



Fulton County Board of Commissioners  
**Agenda Item Summary**

**# 17-0522**

**BOC Meeting Date**  
6/21/2017

**Requesting Agency**  
Economic Development

**Commission Districts Affected**  
All Districts

**Requested Action** *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*  
Presentation and update on the Economic Development Marketing Plan for Select Fulton.

**Requirement for Board Action** *(Cite specific Board policy, statute or code requirement)*  
No requirement for the BOC.

**Is this Item related to a Strategic Priority Area?** *(If yes, note strategic priority area below)*  
Yes                      All People have economic opportunities

**Is this a purchasing item?**  
No

<b>Summary &amp; Background</b>	<i>(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)</i>
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Scope of Work: Select Fulton, the economic development arm of Fulton County, will give a presentation and update to the Board of Commissioners on its upcoming Marketing Plan.

<b>Contract &amp; Compliance Information</b>	<i>(Provide Contractor and Subcontractor details.)</i>
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Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

Revised 03/12/09 (Previous versions are obsolete)

Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

Revised 03/12/09 (Previous versions are obsolete)

<b>Solicitation Information</b>	<b>NON-MFBE</b>	<b>MBE</b>	<b>FBE</b>	<b>TOTAL</b>
No. Bid Notices Sent:				
No. Bids Received:				
<b>Total Contract Value</b>	.			
<b>Total M/FBE Values</b>	.			
<b>Total Prime Value</b>	.			
<b>Fiscal Impact / Funding Source</b>	(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)			
.				
<b>Exhibits Attached</b>	(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)			
<b>Source of Additional Information</b>	(Type Name, Title, Agency and Phone)			

<b>Agency Director Approval</b>		<b>County Manager's Approval</b>
<b>Typed Name and Title</b>	<b>Phone</b>	
<b>Signature</b>	<b>Date</b>	

Revised 03/12/09 (Previous versions are obsolete)

**Procurement****Contract Attached:**

.

**Previous Contracts:**

.

**Solicitation Number:**

.

**Submitting Agency:**

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**Staff Contact:**

.

**Contact Phone:**

.

**Description:.****FINANCIAL SUMMARY****Total Contract Value:**

Original Approved Amount: .

Previous Adjustments: .

This Request: .

TOTAL: .

**MBE/FBE Participation:**

Amount: . %: .

Amount: . %: .

Amount: . %: .

Amount: . %: .

**Grant Information Summary:**

Amount Requested: .

Match Required: .

Start Date: .

End Date: .

Match Account \$: .

☐

Cash

☐

In-Kind

☐

Approval to Award

☐

Apply &amp; Accept

**Funding Line 1:**

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**Funding Line 2:**

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**Funding Line 3:**

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**Funding Line 4:**

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**KEY CONTRACT TERMS****Start Date:**

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**End Date:**

.

**Cost Adjustment:**

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**Renewal/Extension Terms:**

.

**ROUTING & APPROVALS**

(Do not edit below this line)

X	Originating Department:	Kirkland, Sabrina	Date: 6/13/2017
.	County Attorney:	.	Date: .
.	Purchasing/Contract Compliance:	.	Date: .
.	Finance/Budget Analyst/Grants Admin:	.	Date: .
.	Grants Management:	.	Date: .
X	County Manager:	Anderson, Dick	Date: 6/14/2017



2017  
Select Fulton

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# Marketing RFP Visioning





# BACKGROUND



Fulton County plays an important role in creating the right environment to stimulate economic growth and develop an able workforce.

The County serves as a key connector between the business community, education providers, job seekers, and the municipal governments who serve them.

It is the County's responsibility to ensure that public resources are aligned in the effort to support business growth and develop the skills and training of the workforce.

# GOALS & OBJECTIVES

## Marketing

- Promote Fulton County as a great place for job creation and capital investment.

## Communications

- Communicate the efforts of Select Fulton and opportunities for business to invest in Fulton County.





# STRATEGIC PRIORITIES

## Manage Fulton Business Image

Develop messaging that is consistent with Fulton County's strengths in business

Create specific marketing campaigns tied to messaging

## Include Fulton in Conversation

Engage Fulton business community, municipalities and key stakeholders to assist in branding and promoting the County

Leverage stakeholders to act as echo chamber for Fulton messaging and communication

## Develop Tools to Share Message

Identify various channels to distribute Fulton messaging and communications (i.e. brochures, one-pagers, video, email blasts, ect)

Re-tool existing platforms to better promote Fulton's story and Select Fulton's efforts (i.e. websites, social media, ect)



# SCOPE OF WORK

1. Research

2. Brand/Message Development

3. Strategic Implementation



# MARKETING/COMMUNICATIONS OUTCOME



## Messaging

Developed brand identity and messaging for Fulton County.

## Vehicles

Created marketing and communication materials to promote Fulton County.

## Perception

Enhance community perception that Fulton County is a great place to do business and is a relevant player in the Economic Development space.



# MARKETING/COMMUNICATIONS OUTCOME



Messaging

Vehicles

Perception

Packet Page -397-

*Fulton County  
is.....*

## Brochure



## Newsletter



## Videos



*I think  
Fulton County  
Is.....*



# 17-0522

# MARKETING/COMMUNICATIONS BUDGET



Marketing RFP	Marketing Plan (includes research, strategy and messaging)	\$75,000.00
	Select Fulton Video	\$15,000.00
	City 30 Second Videos (per video)	\$5,000.00
	3 X One Pages (Fulton, N. Fulton & S. Fulton)	\$3,000.00
	Select Fulton Brochure	\$5,000.00
	Website Enhancements (City Pages)	\$10,000.00
Additional Items	Conference Display	\$3,000.00
	Marketing Plan Recommendations (Targeted Ad Buys, Additional Collateral and Promotional Materials)	\$ 119,000.00
TOTAL		\$300,000.00

# MARKETING/COMMUNICATIONS NEXT STEPS

June 30, 2017

Draft RFP



July - August 2017

BOC RFP Final Selection Presentation



October 2017

Complete Marketing Plan Process

