

**HARDIN COUNTY FISCAL COURT
RESOLUTION NO. 2016-103**

BE IT RESOLVED, upon recommendation of Judge/Executive Harry L. Berry, with the concurrence of the Resources and Community Support Committee, to approve the attached Heartland Communications Consultants' proposal dated February 15, 2016 to design and host the county's website.

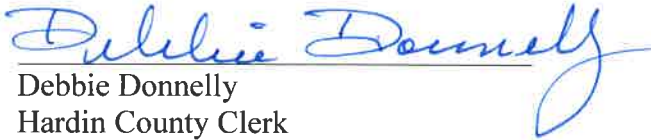
BE IT FURTHER RESOLVED, to authorize the Judge/Executive to execute the necessary documents relating to the website.

ADOPTED, by the Hardin County Fiscal Court in its regular meeting of 26 July 2016.



Harry L. Berry
Hardin County Judge/Executive

ATTEST:



Debbie Donnelly
Hardin County Clerk

RESOURCES AND COMMUNITY SUPPORT COMMITTEE

JULY 19, 2016

The Committee met on July 19th with the following attending: Lisa Williams, Roy Easter, Vicki Meredith, Lisa Pearman, Jim Roberts, Bryce Shumate, Louis Lawson and Rene Hutcheson.

Louis Lawson noted to the committee that the building the county owns at 225 College St, Elizabethtown, KY and leased to the Association for Retarded and Handicapped of Hardin County, is in need of a roof replacement. The ARHHC has quotes with the best quote of \$16,000 from Randy Detweiler Commercial Roofing in Munfordville. The ARHHC has stated that they will pay half of the cost of replacement. Louis recommended that the other half (\$8,000) be paid by the county. Funds will be drawn from the Building and Grounds budget for such expense. The committee was unanimous in support of this recommendation.

Bryce Shumate brought before the committee four proposals he had received to construct a new website for the county. All four proposals were discussed in depth. Proposals were as follows:

Heartland Communications -	\$14,720	Annual Maintenance	\$300
Vision Internet	\$32,000-\$55,000	Annual Maintenance -	\$8,000-10,000
The Web Guys	\$12,725	Annual Maintenance -	\$199
Civica	\$18,741	Annual Maintenance -	\$5,100

The two local companies, Heartland Communications and The Web Guys submitted the lowest bids.

After discussion it was deemed appropriate to go with Heartland Communications due to no response from The Web Guys after receiving their proposal. Several questions needed to be answered from them to properly evaluate their proposal. Heartland Communications responded in a timely manner and also offered to host the server for Fiscal Court, the Sheriff and Planning Dept. The committee was unanimous in recommending Heartland Communications to Fiscal Court for both creation and maintenance of a new website. This will be funded out of Bryce's budget.

Rene Hutcheson announced that the library branch has been partially repainted. Special thanks to E'Town Paint for donating the primer and paint for the job. She also noted that the air conditioning at the main library is not functioning properly and is being repaired.

With no further business, the meeting was adjourned at 3:40 p.m.

Respectfully submitted,

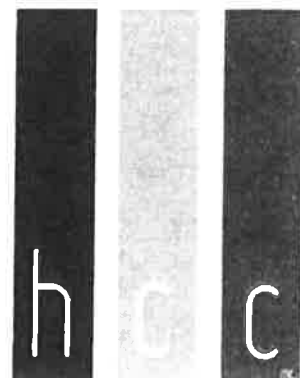
Lisa Williams, Committee Vice Chairperson

Everyone has a
story to share.

heartland.org | heartlandcommunications.com

DIGITAL COMMUNICATIONS SERVICES

February 15, 2016



heartlandcommunicate.com

About Heartland Communications Consultants (HCC)

Heartland Communications Consultants (HCC) is a marketing communications firm with a passion for helping organizations grow and succeed. We believe in building meaningful brands, embracing change to create big opportunities and developing collaborative relationships with clients.

HCC helps clients gain a competitive edge by driving ideas that have an impact on people, communities and markets. Our work balances innovation and creativity to deliver compelling content in an ever-evolving media landscape. With respect for the target audience and budget, we set out to differentiate, motivate and build loyalty with unique approaches.

