor numbers at events. In addition, the Chamber is committed to completing its own surveys and research to determine the tourism needs in Franklin County. This also will include monitoring visitors' digital footprints through website and social media analytics.

Budget

The Chamber is very capable of helping create advertising and marketing budgets for area events to aid in planning, in addition to helping track paid advertising and return on investment.

Representation/Advocacy

It's important that Franklin County be represented at local, state and regional events related to tourism. These events play a significant role in collecting visitor leads.

DESCRIPTION		NOTES
Transient Guest Tax	\$ 155,000.00	
Visitor Guide Income	\$ 12,000.00	
Gift Shop/Miscellaneous	\$ 3,500.00	
TOTAL INCOME	\$ 170,500.00	
Administration	\$ 8,000.00	
Advertising	\$ 10,000.00	
Billboards/signs	\$ 4,000.00	2 billboards, Williamsburg & Wellsville
Co-Sponsorships	\$ 2,500.00	
Utilities	\$ 7,500.00	gas, electric, sewer, trash, water
D&O Insurance	\$ 1,500.00	
VIC Insurance	\$ 1,500.00	liability insurance
Dues & Subscripts.	\$ 3,000.00	
Auto, Travel, Conf.	\$ 5,000.00	
Hospitality	\$ 1,000.00	coffee/water cooler/meetings
Legal & Accounting	\$ 7,500.00	
Supplies	\$ 3,000.00	
Printing/Copying	\$ 3,000.00	
Volunteer Services	\$ 500.00	recognition/awards
Postage	\$ 2,000.00	
Repair/Maintenance	\$ 3,000.00	✓
Salaries/payroll taxes	\$ 75,000.00	1.5 Full-time equivalents
Snow removal/Grass mowing	\$ 2,000.00	✓
Telephone/Internet	\$ 3,000.00	Tele, wireless internet
Technology/Web	\$ 5,000.00	website/hosting/software
Social Media	\$ 15,000.00	Twitter, Facebook, Constant Contact
Visitors Guide Expense	\$ 5,000.00	
Total Expenses	\$ 168,000.00	
NET INCOME	\$ 2,500.00	

Governance

The proposal agreement for tourism will be between the Franklin County Board of Commissioners and the Ottawa Area Chamber of Commerce.

Currently, the Board of Directors of the Chamber is composed of no fewer than nine elected members, one third of whom are elected annually to serve for three years; plus the following standing positions:

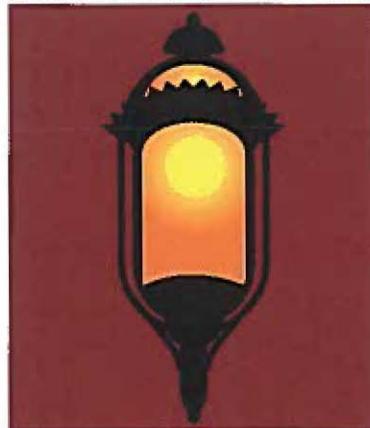
- Immediate past chairman of the Chamber
- Ottawa city manager/designated city commissioner
- President of Franklin County Development Council
- Provost of Ottawa University
- County administrator/designated county commissioner
- Superintendent of USD 290 Ottawa School District
- One member at-large selected by the board to serve one year during the term of the chairperson

We think this makeup represents a good cross-sectional representation of our community.

We are proposing a new standing advisory board be appointed by the current Chamber Board of Directors to serve in an advisory capacity to the Chamber board regarding tourism in Franklin County. While conceptual at this point, the service would be rotating terms of three years of service, with two successive terms allowed.

A tourism coordinator will be employed by the Chamber (answering to the Chamber CEO with reporting responsibilities to the advisory committee and ultimately the Chamber Board). The primary responsibilities of this position will be the day-to-day management of the VIC.

LIGHTING THE WAY
FOR OUR COMMUNITY



OTTAWA
— AREA —
CHAMBER
OF COMMERCE

Ottawa Area Chamber of Commerce

Scoring

Proposer qualifications, experience and demonstrated ability	25 Points
<ul style="list-style-type: none"> • Years of experience with events in Ottawa and Franklin County • Proposer is very qualified with economic and community development • Has great relationships with other organizations and understands the dynamics of the communities and how it relates to the VIC • Experience putting on events • Experience in promoting events and businesses especially in social media • Always looking for new ideas to improve on the existing • No recent experience and contacts with tourism • The Chamber has demonstrated both longevity • Ability to evolve • Remain receptive to the ever changing needs of the Community • Demonstrates the ability to efficiently run the Tourism Dept. • How involved is the Chamber currently outside of the County? • They have demonstrated experience and ability in promotion of businesses, events, and local attractions, it should not be difficult to expand that service to the entire county. • Members of governing board were able to oversee and assist tourism in the past, should be able to do so moving forward and be successful. 	<p>Evaluator 1 - 25 Evaluator 2 - 22 Evaluator 3 - 10* Evaluator 4 - 25 <u>Evaluator 5 - 22</u> Total 104/125</p> <p>*Half points counted, not present for presentations</p>
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section A of this RFP	30 Points
<ul style="list-style-type: none"> • Very impressed with Mr. Coen's forward thinking on the marketing issues • Wants to use more digital marketing, has knowledge on how to accomplish this and increase foot traffic and sales to Franklin County. • Has addressed the Live, Work, Retire campaign that has drawn more visitors to Franklin County after Ottawa was recognized as the top 25 best places to retire • Wants to have one strong voice not several fragmented ones • Make the Visitor's Center a destination for the trails • Someone on staff dedicated to manage Social Media • Experience collaborating with ALL local entities and local media • Work with local businesses to bring new events and shoppers-flea market and ladies night out • Chamber leadership is very much in touch with the need for strong marketing strategy • Will utilize the resources required to achieve • Outside of typical marketing strategies as proposed would like to see more digital methods used for tourism marketing. • The Chamber touches on what the proposed calls for but most events addressed for are in Ottawa • Presented a reasonable discussion of Ottawa as a natural "launch point" for area attractions and communities within the county and region • Discussed major points of interest within the county and how to utilize existing Chamber resources to address the expanded focus on tourism, and the county as a whole • Discussion of the changing face of tourism and what the Chamber sees as a strategy to address that change • Clearly articulates a plan to "revive" the Visitors Center and to again make it an asset that is being used in new and inventive ways 	<p>Evaluator 1 - 30 Evaluator 2 - 30 Evaluator 3 - 7.5* Evaluator 4 - 28 <u>Evaluator 5 - 28</u> Total 123.5/150</p> <p>*Half points counted, not present for presentations</p>

