



FAYETTEVILLE CITY COUNCIL

Edward J. Johnson, Jr. Mayor
Scott Stacy, Mayor Pro Tem
Kathaleen Brewer
Paul C. Oddo, Jr.
Harlan Shirley
James B. Williams

STAFF

Ray Gibson, City Manager
Anne Barksdale, City Clerk

MEETING LOCATION

Fayetteville City Hall
Council Chambers
240 South Glynn Street
Fayetteville, Ga. 30214

MEETING TIME EACH MONTH

Regular Session
1st & 3rd Thursday –
6:00pm

MAYOR AND COUNCIL OFFICE

Fayetteville City Hall
240 South Glynn Street
Fayetteville, Ga. 30214

Phone: 770-461-6029
Fax: 770-460-4238

Web Site:

www.fayetteville-ga.gov

E-Mail Address:

abarksdale@fayetteville-ga.gov

Agenda

Fayetteville City Council Meeting

August 4, 2016

6:00 P.M.

Call to Order

Opening Prayer

The Pledge of Allegiance to the Flag

Approval of Agenda

1. Approval of Minutes of the July 21, 2016 City Council Meeting

RECOGNITIONS AND PRESENTATIONS

2. Presentation – Midwest Food Bank PTC: *Presented by Executive Director Will Garner*

PUBLIC HEARING:

3. Consider Ancillary Growler Malt Beverage Tasting License – Gremlin Growlers – 101 South Glynn Street for Glenn Gresham: *Presented by City Clerk Anne Barksdale*

OLD BUSINESS:

4. Consider R-28-16 – Final Adoption of 2016 Annual Update to Capital Improvements Element (CIE) and Community Work Program (CWP): *Presented by Bill Ross (Bill Ross + Assoc.)*

NEW BUSINESS:

5. Consider R-29-16 – Pay Scale/Job Description Update: *Presented by Director of Finance and Administration Mike Bush*
6. Consider R-30-16 – Bid Award – Image Rebranding Project – Global Web Advisors, LLC: *Presented by Economic Development Director Brian Wismer*
7. Consider R-31-16 – Project Budget List for Restricted Funds of Hotel/Motel Tax Revenues: *Presented by Economic Development Director Brian Wismer*

REPORTS AND COMMENTS:

8. City Manager and Staff Reports
9. City Council and Committee Reports
10. Mayors Comments
11. Public Comments
12. Executive Session – To Discuss Potential Litigation Issue

City of Fayetteville
Regular Mayor and City Council Meeting
Minutes
July 21, 2016

Call to Order

The Mayor and City Council of Fayetteville met in regular session on July 21, 2016 at 6:00 p.m. in the Council Chambers at City Hall. Mayor Edward Johnson called the meeting to order, followed by Opening Prayer and led those attending in the Pledge of Allegiance to the Flag. Council members present were: Harlan Shirley, Kathaleen Brewer, Scott Stacy, and James Williams. Councilmember Paul Oddo was absent. Staff members present were City Manager Ray Gibson and City Clerk Anne Barksdale.

Brewer moved to approve the agenda as presented. Stacy seconded the motion. Motion carried unanimously.

Stacy moved to approve the minutes of the Regular City Council Meeting of July 7, 2016. Brewer seconded the motion. Motion carried unanimously.

Shirley moved to approve the amended/corrected minutes of the Called City Council Meeting of June 30, 2016. Williams seconded the motion. Motion carried unanimously.

Public Hearings:

Mayor Johnson called Consider #0-12-16 – FY2017 Budget Hearing – 2nd Reading.

Director of Finance and Administration Mike Bush stated, this is for our budget year beginning August 1, 2016 and ending July 31, 2017. We are increasing Court Cost fees by \$10 to cover the cost of operations. Fees will go from \$10 to \$20. The General Fund, Water and Sewer Fund, Solid Waste and Recycling Fund, Capital Projects Fund, Impact Fee Fund, SPLOST Fund, Cemetery Trust Fund, Confiscated Assets Fund, Hotel/Motel Tax Fund, Vehicle Rental Excise Tax Fund, Downtown Development Authority, Main Street Tourism Fund, and Veterans Memorial Fund are to be adopted as follows:

FUND		
GENERAL FUND		
	General Government	\$ 1,497,235
	Judicial	\$ 659,001
	Public Safety	\$ 7,818,952
	Public Works	\$ 1,020,182
	Housing and Development	\$ 827,509
	Other Uses	\$ 541,553
	TOTAL GENERAL FUND	\$ 12,364,432
ENTERPRISE FUNDS:		
	Water and Sewer Fund	\$ 6,553,970
	Solid Waste Fund	\$ 689,850
	TOTAL ENTERPRISE FUNDS	\$ 7,243,820
TOTAL SPECIAL REVENUE FUNDS		\$ 435,605
TOTAL CAPITAL PROJECTS FUND		\$ 7,942,680
TOTAL COMPONENT UNITS		\$ 1,270,519
TOTAL ALL FUNDS		\$ 29,257,056

City Manager Ray Gibson mentioned, we decided to go with a different company to handle our website and re-branding issue This will save the city around \$100,000. This money can then be moved to possible line item for culture/recreation.

There was one public comment by Tony Parrott, stating we should increase our budget for city attorney so that he can attend our council meetings.

Stacy moved to approve #0-12-16 – FY2017 Budget which includes \$100,000 savings for new website/rebranding contract to be used in other line items (possibly culture/recreation). Brewer seconded the motion. Motion carried unanimously.

New Business:

Mayor Johnson called Consider R-26-16 – Adoption 2016/2017 Pay Scale.

Assistant Director of Finance Carleetha Talmadge stated, we have proposed a 1.5% Cost of Living adjustment. If approved, we will need to adjust the pay scale to include the COLA.

She added, there are no changes to job descriptions, this is only increasing the minimum and maximum salaries per pay grade by 1.5%.

Shirley moved to approve R-26-16 – Adoption 2016/2017 Pay Scale. Stacy seconded the motion. Motion carried unanimously.

Mayor Johnson called Consider R-27-16 – Professional Services Contract for Water and Sewer Analysis – Goodwyn, Mills, & Cawood, Inc.

City Manager Ray Gibson stated, Staff is recommending the approval of a professional services agreement with Goodwyn, Mills, and Cawood, Inc., in the amount of \$50,000.00, to undertake the design development process for improvements at the City of Fayetteville's Waste Water Treatment Plant (WWTP).

He added, this initial agreement will begin with the review of the wastewater treatment plant with the City staff providing information such as asbuilts, influent and effluent data, historical memorandums, permits and water quality data. In addition, the consultant will complete a design development analysis which shall serve as the basis of the design, including cost estimates.

A representative from the company was present to answer any questions about the analysis.

Shirley moved to approve R-27-16 – Professional Services Contract for Water and Sewer Analysis in the amount of \$50,000.00 to Goodwyn, Mills, & Cawood, Inc. Brewer seconded the motion. Motion carried unanimously.

City Manager and Staff Reports:

City Manager Ray Gibson stated we will have an employee appreciation BBQ next Friday (July 29th) from 12:00 – 3:00 for employees and their families.

He added, our summer concert series continues with The Guess Who at the Southern Ground Amphitheater on July 30th.

Mr. Gibson said we will begin having monthly Community & Economic Development meetings. Expect to see an agenda in the near future for the next meeting.

Mayor's Comments:

Mayor Johnson said he attended and was part of the panel on the community forum held this past Tuesday, called "Unity in our Community" about the recent shootings of citizens and police officers. He said the City was well represented and the purpose of the meeting was to bring all citizens of the community together to learn to live and work in harmony.

Mayor Johnson also attended a press release today on Pinewood Forrest plans for their community development. He spoke at that meeting discussing connectivity to our downtown.

Stacy moved to adjourn the meeting. Shirley seconded the motion. The motion carried unanimously.

Respectfully submitted,

Anne Barksdale, City Clerk



CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

VIA: Ray Gibson, City Manager

CC: Mike Bush, Director Finance & Admin
Carleetha Talmadge, Assistant Director of Finance

FROM: Anne Barksdale, City Clerk

DATE: July 27, 2016

SUBJECT: Midwest Food Bank – Peachtree City

Executive Director of PTC Midwest Food Bank, Mr. Will Garner will be present to give an overview of this important community outreach. They serve over 240 non-profit organizations monthly. Staff recently took a field trip to their location to see first-hand how the food bank operates and supports those in need.



CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

VIA: Ray Gibson, City Manager

**CC: Mike Bush, Director Finance & Admin
Carleetha Talmadge, Assistant Director of Finance**

FROM: Anne Barksdale, City Clerk

DATE: July 27, 2016

SUBJECT: Ancillary Growler Malt Beverage Tasting License for Gremlin Growlers

This is a new growler store for tasting and selling craft beer. The store relocated from PTC and owner Glenn Gresham will be the licensee. This alcohol license will cover the Ancillary Growler Malt Beverage Tasting as well as the Malt Beverage Off Premise Consumption. Gremlin Growlers is located at 101 South Glynn Street for. All paperwork has been approved.

NOTICE OF PUBLIC HEARING

OFF-PREMISE CONSUMPTION OF ALCOHOL

Application has been made by the undersigned requesting the issuance of a license to sell Malt Beverages and/or Wine for Off Premise Consumption at the following location:

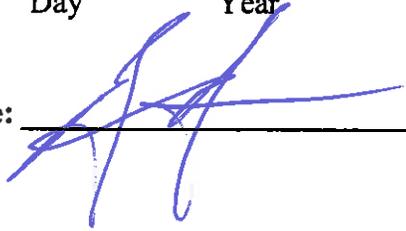
Business Name: Greenlin Breweries

Business Address: 101 Glynn St S

Applicant's Name: Glen Ereshman
(Please Print)

The application will be heard by the Mayor and Council of the City of Fayetteville, at City Hall, 240 South Glynn Street, during a public hearing to be held on:

 August 21st, 2016 at 6:00 p.m.
Month Day Year

Applicant's Signature: 

**FAYETTEVILLE POLICE DEPARTMENT
ALCOHOL LICENSE INVESTIGATIVE REPORT**

TO: License and Permits Department
FROM: Chief Scott Pitts
DATE: July 7, 2016
RE: Alcohol License Recommendation

The following is an Investigative Summary Recommendation for an Alcohol License for the Business/Applicant listed below.

Business Name: Gremlin Growlers

Owner/Applicant: Glenn Alan Gresham

Approved

Denied

Conditional

Fingerprint cards on file

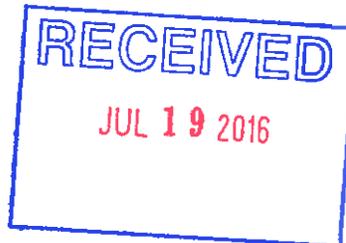
RENEWAL

Change License Holder (New Owner/Business Name)



Scott Pitts, Chief of Police Or Designee
Fayetteville Police Department

FOR OFFICE USE ONLY



CITY OF FAYETTEVILLE

REQUIRED VERIFICATION FOR ALCOHOL LICENSE

Business Name: Emerald Growlers DBA

Business Address: 101 Glynem St S

Facility provides table seating for _____ persons (on-premise consumption only)

Signature of Applicant: _____

OFFICE USE ONLY

Is location in compliance with distance requirements of the City Ordinance for sales/serving of alcohol?

Yes No

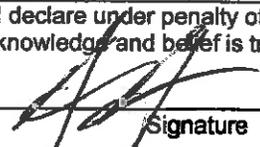
Signature of Building Official: _____

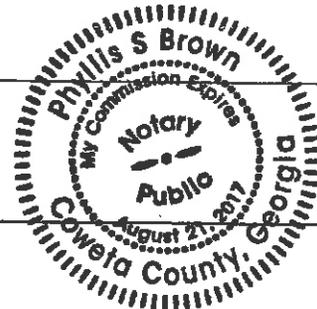
Does this location comply with the applicable provisions of the city alcohol ordinance?

