

FORSYTH COUNTY  
BOARD OF COMMISSIONERS

BRIEFING  
DRAFT

MEETING DATE: May 8, 2017

AGENDA ITEM NUMBER: 4

**SUBJECT:**

- A. RESOLUTION AWARDING AND AUTHORIZING EXECUTION OF A CONTRACT FOR RECRUITMENT MARKETING SERVICES FOR THE SHERIFF'S OFFICE
- B. AMENDMENT TO THE LAW ENFORCEMENT EQUITABLE DISTRIBUTION SPECIAL REVENUE FUND
- C. AMENDMENT TO THE FISCAL YEAR 2016-2017 BUDGET ORDINANCE TO APPROPRIATE EQUITABLE SHARING (FEDERAL FORFEITURE) FUNDS  
(FORSYTH COUNTY SHERIFF'S OFFICE)

**COUNTY MANAGER'S RECOMMENDATION OR COMMENTS:**

**SUMMARY OF INFORMATION:**

The Forsyth County Sheriff's Office is undertaking different strategies aimed at reducing the number of vacancies in detention officer and deputy positions. Some strategies are focused on retention and others on recruitment.

One strategy to assist with recruitment is to contract with a marketing firm to improve the Sheriff's Office's marketing materials, "branding" and messaging, as well as to coordinate a recruitment advertising campaign.

Sheriff's Office staff met with and received proposals from four (4) vendors and the Forsyth County Sheriff's Office has selected Small Creatures, LLC's proposal based on the overall cost, campaign ideas and advertising proposals. The fee proposals are summarized below:

Small Creatures: \$30,658 (estimated per month)  
TASIG (RacerSites): \$36,900 (estimated per month)  
Russell Agency: \$43,700 (estimated per month)  
MullenLowe: \$115,788 (estimated per month)

After selecting Small Creatures, the Sheriff's Office negotiated with the company regarding cost and campaign strategy. The recruitment campaign will include a special recruitment "micro" website, video production, on-line advertising spots, radio advertising spots in targeted markets, an enhanced social media presence, and updated recruitment materials, which will link to the campaign theme(s). The new materials will be used at job fairs, college campuses and other recruitment events.

This agenda item awards and authorizes execution of a contract in the amount of \$89,000 to Small Creatures, LLC for recruitment marketing services.

The amendment to the Law Enforcement Equitable Distribution Special Revenue Fund, in the amount of \$44,500 transfers Federal Drug Forfeiture funds to the General Fund to cover 50% of the cost of the contract with Small Creatures, LLC. *The remaining 50% (\$44,500) will be funded by previously appropriated SCAAP grant funds.*

The Budget Ordinance Amendment transfers these funds from the General Fund to the Sheriff's Budget.

ATTACHMENTS:  YES  NO

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

COUNTY MANAGER

**RESOLUTION AWARDING AND AUTHORIZING EXECUTION OF A CONTRACT  
FOR RECRUITMENT MARKETING SERVICES FOR THE SHERIFF'S OFFICE  
(FORSYTH COUNTY SHERIFF'S OFFICE)**

**WHEREAS**, after due advertisement, proposals were received by the Sheriff's Office in response to a Request for Proposals for recruitment marketing services for the Sheriff's Office and the following proposals were received:

Small Creatures: \$30,658 (estimated per month)  
TASIG (RacerSites): \$36,900 (estimated per month)  
Russell Agency: \$43,700 (estimated per month)  
MullenLowe: \$115,788 (estimated per month)

**WHEREAS**, Small Creatures Production, LLC. submitted the lowest cost proposal for recruitment marketing services for the Sheriff's Office; and

**WHEREAS**, it is the recommendation of the County Manager, the Sheriff, and the Purchasing Director that a contract for recruitment marketing services be awarded to Small Creatures Production, LLC. in the total amount of \$89,000.00; and

**WHEREAS**, the County Chief Financial Officer has determined that sufficient funds are available to cover the cost of this contract;

**NOW, THEREFORE, BE IT RESOLVED**, by the Forsyth County Board of Commissioners, that a contract to provide recruitment marketing services for the Forsyth County Sheriff's Office, is hereby awarded to Small Creatures Production, LLC in the total amount of \$89,000.00, and all other proposals are hereby rejected.

**BE IT FURTHER RESOLVED** that the County Manager and Clerk to the Board are hereby authorized to execute, on behalf of Forsyth County, a contract with Small Creatures Production, LLC for recruitment marketing services for the Forsyth County Sheriff's Office in the amount of \$89,000.00, subject to a pre-audit certificate thereon by the County Chief Financial Officer, where applicable, and approval as to form and legality by the County Attorney.

Adopted this 8<sup>th</sup> day of May 2017.

**FORSYTH COUNTY, NORTH CAROLINA**  
AMENDMENT TO THE  
LAW ENFORCEMENT EQUITABLE DISTRIBUTION SPECIAL REVENUE FUND

BE IT ORDAINED BY THE FORSYTH COUNTY BOARD OF COMMISSIONERS THAT THE LAW ENFORCEMENT EQUITABLE DISTRIBUTION SPECIAL REVENUE FUND IS HEREBY AMENDED AS FOLLOWS:

INCREASE: SECTION 1. REVENUES.  
SPECIAL REVENUE FUND  
LAW ENFORCEMENT EQUITABLE \$44,500  
DISTRIBUTION FUND BALANCE

INCREASE: SECTION 2 APPROPRIATIONS.  
SPECIAL REVENUE FUND  
TRANSFER TO GENERAL FUND \$44,500

---

NATURE OF TRANSACTION:  
 Additional Revenue Available  
 Transfer within Accounts of  
Same fund  
 Other: Appropriate Law Enforcement  
Equitable Distribution Funds for  
Transfer to the General Fund

APPROVED BY BOARD OF COUNTY  
COMMISSIONERS AND ENTERED ON  
MINUTES DATED \_\_\_\_\_  
AGENDA ITEM NUMBER \_\_\_\_\_

**FORSYTH COUNTY, NORTH CAROLINA**  
**AMENDMENT TO**  
**2016-2017 BUDGET ORDINANCE**

BE IT ORDAINED THAT FUNDS ARE AUTHORIZED FOR THE PURPOSES DESCRIBED ABOVE, AND ARE HEREBY APPROPRIATED FOR THE AMENDMENT TO THE FY 2016-2017 BUDGET ORDINANCE AS FOLLOWS:

INCREASE: SECTION 1. REVENUES.  
 GENERAL FUND  
           OTHER FINANCING SOURCES – \$44,500  
           TRANSFER FROM LAW  
           ENFORCEMENT EQUITABLE  
           DISTRIBUTION FUND

INCREASE: SECTION 2 APPROPRIATIONS.  
 GENERAL FUND  
           SHERIFF \$44,500

NATURE OF TRANSACTION:  
 Additional Revenue Available  
 Transfer within Accounts of  
           Same fund  
 Other:

APPROVED BY BOARD OF COUNTY  
 COMMISSIONERS AND ENTERED ON  
 MINUTES DATED \_\_\_\_\_  
 AGENDA ITEM NUMBER \_\_\_\_\_