<p>Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City’s annual advertising budget</p>	<p>25 Points</p>
<ul style="list-style-type: none"> • Higher salaries than other proposal • Higher budget • Included items that may reduce the budget that they won’t need to take care of re: snow removal/grass mowing • All other expenses are comparable • Good budget experience • Well itemized and planned budget with contingency for unforeseen expenses • Equal to the other proposal with building expenses removed • Comparatively speaking the proposed budget is in line • Chamber’s proposed budget stays within reasonable expenditures, as well as shows generating income • Really appreciate the itemized budget compared to other proposals • Working within the confines of stated amount the County expects to pay • Included some items that the County will take care of, so reduces the budget to the right amount • Creating “synergy” by utilizing other Chamber resources to get more accomplished and expand services 	<p>Evaluator 1 - 20 Evaluator 2 - 25 Evaluator 3 - 7.5* Evaluator 4 - 23 <u>Evaluator 5 - 23</u> Total 98.5/125</p> <p>*Half points counted, not present for presentations</p>
<p>Reporting of measureable outcomes that result from marketing and tourism promotion</p>	<p>10 Points</p>
<ul style="list-style-type: none"> • Using websites to keep track of digital footprints through website and social media is a great tool • Knows what it takes to create a successful website and a good Search Engine Optimization strategy • Willing and committed to come up with its own surveys as well as utilizing the state tourism office • Demonstrated a knowledge of tourism impact and plans to track local results • Attention to detail and strong leadership will ensure timely numbers • Stated that they want to track results in order to ascertain what is working and what is not working regarding promotional activities and projects. 	<p>Evaluator 1 - 10 Evaluator 2 - 10 Evaluator 3 - 5* Evaluator 4 - 10 <u>Evaluator 5 - 10</u> Total 45/50</p> <p>*Half points counted, not present for presentations</p>
<p>Work with local entities and professionals and use of local service providers for marketing efforts</p>	<p>10 Points</p>
<ul style="list-style-type: none"> • My only concern is that it is the “Ottawa Chamber”, I am hopeful after talking with Mr. Coen that all other cities in Franklin County get the same amount of attention and advertising • Has worked with all of our local providers and understands the importance of utilizing community professionals • Demonstrated ability to work with Ottawa Herald and KOFO to promote local events and post flyers at local businesses to drive traffic to events • True “Team Approach” • Established network is another demonstrated strength of the Chamber • Discussed experience working with Wellsville chamber, state agencies, various organizations (Sunflower Foundation, Ottawa Main Street, SWAN Arts Foundation, et al) and advertising businesses to accomplish Chamber objectives and how those same relationships can be expanded on to address tourism goals and objectives 	<p>Evaluator 1 - 9 Evaluator 2 - 10 Evaluator 3 - 5* Evaluator 4 - 10 <u>Evaluator 5 - 10</u> Total 44/50</p> <p>*Half points counted, not present for presentations</p>
<p>Total</p>	<p>415/500</p>

Franklin County Convention & Visitors Bureau is an umbrella that covers all the spokes making up the Tourism, Promotion and Marketing strategy for Franklin County. The support and knowledge of the spokes: including but not limited to the Ottawa and Wellsville Chamber of Commerce, Ottawa Main Street, Franklin County Development Council, Ottawa Recreation Commission, Carnegie Cultural Center & Ottawa Community Arts Council, local Historical Societies and Museums and all those who Volunteer in Franklin County, keeps the umbrella open and functioning.

We have dedicated and talented people who passionately care about the community we live in, but that alone is not enough to promote our county. Weekly communication will be crucial for the continued success of the current events our community hosts, and future events we should consider sponsoring. Attending meetings is important, but being able to sit down and talk to the various entities is crucial and seems to be a missing piece of the current process. We can't work together if we don't come together. Establishing the regular meeting of the "spokes" would be a priority of the Franklin County CVB.

While one common theme of any event hosted by the county is to bring new people in to experience our community, not one model fits how that should be accomplished. Working in collaboration with the "spokes" the Franklin County Convention & Visitors Bureau will learn what support and assistance each event needs. Following up after the conclusion of the event to determine the level of success will also be crucial to future planning. Franklin County CVB would make this a priority too.

Umbrellas come in many colors and sizes, but all work the same. This is not unlike the board of directors that currently provides the guidance of the Franklin County CVB. Each member brings knowledge of different industries, and local experiences to their work here but all believe in the mission, the strategy of providing tourism, promotion and marketing for Franklin County, with the support and knowledge supplied by the "spokes." This team approach is special and healthy for our county as new voices join and not one vision dominates how the tourism, promotion and marketing are channeled. The RFP process has been thought provoking and reflective with new ideas generated and older plans reviewed by the board. Franklin County CVB will continue providing the best tourism, promotion and marketing services for our entire community, under the VIC.

Juanita Peckham-chairman of the board: authorized to represent Franklin County VIC Inc.
4567 Marshall Rd. Rantoul, KS 66079
(785)248-6909 juanitap1946@hotmail.com

Chris Campbell-secretary/treasurer
617 W. 10th St. Ottawa, KS 66067
(785)242-1922 chriscorner@sbcglobal.net

Sharon Geiss-vice chairman
4571 Ohio Rd. Wellsville, KS 66092
(785)248-04573 sdgeiss@yahoo.com

Susan Rader-manager
4440 Pawnee Rd. Wellsville, KS 66092
(785)883-2421 marketing@visitottawakansas.com

The Franklin County Visitors Information Center, Inc. (CVB) has coordinated the counties Visitors Information Center and been responsible for the allocation of the transient guest tax since its inception. One of the positives of that history is that we do have a history, some great and some not! One of our strengths is that we operate under the direction of a board of directors which has representatives from throughout Franklin County. The board is a diverse group of professionals from throughout Franklin County with a common commitment to service here.

The current board includes three small business owners who also have experience in other areas. The board has a graphic designer, hotel staff member and a newspaper employee from the Ottawa Herald. The Executive Director from Main Street and a County Commissioner also have seats on the current board. One advantage of our diverse board is that our outside interests include involvement with other groups. As we reviewed events around the county there was a board member who knew someone in every group that we need to work with.

The CVB has worked closely with the Old Marais River Run using the visitor's center to welcome and register cars as they come into Ottawa. In addition, we have been responsible for designing and printing various promotional materials associated with the September car show.

