

FORSYTH COUNTY

BOARD OF COMMISSIONERS

MEETING DATE: JANUARY 21, 2021

AGENDA ITEM NUMBER: 9

SUBJECT: RESOLUTION AWARDING A CONTRACT FOR PROFESSIONAL MEDIA SERVICES FOR THE SHERIFF'S OFFICE TO HUNTER D. LAUGHLIN (FORSYTH COUNTY SHERIFF'S OFFICE)

COUNTY MANAGER'S RECOMMENDATION OR COMMENTS: Recommend Approval

SUMMARY OF INFORMATION:

The Forsyth County Sheriff's Office has been utilizing various professional media services contractors for many years, including Small Creatures Production L.L.C. from May 2017 to September 2018 and Hunter D. Laughlin since February 2019.

These contracted services provide for photography, videography, and editing services. The majority of the contractor's time is and will be spent on setting up for and shooting photos and videos that cover agency day-to-day activities, special events, recruitment and one-on-one interviews on various issues and topics to keep the public informed. These efforts support the production of various media content including weekly video podcasts, weekly news shows, the agency website, and social media information, primarily Facebook. The contractor also provides design services, including marketing materials, logos, etc.

The Sheriff's Office widely promoted a request for informal bids and received three (3). The Sheriff's Office reviewed the proposals based on experience in providing similar services, references, technical/technological proficiencies and cost. A summary of cost proposals is shown below:

<u>Bidder</u>	<u>Bid Amount</u>
John Jordan Films, LLC	\$50,000.00
Hunter D. Laughlin	\$62,999.00
Hunter Kowald	\$63,875.00

The Sheriff's Office recommends that a contract be awarded to Hunter D. Laughlin. No other contractor is as knowledgeable and familiar with Sheriff's Office operations and needs than Mr. Laughlin. Based on a review by the Sheriff's Office, the lowest bidder does not have enough documented editing experience to complete the requirements of the scope of work. Secondly, to switch vendors would negatively affect productivity of daily and weekly responsibilities and limit the ability of the public relations team to accomplish their objectives and effectively represent the agency's brand.

The Resolution awards a contract in an amount not to exceed \$62,999 to Hunter D. Laughlin for a one-year term, with the ability to renew for an additional one-year term given funding, mutual agreement and consent.

Funds are appropriated in the Fiscal Year 2020-2021 Sheriff's Office budget to cover the cost of this service contract.

ATTACHMENTS: yes no

SIGNATURE: *J. Dudley Watts, Jr. /AMS* DATE: January 19, 2021
COUNTY MANAGER

**RESOLUTION AWARDING A CONTRACT FOR PROFESSIONAL MEDIA SERVICES
FOR THE SHERIFF'S OFFICE TO HUNTER D. LAUGHLIN
(FORSYTH COUNTY SHERIFF'S OFFICE)**

WHEREAS the Forsyth County Sheriff's Office has utilized professional media services contractors since May 2017 for public and media relations;

WHEREAS the Sheriff's Office obtained informal bids, a summary of which are as follows:

<u>Bidder</u>	<u>Bid Amount</u>
John Jordan Films, LLC	\$50,000.00
Hunter D. Laughlin	\$62,999.00
Hunter Kowald	\$63,875.00

; and

WHEREAS it is the recommendation of the County Manager and Sheriff that a contract for professional media services be awarded to Hunter D. Laughlin in an amount not to exceed \$62,999.00;

NOW, THEREFORE, BE IT RESOLVED, by the Forsyth County Board of Commissioners that a contract for professional media services for the Forsyth County Sheriff's Office, is hereby awarded to Hunter D. Laughlin for a one year term, with the ability to renew for an additional one-year term, in an amount not to exceed \$62,999.00 and the County Manager and Clerk to the Board are hereby authorized to execute, on behalf of Forsyth County, a contract with Hunter D. Laughlin for professional media services for the Forsyth County Sheriff's Office in an amount not to exceed \$62,999.00, 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 21st day of January 2021.