Yes No

Signature of Zoning Official: _____

CITY OF FAYETTEVILLE ALCOHOL LICENSE APPLICATION

IDENTIFICATION SECTION					
1	Enter state taxpayer identifier (STI) here: _____				
2	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Name of Licensee: <u>Greinn Evesham</u></td> <td style="width: 50%; border: none;">Social Security Number: _____</td> </tr> <tr> <td style="border: none;">Date of Birth: _____</td> <td style="border: none;"></td> </tr> </table>	Name of Licensee: <u>Greinn Evesham</u>	Social Security Number: _____	Date of Birth: _____	
Name of Licensee: <u>Greinn Evesham</u>	Social Security Number: _____				
Date of Birth: _____					
3	Is Licensee a Corporation? Yes <input checked="" type="checkbox"/> No <input checked="" type="checkbox"/> If "yes", name and address of Registered Agent: <u>SUSTIN O'VELLO 150 E POPE DE LEON AVE DECATUR GA 30030</u>				
4	Legal Business Name and address: <u>GREINN BREWERS 101 GYMN STS</u> General Manager Name: <u>GREINN GREHAM</u>				
5	License Year for which Application is made: <u>2016</u>				
ALCOHOL INFORMATION SECTION					
6	When did you or will you begin selling alcoholic beverages for which this application is made? Date: <u>10/1/2016</u>				
7	Type of License: (Check all that apply)				
1) Retail Package (check all that apply) (Total application fee \$200.00) <input checked="" type="checkbox"/> Beer - Application Fee \$200.00 & License Fee \$500.00 <input type="checkbox"/> Wine - Application Fee \$200.00 & License Fee \$500.00 <input checked="" type="checkbox"/> Ancillary growler malt beverage tasting license 2) Consumption on Premise (Pouring) (Check all that apply) (Total application fee \$300.00) <input type="checkbox"/> Beer - Application Fee \$300.00 & License Fee \$1,000.00 <input type="checkbox"/> Wine - Application Fee \$300.00 & License Fee \$1,000.00 <input type="checkbox"/> Liquor - Application Fee \$300.00 & License Fee \$5,000.00 3) Off Premise Catering - \$250.00 License Fee					
8	Type of Business: (check one) <input type="checkbox"/> Restaurant <input checked="" type="checkbox"/> Retail Stores <input type="checkbox"/> Wholesale Stores <input type="checkbox"/> Catering				
9	Do you comply with the distance requirements of City Ordinance Sect. 10-34, no. (b)(6)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No				
CRIMINAL HISTORY CONSENT FORM					
10	I, <u>GREINN Evesham</u> , hereby give my permission to the City of Fayetteville Police Department to fingerprint me, also authorize the City of Fayetteville Police Department to run a criminal background check for the purpose of investigating my background in order to obtain an Occupational License to operate a place of business handling Alcoholic Beverages.				
SIGNATURE SECTION					
11	I declare under penalty of perjury that this application has been examined by me, and to the best of my knowledge and belief is true, correct and complete. <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  Signature </div> <div style="text-align: center;"> <u>OWNER</u> Title </div> <div style="text-align: center;"> <u>7/7/16</u> Date </div> </div> <p>(Must be signed by licensee. If the licensee is a corporation, must be signed by an officer of the corporation. Stamped signature not acceptable)</p> <p>I hereby certify that <u>GREINN Evesham</u> is personally known to me, that said applicant signed the foregoing application after stating to me personal knowledge and understanding of all statements and answers made herein, and, under oath actually administered by me, has sworn that said statements and answers are true.</p> <p>This <u>7th</u> day of <u>July</u> <u>2016</u> <u>Phyllis S Brown</u> Notary Public</p> <p style="text-align: center;">AFFIX SEAL</p>				
12	FOR OFFICE USE ONLY				
12	Check all that apply: <input type="checkbox"/> Beer <input type="checkbox"/> Wine <input type="checkbox"/> Liquor <input type="checkbox"/> Catering				





CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

VIA: Ray Gibson, City Manager

CC: Anne Barksdale, City Clerk

FROM: Brian Wismer, Community Development Director

DATE: July 19, 2016

SUBJECT: R-28-16 – Capital Improvements Element 2016 Update – Final Adoption

Each year the City is required to update its Capital Improvements Element and Short Term Work Program of the Comprehensive Plan. The 2016 update was prepared by Staff, along with a project consultant from Bill Ross + Associates. The Capital Improvements Element (CIE) lists all of the capital improvements that the City has planned. The Community Work Program (CWP) lists the City's planned major projects and a list of accomplishments detailing the progress that has been made on that list.

In April 2016, Mayor and Council adopted a transmittal resolution and CIE/CWP draft update which was sent to the Atlanta Regional Commission (ARC) and the Department of Community Affairs (DCA) for review and approval per the Development Impact Fee Compliance Requirements issued by the State of Georgia. That review was recently completed and the draft submittal was deemed compliant. Per these same requirements, Mayor and Council must now formally adopt (via resolution) the final document as the official 2016 update. These will be submitted to ARC which completes the annual requirement.

Staff recommends ADOPTION of the Resolution for the 2016 Capital Improvements Element Update to satisfy the compliance requirements for Development Impact Fees issued by the State of Georgia.

July 25, 2016

Mayor Edward Johnson
City of Fayetteville
240 Glynn Street South
Fayetteville, Georgia 30214

RE: 2016 Capital Improvements Element Annual Update

Dear Mayor Johnson,

ARC has completed the regional review of the 2016 Capital Improvements Element (CIE) Annual Update for the City of Fayetteville. We are pleased to inform you that the Georgia Department of Community Affairs (DCA) has determined that the update is in compliance with the Development Impact Fee Compliance Requirements and the Minimum Standards and Procedures for Local Comprehensive Planning.

Renewal of Qualified Local Government (QLG) status is contingent on adoption of the update as an amendment to the City's Comprehensive Plan. Enclosed are advisory comments from DCA that should be considered prior to adoption and for future updates. The 2016 update may be adopted at any time. Once adopted, please send ARC digital copies of the adoption resolution and the final, "as adopted" update document so that we may forward them to DCA. Upon receiving notice that the update has been adopted, DCA will renew the City's QLG status.

I commend you and the City of Fayetteville for your commitment to the comprehensive planning process. Please contact Andrew Smith at (404) 463-5581 or asmith@atlantaregional.com if you have any questions or if we can provide further assistance.

Sincerely,



Dan Reuter, FAICP
Community Development Division Manager

Enclosure

Cc: Brian Wismer, Director of Community Development



Andrew Smith

From: Jon West <Jon.West@dca.ga.gov>
Sent: Friday, July 22, 2016 1:53 PM
To: Dan Reuter; Jared Lombard; Andrew Smith; Jonathan Tuley
Cc: PEMD OPQG Administration
Subject: Fayetteville CIE Annual Update Approval w Advisory

Dan, Jared, Andrew and Jon,

Our staff has reviewed the revised Annual Capital Improvement Element (CIE) Update for the City of Fayetteville and finds that it adequately addresses applicable requirements. We do, however, have an advisory comment, below. Please review the advisory comment with the local government before they move forward. The next step is for the local government to adopt the CIE Update. As soon as your office provides written notice that the CIE Update has been adopted and provides DCA with a digital copy of the final adopted version of this document, we will notify the local government that its Qualified Local Government status has been extended. If you have any questions, please contact us at 404-679-5279.

Advisory Comments to the Community

Schedule of Improvements Funded by Impact Fees

- In future updates, please provide a column on pages 3-5 of your "Financial Report" which lists the other "Funding Sources", and anticipated proportions of total project costs to be paid by each source, for projects to be funded partially by development impact fees.

Thanks,



Learn more about our commitment to [fair housing](#)

Jon A. West, AICP
Senior Planner: Local & Intergovernmental
Programs
Georgia Department of Community Affairs
60 Executive Park South, NE
Atlanta, Georgia 30329
Direct 404-327-6872
Fax 770-302-9703
Jon.West@dca.ga.gov

Capital Improvements Element



2016 Annual Update:

Financial Report & Community Work Program

Fayetteville, Georgia

Adopted: August 4, 2016

This Capital Improvements Element Annual Update has been prepared based on the rules and regulations pertaining to impact fees in Georgia, as specified by the *Development Impact Fee Act* (DIFA) and the Department of Community Affairs (DCA) documents *Development Impact Fee Compliance Requirements* and *Standards and Procedures for Local Comprehensive Planning*. These three documents dictate the essential elements of an Annual Update, specifically the inclusion of a financial report and a schedule of improvements.

According to DCA's Compliance Requirements, the Annual Update:

"must include: 1) the Annual Report on impact fees required under O.C.G.A. 36-71-8; and 2) a new fifth year schedule of improvements, and any changes to or revisions of previously listed CIE projects, including alterations in project costs, proposed changes in funding sources, construction schedules, or project scope." (Chapter 110-12-2-.03(2)(c))

This Annual Update itself is based on the City of Fayetteville *Capital Improvements Element*, as amended by the City in June of 2007.

Financial Report

The Financial Report included in this document is based on the requirements of DIFA, specifically:

"As part of its annual audit process, a municipality or county shall prepare an annual report describing the amount of any development impact fees collected, encumbered, and used during the preceding year by category of public facility and service area." (O.C.G.A. 36-71-8(c))

The required financial information for each public facility category appears in the main financial table (page 2); each of the public facility categories has a single, city-wide service area. The status of all impact fee projects, by public facility category, is shown on the tables on pages 4, 5 and 6.

The City's fiscal year runs from August 1 to July 31.

Schedule of Improvements

In addition to the financial report, the City has prepared a five-year schedule of improvements—a community work program (CWP)—as specified in

DCA's Compliance Requirements (Chapter 110-12-2-.03(2)(c)), which states that local governments that have a CIE must "update their entire Short Term [i.e., Community] Work Programs annually."¹

According to DCA's requirements,² the CWP must include:

- A brief description of the activity;
- Legal authorization, if applicable;
- Timeframe for undertaking the activity;
- Responsible party for implementing the activity;
- Estimated cost (if any) of implementing the activity; and,
- Funding source(s), if applicable.

All of this information appears in the Community Work Program portion of this document, beginning on page 7.

¹ Note that DCA's Compliance Requirements specify that the work program is to meet the requirements of Chapter 110-12-1-.04(7)(a), which is a reference to the work program requirements in a previous version of the *Standards and Procedures for Local Comprehensive Planning*. The correct current description is found at Chapter 110-12-1-.04(2)(b)1.

² Chapter 110-12-1-.03(3).

**IMPACT FEES FINANCIAL REPORT – FAYETTEVILLE, GA
Fiscal Year 2015**

City of Fayetteville, GA		Annual Impact Fee Financial Report - Fiscal Year 2015					
Public Facility Service Area	Parks & Recreation	Fire Protection	Police	Roads	Administration	CIE Prep*	TOTAL
	City-wide	City-wide	City-wide	City-wide			
Impact Fee Fund Balance August 1, 2014	\$74,707.50	\$1,033,743.03	\$93,235.75	\$236,719.84	\$7,543.03	(\$21,556.86)	\$ 1,424,392.29
Impact Fees Collected (August 1, 2014 through July 31, 2015)	\$ 37,956.30	\$ 75,627.91	\$ 73,595.96	\$ 67,698.35	\$ 7,568.32	\$ -	\$ 262,446.84
Subtotal: Fee Accounts	\$ 112,663.80	\$ 1,109,370.94	\$ 166,831.71	\$ 304,418.19	\$ 15,111.35	\$ (21,556.86)	\$ 1,686,839.13
Accrued Interest	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
(Impact Fee Refunds)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
(Expenditures)	\$ (66,591.89)	\$ -	\$ (63,428.00)	\$ -	\$ (7,306.14)	\$ -	\$ (137,326.03)
Impact Fee Fund Balance July 31, 2015	\$ 46,071.91	\$ 1,109,370.94	\$ 103,403.71	\$ 304,418.19	\$ 7,805.21	\$ (21,556.86)	\$ 1,549,513.10
Impact Fees Encumbered	\$ 46,071.91	\$ 1,109,370.94	\$ 103,403.71	\$ 304,418.19			\$ 1,563,264.75

* CIE Prep is the cost of creating the original Capital Improvements Element, subsequent Annual Updates, and Amendments.

**IMPACT FEES FINANCIAL REPORT – FAYETTEVILLE, GA
Fiscal Year 2014**

City of Fayetteville, GA	Annual Impact Fee Financial Report - Fiscal Year 2014						
Public Facility Service Area	Parks & Recreation	Fire Protection	Police	Roads	Administration	CIE Prep*	TOTAL
City-wide	City-wide	City-wide	City-wide	City-wide			
Impact Fee Fund Balance August 1, 2013	\$62,656.46	\$880,870.84	\$2,390.84	\$105,231.22	\$17,734.74	(\$21,556.86)	\$1,047,327.23
Impact Fees Collected (August 1, 2013 through July 31, 2014)	\$77,975.14	\$152,872.19	\$148,941.77	\$131,488.62	\$15,571.00		
Subtotal: Fee Accounts	<i>\$140,631.60</i>	<i>\$1,033,743.03</i>	<i>\$151,332.61</i>	<i>\$236,719.84</i>	<i>\$33,305.74</i>	<i>(\$21,556.86)</i>	<i>\$1,574,175.96</i>
Accrued Interest	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Impact Fee Refunds)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Expenditures)	(\$65,924.10)		(\$58,096.86)		(\$25,762.71)		(\$149,783.67)
Impact Fee Fund Balance July 31, 2014	\$74,707.50	\$1,033,743.03	\$93,235.75	\$236,719.84	\$7,543.03	(\$21,556.86)	\$1,424,392.29
Impact Fees Encumbered	\$74,707.50	\$1,033,743.03	\$93,235.75	\$236,719.84			\$1,438,406.12

* CIE Prep is the cost of creating the original Capital Improvements Element, subsequent Annual Updates, and Amendments.

NOTE: This Financial Report table from the previous year has been revised and is attached to correct a clerical error in its creation. Although the figures are all drawn from the City's Audit for FY 2014, the amount of expenditures from the Administration account was inadvertently omitted. The figure (\$25,762.71) has been inserted into the table and the Fund Balance as of July 31, 2014 properly adjusted to the correct total.

**PROJECT FINANCIAL TABLES
Fiscal Year 2015**

Public Facility:		Parks & Recreation								
Responsible Party:		Public Services Department								
Service Area:		City-wide								
Project Description	Project Start Date	Project End Date	Local Cost of Project*	Maximum Percentage of Funding from Impact Fees	Maximum Funding Possible from Impact Fees	FY 2015 Impact Fees Expended	Impact Fees Expended (Previous Years)	Total Impact Fees Expended to Date	Impact Fees Encumbered	Status/Remarks
P.K. Dixon Park (219 acres)	2003	2010	\$ 499,265.64	44.0%	\$ 219,913.00	\$ -	\$ -	\$ -	\$ -	
Holiday Dorsey Fife House	2003	2004	\$ 1,564,823.95	100.0%	\$ 1,564,823.95	\$ 33,296.64	\$ 199,174.88	\$ 232,471.52	\$ 23,035.96	Debt Service**
Amphitheater	2003	2005	\$ 2,560,364.00	49.7%	\$ 1,272,831.81	\$ 33,295.25	\$ 224,454.86	\$ 257,750.11	\$ 23,035.96	Debt Service**
			\$ 4,624,453.59		\$ 3,057,568.76	\$ 66,591.89	\$ 357,705.64	\$ 490,221.63	\$ 46,071.91	

* Actual figures related to impact fee funding shown for completed projects.