We have worked closely to promote the annual Quilt show and the Franklin County Quilt block tour (the tour was created and promoted by the CVB). Again, we have created, solicited sponsors for and printed brochures including maps for the tour, the first of its kind in Kansas. On June 4th a group of women from Douglas County showed up at Chris's Corner for the expressed purpose of making the Franklin County Quilt tour. This is a nearly weekly occurrence. This successful endeavor by the CVB has paid dividends for years and shows no signs of stopping!

The Power of the Past relies on our staff to design and print promotional materials. We have provided volunteers for the event itself. Of course, our director has always been expected to participate in events throughout the county and has been a reliable part of all these events.

We have been closely involved with Main Street and the merchants along Main Street. We have designed and printed brochures for the area antique stores. We have promoted the third Saturday events sponsored by Main Street.

We have been involved with Cowboy days throughout its history and are closely involved in promoting the second year of this resurrected event. Our staff has worked at the Swan Arts Festival and assisted in promoting that event. We work with the Ottawa Area Chamber of Commerce, as well as, the Wellsville Chamber. CVB staff meets regularly with the Main Street and Chamber Staff in order to support the area. We have manned a booth at the KOFO Home and Garden Show and assisted Prairie Paws.

We have worked with both the Flint Hills Trail and the Prairie Spirit Trail to provide promotional materials. We have assisted the Suzuki Institute in bringing folks in each year. We have been a presence at OU's Fusion event welcoming new students to Ottawa University.

Our history includes hosting the Kansas Sampler Fest for two years. We hosted Ag Center Days to highlight our areas Agri-tourism in honor of Kansas's 150th birthday. We have hosted the Great America Car Race and Bike Across Kansas (twice!). We have lent support to an Ultra Marathon and hosted innumerable Bus tours.

In order to "spread the word" about Franklin County, we have been regulars at Tour Kansas – an event for tour operators. We hosted a booth at this year's Equifest where over 15,000 people viewed the Stage Coach from the local event center at Dunn's Landing. We have been regulars at the Kansas Sampler Fest across Kansas to make available information about our area.

Historically, we have had the most up to date website for visitor (or even for locals looking for times and locations) information in Franklin County. Due to problems with the hosting company coupled with our change in staff we have had to "move" our website to a different hosting group. We are committed to making social media current and relevant. We have Twitter, Pinterest and Facebook accounts that are linked together and linked with our website. We understand how essential social media is in 2016 and are committed to maintaining a topnotch website. With google analytics it is easy to keep track of all traffic to the website and on social media. We are considering driving physical traffic to the VIC by paying for advertising on Yelp or Trip Advisor.

We have signed a contract with "Behind the Scenes" to have a short-form documentary filmed in Franklin County in September of 2016. Using Transient Guest Tax dollars we believe the film, which will be aired on local PBS stations as many times as the station chooses, will be a marketing tool that can be used in a number of ways. The company will produce a high-end one five minute educational commercial segment used for network distribution. Our segment will be broadcast fifty (50) times primetime in the cities of our choice via MSNBC, CNBC or CNN. We are excited at the potential to reach an estimated sixty million household over the course of a year. The film will be used on our website and other websites throughout Franklin County. As we attend events such as Tour Kansas and the Kansas Sampler Fest, the film will be an attention grabber to entice the viewer to come explore Franklin County.

In addition to the "Behind the Scenes" video we are planning to ask amateur videographers to record events across Franklin County. The videos can be features on our website and on social media. In addition we can use multiple videos at the VIC to entice visitors to explore Franklin County. Videos of the trails will be of special interest as they become more frequented.

With some modifications the VIC would make a great venue for lunch and learn webinars (similar to what the chamber has done). Our connections at the state give us access to

webinars that are relevant to many different kinds of business. The increased traffic to the VIC will help generate ideas for future uses and events at the building.

KCP& L has offered to install a charging station at the VIC at their expense. It is difficult to anticipate how much traffic this might generate but as electric cars become more common we will be well situated to assist those traveling I-35 needing to recharge their batteries. Those who pull in to recharge will be taking advantage of the amenities in the building. The videos featuring all that Franklin County has going on will be a great opportunity to introduce these people to our communities and encourage people to get off of I-35 and go into town.

The CVB board has been without a director since March. The announcement of the RFP has made recruiting an Executive Director difficult due to the uncertainty. This process has caused the board to spend time looking back and looking forward. We have revised our job description and are ready to move forward if awarded the contract. We have hired an excellent manager and have a strong group of volunteers to keep the VIC open. We know that in order to continue with our involvement in events throughout Franklin County we will need additional staff. Resolution of the contract issue is essential to hiring the right person.

Indeed, it seems the uncertainty has made replacing board members challenging. The resolution of the RFP will allow us to move forward on several fronts. Hopefully the publicity surrounding the RFP will bring forward ideas from throughout the community and assist in the formation of an ad hoc committee to vet ideas for utilizing the building.

The Franklin County Visitors Information Center, Inc. has only one purpose to exist: to develop and implement programs for the promotion of tourism and attractions of meetings and conventions in Franklin County. In the last year the County Commission has given us a huge wake up call. Our board has committed themselves to work with the County Commission to benefit the people of Franklin County. As we succeed, the whole county benefits! As long time residents and business leaders in Franklin County we have a vested interest in the success of the CVB.

**List of Organizations the Franklin County Convention & Visitors
Bureau are currently members of**

KCRDA-Kansas City Regional Destination Alliance

NATJA-North American Travel Journalist Association

KSAE-Kansas Society of Association Executives

TIAK-Travel Industry Association of Kansas

Tour KS Showcase-Travel KS.com official tour organization

Southeast Kansas Tourism Region

**Publications Franklin County Convention & Visitors Bureau currently
place advertisements in or are listed in as a travel industry specialist**

Official Kansas Travel Guide-Destination Travel Network

Travel Kansas Guide

Midwest Meetings

KSAE Ad in Directory

The Country Register-Kansas Edition

2016 Co-Sponsorship Grants-see attached list of participants

**2016 Co-Sponsorship Grants Awarded
Will list Franklin County CVB in advertising**

**Prairie Paws Fund Raising Dinner
Richmond Free Fair-4H Fair
Pome on the Range-Fall Festival
Power of the Past-Tractor Show
Pleasant Ridge-Ol'Mary's Cook off
Pleasant Ridge-Memory Lane
FC Horticultural-Farmers Market
Williamsburg-Jayhawker Days
Sunflower Piecemakers-Quilt Show
FC Agricultural Society-FC Fair
FC Habitat for Humanity-Golf Classic
SWAN Arts Foundation-Festival
Veterans Day-Celebration
American Legion-BB Tournament**

Proposed 2017 budget
Franklin County Visitors Center Inc
To be included in RFP for Franklin County

Administration: This is based on one full time manager position, with health benefits, and one part time custodial position (4 hours per week) with strong reliance on additional support from Board of Directors members and volunteers.

