

Request For Qualifications (RFQ)

POSTED DATE: April 22, 2025
DEADLINE: May 2, 2025 – 1:00 pm



MEDIA CONSULTANT – Barton County Commission

Project Introduction

Barton County, Kansas, is seeking proposals from qualified consultants or private individuals to provide professional media consulting services. The successful vendor will assist Barton County in improving its media outreach, civic engagement and visibility of County services, policies and public engagement opportunities. Work will involve communication with various internal and external audiences, encompassing areas such as public relations, media relations and communications needs to build and maintain a positive reputation. Barton County is committed to increasing transparency and communication with citizens, local businesses and other government agencies and the communications consultant will play a critical role in ensuring the County’s initiatives are effectively communicated.

Project Requirements

Media Services: Provide on-call consultation and advice to County administrative personnel as needed, addressing communication needs and strategies as required. Will be required to attend (virtually or in-person) a weekly (every Tuesday at 9 am unless otherwise announced) and special Commission meeting and release a summary of activities from said meeting. May be asked to attend and report same on other County boards such as the Planning Commission, Community Corrections and Public Health.

Public Information Campaigns: Execute targeted public information efforts, including featured articles, press releases and publicity, to increase awareness of County services policies and public engagement opportunities

Press Releases: Advise, as needed, on press releases written and distributed by County personnel.

Graphic Design: Develop a County branding guide for graphic design.

Videography/Photography: As requested, attend events, promotions and other opportunities to capture video and photos for use in related areas, to include social media.

Social Media Consultation: May consult with County staff on its various social media accounts, it ensure timely and relevant content is developed in accordance with existing branding guide and posted regularly.

Time: Anticipate an average of 8 – 12 hours per week.

Project Funding Source

Funding provided by Barton County.

Project Timeline

Services are to be provided until December 31, 2025, and may be extended for a two-year period.

Project Inquiries

Questions concerning the Request for Proposal must be submitted via email to Matt Patzner, County Administrator, at mpatzner@bartoncounty.org, 620.793.1800.

Submission Procedure

1. *Vendors may receive electronic notifications and submit proposals electronically through Vendor Registry, a link found under the Procurement tab at www.bartoncounty.org.*

OR

2. *Proposals may also be submitted via mail or courier to the Barton County Administrator, 1400 Main Street, Suite 108, Great Bend, Kansas, 67530.*

Barton County will not consider any proposal not prepared and not submitted in accordance with the provisions hereof and may waive any informalities or reject any and all proposals. Any proposals may be withdrawn prior to the above scheduled time for the opening of bids or authorized postponement thereof. Any proposal received after the time and date specified shall not be considered. Proposals submitted after the closing date and time will be returned unopened. Proposals may not be withdrawn within sixty (60) days after the actual date of the opening thereof.

Awarding Bids/Proposals/Contracts

Barton County reserves the right to reject any and all bids/proposals/contracts and award in the County's best interests. Barton County will award bids/proposals/contracts only to responsible contractors possessing the ability to perform successfully under the terms and conditions of a proposed procurement. In addition, consideration will be given to such matters as contractor integrity, compliance with public policy, a record of past performance, and financial and technical resources.

Barton County cannot enter into contracts with entities that have been suspended or debarred from participating in contracts supported with federal funds. For contracts over \$25,000 supported with federal funds, Barton County will verify that a contractor is not excluded or disqualified by either:

- *Checking SAM (www.sam.gov);*
- *Collecting a certification from that contractor; or*
- *Adding a clause or condition to the cover transaction with that contractor.*

False or Misleading Statements

In the opinion of Barton County, if your proposal contains false or misleading statements or references which do not support the function, attribute, capability, or condition of your company and the products and services outlined in your proposal, your proposal will be rejected.

Conflicts of Interest

Vendors must list any current or potential clients or projects which may be (or cause) a conflict of interest in working for Barton County and describe the possible extent of the conflict.

Modification of Bids/Proposals/Contracts

Modifications to bids/proposals/contracts already submitted will be allowed if submitted in writing before the deadline. Modifications shall be submitted and shall not reveal the total amount of either the original or revised proposal.