



HAYWOOD COUNTY
BOARD OF COMMISSIONERS

AGENDA REQUEST

***Must be presented to the County Manager's Office
NO LATER THAN 5 P.M. FRIDAY 10 DAYS BEFORE THE MEETING***

DATE OF REQUEST: February 4, 2016

FROM: Blue Ridge National Heritage Area

MEETING DATE REQUESTED: **February 15, 2016**

*Regular meetings: First (1st) Monday of the month at 9:00 am
Third (3rd) Monday of the month at 5:30 pm*

SUBJECT:

Approval of Supplemental Agreement for Blue Ridge Heritage Trail signage program.

REQUEST: Commissioner approval of budget already pre-approved by NCDOT.
(What action are you seeking?)

BACKGROUND: Haywood County serves as our fiscal agent on this project, and all expenditures must be approved by the Commission.
(Research and justification of proposal and need; Alternatives evaluated; Legal Basis: Outcome-What will be achieved and how will it be measured?)

IMPLEMENTATION PLAN: Work will begin immediately on the items outlined in this agreement.
(How and when will staff undertake the action?)

FINANCIAL IMPACT STATEMENT: Money to come from Federal Highway Administration Enhancement Grant through the NC Dept. of Transportation
(What is the cost? Where is the money coming from? Optional or mandated?)

SUPPORTING ATTACHMENTS: YES X NO HOW MANY? 2

LIST: **Tourism Marketing Project Manager Supplemental Agreement #1** Between Haywood County, North Carolina, Blue Ridge National Heritage Area, Inc. and Brain Hooks, LLC and Email from NCDOT approving the expenses.

PowerPoint Presentation: YES NO X

PERSON MAKING PRESENTATION AT MEETING: Jill Jones

TITLE Director of Marketing & Communications

PHONE NUMBER: 828-296-7230, ext. 244

E-MAIL: jill@blueridgeheritage.com

THIS SECTION FOR OFFICE USE ONLY

Tourism Marketing Project Manager

Supplemental Agreement #1

Between Haywood County, North Carolina,

Blue Ridge National Heritage Area, Inc.

and

Brain Hooks, LLC

PROJECT NO:	<u>E-4975</u>	FEDERAL AID NO:	<u>STP-000S(43)</u>
COUNTY:	<u>Haywood and Various Others Across Western North Carolina</u>	CONTRACT NO:	<u>NA</u>
CONTRACTOR:	<u>Brain Hooks, LLC</u>		

Description, location, and justification for change:

1. Kiosk Ideation and Website Development: This is for design requests/changes beyond the original scope of work for the kiosks and website. Specifically,

- Numerous rounds of Photoshop ideation to illustrate the 12 different blade signs on the signposts of the kiosks across five different Welcome Center designs.
- Creation of numerous assets—over 350 unique images—each requiring color correction, cropping, and output to various specific file sizes for use on both website and interactive kiosk displays
- Creation of art for 69 unique QR codes for stickers to be applied to each sign.

Additional time spent: 15 hours

Requested amount to cover this time:

\$1,875.00

2. Trail Map Development. This is for design requests/changes beyond the original scope of work for developing the map for use on the kiosks and in the brochure. Work entailed:

- Creating a totally new map, after the 69 unique sites had been plotted on the original map.
- After delivery of new map, all previous work was revised to fit the new art.
- Then the numbering order was changed, so all previous work had to be revised again.
- Additional edits/changes/color alterations were made to the new map.

Additional time spent: 15 hours

Requested amount to cover this time:

\$1,875.00

3. Rack Brochure. This is for design requests/changes beyond the original scope of work for the rack brochure, to include:

- After the numbering order of the sites was changed, all 69 sites originally laid out on the brochure needed to be changed as well.
- Original copy developed for each site was rewritten, requiring changes to each of the 69 sites on the brochure.

- Numerous design/copy tweaks and changes were made before reaching final approval.

Additional time spent: 10 hours

Requested amount to cover this time: \$1,250.00

4. Five Tripp Lite 330VA 175W UPS (battery backup units for kiosks), production proof and printing of 69 QR code adhesive-back vinyl stickers for the signs. Cost: \$1,158.19

Total: \$6,158.19

Additional map printing

It is anticipated that the original print run of 140,000 will be used by early summer 2016, so a second print run is requested. Cost estimate for printing 140,000 additional brochures: **\$16,271.81**

Kiosk for Parkway Visitor Center

Building, installation, battery pack and five-year maintenance for one additional kiosk located in the Blue Ridge Parkway Visitor Center in Asheville. This kiosk would service sites in the Central Blue Ridge and would allow the Blue Ridge National Heritage Area to evaluate the use of the kiosks, their impact on visitor decisions, as well as monitor content, technology updates, and maintenance issues. **\$9,681.23**

Total for Supplemental Agreement \$32,111.23

Basis of Agreement:

1. The Contractor agrees to perform the work described in this Supplemental Agreement in consideration of the payment set out herein.
2. The terms and conditions of said contract are hereby ratified and remain in full force and effect except as modified by such Supplemental Agreement(s) as may heretofore have been entered into between Haywood County, the Blue Ridge National Heritage Area, Inc. and the Contractor and as modified by this Supplemental Agreement.
3. All terms and conditions of this Supplemental Agreement are herein set out and there are no agreements relating thereto not expressed herein.

In witness whereof, Haywood County, the Blue Ridge National Heritage Area, Inc., and the Contractor have caused this Supplemental Agreement to be executed by their duly authorized representatives.

<p>Haywood County:</p> <p>_____</p> <p>County Manager</p> <p>_____</p> <p>Date</p> <p>Approved as to Form:</p> <p>_____</p> <p>County Attorney</p>

Date

Blue Ridge National Heritage Area, Inc.:

Executive Director

Date

Brain Hooks, LLC

President

Date