Salaries	\$ 34,100.00	
Health Insurance	6,600.00	
Payroll taxes	3,500.00	\$ 44,200.00

Operations:

VIC rent, VIC renter insurance, Directors & Officers Insurance, legal & accounting, leased equipment, supplies (paper, envelopes, cleaning supplies etc), postage, telephone & internet, technology & web services, utilities and other operational costs as needed

\$ 31,000.00

Contractual /Marketing/Advertising

This will include all billboards, co sponsorships, dues & subscriptions, auto/travel & conference expenses, brochures, visitors guides, and marketing thru all types of media- print, digital , radio and online sources, as well as outsourcing some publishing and graphic arts work.

\$ 74,800.00

Total for 2017 TGT tax allocation	\$150,000.00
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Updated 6/2/16
Chris Campbell, Sec/ Treas., Franklin County VIC, Inc.

June 16, 2016

To the Franklin County Board of Commissioners:

The Comfort Inn and the Super 8 Hotel are backing the existing Franklin County Visitors Center Inc. We feel that they have gone above and beyond duty the past years to bring many events for overnight stays. This is why the transient guest tax is as high as it is today.

Some of the things they have helped to bring to Ottawa for overnight stays with the help of others are: A trail run, 50 & 100 miles two times a year for the past 3 or 4 years, a 200 mile bike rode on the gravel back roads of Kansas, car shows, cowboy days, tractor show and many others.

There have been many of our guests who have told us that they stopped by the Franklin County Visitors Center to get information for one thing and because they were given information about other things to do they were able to see more and learn more about the history of Ottawa and surrounding towns they never would have known about.

Without the existing people at the Franklin County Visitors Center and its volunteers we feel that all this would not be possible. The hotels have worked with the Franklin County Visitors Center for many years and we do not want to start all over. We have worked hard to build a strong relationship and to work as one. By changing this, you will tear down all that we have worked to achieve. In the long run, the county will lose more in transient guest tax with inexperienced people that have no clue how to run a Visitor Center. We ask for you to consider the results you will have by this change and leave things as they are.

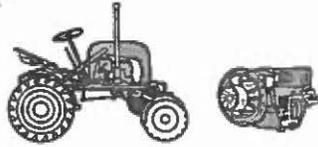
Thank you,

Sunny Patel, GM & Staff
Comfort Inn
2335 S. Oak St. Ottawa, KS 66067
(785)242-9898

Super 8
2315 S. Oak St. Ottawa, KS 66067
(785)242-5551

Sunny Patel, GM.

Power of the Past
Antique Engine & Tractor Assn.



OTTAWA, KANSAS

June 15, 2016

Dear Franklin County Commissioners,

On behalf of the Power of the Past Antique Engine & Tractor Association, I would like to express our support for the Franklin County Convention and Visitor's Bureau during your RFP review for services. The Visitor's Center is a great asset for our county. The Board of Director's are very devoted and understand the value of such an entity and work tirelessly to provide the support that clubs such as ours require. The personnel, including the volunteers, at the center are also a great asset. They are all very helpful and very informational when they receive questions about our show. We have received many compliments in the past about the help our visitors receive when they contact them online, by phone or stop in at the center for directions or accommodations in Ottawa.

The Visitor Center has been a great asset to our club by giving us grant money each year, that helps us offset the cost of advertising, for example. As with any such event the cost of hosting can be overwhelming. The center also helps with in kind costs, such as volunteers that help at our show, supplying bags for our exhibitors, advertising and links to our website.

In the current economy, it is very hard to bring visitors to our area unless they provided a reason to come. The Visitor Center and the personal services they provide is that reason. They strive to help create more events and services that visitors of all ages will enjoy throughout the county. We would hate to see such a great asset be disbanded or replaced with people that do not have our county or communities best interests at heart.

Sincerely,

A handwritten signature in cursive script that reads "Robert Stevanus".

Robert Stevanus, President
Power of the Past Antique Engine & Tractor Association

June 4, 2016

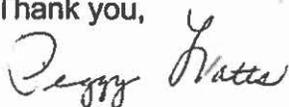
To Franklin County Commissioners:

It has been most distressing to read of the turmoil that has suddenly been stirred up concerning the Franklin County Visitors Center. Personally, I believe the VIC, its staff and **board** to be a very positive entity for Franklin County. As a member of the Sunflower Piecemakers Quilt Guild and a part of the committee that assists with the monthly quilt display at the VIC, I have always been quite impressed with the running and operation of the Center. The cooperation between the two groups has been wonderful; our members are very pleased to share their works at the Center and all at the Center have been so welcoming and appreciative of our efforts. And from all I hear, this mutual cooperation "society" receives loads of compliments and appreciation from visitors to our county.

Other guild members have put together and continue to work on the Quilt Barn Tour of Franklin County. The Tour has brought many visitors to Ottawa and the county and will continue to do so. Together with the VIC, staff, and **board** we are providing fine opportunities for our community.

I strongly urge you to allow the Franklin County Visitors Center to continue operating with its current staff AND allow the **board of trustees** to continue the excellent job they have been doing. The old saying, "if it ain't broke, don't mess with it" makes a lot of good sense.

Thank you,

A handwritten signature in cursive script that reads "Peggy Watts". The signature is written in dark ink and is positioned below the typed name.

Peggy Watts



**Ottawa
Library**

where books are just the beginning

June 7, 2016

RE: Franklin County Visitor's Center Bid
For Tourism Promotion, Marketing and
Event Coordination Services

Dear Franklin County Board of County Commissioners,

I am pleased to support the bid by the Franklin County Visitor's Center to provide Franklin County, Kansas with tourism promotion, marketing, and event coordination services. The staff and volunteers at the Franklin County Visitor's Center have worked hard over the last several years, promoting Ottawa and the surrounding Franklin County communities. They have a vibrant web site, and the Official Visitors Guide they create, print, and distribute is full of beneficial information for visitors as well as local residents. I use both the web site and the guide to find information for our library patrons and for myself. When I was completing my capstone required for my Masters in Library Science, their web site provided valuable information for my project. Our library staff is trained to use these resources as well, and we know that a call to the Franklin County Visitor's Center will answer any questions we may have about events and offerings in our community.

