

FORSYTH COUNTY
BOARD OF COMMISSIONERS

**BRIEFING
DRAFT**

MEETING DATE: MARCH 27, 2017

AGENDA ITEM NUMBER: 9

SUBJECT:

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

COUNTY MANAGER'S RECOMMENDATION OR COMMENTS:

SUMMARY OF INFORMATION:

As has been communicated on a regular and on-going basis with County staff and the Forsyth County Board of Commissioners, the Forsyth County Sheriff's Office is undertaking a number of different strategies aimed at reducing the agency's significant number of detention officer and deputy vacancies. Some strategies are focused on retention and others on recruitment.

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

Sheriff's Office staff met with and received campaign proposals from four (4) vendors. Very generally, the proposals include proprietary campaign "pitch" ideas, advertising tactic proposals, as well as cost proposals. Cost proposals typically consist of one-time marketing agency fee(s) and à la carte tactic proposals.

The Forsyth County Sheriff's Office has selected Small Creatures, LLC's proposal based on the overall cost, campaign "pitch" ideas and advertising tactic proposals. Although difficult to direct-compare proposals based on cost, as a result of different campaign tactics, the lowest possible à la carte monthly charges and agency fee proposals are summarized below:

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

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 all link to the campaign theme(s), that will be used at job fairs, college campus and other recruitment events.

The amendment to the Law Enforcement Equitable Distribution Special Revenue Fund transfers Federal Drug Forfeiture funds to the General Fund to cover 50% of the cost. The remaining 50% 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.

Finally, the resolution awards a contract in the amount of \$44,500 to Small Creatures, LLC. for recruitment marketing services.

ATTACHMENTS: YES NO

SIGNATURE: _____ DATE: _____

COUNTY MANAGER