When impact fees were initially calculated for these projects, their actual construction costs were already known. Because each project created capacity to serve future growth and development, the percentage of the cost that is impact fee eligible was calculated based on the Level of Service standards in the Capital Improvements Element, which yielded the proportion of the project that was required to meet the needs of future growth and development.

** The noted projects are eligible for impact fee funding but were initially financed through the issuance of GO bonds. The City is recouping the impact fee share of the portion of the debt service attributable to the projects, to the extent of the percentage of the costs that created new capacity to serve new growth and development, but limited to the extent of impact fee collections and accumulations on hand. Because the pace of impact fee collections cannot be predicted, the date at which the recoupment will be completed cannot be determined

NOTE: For projects that are not 100% impact fee funded, funding was provided from taxes levied and applied to the bond issue sinking fund.

Public Facility:		Fire Protection								
Responsible Party:		Fire Department								
Service Area:		City-wide								
Project Description	Project Start Date	Project End Date	Local Cost of Project*	Maximum Percentage of Funding from Impact Fees	Maximum Funding Possible from Impact Fees	FY 2015 Impact Fees Expended	Impact Fees Expended (Previous Years)	Total Impact Fees Expended to Date	Impact Fees Encumbered	Status/Remarks
Headquarters expansion (3,000 sf)	2005	2006	\$ 75,000.00	100.00%	\$ 75,000.00	\$ -	\$ 75,000.00	\$ 75,000.00		Completed
New Station #3 (11,200 sf)	2016	2018	\$ 2,222,000.00	63.99%	\$ 1,421,881.61	\$ -	\$ -	\$ -	\$ 1,109,370.94	
New Station #4 (5,920 sf)	2020	2022	\$ 1,095,200.00	0.00%	\$ -	\$ -	\$ -	\$ -		
Pumper Truck (Support Apparatus)	2012	2012	\$ 406,124.30	100.00%	\$ 406,124.30	\$ -	\$ 406,124.30	\$ 406,124.30		Completed
Aerial Truck	2015	2015	\$ 1,000,000.00	100.00%	\$ 1,000,000.00	\$ -	\$ -	\$ -		
Tactical Support Fire Apparatus	2018	2018	\$ 600,000.00	0.00%	\$ -	\$ -	\$ -	\$ -		
Pumper Truck	2022	2022	\$ 443,875.70	100.00%	\$ 443,875.70	\$ -	\$ -	\$ -		
			\$ 5,842,200.00		\$ 3,346,881.61	\$ -	\$ 481,124.30	\$ 481,124.30	\$ 1,109,370.94	

* Actual figures related to impact fee funding shown for completed projects.

When impact fees are initially calculated for proposed projects, they are based on estimated costs, and the percentage of the estimate that is impact fee eligible is calculated based on the Level of Service standards in the Capital Improvements Element, which yielded the proportion of the project that is required to meet the needs of future growth and development. When a project is completed, the actual cost is then known and, based on the percent eligible for impact fee funding, the actual amount of impact fee collections that can be expended on the project is revised accordingly so that the proportional share of the project attributable to new growth and development is not exceeded.

NOTE: For projects that have been completed and paid for (or are not eligible for impact fee funding), the cells in the "FY2015 Impact Fees Expended" column are shaded out, indicating that no impact fees or additional impact fees may be expended on those projects.

NOTE: For projects that are not 100% impact fee funded, funding may be provided from the General Fund, the Capital Projects Fund or other local taxation sources, as determined during the annual budget adoption process.

Public Facility:		Police Department								
Responsible Party:		Police Department								
Service Area:		City-wide								
Project Description	Project Start Date	Project End Date	Local Cost of Project*	Maximum Percentage of Funding from Impact Fees	Maximum Funding Possible from Impact Fees	FY 2015 Impact Fees Expended	Impact Fees Expended (Previous Years)	Total Impact Fees Expended to Date	Impact Fees Encumbered	Status/Remarks
New Facility (20,993 sf)	2006	2007	\$ 6,746,135.00	38.1%	\$ 2,570,889.04	\$ 63,428.00	\$ 920,063.13	\$ 983,491.13	\$ 103,403.71	Debt Service**
			\$ 6,746,135.00		\$ 2,570,889.04	\$ 63,428.00	\$ 920,063.13	\$ 983,491.13	\$ 103,403.71	

* The actual figure related to impact fee funding is shown for this completed project.

When the impact fee was initially calculated for this project (the Police Headquarters), its actual construction cost was already known. Because the project created capacity to serve future growth and development, the percentage of the cost that is impact fee eligible was calculated based on the Level of Service standards in the Capital Improvements Element, which yielded the proportion of the project that was required to meet the needs of future growth and development.

** This project is eligible for impact fee funding but was initially financed and constructed through the issuance of a GO bond. The City is recouping the impact fee share of the portion of the debt service attributable to the project, to the extent of the percentage of the cost that created new capacity to serve new growth and development, but limited to the extent of impact fee collections and accumulations on hand. Because the pace of impact fee collections cannot be predicted, the date at which the recoupment will be completed cannot be determined.

NOTE: The portion of the project that is not eligible for impact fee funding was provided from taxes levied and applied to the bond issue sinking fund.

Public Facility: Road Improvements										
Responsible Party: Public Services Department										
Service Area: City-wide										
Project Description	Project Start Date	Project End Date	Local Cost of Project*	Maximum Percentage of Funding from Impact Fees	Maximum Funding Possible from Impact Fees*	FY 2015 Impact Fees Expended	Impact Fees Expended (Previous Years)	Total Impact Fees Expended to Date	Impact Fees Encumbered	Status/Remarks
Jeff Davis Dr./SR 54/Jimmy Mayfield	2003	2004	\$ 85,264.17	73.2%	\$ 62,379.27	\$ -	\$ 62,379.27	\$ 62,379.27		Completed
Church Street Improvements	2003	2004	\$ 11,679.11	45.2%	\$ 5,282.46	\$ -	\$ 5,282.46	\$ 5,282.46		Completed
Ramah Road/Beauregard	2003	2004	\$ 77,812.90	21.8%	\$ 16,947.65	\$ -	\$ 16,947.65	\$ 16,947.65		Completed
Traffic Signal Interconnection	2003	2004	\$ 89,080.11	77.1%	\$ 68,689.67	\$ -	\$ 68,689.67	\$ 68,689.67		Completed
Jeff Davis/85/314 Intersection	2003	2007	\$ 258,812.27	15.0%	\$ 38,821.84	\$ -	\$ 38,821.84	\$ 38,821.84		Completed
Southside Connector	2003	2007	\$ 720,245.70	86.5%	\$ 622,940.51	\$ -	\$ 622,940.51	\$ 622,940.51		Completed
Bradford Square	2003	2004	\$ 12,483.33	82.5%	\$ 10,298.75	\$ -	\$ 10,298.75	\$ 10,298.75		Completed
Banks Road Widening	2005	2006	\$ 83,591.07	100.0%	\$ 83,591.07	\$ -	\$ 83,591.07	\$ 83,591.07		Completed
Lafayette Ave Extension	2007	2019	\$ 665,500.00	15.0%	\$ 99,825.00	\$ -	\$ 8,873.37	\$ 8,873.37		
Lafayette/Glynn Street	2007	2019	\$ 250,000.00	4.0%	\$ 10,000.00	\$ -	\$ 8,873.37	\$ 8,873.37		
Jeff Davis Shoulder	2007	2011	\$ 736,115.00	5.9%	\$ 22,983.62	\$ -	\$ 20,820.25	\$ 20,820.25		
Stonewall/85 Left Turn	2007	2018	\$ 142,000.00	7.1%	\$ 10,011.00	\$ -	\$ 8,873.38	\$ 8,873.38		
Jimmie Mayfield Widening	2007	2010	\$ 215,206.53	92.6%	\$ 199,281.25	\$ -	\$ 199,281.25	\$ 199,281.25		Completed
Lafayette/Tiger Trail Alt. B (Ph. 1)	2009	2021	\$ 214,375.00	100.0%	\$ 214,375.00	\$ -	\$ 50,307.07	\$ 50,307.07		
Lafayette/Tiger Trail Alt. B (Ph. 2)	2009	2021	\$ 214,375.00	100.0%	\$ 214,375.00	\$ -	\$ -	\$ -		
Hwy 314/White/Banks	2007	2011	\$ 259,441.92	100.0%	\$ 259,441.92	\$ -	\$ 259,441.92	\$ 259,441.92		Completed
Grady/Beauregard Roundabout/Lanes	2008	2012	\$ 749,188.62	100.0%	\$ 749,188.62	\$ -	\$ 749,188.62	\$ 749,188.62		Completed
Hwy 54/Gingercake	2009	2017	\$ 11,000.00	100.0%	\$ 11,000.00	\$ -	\$ -	\$ -		
Hood Ave. Connector	2011	2017	\$ 560,000.00	100.0%	\$ 560,000.00	\$ -	\$ 82,878.95	\$ 82,878.95	\$ 164,418.19	
Hwy 85 Medians (Phase 1)	2015	2017	\$ 83,352.33	100.0%	\$ 83,352.33	\$ -	\$ -	\$ -		
Hwy 85 Medians (Phase 2)	2015	2017	\$ 83,352.33	100.0%	\$ 83,352.33	\$ -	\$ -	\$ -		
Hwy 85 Medians (Phase 3)	2015	2017	\$ 83,352.33	100.0%	\$ 83,352.33	\$ -	\$ -	\$ -		
Hwy 92 Connector Widening Design	2014	2014	\$ 200,000.00	100.0%	\$ 200,000.00	\$ -	\$ -	\$ -		
Church St. Extension	2011	2017	\$ 140,000.00	100.0%	\$ 140,000.00	\$ -	\$ -	\$ -	\$ 140,000.00	
Hwy 85 Streetscape	2014	2017	\$ 28,296.00	100.0%	\$ 28,296.00	\$ -	\$ -	\$ -		
Redwine/Ramah Road Roundabout	2019	2021	\$ 300,000.00	0.0%	\$ -	\$ -	\$ -	\$ -		
			\$ 6,274,523.73		\$ 3,877,785.63	\$ -	\$ 2,297,489.40	\$ 2,297,489.40	\$ 304,418.19	

* Actual figures related to impact fee funding shown for completed projects.

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NOTE: For projects that are not 100% impact fee funded, funding may be provided from the General Fund, the Capital Projects Fund or other local taxation sources, as determined during the annual budget adoption process.

**2016-2020 COMMUNITY WORK PROGRAM
FAYETTEVILLE, GA**

Project	Start Year	Comp. Year	Cost Estimate	Funding Source	Responsible Party
Natural & Cultural Resources					
Utilize available material to educate and increase awareness of community resources	2002	Ongoing	\$2,000/yr	GF, Stormwater Fees	Public Services
Implement Openspace Plan that includes development of recreational parks, protection of existing greenspace, establishment of greenways/multiuse trails, connectivity between parks, multi-use trails, identification/addition of new areas for preservation, and environmental education	2000	Ongoing	\$2,000/yr	GF, Stormwater Fees, Grants	Public Services
Seek funding sources to implement the Openspace Plan	2000	Ongoing	\$1,000/yr	GF, Stormwater Fees	Public Services
Implement SWMP including compliance with Cities Phase II MS4 NPDES permit and masterplanning/CIP program. Costs include debt service and personnel salaries.	2003	Ongoing	\$500,000/yr	Stormwater Utility	Public Services
Continue to maintain and update inventory of historic resources in Fayetteville	2003	Ongoing	N/A	Main Street/DDA LCI study	Main Street/DDA
Utilize the Art & Architectural Committee to complement preservation efforts	2003	Ongoing	\$2,000/yr	GF	Planning
Work with historic preservation groups to identify funding sources for public/private sponsored restoration and redevelopment projects in the DHD	2006	Ongoing	N/A	Main Street/DDA	Main Street/DDA
Coordinate appropriate signage for historic resources.	2002	Ongoing	\$5,000	Main Street/DDA	Main Street/DDA
Promote organized tours of the DHD	2004	Ongoing - HDF Museum's Walking Tour	N/A	Main Street/DDA	Main Street/DDA
Continue to implement Main Street objectives as they relate to preservation of cultural resources.	1996	Ongoing	N/A	N/A	Main Street/DDA