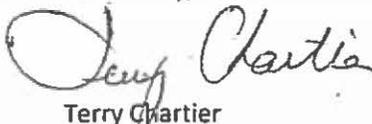
As I read through the requirements for this service on your notice for bid, I know that the organization currently in place for providing these services meets or exceeds these requirements. The four goals and objectives are being met as well as the eleven items listed under scope of work. I have always been impressed that they have been able to do all the work they provide for Franklin County with a staff as small as one or two and over 30 volunteers. When an organization has 30 plus volunteers who are actively working, somebody has to be doing something right.

Ottawa Library welcomes many out-of-towners, and their usage of the library is a direct result of the visitor's center's staff and volunteer's promotion of the library's services. These visitors know about and are able to take advantage of the library's internet services, computer usage, and the many other services and programs we offer because they were given this information at the visitor's center. I have always considered them a huge partner in improving the lives of the people in our community and our many visitors.

I recently called the visitor's center to welcome Susan Rader to the staff and as a community partner. She was very excited about her new position and had wonderful things to say about her love for Ottawa and Franklin County. A resident of 25 years, her husband runs a business here, and they are raising their family in Franklin County. I am proud to support Susan and the Franklin County Visitor's Center in their bid to retain the services of tourism promotion, marketing, and event coordination services for Franklin County, Kansas. Thank you for your sincere consideration of their bid.

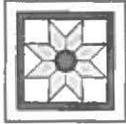
Ottawa Library
105 S. Hickory St.
Ottawa, KS 66067

Yours truly,


Terry Chartier
Director

785-242-3080 phone
785-242-8789 fax

www.ottawalibrary.org



976 ARAPAHO ROAD
INMAN, KANSAS 67546
620.585.2374
marci@kansassampler.org
www.kansassampler.org

K A N S A S S A M P L E R F O U N D A T I O N

June 2, 2016

Dear Franklin County Commissioners,

I'm writing on behalf of the Franklin County Convention and Visitors Bureau. I have a long relationship with this dedicated group and can't imagine the county without the support of this established organization.

I'm the director of the Kansas Sampler Foundation. We chose Ottawa to host the 2000 and 2001 Kansas Sampler Festival so I had the pleasure of working closely with the director at that time (Murray McGee) and the board which included Chris Campbell and Robin Bowman. Part of the proceeds of the event went to help pay for the Victorian visitor's center, one of the most unique visitor centers in all the state, and a wow for Ottawa and the county.

We chose Ottawa to host the festival because of the structure of the CVB and the knowledge that as an established organization they would be reliable. What I also appreciated was that this group understood the importance of rural tourism and how towns like Princeton, Williamsburg, Pomona, Wellsville and others can fit into the overall county tourism picture. In fact, even though the CVB is without a director, the board was able to find volunteers to staff the Franklin County booth at this year's Kansas Sampler Festival in Winfield.

I understand that you've issued an RFP to find the best group to handle tourism for the county. I highly encourage you to continue to choose the convention and visitors bureau as the group to handle tourism because of their network and experience with the tourism industry, because they are set up to make tourism their business as opposed to doing it for a couple of years, and they are already connected into the grassroots network of rural tourism. Even though directors may come and go, the convention and visitors bureau board and structure provides consistency to make sure the county is always represented.

We are a non-profit whose mission is to preserve and sustain rural culture. Explorer tourism is an important element to helping keep rural communities sustainable. With our longtime connection to the Franklin County CVB, there has been a seamless continuity in the network.

Sometime it's hard to understand or see the importance of tourism, not only in the county seat but in the small towns as well. Your county is well established with the Prairie Spirit Trail, the barn quilt trail, restaurants, cemeteries and other points of interest in the small towns, as well as all that Ottawa has to offer. My fear is there will be a regression if the "tourism business" is handed to a group that would start from square one. It takes years just to understand the acronyms and to get involved in the network. Your CVB is established and it is my great hope that it will become clear that they are the best choice to continue this important industry.

Sincerely,

Marci Penner, Director
Kansas Sampler Foundation

Over The Road Gang Car Club
PO Box 843
Ottawa, Kansas 66067

For a number of years, the Over The Road Gang club has been allowed to use the Franklin County Visitors Center on the Saturdays of the Ol' Marais River Run for registration. The location and easy access of the Center have made it a great facility to handle the very heavy volumes of traffic our registration generates.

For several years, the staff at the Visitor Center have helped us design, and have printed posters for the Ol' Marais River Run. They have always been very helpful in distributing flyers, calendars, and other material related to the River Run. They have provided web links and other advertisement for the Ol' Marais River Run, and have answered many questions from visitors about the event, and have provided information, or directions to our web site, or members, for those seeking information.

We would like to add that the Visitor Center is a great facility, in an almost perfect location for our needs, and that the staff has always tried to help us in every way, and to make the Center available to us.

Thank You,



Ed Clark

Secretary,

Over The Road Gang

2015 Annual Report

Franklin County Convention and Visitors Bureau
2011 E Logan, Ottawa KS 66067



About the Convention & Visitors Bureau

The Convention and Visitors Bureau is charged with administering tourism programs for Franklin County by receiving a portion of the TGT taxes collected. Programs include development of public outreach, media relations, marketing to group tours, meeting planners (association and corporate), attendance at tradeshow, and individual leisure travelers.

Every year Franklin County hosts numerous meetings, tours and special events. These events are a significant monetary contributor to our local economy. Visitor spending filters down to produce more sales tax income, more jobs, and more business for our local hotels, restaurants, retail shops and countless service providers.

We invite you to get involved and help us continue to build a thriving visitor industry that can benefit us all. Contact us to learn more at (785) 242-1411 or our website at www.visitottawakansas.com

Meeting & Tour planning
Great events & good times
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Ottawa
KANSAS
FRANKLIN COUNTY

WELCOME TO
Ottawa

POP: 9,421

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Advertising P.5

Transient Guest Tax Figures P.6

FRANKLIN COUNTY
CONVENTION &
VISITORS BUREAU
OTTAWA, KANSAS

INDUSTRY OUTLOOK

Destination Analysts reported in their July 2015 State of the American Traveler that expectations for near term leisure travel is soaring. 34.4% of the Americans they surveyed said they expect to increase the number of trips they will take in the upcoming year. This is up by 31%. Some highlights on how all those travelers are going to get to their destinations: 80% will drive, 47% will be day trips with no overnight stay, 23% will travel overseas, 15% will budget \$5,000 per year for vacations, and 26% took five or more trips in the past year.