HCC succeeds when our clients succeed, so we strive to be our clients' most valuable partner. We build relationships founded on trust, respect and a desire to accomplish goals together. We bring fresh, objective thinking to challenges, working with our clients to develop solutions and aim higher.

HCC Team

PROJECT LEADS

ACCOUNT MANAGEMENT/CREATIVE/WEB & DIGITAL STRATEGY

Kenny Rambo helps clients build brands and deliver consistent messages with special attention to new media including web and social media. He speaks the language of the "techies" while also being able to translate complex information to a range of audiences. His extensive knowledge of digital communications comes from oversight of over 500 web projects for clients in several states.

CREATIVE/WEB DEVELOPMENT/WEB & DIGITAL STRATEGY

As an accomplished, award-winning creative executive, Shawna Broyles is driven to deliver inspiring and innovative digital solutions to help businesses grow. With a focus on brand development, social media marketing and search engine optimization, Shawna determines the best path through the maze of interactive challenges and evolving technologies.

Joe Humphrey - Account Coordinator

ACCOUNT MANAGEMENT/WEB & DIGITAL STRATEGY

Joe Humphrey has a deep understanding of the digital space and how it can be leveraged in successful marketing campaigns. His experience spans website development, video production, social media and more. Joe thrives on innovation and being a step ahead of emerging digital media trends, meaning his approach is always fresh and focused on the best avenues to engage audiences.

SUPPORTING TEAM

Beth Avey
President

Stephanie Wetzel
Vice President

Sarah Berkshire
Account Executive

Kasey McCrary
Account Executive

Heather Whelan
Account Coordinator

Jordan Sok
Account Coordinator

Robby Payne
Web Developer

Project Objectives

Hardin County Government provides well-planned, adequately resourced, and professionally executed public programs, infrastructure, and services for the benefit of nearly 110,000 citizens. County Government furthers the interests of quality of life through a robust operation of departments and offices aimed at meeting the needs of a vibrant and growing community.

Leadership of the County's communication efforts recognize that an effective website and social media are important tools for communicating with its audiences. Further, leadership recognizes that the web has evolved and that in many ways, the County's current site has been left behind. To resolve this, County Government seeks a digital solutions partner to design/develop and maintain an updated website while establishing a related social media presence.



HCC is well suited to be that partner. Our team has proven expertise in all phases of website design, development and administration. Our best work is done at the intersection of community, economic and workforce development. As such, numerous Chambers of Commerce, Industrial Development Foundations and other community development organizations have selected our team to enhance their online presence by building, updating and maintaining attractive sites that engage and inform visitors and encourage them to act.

We will improve the County's ability to communicate and share information via the web and social media. The new site will be built using WordPress--the most up-to-date, user-friendly, search engine optimized platform available. With it, the County will gain added flexibility for staff to add and update content thereby keeping the site fresh and relevant. Special attention will be paid to make the site mobile responsive so that users can enjoy the full experience no matter what device they choose. Finally integration with various web tools, especially social media, will make the site a true communications hub allowing the County to connect with its audiences across various web channels.

The new Hardin County Government website will be engaging, visually appealing and effective in communicating with a variety of target audiences. It will place your organization on firm digital footing with the flexibility to evolve well into the future as a key component of an integrated marketing plan.

Deliverables

Budget

Web Design/Development

\$14,720.00

HCC will create a fresh, branded, mobile responsive, interactive website (up to 36 pages) and deliver:

- Project management, oversight and coordination of all activities to ensure a successful launch
- Website design and layout using HTML & CSS.
- Website development, programming and coding of web functions.
- Set-up and layout of blog to serve as categorized News Feed & Event Calendar.
- Integration of:
 - Appropriate social media channels.
 - Google Analytics to track site traffic metrics.
 - Hyperlinks to existing Department websites
 - Wayfinding Maps to orient audience with new/offsite locations
- Search Engine Optimization of URLs and Meta Data.
- Copywriting and original photography (1 day onsite) to ensure on-brand and consistent communication.
- Coaching, training and follow-up with staff/volunteers to ensure comfort level with use of content management tools.

Web Hosting

\$300.00 / year

Stable and secure hosting with daily back-ups, automatic updates, automatic hack scan/fix.

Budget does not include out-of-pocket expenses, such as third party software subscriptions, advertising, stock photography, etc.