Project	Start Year	Comp. Year	Cost Estimate	Funding Source	Responsible Party
Continue diverse programming at the Amphitheater	2006	Ongoing	\$165,000/yr	Main Street Tourism Assoc./ Event Admission Fees/ Sponsorships	Main Street/DDA
Continue to sponsor cultural activities and events in the Main Street District	1996	Ongoing	\$40,000	Main Street Hotel/Motel Tax Vendor Fees	Main Street/DDA
Economic Development					
Utilize TAD #1 to ensure the appropriate redevelopment of greyfields.	2006	Ongoing	Project based	TAD increment	Planning
Host events/activities to attract residents and tourists to the downtown area	1996	Ongoing	\$40,000	Main Street Tourism/ Hotel Motel Tax	Main Street/DDA
Land Use					
Review Historic District Overlay to ensure appropriate design and architectural standards for new development, infill development, and redevelopment match the historic character of the area and provide consistency with surrounding land uses.	2002	Ongoing	\$2,500/yr	GF	Planning
Review design and architectural plans for redevelopment and new development in regional commercial areas to ensure consistency with established standards and surrounding land uses.	2000	Ongoing	\$5,000/yr	GF	Planning
Work with developers to promote/encourage mixed-use developments in identified areas	2000	Ongoing	\$7,000/yr	GF/Grants/LCI/Private	Planning / Main Street/DDA
Work with developers to facilitate the development of Conservation and/or New Urbanist subdivision where appropriate.	1999	Ongoing	\$7,000/yr	GF	Planning / Main Street/DDA
Review Zoning Ordinance to ensure that appropriate commercial uses are allowed in proximity to residential neighborhoods to serve residents of those neighborhoods.	2000	Ongoing	\$5,000/yr	GF	Planning
Encourage cooperative master planning of large greenfield areas.	1994	Ongoing	\$5,000/yr	GF/Private	Planning
Identify opportunities to provide connectivity between residential areas and other uses through multi-use trails/sidewalks and greenspace. Include in the Openspace Plan.	2000	Ongoing	\$1,000/yr	GF/Private	Planning/Public Services

Project	Start Year	Comp. Year	Cost Estimate	Funding Source	Responsible Party
Facilitate the implementation of the LCI Plan recommendations where feasible.	2003	Ongoing	\$12,247,000	LCI, SPLOST	Public Services
Facilities & Services					
Work with public institutions to redevelop vacant or underutilized public buildings in the DHD.	2002	Ongoing	\$5,000/yr	GF/Grants/LCI	Planning
Work with developers to meet the needs of the aging population as it relates to housing and associated services.	1997	Ongoing	\$5,000/yr	GF/ARC grants	Planning
Continue to implement capital improvement programs.	1995	Ongoing	N/A	GF/Grants/LCI/SPLOST Bonds/GDOT	Administration
Utilize existing infrastructure by encouraging infill and redevelopment as opposed to Greenfield development	2002	Ongoing	\$5,000/yr	GF	Planning
Continue to assess the needs of a growing community and update infrastructure accordingly.	1995	Ongoing	N/A	All Funds	Administration
Promote expanded development of regional medical facilities consistent with the Character Area Map and Future Land Use map.	2007	Ongoing	\$5,000/yr	GF	Planning
Design/Construct New Fire Station #3	2016	2018	\$2,222,000	63.99% IFF/36.01% CPF	Fire Department
Aerial Fire Apparatus	2015	2015	\$1,000,000	100% IFF	Fire Department
Tactical Support Fire Apparatus	2018	2018	\$600,000	CPF	Fire Department
Housing					
Identify areas desirable for residential infill development and redevelopment	2000	Ongoing	\$5,000/yr	GF	Planning
Identify existing structures appropriate for conversion or restoration to provide housing.	2000	Ongoing	\$5,000/yr	GF	Planning
Facilitate infill development and redevelopment in identified areas.	2000	Ongoing	\$5,000/yr	GF/TAD Increment	Planning
Encourage a mix of residential densities in appropriate areas near the DHD or employment centers	2000	Ongoing	\$5,000/yr	GF/Grants/LCI/Private	Planning
Review Zoning Ordinance and design standards to ensure that they allow for and encourage a variety of housing options	2000	Ongoing	\$2,000/yr	GF	Planning

Project	Start Year	Comp. Year	Cost Estimate	Funding Source	Responsible Party
Transportation					
Support the County CTP, including bypass to alleviate congestion on HWY85.	2003	2030	\$200,000,00	Cities, County, SPLOST, DOT	Public Services
Provide educational material for residents that promotes alternative transportation modes (i.e. walking, biking, etc.) in the City	2006	Ongoing	\$1,000/yr	GF	Public Services
Require inter-connectivity of roadways within and between new and existing commercial and mixed use developments.	2004	Ongoing	\$1,000/yr	GF	Public Services
Continue to implement the City Sidewalk Plan and update as necessary.	2006	Ongoing	\$540,000 +	SPLOST, DOT, Private	Public Services
Bradley Sidewalk	2013	2018	\$500,000	SPLOST	Public Services
Implement City SPLOST program	2006	2017	\$11,649,324	SPLOST, LCI, DOT, Grants, Private	Public Services
Implement LCI Plan transportation projects as funding becomes available.	2006	2020	\$12,247,000	LCI, SPLOST, Private	Public Services
Lafayette/Tiger Trail Alt. B (Ph. 2)	2009	2021	\$214,375	IFF (100%)	Public Services
Hospital Area Paths and Crosswalk	2011	2017	\$650,000	GF, Grants	Public Services
Hood Avenue Connector	2011	2017	\$560,000 (City)	IFF (100%)	Public Services
Church St. Extension	2011	2017	\$140,000 (City)	IFF (100%)	Public Services
Hood/92 Realignment Project	2011	2017	\$8,700,000 (net)	SPLOST	Public Services
Hwy 54 Hospital Area Multi-Use Bridge	2013	2018	\$2,400,000	GF, Grants	Planning/Public Services
Redwine/Ramah Road Roundabout	2019	2021	\$900,000	SPLOST, GF, Private	Public Services
Intergovernmental Coordination					
Work with local governments to coordinate adjacent land uses and ensure efficient provision of services	2000	Ongoing	N/A	N/A	Administration
Develop local and regional partnerships to protect greenspace, develop a regional system of multiuse trails	2000	Ongoing	N/A	N/A	Administration

Georgia, City of Fayetteville

Adoption Resolution # R-28-16

Capital Improvements Element 2016 Annual Update

City of Fayetteville, Georgia

WHEREAS, The City of Fayetteville has adopted a Capital Improvements Element as an amendment to the *City of Fayetteville Comprehensive Plan*; and

WHEREAS, the City of Fayetteville has prepared its 2016 Annual Update to the adopted Capital Improvements Element; and

WHEREAS, the 2016 Capital Improvements Element Annual Update was prepared, submitted and reviewed in accordance with the “Development Impact Fee Compliance Requirements” and the “Minimum Planning Standards and Procedures for Local Comprehensive Planning” adopted by the Board of Community Affairs pursuant to the Georgia Planning Act of 1989; and

WHEREAS, the Atlanta Regional Commission and the Georgia Department of Community Affairs have reviewed the 2016 Capital Improvements Element Annual Update for fiscal year 2015, and have found it to be consistent with all State and Regional requirements;

BE IT THEREFORE RESOLVED, that the City of Fayetteville City Council does hereby adopt the 2016 Capital Improvements Element Annual Update for fiscal year 2015 following the requirements of the Development Impact Fee Compliance Requirements.

Adopted this 4th day of August, 2016.

BY: _____

ATTEST: _____



CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

VIA: Ray Gibson, City Manager

CC: Mike Bush, Director Finance & Admin
Carleetha Talmadge, Assistant Director of Finance

FROM: Brian Wismer, Director of Community Development

DATE: July 29, 2016

SUBJECT: The Bear FM Relocation Incentive

Staff has been in discussion with The Bear FM in their desire to relocate to Downtown Fayetteville. We have worked up a proposal to present to Council for consideration.



CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

VIA: Ray Gibson, City Manager

CC: Carleetha Talmadge, Assistant Director of Finance
Alan Jones, Assistant Manager/Fire Chief

FROM: Mike Bush, Director Finance & Admin

DATE: July 27, 2016

SUBJECT: R-29-16 – Pay Scale and Job Description Update

The City of Fayetteville Pay Scale for FY 2016/2017 has been amended to include changes in job titles/descriptions/positions. The proposed pay scale and job descriptions are attached for Council's review.

**(PROPOSED) City of Fayetteville - Pay Scale
Fiscal Year 2016-2017**

GRADE	CURRENT CLASSIFICATION	BEGIN	MAX
10		\$ 21,886	\$ 36,214
11	Cashier/Receptionist	\$ 22,980	\$ 38,025
12	Maintenance Worker I Meter Reader	\$ 24,129	\$ 39,926
13		\$ 25,335	\$ 41,922
14	Maintenance Worker II Plant Maintenance Worker	\$ 26,603	\$ 44,018
15	Administrative Clerk Customer Service Representative Deputy Clerk of Court Heavy Equipment Operator	\$ 27,932	\$ 46,220
16	Maintenance Worker III Terminal Agency Coordinator (TAC)/Records Clerk Water/ Waste Water Plant Operator Trainee	\$ 29,329	\$ 48,530
17	Accounting Clerk Administrative Assistant	\$ 30,795	\$ 50,956
18	Clerk of Court Maintenance Crew Leader Mechanic Water/ Waste Water Plant Operator Class III Water and Sewer Billing Coordinator	\$ 32,335	\$ 53,505
19	Building Inspector Trainee Fire Fighter I (non-certified) Police Officer I (non-certified) Purchasing Agent Accountant I	\$ 33,952	\$ 56,181
20	Building Inspector Code Enforcement Officer/Building Inspector Community Compliance Officer/Police Officer Engineering Technician Fire Fighter II (certified) GIS Technician Planner Police Officer II (certified) Police Bailiff Officer Water/ Waste Water Plant Operator Class II Senior Maintenance Crew Leader	\$ 35,649	\$ 58,989
21	Fire Fighter III/EMT Police Officer III School Resource Officer	\$ 37,432	\$ 61,939
22	Fire Fighter IV/Paramedic GIS Technician/Planner GIS Technician/Computer Tech Main Street Coordinator Master Police Officer Senior Building Inspector Senior Code Enforcement Officer Water/ Waste Water Plant Operator Class I	\$ 39,304	\$ 65,036

**(PROPOSED) City of Fayetteville - Pay Scale
Fiscal Year 2016-2017**

GRADE	CURRENT CLASSIFICATION	BEGIN	MAX
	Accreditation Manager		
23	Chief Building Inspector Senior Planner Deputy City Clerk	\$ 41,269	\$ 68,288
24	Accounting Supervisor Fire Lieutenant Main Street Program Manager Police Lieutenant Police Bailiff & Warrant Lieutenant Water and Sewer Field Operations Supervisor	\$ 43,332	\$ 71,702
25	City Planner Fire Training Officer Police Training Officer Fire Prevention Officer Fire Captain	\$ 45,499	\$ 75,287
26	Systems Specialist Court Clerk Administrator	\$ 47,773	\$ 79,051
27	Fire Battalion Chief Police Captain	\$ 50,162	\$ 83,003
28	City Clerk Human Resources Manager Finance and Admin. Services Accounting Manager	\$ 52,670	\$ 87,153
29	Public Works Operations Manager Water and Sewer Operations Manager Fire Marshal Police Major Fire Division Chief	\$ 55,304	\$ 91,510
30	Building Official	\$ 58,069	\$ 96,087
31	Asst. Director of Finance and Admin Services Deputy Fire Chief Deputy Police Chief	\$ 60,973	\$ 100,891
32		\$ 64,021	\$ 105,936
33		\$ 67,221	\$ 111,233
34	Director of Economic Development Director of Finance and Administrative Services Director of Community Development Director of Information Technology Director of Public Services Police Chief	\$ 70,582	\$ 116,794
35	Fire Chief/Assistant City Manager	\$ 74,112	\$ 122,634

City of Fayetteville Job Descriptions

Job Title: Deputy Chief of Police

Grade: 31

Department: Police

Reports To: Chief of Police

FLSA Status: Exempt

Job Summary:— Under administrative direction, directs, manages, supervises, and coordinates the activities and operations of the Division within the Police Department; serves as second in command to the Chief of Police; oversees the day-to-day operations of the Police Department; coordinates assigned activities with the divisions, other city departments, and outside agencies; and provides highly responsible and complex administrative support to the Chief of Police.

Major Duties:

- Assumes management responsibility for the services and activities of the divisions within the Police Department such as the Support Services Division, Patrol Operations or Uniform Division; coordinates the activities of sworn and non-sworn personnel in preserving order, protecting life and property, investigating crimes, and in enforcing laws and city ordinances.
- Serves as second in command to the Chief of Police; oversees the day-to-day operations of the Police Department; conducts a variety of organizational studies, investigations, and operational studies; recommends modifications to programs, policies, and procedures as appropriate; prepares and presents staff reports and other necessary correspondence.
- Develops long range goals and objectives; ensures goals and objectives are met; maintains a comprehensive knowledge of department rules, regulations, policies, and procedures to ensure assigned personnel comply; interprets same for subordinates when necessary.
- Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate service and staffing levels.
- Studies crime reports and current literature in law enforcement to determine trends and make recommendations for changes in organization and operating policies and procedures.
- Plans, directs, coordinates, and reviews the work plan for assigned staff; determines need for police action and assigns work activities, projects, and programs; reviews and evaluates work products, methods, and procedures; meets with staff to identify and resolve problems.
- Selects, trains, motivates, and evaluates assigned personnel; oversees and coordinates police training programs; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline procedures.
- Prepares special reports on police activities; receives and evaluates a variety of documents, reports, statistical information and recommendations for the divisions.
- Serves as the liaison for the departments with regards to media, and outside agencies; negotiates and resolves sensitive and controversial issues; cooperates with other law

City of Fayetteville Job Descriptions

enforcement agencies in the apprehension of criminals; assists with planning special operations and task forces.