Resources and services used to help plan leisure traveling consist of 50.6% printed resources including 22% being from a DMO such as a Visitor Guide. The overall winner is the use of on-line mapping sites at 61.9%. DMO websites are used by 32.9% of travelers to help plan their vacations and 49.6% are accessing it from their mobile phones.

Younger travelers still dominate the mobile and social planning sites by large margins. 76.7% of Millennials use a mobile phone to plan their vacations whereas only 34.6% of Baby Boomers use their phones for travel.

Take a ways from all this research is that members of the Millennial Generation are active, highly connected travelers with a desire for urban culture and culinary experiences. Baby Boomers are more interested in less active, rural experiences that yield a sense of exploration. Generation X sits at the halfway point with slightly higher levels of price sensitivity.

MISSION STATEMENT

The mission of the Convention and Visitors Bureau is to develop and implement programs for the promotion of tourism, attractions, meetings and related industries for Franklin County.

VIC MISSION STATEMENT

The mission of the Franklin County Visitor Information Center is to introduce and educate visitors about the tourism opportunities in Franklin County and the surrounding areas, and to increase the number of visitors to our towns and increase their length of stay in Franklin County.

2015 Highlights of Marketing Campaigns.

- ◆ We co-sponsored and helped with over 17 events in Franklin County in 2015. Flea Markets Spring & Fall, Jayhawkers Days, Quilt Show, Power of the Past, Ol' Marais River Car Show, Richmond Free Fair, Lane Fair, Veterans Day, Main Street 3rd Saturdays, Christmas Parade, Memory Lane Light Display, Swan Arts Festival, Old West Cowboy Days, Wellsville Days, Pome on the Range Fall Festival and a couple others throughout the year.
- ◆ Eleven monthly event newsletters were sent out to over 1,000+ subscribers with an average open rate of 23 to 25%.
- ◆ Our Facebook page grew by 32.5% for a total of 875 likes. We continue to keep our Franklin County Quilt Block Tour Facebook pages updated as well. This page now has over 255 likes up 96% over last years numbers. Twitter account is up by 86% and our Pinterest account has 82 followers on it.
- ◆ Referrals are so important to our stakeholders and last year we saw an increase in the amount of referrals given out to the public. 890 recorded referrals for 2015. 246 for attractions, 127 for businesses, 113 for dining 72 for hotels and 142 for events. Plus other categories.
- ◆ 8 news releases were sent out to local and regional media outlets. We also received numerous media coverage throughout the year on the process with the county in the Ottawa Herald and on KOFO Radio. The Plaza Cinema received national attention in Midwest Living Jan.-Feb issue, American Road Magazine, Summer 2015. The Plaza Cinema also scored working with Bill Shaffer and Sunflower Journeys. They were featured in the October episode as "America's Oldest Cinema". Our own State Rep. Kevin Jones was briefly featured on NBC's "American Ninja Warrior". The Country Registered featured the Visitor Information Center and the Sunflower Piece Makers Quilt Guild partnership on showing different quilts every month at the visitor center. Peach Madi was also featured in the Ottawa Herald in February for winning the Tourism Ambassador of the Year award.
- ◆ Mailed out over 62 Visitor Guidebooks to individual requests. Distributed more than 8,700 guidebooks to local businesses, travel information centers from across the state, welcome bags and tradeshows.



Executive Message

Like the horse in the above picture I am looking forward to 2016. 2015 brought about some changes for the Convention and Visitors Bureau. As of April, Franklin County owns the Visitor Information Center and as of October we entered into a new contract for tourism services with the County and we are all looking forward to getting back on track and back to work doing what we do best—Promoting our wonderful area and towns to the outside world and inviting them to spend some time with us.

So glad that Old West Cowboy Days has made a comeback. We are always happy to help with new events to get them up and running. 2016 promises to be bigger and better.

We will continue to work with the Midland Railway on feasibility of building a disembark platform by the Old Hwy 59 bridge. We were not able to get this included in the grant application of early 2015 however we will look at other avenues.

We again will look in the feasibility of a conference center for Ottawa in the coming year. We have already started this process so it will be a matter of starting where we left off.

Thank you all, Kristi Lee

EVERY THING IS Marketing



2015 Marketing and Campaigns.

Earned Media for 2015

We received numerous media coverage throughout the year on the process with the county in the Ottawa Herald and on KOFO Radio. The Plaza Cinema received national attention in Midwest Living Jan.-Feb issue, American Road Magazine, Summer 2015. The Plaza Cinema also scored working with Bill Shaffer and Sunflower Journeys. They were featured in the October episode as "America's Oldest Cinema". Our own State Rep. Kevin Jones was briefly featured on NBC's "American Ninja Warrior". The Country Registered featured the Visitor Information Center and the Sunflower Piece Makers Quilt Guild partnership on showing different quilts every month at the visitor center. Peach Madl was also featured in the Ottawa Herald in February for winning the Tourism Ambassador of the Year award.

E-Mail Marketing

11 monthly events newsletters were sent to 1000+ addresses with an avg. open rate of 23%. Group Tour e-profile and Meetings e-profile were sent at two different times with open rates of 19%.

Promotion & Distribution

Created several fliers and posters for local events; Car Show and Power of the Past. Helped promote over 300+ events either on Facebook or our website. Co-sponsored over 17 events in 2015 with sponsorship ranging from \$100 to \$300. The CVB updates over 5 websites on a regular basis. We mailed out over 62 Visitor Guidebooks to individual requests from across the United States and the World.

Tradeshows & Bus Tours

We attended eight tradeshows in 2015. American Bus Assoc. in St. Louis, ABA Luncheon in Overland Park, Kansas Media Campaign Announcement, KOFO Home and Garden Show, Open House on the Trails, Kansas Sampler Festival, OU Fusion, and Freshman Orientation at OU. We had one bus tour this year. Caren's Charters out of Overland Park on August 5th.

Social Media

FB saw a 32.5% increase in "likes" over last year. Twitter gained 149 new readers for a 86% increase over last year. Pinterest has increased by 19 for a total of 82.

Website Statistics

Overview:

- ◇ 82,140 Visits
- ◇ 33,019 Page views
- ◇ 13,974 Mobile views
- ◇ 74.5 % were new visits
- ◇ 2:49 avg. visit duration

Most Popular pages:

- ◇ Events - 9,145
- ◇ Things to Do - 5,870
- ◇ Hotels/Lodging - 3,092
- ◇ Restaurants - 2,612
- ◇ Attractions - 1,125
- ◇ Shopping - 798

Gender Demographics:

- ◇ 37.3 % Male
- ◇ 62.7% Female

Age Demographics:

- ◇ 10.3% 18-24 YO
- ◇ 20.4% 25-34 YO
- ◇ 19.3% 35-44 YO
- ◇ 17.9% 45-54 YO
- ◇ 21.1% 55-64 YO
- ◇ 10.9% 65+ YO

Top Traffic Sources:

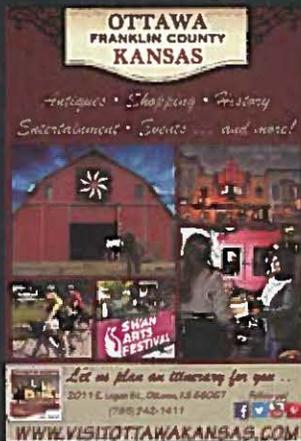
- ◇ Organic - 21,905
- ◇ Direct - 5,713
- ◇ Referrals - 4,362

~TravelKS - 966
~Kansas Belle - 388
~OttawaKS.gov - 211

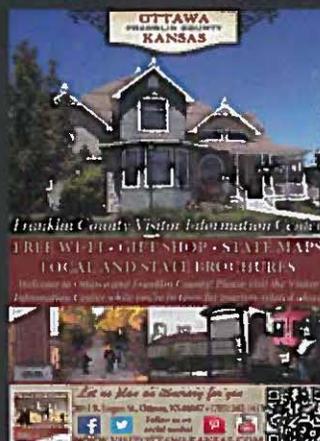
2015 Marketing & Co-op Campaigns



Lawrence Magazine



Kansas Travel Magazine



Suzuki Strings ad



Shawnee Magazine



Kansas Parks Guide

Print advertising also included ads in the Kansas State Travel Guide, Richmond Free Fair program, Lane Fair program, Suzuki Strings program, Midland RR Newspaper, Hotel booklet, American Bus Assoc. Dec. Magazine, Ottawa Chamber Guide, and Discovery Magazine.

Radio ads were run all year long informing the public of upcoming events and services available at the CVB and Visitor Center.

Two digital ads were placed with the TravelKS.com website for a cost of \$1899.96. These had a total impression of 189,019. The Farming & Ranching had an avg. CTR of 2.31% and Ottawa Spotlight had a .10%.

Volunteer hours logged for 2015 totaled 2,663.5 for a total savings of \$55,933.

I-35 Association

Marketing placements for 2015 included a Rack Card distribution at 150 small-med. Sized businesses, travel centers and restaurants, from Topeka west. We placed advertising in the Kansas City CVB and the Wichita CVB visitor guide books. KCKS has a distribution of 50,000 and Wichita's distribution is 150,000. We placed ads in AAA's summer issue and fall issue for a distribution of 256,998 printed magazines. We also placed an ad in the Best of the Midwest Magazine.

Kansas City Regional Destination Alliance

KC Destinations for the second year has completed a summer campaign using social media. This years theme was "What's your KC Destination", which ran from April—July 2015 in the Arkansas market. Total budget was \$11,000. Facebook return was 1,227 CTR and reached 78,661. Pandora Radio placement returned 353 clicks and 140,052 impressions. Facebook for KC Destinations has 10,871 page likes and the website had 3,382 total sessions and 2,903 unique users. 1:34 minutes avg. time on the website and 46.89% was accessed through mobile phones.

2015 Board of Directors

Juanita Peckham, Chairman, Peckham's Pumpkin Patch, Rantoul

Deb Barker, Vice Chairman, FC Historical Society

Chris Campbell, Secretary Treasurer, Chris' Corner Quilt Shop

Dick Martin, North & South Main Laundry Shops

Darlene Lister, Power of the Past, Pomona

Patty Claussen, Comfort Inn of Ottawa

Nell King, Ottawa Herald, Ottawa

Peach Madl, Plaza Cinemagic Experience, Ottawa

Becci Shisler, Director, Ottawa Main Street Association

Randall Renoud, FC Commissioner



About the visitor:

Most statistics say between 3-10% of the traveling public stops at visitor information centers. With the loss of our signs we will use 4% for our formula. Another study says approximately 10-15% don't sign the guest registers. The VIC had 2,935 registered guests for 2015. From this number we can say that Franklin County enjoyed approximately 82,175 visitors to the county in 2015.

82,175 visitors to Franklin County
- 46,829 room nights booked
35,346 additional day time travelers to Franklin County

x \$74 average day trip spend
(Tourism Economics 2013)

\$2,615,604 additional day traveler generated revenue for Franklin County.

Transient Guest Tax Figures

Franklin County had an occupancy rate of 44.4% for 2015 per the Smith Travel Research which included a \$64.12 ADR (average daily rate). Based on these figures we can determine some additional figures for our county. RevPar was the highest its ever been at \$28.48 per room.

TGT collected for 2015 was at \$180,160.26 at 6% = \$3,002,671.00 in sales for the hoteliers. \$3,002,671 / \$64.12 = 46,829 Room night sold in 2015.

313 rooms in our market x 365 days = 114,245 available room nights.

x 6.15% to State = \$184,664.27 State tax
 x 1.5% to County = \$45,040.07 county revenue
 x 1.5% to City of Ottawa = \$45,040.07 city revenue
 =9.15% \$274,744.41 in sales tax revenue

46,829 room nights sold
 x \$332 average overnight spend (Tourism Economics 2013)
 \$15,547,228 million traveler generated revenue

Kansas Tourism Economics 2013 Study: (Millions) in Franklin County

Lodging	F&B	Retail	Recreation	Transportation
\$4.4	\$7.42	\$4.28	\$2.7	\$10.85

Combined visitor spending for 2013 \$29.67 million



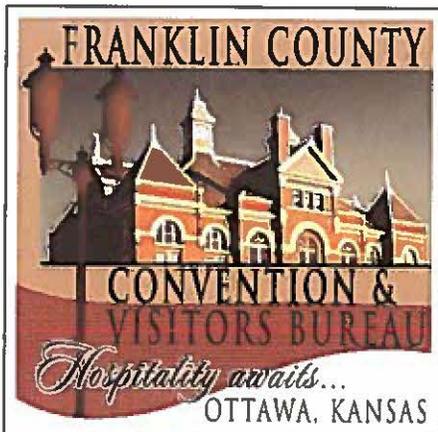
FRANKLIN COUNTY CONVENTION AND VISITORS BUREAU

2011 East Logan
 Ottawa, KS 66067

785.242.1411 ph
www.visitottawakansas.com

Franklin County Convention & Visitors Bureau
Statement of Assets, Liabilities & Net Assets--Modified Cash
As of December 31, 2015