- Participates on a variety of boards, commissions, and committees; prepares and presents staff reports and other necessary correspondence.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of law enforcement.
- Responds to and resolves difficult and sensitive citizen inquiries and complaints; responds to questions and information requests from citizens and outside agencies.
- Assumes command of police personnel at the scene of critical incidents.
- Provides technical guidance in complicated situations relating to investigations and renders decisions on major department operational problems.
- Performs public relations duties; represents the department at meetings and other functions; speaks on a variety of law enforcement topics to civic, neighborhood, church and school groups and at professional meetings and conferences.
- Appears in court to monitor testimony and/or presentation of officer; testifies in court regarding law enforcement activities or knowledge of crimes.
- Supervises the preparation and ensures the accuracy and completeness of weekly and other periodic or special reports.
- Prepares departmental budget request; monitors budget expenditures throughout the year; ensures programs approved in budget are implemented.
- Supervises and executes special details such as public gatherings and parades; performs special projects as directed by the Police Chief.
- Develops, establishes, implements, and ensures adherence to departmental policy and standard operating procedures.
- Monitors and reviews citizen and internal complaints against department personnel and/or procedures; documents complaints; interviews complainants, witnesses, and officers; maintains files regarding investigations; reports facts and conclusions and makes recommendation regarding disciplinary action, if any.
- Assumes the responsibilities and duties of the Police Chief in the absence of the Chief.
- Performs related work as required.

Knowledge Required by the Position:

- Thorough experience in police administration and supervision.
- Thorough knowledge of management theory and supervisory practices.
- Thorough knowledge of federal and state law, city ordinances, and legal procedures, Standard Operating Procedures, and Rules of Evidence.
- Thorough knowledge of law enforcement methods, procedures, and techniques and the ability to apply such knowledge to specific situations.
- Thorough knowledge of the methods and practices of the administration and management of a modern police department.
- Thorough knowledge of the proper and effective methods of deploying police officers in accordance with actual and anticipated emergencies.
- Thorough knowledge of recent court decisions and how they affect assigned operations.

City of Fayetteville Job Descriptions

- Thorough knowledge of the geography of the city and location of important buildings and areas.
- Thorough knowledge of the conduct of criminal investigations including special equipment, application of equipment, specialized techniques, and other specific data.
- Thorough knowledge of the methods and techniques of obtaining and preserving evidence and procedures of proper investigative processes.
- Good knowledge of the procedures used in emergency communications and governmental rules and regulations, which apply to the communication function.
- Ability to plan, direct, and coordinate the work of subordinate employees.
- Ability to oversee and participate in the management of the assigned divisions of the Police Department.
- Ability to prepare and administer large and complex budgets.
- Ability to deal courteously and fairly with the public.
- Ability to analyze situations and to take quick, effective, and reasonable courses of action giving due regard to the surrounding hazards and circumstances of each situation.
- Ability to write clear and comprehensive reports.
- Ability to make effective oral presentations.
- Ability to obtain information through interviews, interrogations, and observation.
- Ability to react quickly and calmly under emergency conditions.
- Ability to establish and maintain effective working relationships with City employees, City officials, other agencies, and the public.
- Ability to drive and operate the department's assigned vehicles and equipment in a safe and efficient manner.
- Ability to qualify semi-annually with firearms.
- Ability to pass a pre-employment physical examination including drug screening.
- Ability to work routinely under highly stressful conditions including life-threatening situations.

Supervisory Controls: This position functions under the general supervision of the Chief of Police.

Guidelines: Federal and State law, City Ordinance, Standard Operating Procedures, Code of Ethics.

Complexity: Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of guidelines, policies, standards, and precedents. Work frequently requires the interpretation of departmental and other guidelines.

Scope and Effect: The purpose of this position is to protect the lives and property of the citizens of Fayetteville by planning, directing and coordinating the day-to-day operations of the Fayetteville Police Department.

City of Fayetteville Job Descriptions

Personal Contacts: Attorneys, business leaders, ranking officers of police and sheriff departments, vendors, other law enforcement agencies and the general public.

Purpose of Contacts: To give and exchange information, resolve problems (internally and to offer advice), negotiate or settle conflicts, negotiate prices with vendors.

Physical Demands: Work typically demands standing, walking, sitting and lifting up to or over 100 lbs. Work also may include carrying, pulling, climbing, kneeling, speaking, hearing and seeing.

Work Environment: Work may take place under outdoor weather conditions, and may be subject to moderate noise.

Supervisory and Management Responsibility: This position is responsible for the supervision of multiple captains, lieutenants, and patrol officers.

Minimum Qualifications: Associate degree (Bachelor's degree preferred) from an accredited college or university in Public Administration, Criminal Justice, Political Science, or a related field. A minimum of fifteen (15) years' experience in law enforcement with eight (8) years of experience as a supervisor in law enforcement. POST Advanced and Post Management Certificate preferred. POST Supervisory Level I, II, III certificates or approved equivalent. POST Management Level I, II, III certificates or approved equivalent. A valid State of Georgia driver's license (noncommercial Class C). Satisfactory motor vehicle record (MVR). Equivalent combination of education and experience may be acceptable.

Preferred Qualifications: Bachelor's degree from an accredited college or university in Public Administration, Criminal Justice, Political Science or related field. Minimum of seven (10) years with the City of Fayetteville preferred. POST Advanced Certificate preferred.

City of Fayetteville Job Descriptions

Job Title: Police Major

Grade: 29

Department: Police

Reports To: Chief of Police

FLSA Status: Exempt

Job Summary: This is technical, supervisory, and administrative law enforcement work responsible for planning, directing, and coordinating the day-to-day operations of a division of the Police Department.

Major Duties:

- Supervises the work of division personnel; plans, organizes, and assigns work; establishes priorities; ensures the scheduling of duty assignments to ensure minimum staffing and appropriate coverage.
- Monitors officers at work to ensure operations are conducted in accordance with departmental policies; ensures officers are properly trained; reviews and evaluates officer performance; approves all leave requests.
- Develops long range goals and objectives; ensures goals and objectives are met; maintains a comprehensive knowledge of department rules, regulations, policies, and procedures to ensure assigned personnel comply; interprets same for subordinates when necessary.
- Assumes command of police personnel at the scene of critical incidents.
- Ensures subordinate personnel are fit for duty; instructs and advises personnel in their work and in practices and procedures to be followed; recommends and implements disciplinary action as needed.
- Provides technical guidance in complicated situations relating to investigations and renders decisions on major department operational problems.
- Performs public relations duties; represents the department at meetings and other functions; speaks on a variety of law enforcement topics to civic, neighborhood, church and school groups and at professional meetings and conferences.
- Assists the Police Chief with policy and procedure changes when necessary to improve efficiency and operation of department; writes standard operating procedures (SOPs) for department.
- Evaluates officer's performance in the field; reviews daily incident reports to evaluate officer's performance and determine crime trends; conducts training and develops strategies for dealing with specific crime problems.
- Receives and responds to requests for information and complaints from the public regarding services, operations, and policies of the department.
- Appears in court to monitor testimony and/or presentation of officer; testifies in court regarding law enforcement activities or knowledge of crimes.
- Establishes lines of communication with other divisions, outside departments, and agencies as required to maintain an effective working relationship to better serve the community.
- Supervises the preparation and ensures the accuracy and completeness of daily, special, and periodic reports.

City of Fayetteville Job Descriptions

- Prepares departmental budget request; monitors budget expenditures throughout the year; ensures programs approved in budget are implemented.
- Supervises and executes special details such as public gatherings and parades; performs special projects as directed by the Deputy Police Chief.
- Develops, establishes, implements, and ensures adherence to departmental policy and SOP's.
- Monitors and reviews citizen and internal complaints against department personnel and/or procedures; documents complaints; interviews complainants, witnesses, and officers; maintains files regarding investigations; reports facts and conclusions and makes recommendation regarding disciplinary action, if any.
- ~~Assumes the responsibilities and duties of the Police Chief in the absence of the Chief.~~
- Performs related work as required.

Knowledge Required by the Position:

- Thorough experience in police administration and supervision.
- Thorough knowledge of federal, state, and local laws and legal procedures.
- Thorough knowledge of management theory and supervisory practices.
- Thorough knowledge of federal and state law, city ordinances, Standard Operating Procedures, and Rules of Evidence.
- Thorough knowledge of law enforcement methods, procedures, and techniques and the ability to apply such knowledge to specific situations.
- Thorough knowledge of the methods and practices of the administration and management of a modern police department.
- Thorough knowledge of the geography of the city and location of important buildings and areas.
- Thorough knowledge of the conduct of criminal investigations including special equipment, application of equipment, specialized techniques, and other specific data.
- Thorough knowledge of the methods and techniques of obtaining and preserving evidence and procedures of proper investigative processes.
- Good knowledge of the procedures used in emergency communications and governmental rules and regulations, which apply to the communication function.
- Ability to plan, direct, and coordinate the work of subordinate employees.
- Ability to deal courteously and fairly with the public.
- Ability to analyze situations and to take quick, effective, and reasonable courses of action giving due regard to the surrounding hazards and circumstances of each situation.
- Ability to write clear and comprehensive reports.
- Ability to make effective oral presentations.
- Ability to obtain information through interviews, interrogations, and observation.
- Ability to react quickly and calmly under emergency conditions.
- Ability to establish and maintain effective working relationships with City employees, City officials, other agencies, and the public.
- Ability to drive and operate the department's assigned vehicles and equipment in a safe and efficient manner.

City of Fayetteville Job Descriptions

- Ability to qualify semi-annually with firearms.
- Ability to pass a pre-employment physical examination including drug screening.
- Ability to work routinely under highly stressful conditions including life-threatening situations.

Supervisory Controls: This position functions under the general supervision of the Deputy Chief of Police.

Guidelines: Federal and State law, City Ordinance, Standard Operating Procedures, Code of Ethics.

Complexity: Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of guidelines, policies, standards, and precedents. Work frequently requires the interpretation of departmental and other guidelines.

Scope and Effect: The purpose of this position is to protect the lives and property of the citizens of Fayetteville by planning, directing and coordinating the day-to-day operations of a division of the Fayetteville Police Department.

Personal Contacts: Attorneys, business leaders, ranking officers of police and sheriff departments, vendors, other law enforcement agencies and the general public.

Purpose of Contacts: To give and exchange information, resolve problems (internally and to offer advice), negotiate or settle conflicts, negotiate prices with vendors.

Physical Demands: Work typically demands standing, walking, sitting and lifting up to or over 100 lbs. Work also may include carrying, pulling, climbing, kneeling, speaking, hearing and seeing.

Work Environment: Work may take place under outdoor weather conditions, and may be subject to moderate noise.

Supervisory and Management Responsibility: This position is responsible for the supervision of multiple captains, lieutenants, and patrol officers.

Minimum Qualifications: Associates degree (Bachelor's degree preferred) from an accredited college or university in Public Administration, Criminal Justice, Political Science, or a related field. Minimum of ten (10) years experience in law enforcement with six (6) years of experience as a supervisor in law enforcement. POST Advanced and Post Management Certificate preferred. POST Supervisory Level I, II, III certificates or approved equivalent. POST Management Level I, II, III certificates or approved equivalent. Valid State of Georgia driver's license (noncommercial Class C). Satisfactory motor vehicle record (MVR). Equivalent combination of education and experience may be acceptable.

City of Fayetteville Job Descriptions

Job Title: Director of Economic Development

Grade: 34

Department: Economic Development

Reports To: City Manager

FLSA Status: Exempt

Job Summary: The Director coordinates and implements economic development efforts within the City of Fayetteville. The Director also coordinates activities and special events within the downtown district and is responsible for the development, conduct, execution and documentation of the Main Street Program. The Director serves as the principal staff person for the Fayetteville Main Street Tourism Association and Fayetteville Downtown Development Authority and is responsible for the operation and management of several facilities including The Southern Ground Amphitheater. The Director works under the general direction of the City Manager.

Major Duties:

Economic Development:

- Serves as principal contact person for Economic Development projects within the City of Fayetteville.
- Recruits new enterprise into the City's tax base with a concentration on the downtown district; designs and develops new economic development programs for the entire City; monitors available properties.
- Serves as principal staff person for the Fayetteville Main Street Tourism Association and Fayetteville Downtown Development Authority.
- Develops, in conjunction with the Main Street and Downtown Development Authority, strategies for downtown economic development through historic preservation utilizing the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district.
- Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development, accounting, preparing all reports required by the state Main Street program and by the National Main Street Center, assisting with the preparation of reports to funding agencies, and supervising employees or consultants.
- Coordinate the activity of the Main Street program committees, ensuring that communication among committees is well established; assist committee volunteers with implementation of work plan items.
- Prepares and administers the department budget; oversees and authorizes all expenditures
- Develops information regarding programs, services, activities, issues, policies and procedures; prepares written or visual material for public presentations, brochures, news releases etc.
- Serves as a representative to the Art and Architectural Review Committee and the Community & Economic Development Committee
- Advise downtown merchants' organizations and/or chamber of commerce retail committees on program activities and goals and assist in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events to attract people downtown; work closely with local media to

City of Fayetteville Job Descriptions

ensure maximum event coverage; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown.

- Develop and maintain data systems to track the process and progress of the local program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention. Work through city GIS system.
- Plan, promote, implement and develop community-related promotional and fundraising activities, such as Main Street's Golf Tournament; and the sale of Main Street merchandise that contribute to community understanding and appreciation for our shared heritage. Assist MS Program Manager in planning other Festivals and Activities including the Taste of Fayette, Christmas Tree Lighting, Pumpkin Walk and Trick or Treat on Main Street.
- Produce effective marketing and media materials and an annual report; continue good working relationships with the media; ensure that the public sector is informed of Main Street and City-wide goals, programs, upcoming events and accomplishments through a steady stream of press releases, social media posts and advertising materials; and continue to promote downtown's value as an economic and historic resource, contributing to a sense of community and revitalization of the city center.
- Develops and conducts the ongoing public awareness and education program designed to enhance appreciation of the downtown's architecture and to foster understanding of the programs goals and objectives.
- Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials when possible, provide advice and guidance on necessary financial mechanisms for physical improvements.
- Cultivate good working relationships with the Main Street Board; Downtown Development Authority; Mayor and City Council; City staff; the Chamber of Commerce; Fayette County Development Authority; County staff; civic groups; private citizens and business owners inside and outside the downtown area. Enhance communications, develop agendas and coordinate meetings with the above groups to help stimulate business development efforts.
- Perform a variety of clerical tasks including answering the phone, greeting visitors, typing correspondence and reports, scheduling appointments and ticket orders.
- Oversee operation of the City's amphitheater to include marketing, booking of entertainment, staffing and production.
- Oversee marketing/management of the Holiday-Dorsey-Fife House Museum and Train Depot.
- Provide management oversight for Development Authority owned properties.
- Perform related duties as required.

Knowledge Required by the Position:

Economic Development:

- Knowledge of public relations, event promotions and nonprofit management techniques, principles and philosophies.
- Skill in oral and written communication.

City of Fayetteville Job Descriptions

- Skill in operating Windows NT/Microsoft Office, desktop publishing and web page design, and remain up-to-date with the needs of the job, including related training and the completion of courses as determined by the City.
- Superior interpersonal and public relations skills
- Ability to communicate clearly and effectively, verbally and in writing. Must be able to produce compelling, correct and imaginative print materials with appropriate graphics.
- Ability to manage concurrent projects and be self-motivated, energetic, creative and organized, with the
- Ability to effectively manage and supervise employees, and foster a team environment.
- Ability to establish and maintain effective working relationships with city officials, employees, business owners and the community.
- Ability to learn and apply city codes and ordinances and historic preservation principles, including architecture and design.
- Knowledge and/or experience in concert production

Supervisory Controls: Work is performed under the general supervision of the City Manager and reviewed for accuracy, judgment, and overall content on the basis of work performed and results obtained.

Guidelines: Guidelines include City and departmental policies and procedures; Main Street Overlay Architectural Ordinance; City ordinances.

Complexity: The work consists of a variety of administrative, coordinating, management, event planning and concert production responsibilities.

Scope and Effect: The purpose of this position is to coordinate and manage activities within the downtown development district utilizing the four mandated areas of the Main Street Program, and to ensure efficient and effective operation of the planning and building departments.

Physical Demands: The work is typically performed with the employee sitting at a desk, although there is a substantial amount of work performed at the outdoor amphitheater. During festivals, events and concerts, employee's duties may include frequently lifting or transporting materials. Lifting may include up to 10# frequently required, up to 20# occasionally required and assistance in moving an object exceeding or equal to 50# may be needed on a rare occasion.

Work Environment: The work is typically performed in an office with the exception of the festivals and events. However, a moderate amount of local traveling is involved in construction site visits and facility and area tours. Consequently, the incumbent is exposed to occasional inclement weather and the normal transportation and construction activity such as high noise levels, moving vehicles and machines, dust and mud, and traversing of exposed and sometimes insecure walkways and platforms. May wear protective clothing and equipment such as helmet, gloves, goggles, and safety shoes.

Supervisory and Management Responsibility: Oversees Main Street Program Manager, Administrative Assistant, amphitheater staff and event volunteers.

City of Fayetteville Job Descriptions

Minimum Qualifications:

Bachelor's degree in Public Administration, Urban Planning, Public Relations, Business or related field; Four to five years related experience; equivalent combination of education and experience. Economic Development Finance Professional (EDFP) and Georgia Downtown Development Professional certification is preferred.

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City of Fayetteville Job Descriptions

Job Title: Computer and Informational Systems Director

Grade: 34

Department: Information Technology

Reports To: City Manager

FLSA Status: Exempt

Job Summary:

This is managerial, professional, and technical work responsible for planning developing, implementing, directing, and maintaining the City's information systems. This position will maintain components of the Local Area Networks (LAN), responsible for revising, directing and implementing the city's master computer plan. Work involves establishing procedures that will ensure the efficient and effective operation of the data processing system.

Major Duties:

- Plans, organizes, and directs the information systems operations for the City; provides administrative and technical leadership in information systems programs and equipment.
- Prepares and submits project feasibility studies and establishes work schedules and project reviews.
- Prepares proposals for hardware, software, consulting services, and computer services.
- Ensures proper installation and maintenance of Personal Computers, peripheral equipment, and wide area networks.
- Oversees GIS program including mapping, GIS databases, personnel, and projects
- Oversees Police Department computer operations, data software/hardware maintenance, including camera, security and servers.
- Manages provision of technical support and problem solving assistance to City employees regarding computer hardware and software problems; resolves problems over the telephone or on-site.
- Ensures proper training is provided for software, hardware, pagers, telephones, and voice mail for City employees.
- Responds to system service requests; attends meetings with user departments to discuss and determine their needs; recommends applications or develops applications to meet needs; serves as advisor on matters regarding information systems.
- Manages Internet usage and facilities; oversees development and updating of the City's web page.
- Prepares reports (at least monthly) on the activities of information technology; ensures the maintenance and update of hard copy files and computer files on information technology activities.
- Prepares the annual departmental operating budget for expenditures and capital items on information technology needs; monitors and controls expenditures within information technology approved budget and ensures all expenditures are made in strict compliance with City purchasing policies and ordinances.
- Researches upgrade information for standard software Programs utilized within the City.

City of Fayetteville Job Descriptions

- Develops standards for personal computer hardware and software.
- Maintains and updates professional knowledge; reads technical journals and periodicals and maintains contact with manufacturer representatives and other technical personnel to keep informed of new developments in information systems.
- Provides technical assistance regarding computer operations in City departments.
- Develops and maintains schedule of regular back up procedures for programs and data stored on computer.
- Monitors availability of upgrades for computer programs; loads and activates computer programs and upgrades as they become available.
- Troubleshoots technical problems with computer hardware and software to ensure maximum computer uptime; contacts appropriate personnel to correct problems; and monitors work of outside contractors.
- Assists department heads and professional staff in defining data processing needs; attend demonstrations of hardware and software; and make recommendations for purchases. Also assists department heads with telephone systems and voice mail systems.
- Monitors installation of hardware and software; coordinates and participates in training.
- Coordinates, prepares, and maintains system and application design specifications, and procedures that define the requirements, roles, and schedule for maintenance and update of system data and end user procedures.

Essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related duties as assigned.

Knowledge Required by the Position:

- Thorough knowledge of all phases of systems analysis, programming, and computer operations.
- Thorough knowledge of the operation, uses, and capabilities of personal, mini, and mainframe computers and peripheral equipment.
- Thorough knowledge of the information systems division and its policies and procedures.
- Thorough knowledge of municipal budgeting procedures.
- Good knowledge of wide area networks.
- Skill in using personal computers with mainframe computers.
- Ability to instruct others in the operation of computer hardware and software.
- Ability to write clear and concise technical reports.
- Ability to monitor existing computer programs.
- Ability to compile statistical data.
- Ability to instruct others on basic computer operations and data entry.
- Ability to resolve technical problems with computer hardware and software.
- Ability to work independently without specific instruction
- Ability to plan, direct and supervise the work of professional and technical staff.
- Ability to establish, implement and enforce departmental rules, regulations, policies, and procedures.
- Ability to communicate clearly and effectively, orally and in writing.

City of Fayetteville Job Descriptions

- Ability to establish and maintain effective working relationships with City employees, City officials, and the general public.

Supervisory Controls: Work is performed under the general supervision of the City Manager and reviewed through the evaluation of the efficiency and effectiveness of operations.

Guidelines: City Policies, Technology policies, State and Federal laws

Complexity: Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of guidelines, policies, standards, and precedents.

Scope and Effect: This position is responsible for planning, and maintaining the City's Technology Infrastructure. Failure to achieve this would result in the inability of the city employees to communicate with city residents and other jurisdictions.

Personal Contacts: Co-workers and vendors

Purpose of Contacts: To support co workers' technology needs, purchasing city equipment and supplies

Physical Demands: The physical demands of this job include sitting, standing, walking, lifting up to 100 lbs. carrying, pulling, climbing balancing, stooping, kneeling, crouching, and reaching.

Work Environment: Work is performed in an office environment with exposure to moderate noise.

Supervisory and Management Responsibility: Systems Administrator, Systems Specialist, GIS Analyst, and other informational technology or informational systems staff.

Minimum Qualifications: Bachelor's Degree in Computer Science or related field from an accredited college or university. 5-7 years' experience in computer networking database management, or programming required; prefer ten or more years of related experience; Certification relative to the job responsibilities and duties. Equivalent combination of education and experience is acceptable.

City of Fayetteville Job Descriptions

Job Title: Public Relations Specialist

Grade: 26

Department: Administrative

Reports To: City Manager

FLSA Status: Exempt

Job Summary: This is management position designed to promote, disseminate public information through various media outlets, and the marketing strategy for the City of Fayetteville through media relations, internet, and other necessary means. This position is responsible for the development of branding and collateral, website design and maintenance, coordinates and manages public relations and marketing, citizen engagement and internal/external communications activities for the City. This includes building photography files, videos, and developing publications and fulfilling media request. This position advises management and officials on aspects of public communication and marketing, and either acts as the spokesperson and will advise those who are speaking on behalf of the City of Fayetteville. Establishes and maintains effective relationships with community or civic associations, the business community, regional partners, the media, and others.

Major Duties:

- Ability to create marketing strategies.
- Strong public speaking and interview skills.
- Coordinate research data collection and preparation of communications, reports, as well as written & visual material needed for public presentations, brochures, flyers, projects, news releases, press conferences and various requests.
- Responsible for coordination of media releases.
- Write copy for advertorial, advertising and collateral.
- Respond to requests for information from the media or designate an appropriate spokesperson or information source.
- Establishes and maintains professional relationships with radio, print and television media outlets.
- Write press releases or other media communications to promote the City of Fayetteville.
- Establish or maintain cooperative relationships with representatives of the community, businesses, or public interest groups.
- Plan or direct communication programs to maintain favorable public perceptions of the City's accomplishments, agenda, and other areas of City interest.
- Develop public relations strategies that will influence public opinion or promote ideas, products, or services.
- Prepare and edit City website and content to best promote the City and inform the citizens of events, plans, programs, and other areas of interest.
- Create and maintain the City Newsletter.
- Proficiency with photography to update content on multiple websites and library.
- Confer with other manager to identify trends or key group interests or concerns or to provide advice on business decisions.
- Confers with upper management to keep them informed on key issues and progress toward objectives and to gain their support and approval; makes recommendations to assist management in making needed improvements.

City of Fayetteville Job Descriptions

- Consults and advises departmental directors and elected officials on marketing and publicity programs, and implements programs with management's input and guidance
- Provides guidance and assistance in the development of strategies for dealing with crisis situations and potentially controversial topics; develops plans, writes talking points, and serves as communications expert for staff and elected officials.
- Performs special assignments as requested, to include researching and preparing reports and projects, developing and implementing programs, and presenting technical data to management, elected officials, and others.
- Maintains current knowledge of industry, regulatory and legislative developments affecting public communications to ensure application to responsibilities under charge.

Essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related duties as assigned.

Knowledge Required by the Position:

- Knowledge of all pertinent federal, state and local rules, regulations, ordinances, and other regulatory standards applicable to the work.
- Knowledge of the principles and practices applied to the organization, management, and administration of communications functions, services and initiatives.
- Knowledge of the body of available and current information resources applicable to the functions for technical research purposes and for special projects as may be assigned.
- Knowledge of the objectives and ideals of public communications and relations, with thorough understanding of service needs applicable to a demographically and culturally diverse community.
- Executive-level interpersonal, leadership, planning, management and communications skills; ability to communicate professionally verbally, in writing, and in presentations.
- Skill in researching, compiling, and summarizing statistical data and information materials.
- Skill in developing, writing, disseminating, communicating and implementing policies and procedures.
- Ability to interpret rules, regulations, and policies for effective decision-making in accordance with established precedent.
- Ability to plan, assign, direct and review the work of others in a manner conducive to full performance and compliance with established policies, procedures and regulatory standards applicable to the work.
- Knowledge of media production, communication, and dissemination techniques and methods. Including alternative ways to inform and entertain via written, oral, and visual media.
- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules or composition, and grammar.
- Knowledge of marketing strategy including the principles methods and techniques for promoting government and citizen relations.
- Ability to promote and provide customer and personal services.

City of Fayetteville Job Descriptions

- Knowledge of business management principles involving strategic planning, resource allocations, and resource coordination.
- Ability to understand and follow oral and written instructions.
- Ability to communicate clearly and effectively, orally and in writing.
- Ability to establish and maintain effective working relationships with city employees, city officials, and the general public.
- Ability to establish and maintain effective working relationships and communications with co-workers, internal/external customers, department management and the public.
- Ability to read and interpret technical documents, operation and maintenance instructions, and policy and procedure manuals.
- Ability to organize work, establish priorities, meet established deadlines, and follow up on assignments with a minimum of direction.

Supervisory Controls: Work is performed under the general supervision of the City Manager and reviewed through the inspection of records and the evaluation of the efficiency and effectiveness of operations.

Guidelines: Guidelines include City and departmental policies and procedures; State of Georgia Sunshine law; City Charter.

Complexity: The work consists of a variety of administrative, communication, and public relation duties.