	Dec 31, 15
ASSETS	
Current Assets	
Checking/Savings	
1010 · Peoples Checking #314609	35,717.00
1015 · VIC Checking - PNB #864501	1,861.84
1020 · Money Market #50822	129,099.47
Total Checking/Savings	166,678.31
Other Current Assets	
1000 · Petty Cash - Register	100.00
1100 · Petty Cash	40.00
1300 · Gift Shop Inventory	1,849.38
Total Other Current Assets	1,989.38
Total Current Assets	168,667.69
Fixed Assets	
5050 · Accumulated Depreciation	-40,327.86
5201 · Furniture & Fixtures	31,340.41
Total Fixed Assets	-8,987.45
TOTAL ASSETS	159,680.24
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2055 · Sales Tax Payable	118.50
2100 · Payroll Liabilities	1,277.42
Total Other Current Liabilities	1,395.92
Total Current Liabilities	1,395.92
Total Liabilities	1,395.92
Equity	
3900 · Net Assets	168,223.90
Net Income	-9,939.58
Total Equity	158,284.32
TOTAL LIABILITIES & EQUITY	159,680.24



Convention and Tourism Bureau

Scoring

Proposer qualifications, experience and demonstrated ability	25 Points
<ul style="list-style-type: none"> • Long standing tourism contacts and tourism publications • Supports established events for continued success • Good Website • Good rapport with the network of hotel owners • No events hosted independently to draw visitors • Has admitted history of some great and some not so great • Has been involved since the inception • Has a diverse board • Hasn't had a Director since March • Demonstrates the ability to provide tourism and marketing for Fr. Co. • Questionable how they promote events County wide • Experience alone does not suffice the ability to clearly articulate a broader vision • A broader (vision) was not demonstrated • Long history of providing this service for the County • Volunteer board with only volunteer experience in this field • New inexperienced staff member – no proven “expert” in the field of tourism on staff • No real numbers or data available to show that what they have been doing is really effective. • Do not seem interested in doing any sort of program evaluation to determine effectiveness or efficiency of what they are doing 	<p>Evaluator 1 - 22 Evaluator 2 - 20 Evaluator 3 - 10* Evaluator 4 - 5 <u>Evaluator 5 - 19</u> Total 76/125</p> <p>*Half points counted, not present for presentations</p>
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section A of this RFP	30 Points
<ul style="list-style-type: none"> • Demonstrated work with most entities but not cities and schools • Work collaboratively with existing organizations but not local civic clubs • Excellent at getting volunteers • Did not always work well with Commissioners • Didn't show evidence of joint marketing with local businesses • Has signed to have a short documentary filmed in Franklin County • Charging station to draw people in from highway • Having issues with the website due to the hosting company and change in staff-Website and social media is crucial. We need to be up to date and current • Assisting organizations with flyers when asked to do so, is a host for many organizations • Considering advertising on Yelp or Trip Advisor • Unclear marketing strategy presented in proposal other than some usage of social media • Do not see where county is being promoted for tourism • Stronger reception of need for use of social media in marketing • Social media seems like an after thought • Not sure that the Board sees the possibilities of Social Media, or fully understands it's potential. • Nothing new really presented within the proposal – lots discussed about what they have done in the past but there is an absence of new ideas and directions. • No real discussion or ideas on how to use the Visitors Center in new ways or “revive” it 	<p>Evaluator 1 - 20 Evaluator 2 - 25 Evaluator 3 - 10* Evaluator 4 - 15 <u>Evaluator 5 - 19</u> Total 89/150</p> <p>*Half points counted, not present for presentations</p>

<p>Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City’s annual advertising budget</p>	<p>25 Points</p>
<ul style="list-style-type: none"> • The budget was not broken down and itemized • Training for staff was not listed in the budget • Very reasonable in total allocation, but did not separate budget lines • Lacked itemized budget • Demonstrates of staying within budget, but also shows building a reserve when monies should be used to promote • Fresher ideas and greater clarity needed • New/inexperienced staff will need training – no budget for this • No breakdown of costs for each component of the marketing dollars. 	<p>Evaluator 1 - 15 Evaluator 2 - 23 Evaluator 3 - 10* Evaluator 4 - 15 <u>Evaluator 5 - 20</u> Total 83/125</p> <p>*Half points counted, not present for presentations</p>
<p>Reporting of measureable outcomes that result from marketing and tourism promotion</p>	<p>10 Points</p>
<ul style="list-style-type: none"> • Organization doesn’t have any plans to follow up with museums on foot traffic • Stated in interview that there is no good way to track their work progress • Using google analytics to keep track of traffic on the website and social media • They stated it was hard to keep track of a lot of events in the area, such as the car show, Power of the Past, etc. • Annual report knowledgeable • Critical need for establishing ways to measure results and utilize those results • No real numbers or data available to show that what they have been doing is really effective. • Do not seem interested in figuring out a way to evaluate what they are doing to see if it is a good approach • Seem interested in doing only the same thing that they have been doing in the past 	<p>Evaluator 1 - 0 Evaluator 2 - 7 Evaluator 3 - 5* Evaluator 4 - 5 <u>Evaluator 5 - 5</u> Total 22/50</p> <p>*Half points counted, not present for presentations</p>
<p>Work with local entities and professionals and use of local service providers for marketing efforts</p>	<p>10 Points</p>
<ul style="list-style-type: none"> • Advertise with Ottawa Herald and KOFO for events • Could use other local outlets to advertise • Demonstrated ability to work with Ottawa Herald and KOFO to promote local events and post flyers at local businesses to drive traffic to events • True “Team Approach” • Has professionals on the current board from the Herald and hotel staff • Has a history of working with local communities/professionals on their events • Didn’t outline how they would use local providers for marketing efforts • Does demonstrate ability to work with other county organizations • Working with local entities is a must • No excuses, volunteers must be advocates of the entire community, clearly understand the missions and goals • Established relationships with various agencies and organizations, but no discussion on how to branch out and establish new relationships, foster new partnerships, or new ideas • Continuation of “what was done in the past” mentality that was in everything they presented – no new ideas 	<p>Evaluator 1 - 5 Evaluator 2 - 8 Evaluator 3 - 5* Evaluator 4 - 5 <u>Evaluator 5 - 7</u> Total 30/50</p> <p>*Half points counted, not present for presentations</p>
<p>Total</p>	<p>300/500</p>