Scope and Effect: The purpose of this position is to provide information for the citizen, media, City Manager, and Mayor and Council.

Personal Contacts: Contacts are typically with City Manager, Mayor, City Council, Department Directors, City Attorney, Planning and Zoning Board, other City employees, media, and the general public.

Purpose of Contacts: Contacts are typically to give and exchange information and provide services.

Physical Demands: The work is typically performed with the employee sitting at a desk. The employee uses tools or equipment requiring dexterity.

Work Environment: The work is typically performed in an office.

Supervisory Controls: Work is performed under the direct supervision of the City Manager

Minimum Qualifications: Bachelor's Degree from an accredited college or university in Communications, Journalism, Public Relations, Public Information, Public Affairs, Business Administration, Public Administration, Marketing, Graphic Design, or related field from an accredited college or university. Two to three years of professional- or managerial-level experience in journalism, marketing, communications, media relations, public relations, government relations or community relations, graphic design or related work. Experience with

City of Fayetteville Job Descriptions

spokesperson responsibilities and/or design and implementation of a comprehensive communication, information, public relations and marketing plan for a complex public or private organization is particularly desired.

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City of Fayetteville Job Descriptions

Job Title: Shift Commander – Battalion Chief~~Fire Captain~~

Grade: 27

Department: Fire

Reports To: Fire ~~Division~~ eputy Chief

FLSA Status: Non-exempt

Job Summary: This is technical and supervisory work responsible for the activities and personnel at assigned fire stations on an assigned shift. Work includes the performance of administrative, supervisory, and line operation tasks in fire suppression, rescue, and emergency medical response activities.

Major Duties:

- Serves as the shift commander for assigned stations; supervises station officers assigned to shift; ensures employees report to work; reviews employees' time records.
- Enforces and interprets City and departmental policies; assigns duties and inspects work; assigns personnel and equipment to ensure adequate staffing at each station; conducts employee performance evaluations; counsels employees on job performance.
- Plans, directs, and supervises the work of operations personnel; plans, schedules, and assigns personnel and equipment to ensure adequate staffing at each station; enforces and interprets City and Departmental policies.
- Assists in the development and preparation of operational annual budgets; monitors and controls expenditures within approved funding; prepares bid specifications for the procurement of firefighting, rescue, and medical emergency vehicles, equipment, and supplies.
- Assists in development of goals and objectives for fire department, plans and implements goals and objectives as determined by the Fire Chief; reviews and assesses progress and completion of goals and objectives.
- Coordinates fire and medical emergency responses by station personnel and serves as incident commander of a fire or medical emergency until relieved by a superior officer.
- Drives fire and emergency medical vehicles to the scene of an emergency; provides accurate and effective scene appraisals to the Communications Center or superior officer.
- Performs firefighting and life rescue duties to include: responding to alarms of fire, persons trapped, hazardous materials incidents, explosions, and other emergencies as a member of an engine company, ladder company, rescue company, or other specialty units.
- Responding to medical assistance alarms and events which present a high risk of injury.
- Assisting with proper ventilation and smoke removal from structures; and raising and climbing aerial and ground ladders as needed; utilizes a variety of firefighting equipment to contain and extinguish fire or to resolve other emergencies.
- May determine when fire is under control and direct action to prevent re-ignition; initiates and performs salvage operations and removal of debris.
- Performs search and rescue operations at the scene of a fire or emergency; operates rescue tools and equipment as required to disentangle trapped patients or remove from hazards.

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- Assumes command of activities at fire and medical emergency scenes until relieved by a superior officer; assesses condition of aids, and stabilizes victims; administers medical treatment; ensures safety of fire and EMS divisional personnel while on the scene of an emergency.
- Instructs and participates in training programs and drills to improve knowledge, skills and maintain an acceptable level of physical fitness to include attending and instructing classes (fire prevention, codes and inspections, fire and life safety education, emergency medical care, equipment use and maintenance, firefighting, extrication and rescue techniques, and hazardous materials), for all areas related to fire fighting and life rescue
- Participates in emergency drills, simulations, and training in the proper use of all equipment; studying street locations, buildings, and commercial areas in assigned territories.
- Participating in safety and supervision training; updating knowledge of laws, departmental policies, rules, and regulations which pertain to driving emergency vehicles; assists in maintaining personnel training records.
- Supervises activities to return equipment to service; conducts post incident critique sessions to assess staff actions.
- Ensures proper maintenance and testing of fire apparatus and equipment and the proper maintenance of such records; coordinates needed repairs and maintenance with the Fire Chief or designee; reports any safety hazards or maintenance problems to the Fire Chief or designee; supervises building and grounds maintenance at fire station.
- Supervises and performs assigned business inspections for compliance with all applicable fire codes and ordinances; reports code violations to the Fire Marshal; supervises and prepares pre-fire plans of buildings; may supervise, conduct, and participate in fire drills.
- Supervises and performs assigned hydrant inspections and maintenance; checks and measures water flow and static pressure; clears area around hydrant for easy access; lubricates and paints hydrants as needed.
- Reviews and completes incident reports; completes and files logs, reports, and other paperwork as required; maintains an adequate amount of supplies for each station.
- Conducts fire scene investigations and prepares reports and findings of such investigations; collects and preserves evidence for arson investigators.
- Performs community fire prevention and safety educational programs; provides public with information on fire and life safety practices for home or business; conducts drills for public benefit; conducts fire station tours, emergency medical programs, blood pressure screening, etc.
- Participates in training programs, certification classes, and drills as required; attends officer staff meetings.
- Performs all duties of a Firefighter/EMT or paramedic.
- Performs related work as required.

Knowledge Required by the Position:

- Thorough knowledge of modern firefighting procedures and techniques.

City of Fayetteville Job Descriptions

- Thorough knowledge of management theory and supervisory practices.
- Thorough knowledge of the use and operation of all fire equipment and apparatus.
- Thorough knowledge of emergency medical and life support procedures, techniques, and equipment.
- Thorough knowledge of medical terminology.
- Thorough knowledge of applicable fire codes and ordinances.
- Thorough knowledge of City and departmental policies and procedures.
- Thorough knowledge of the geography of the City and the location of principal buildings, streets, fire hydrants, and alarm boxes in the station's fire district.
- Skill and dexterity in operating fire vehicles, apparatus and life rescue equipment including ladders, hoses, pumps, and other assigned equipment.
- Ability to effectively supervise subordinate personnel engaged in fire and medical emergency response activities.
- Ability to effectively plan, initiate, and administer department activities.
- Ability to communicate clearly and effectively, orally and in writing.
- Ability to follow, interpret, and enforce safety rules and departmental policies and procedures.
- Ability to analyze situations and initiate appropriate course of action.
- Ability to react quickly and calmly while under pressure in emergency situations.
- Ability to develop and prepare comprehensive analysis and reports.
- Ability to establish and maintain effective working relationships with City employees, volunteers, City officials, various agencies, and the general public.
- Ability to complete of the State of Georgia Defensive Driving Course or equivalent within twelve (12) months of employment.
- Ability to prepare and maintain accurate records and reports.
- Ability to complete annual re-certification hour requirements for a Certified Firefighter and intermediate EMT or paramedic and instructor certification requirements.
- Ability to work in extreme weather and hazardous environmental conditions.
- Ability to climb ladders and work at considerable heights.
- Ability to meet minimum physical fitness requirements of the Firefighter Professional Qualifications published by the National Fire Protection Association.

Supervisory Controls: This job is performed under the general supervision of the Deputy Fire Chief

Guidelines: Guidelines include federal, state, and local laws, ordinances, and regulations, City of Fayetteville administrative policies and procedures, Fire Department standard operating procedures, NFPA Standards and Codes, Insurance Services Office standards, and the Commission on Fire Accreditation International policies and procedures

Complexity: Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of guidelines, policies, standards, and precedents.

Scope and Effect: The purpose of this position is to protect lives and property through fire suppression activities, fire prevention and safety activities, and education. Successful

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performance results in increased public safety and decreased property loss.

Physical Demands: Firefighters must be able to see, speak and hear clearly in noisy and stressful situations. Must meet required physical and medical standards and all other Civil Service requirements. Must be able to carry, drag, or restrain individuals or equipment in excess of 100 pounds. Varying work schedules and shift work is required, and may be recalled for emergency duty as needed.

Personal Contacts: Contacts are typically with co-workers, emergency victims, other public safety personnel, the general public, local, state, and federal officials, other City departments, service agencies, business professionals, health care professionals, insurance company representatives, investigators, teachers, vendors, manufacturers, utility companies, alarm companies, students, children, civic groups.

Purpose of Contacts: Contacts are typically to give and exchange information, resolve problems, and provide services.

Work Environment: Work is performed primarily in indoor, vehicles, and outdoor settings. This includes all weather conditions and temperature extremes; work may also be performed during day and night times. Work will also be performed in emergent and very stressful conditions. Varying work schedules are required. Hazardous tasks performed under emergency conditions may require strenuous exertion under such handicaps such as limited visibility, exposure to hazardous or toxic chemicals or gases, extremes in temperature, cramped surroundings, and contact with death, emotional stress, trauma, contagious disease and terminal illnesses. Exposures might include smoke, noxious odors, fumes, toxic a/o caustic chemicals, air-borne particles, and possible risk of electrical shock or falling objects. Employee may work near moving objects, in high, precarious places or crawl under low overhangs. Work may also be in confined areas, high or low. The noise level in the work environment varies from usually quiet office settings to loud at emergency scenes and construction sites. Employee may be required to wear protective clothing to include a hard hat, safety glasses, ear plugs, respirator, rubber or plastic gloves and rubber boots.

Supervisory and Management Responsibility: This position is responsible for the supervision of the department's operations personnel (captains, lieutenants and firefighters) during assigned shift.

Minimum Qualifications: High School Diploma or equivalent and minimum of 7 years fire department experience with 3 years of fire department supervisory and fire ground management experience; satisfactory motor vehicle record; no felonies in past 10 years; successfully pass drug and alcohol screen, psychological assessment; ability to meet and maintain the NFPA and OSHA medical and physical fitness requirements; meets all qualifications of Fire Captain, Lieutenant, Georgia Intermediate EMT or Paramedic certification, Meets competencies for **NFPA 1021**, Fire Officer Professional Qualifications, Chapter 4 (Fire Officer III), Meets competencies for **NFPA 1041**, Fire Service Instructor Professional Qualifications, Chapter 3 (Instructor II), must have

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completed a minimum of 80 hours of approved basic supervision/management training, must have completed a minimum of 80 hours of approved fireground officer strategy/tactics training.

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Job Title: Fire ~~Captain~~Lieutenant

Grade: 24

Department: Fire

Reports To: Battalion or Division Chief~~Fire Captain~~

FLSA Status: Non-exempt

Job Summary: This is technical and supervisory work responsible for activities and personnel assigned at a fire station on an assigned shift. Work includes the performance of administrative, supervisory, and line operation tasks in fire suppression, rescue, and emergency medical response activities. ~~If assigned as the senior lieutenant, t~~This position will function as the acting shift commander for the shift in the absence of the regularly assigned officer.

Major Duties:

- Serves as a stations shift officer; supervises station personnel assigned to shift; ensures employees report to work; reviews employees time records; enforces and interprets City and departmental policies; assigns duties and inspects work;
- Assists shift commander in assigning tasks and coordinating with other station officers; follows up appropriately to ensure work is completed in a timely manner.
- Responsible for evaluation and discipline of firefighters as well as coaching and assisting in setting career goals for assigned personnel.
- Coordinates fire and medical emergency responses by station personnel and serves as incident commander of a fire or medical emergency until relieved by a superior officer.
- Drives fire and emergency medical vehicles to the scene of an emergency; provides accurate and effective scene appraisals to the Communications Center or superior officer.
- Performs firefighting and life rescue duties to include: responding to alarms of fire, persons trapped, hazardous materials incidents, explosions, and other emergencies as a member of an engine company, ladder company, rescue company, or other specialty units responding to medical assistance alarms and events which present a high risk of injury.
- Assisting with proper ventilation and smoke removal from structures; raising and climbing aerial and ground ladders as needed; utilizes a variety of firefighting equipment to contain and extinguish fire or to resolve other emergencies.
- Instructs and participates in training programs to improve knowledge, skills and maintain an acceptable level of physical fitness to include attending, and instructing classes (fire prevention, codes and inspections, fire and life safety education, emergency medical care, equipment use and maintenance, firefighting, extrication and rescue techniques, and hazardous materials) for all areas related to fire fighting and life rescue.
- Participating in emergency drills, simulations, and training in the proper use of all equipment; studying street locations, buildings, and commercial areas in assigned territories; participating in safety and supervision training; updating knowledge of laws, departmental policies, rules, and regulations which pertain to driving emergency vehicles.

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- Supervises and performs maintenance on apparatus, equipment, and fire station; maintains maintenance records on apparatus; makes minor repairs as needed and reports mechanical failures or supply discrepancies.
- Supervises activities to return equipment to service; inspects, tests, cleans, and maintains station, equipment, and vehicles for proper operation and coordinates needed repairs and maintenance with the Shift Commander; supervises and performs building and grounds maintenance at fire station.
- Supervises and prepares assigned pre-fire plans of buildings; organizes pre-plan books on apparatus; maintains and updates information on assigned territory to include: drawings or diagrams of maps, streets, businesses, residential, target hazards, fire hydrant locations, etc.
- Supervises and performs assigned hydrant inspections and maintenance; checks and measures water flow and static pressure; clears area around hydrant for easy access; lubricates and paints hydrants as needed.
- Completes and reviews incident reports; completes and files logs, reports, and other paperwork as required; maintains an adequate amount of supplies for assigned station.
- Performs community fire prevention and safety educational programs; provides public with information on fire and life safety practices for home or business; conducts drills for public benefit; conducts fire station tours, emergency medical programs, blood pressure screening, etc.
- May perform all duties of a Firefighter/EMT or paramedic
- Performs other related duties as required.

Knowledge Required by the Position:

- Thorough knowledge of modern firefighting procedures and techniques.
- Knowledge of policies, procedures, and practices of City and department.
- Knowledge of apparatus mechanics and maintenance procedures; knowledge of functions, limitations, and maintenance of assigned equipment, maintains sufficient inventory of supplies.
- Knowledge of emergency vehicle operation and use.
- Skill and dexterity in operating fire apparatus, fire and emergency medical equipment under emergency and hazardous conditions.
- Skill in proper operation and light maintenance of apparatus and other assigned equipment.
- Ability to establish and maintain effective working relationships with City employees, volunteers, City officials, and the general public.
- Ability to follow, interpret, and enforce established safety rules and departmental policies and procedures.
- Ability to react quickly and calmly while under pressure in emergency situations.
- Ability to learn assigned territory including principal buildings, streets, fire hydrants, and alarm boxes.
- Ability to prepare and maintain accurate records and reports.
- Ability to complete annual re-certification hour requirements for a Certified Firefighter and Intermediate EMT or Paramedic.
- Ability to pass a pre-employment physical examination and drug screening.

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- Ability to work in extreme weather and hazardous environmental conditions.
- Ability to climb ladders and work at considerable heights.
- Ability to meet minimum physical fitness requirements of the Firefighter Professional Qualifications published by the National Fire Protection Association.

Supervisory Controls: This position works under the general supervision of the shift commander.

Guidelines: Guidelines include federal, state, and local laws, ordinances, and regulations, City of Fayetteville administrative policies and procedures, Fire Department standard operating procedures, NFPA Standards and Codes, Insurance Services Office standards, and the Commission on Fire Accreditation International policies and procedures.

Complexity: Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of guidelines, policies, standards, and precedents.

Scope and Effect: The purpose of this position is to protect lives and property through fire suppression activities, fire prevention and safety activities, and education. Successful performance results in increased public safety and decreased property loss.

Personal Contacts: Contacts are typically with co-workers, emergency victims, other public safety personnel, the general public, local, state, and federal officials, other City departments, service agencies, business professionals, health care professionals, insurance company representatives, investigators, teachers, vendors, manufacturers, utility companies, alarm companies, students, children, civic groups.

Purpose of Contacts: Contacts are typically to give and exchange information, resolve problems, and provide services.

Physical Demands: Firefighters must be able to see, speak and hear clearly in noisy and stressful situations. Must meet required physical and medical standards and all other Civil Service requirements. Must be able to carry, drag, or restrain individuals or equipment in excess of 100 pounds. Varying work schedules and shift work is required, and may be recalled for emergency duty as needed.

Work Environment: Work is performed primarily in indoor, vehicles, and outdoor settings. This includes all weather conditions and temperature extremes; work may also be performed during day and night times. Work will also be performed in emergent and very stressful conditions. Varying work schedules are required. Hazardous tasks performed under emergency conditions may require strenuous exertion under such handicaps such as limited visibility, exposure to hazardous or toxic chemicals or gases, extremes in temperature, cramped surroundings, and contact with death, emotional stress, trauma, contagious disease and terminal illnesses. Exposures might include smoke, noxious odors, fumes, toxic a/o caustic chemicals, air-borne particles, and possible risk of electrical shock or falling objects. Employee may work near moving objects, in high,

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precarious places or crawl under low overheads. Work may also be in confined areas, high or low. The noise level in the work environment varies from usually quiet office settings to loud at emergency scenes and construction sites. Employee may be required to wear protective clothing to include a hard hat, safety glasses, ear plugs, respirator, rubber or plastic gloves and rubber boots.

Supervisory and Management Responsibility: Position is responsible for the supervision of 2 - 5 firefighters.

Minimum Qualifications: High School Diploma or equivalent and minimum of 56 years fire department experience with a minimum of 2 years of proven supervisory experience; satisfactory motor vehicle record; no felonies in past 10 years; successfully pass drug and alcohol screen, psychological assessment; ability to meet and maintain the NFPA and OSHA medical and physical fitness requirements; meets all qualifications of FF III, Georgia Intermediate EMT or Paramedic certification, meets competencies for **NFPA 1021**, Fire Officer Professional Qualifications, Chapter 3 (Fire Officer II), meets competencies for **NFPA 1041**, Fire Service Instructor Professional Qualifications, Chapter 2 (Instructor I), must have completed a minimum of 460 hours of approved basic supervision/management training, must have completed a minimum of 460 hours of approved fireground officer strategy/tactics training.

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Job Title: Fire Division Chief ~~Fire Captain~~

Grade: 279

Department: Fire

Reports to: Deputy Fire Chief

FLSA Status: Non-exempt

Job Summary: This is difficult technical, administrative and supervisory work responsible for directing and managing the functional operations of the Operations Services division. Work involves the planning of personnel assignments and supervision of personnel through subordinate officers to ensure the protection of life and property and the enforcement of fire prevention codes and ordinances. The position participates in all difficult emergency situations and exercises supervision over subordinate employees following standard procedures. Work includes the performance of administrative and line operational tasks in fire suppression, rescue, emergency management, and emergency medical activities. Work requires broad professional and comprehensive knowledge of fire administration, firefighting techniques, fire prevention, communications, rescue, emergency medical services, and hazardous materials.

~~This is technical and supervisory work responsible for the activities and personnel at assigned fire stations on an assigned shift. Work includes the performance of administrative, supervisory, and line operation tasks in fire suppression, rescue, and emergency medical response activities.~~

Major Duties:

- Supervises the operations section of the department to ensure compliance with City and Departmental standards; assigns related tasks as required.
- Serves as the shift commander for assigned stations; supervises station officers assigned to shift; ensures employees report to work; reviews employees' time records.
- Enforces and interprets City and departmental policies; assigns duties and inspects work; assigns personnel and equipment to ensure adequate staffing at each station; conducts employee performance evaluations; counsels employees on job performance.
- Plans, directs, and supervises the work of operations personnel; plans, schedules, and assigns personnel and equipment to ensure adequate staffing at each station; enforces and interprets City and Departmental policies.
- Assists in the development and preparation of operational annual budgets; monitors and controls expenditures within approved funding; prepares bid specifications for the procurement of firefighting, rescue, and medical emergency vehicles, equipment, and supplies.
- Assists in development of goals and objectives for fire department, plans and implements goals and objectives as determined by the Fire Chief; reviews and assesses progress and completion of goals and objectives.
- Coordinates fire and medical emergency responses by station personnel and serves as incident commander of a fire or medical emergency until relieved by a superior officer.
- Drives fire and emergency medical vehicles to the scene of an emergency; provides accurate and effective scene appraisals to the Communications Center or superior officer.

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- Performs firefighting and life rescue duties to include: responding to alarms of fire, persons trapped, hazardous materials incidents, explosions, and other emergencies as a member of an engine company, ladder company, rescue company, or other specialty units.
- Responding to medical assistance alarms and events which present a high risk of injury.
- Assisting with proper ventilation and smoke removal from structures; and raising and climbing aerial and ground ladders as needed; utilizes a variety of firefighting equipment to contain and extinguish fire or to resolve other emergencies.
- May determine when fire is under control and direct action to prevent re-ignition; initiates and performs salvage operations and removal of debris.
- Performs search and rescue operations at the scene of a fire or emergency; operates rescue tools and equipment as required to disentangle trapped patients or remove from hazards.
- Assumes command of activities at fire and medical emergency scenes until relieved by a superior officer; assesses condition of aids, and stabilizes victims; administers medical treatment; ensures safety of fire and EMS divisional personnel while or, the scene of an emergency.
- Instructs and participates in training programs and drills to improve knowledge, skills and maintain an acceptable level of physical fitness to include attending and instructing classes (fire prevention, codes and inspections, fire and life safety education, emergency medical care, equipment use and maintenance, firefighting, extrication and rescue techniques, and hazardous materials), for all areas related to fire fighting and life rescue
- Participates in emergency drills, simulations, and training in the proper use of all equipment; studying street locations, buildings, and commercial areas in assigned territories.
- Participating in safety and supervision training; updating knowledge of laws, departmental policies, rules, and regulations which pertain to driving emergency vehicles; assists in maintaining personnel training records.
- Supervises activities to return equipment to service; conducts post incident critique sessions to assess staff actions.
- Ensures proper maintenance and testing of fire apparatus and equipment and the proper maintenance of such records; coordinates needed repairs and maintenance with the Fire Chief or designee; reports any safety hazards or maintenance problems to the Fire Chief or designee; supervises building and grounds maintenance at fire station.
- Supervises and performs assigned business inspections for compliance with all applicable fire codes and ordinances; reports code violations to the Fire Marshal; supervises and prepares pre-fire plans of buildings; may supervise, conduct, and participate in fire drills.
- Supervises and performs assigned hydrant inspections and maintenance; checks and measures water flow and static pressure; clears area around hydrant for easy access; lubricates and paints hydrants as needed.
- Reviews and completes incident reports; completes and files logs, reports, and other paperwork as required; maintains an adequate amount of supplies for each station.
- Conducts fire scene investigations and prepares reports and findings of such investigations; collects and preserves evidence for arson investigators.

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- Performs community fire prevention and safety educational programs; provides public with information on fire and life safety practices for home or business; conducts drills for public benefit; conducts fire station tours, emergency medical programs, blood pressure screening, etc.
- Participates in training programs, certification classes, and drills as required; attends officer staff meetings.
- Performs all duties of a Firefighter/EMT or paramedic.
- Performs related work as required.

Knowledge Required by the Position:

- Thorough knowledge of modern firefighting procedures and techniques.
- Thorough knowledge of management theory and supervisory practices.
- Thorough knowledge of the use and operation of all fire equipment and apparatus.
- Thorough knowledge of emergency medical and life support procedures, techniques, and equipment.
- Thorough knowledge of medical terminology.
- Thorough knowledge of applicable fire codes and ordinances.
- Thorough knowledge of City and departmental policies and procedures.
- Thorough knowledge of the geography of the City and the location of principal buildings, streets, fire hydrants, and alarm boxes in the station's fire district.
- Skill and dexterity in operating fire vehicles, apparatus and life rescue equipment including ladders, hoses, pumps, and other assigned equipment.
- Ability to effectively supervise subordinate personnel engaged in fire and medical emergency response activities.
- Ability to effectively plan, initiate, and administer department activities.
- Ability to communicate clearly and effectively, orally and in writing.
- Ability to follow, interpret, and enforce safety rules and departmental policies and procedures.
- Ability to analyze situations and initiate appropriate course of action.
- Ability to react quickly and calmly while under pressure in emergency situations.
- Ability to develop and prepare comprehensive analysis and reports.
- Ability to establish and maintain effective working relationships with City employees, volunteers, City officials, various agencies, and the general public.
- Ability to complete of the State of Georgia Defensive Driving Course or equivalent within twelve (12) months of employment.
- Ability to prepare and maintain accurate records and reports.
- Ability to complete annual re-certification hour requirements for a Certified Firefighter and intermediate EMT or paramedic and instructor certification requirements.
- Ability to work in extreme weather and hazardous environmental conditions.
- Ability to climb ladders and work at considerable heights.
- Ability to meet minimum physical fitness requirements of the Firefighter Professional Qualifications published by the National Fire Protection Association.

Supervisory Controls: This job is performed under the general supervision of the Deputy

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Fire Chief

Guidelines: Guidelines include federal, state, and local laws, ordinances, and regulations, City of Fayetteville administrative policies and procedures, Fire Department standard operating procedures, NFPA Standards and Codes, Insurance Services Office standards, and the Commission on Fire Accreditation International policies and procedures

Complexity: Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of guidelines, policies, standards, and precedents.

Scope and Effect: The purpose of this position is to protect lives and property through fire suppression activities, fire prevention and safety activities, and education. Successful performance results in increased public safety and decreased property loss.

Physical Demands: Firefighters must be able to see, speak and hear clearly in noisy and stressful situations. Must meet required physical and medical standards and all other Civil Service requirements. Must be able to carry, drag, or restrain individuals or equipment in excess of 100 pounds. Varying work schedules and shift work is required, and may be recalled for emergency duty as needed.

Personal Contacts: Contacts are typically with co-workers, emergency victims, other public safety personnel, the general public, local, state, and federal officials, other City departments, service agencies, business professionals, health care professionals, insurance company representatives, investigators, teachers, vendors, manufacturers, utility companies, alarm companies, students, children, civic groups.

Purpose of Contacts: Contacts are typically to give and exchange information, resolve problems, and provide services.

Work Environment: Work is performed primarily in indoor, vehicles, and outdoor settings. This includes all weather conditions and temperature extremes; work may also be performed during day and night times. Work will also be performed in emergent and very stressful conditions. Varying work schedules are required. Hazardous tasks performed under emergency conditions may require strenuous exertion under such handicaps such as limited visibility, exposure to hazardous or toxic chemicals or gases, extremes in temperature, cramped surroundings, and contact with death, emotional stress, trauma, contagious disease and terminal illnesses. Exposures might include smoke, noxious odors, fumes, toxic a/o caustic chemicals, air-borne particles, and possible risk of electrical shock or falling objects. Employee may work near moving objects, in high, precarious places or crawl under low overheads. Work may also be in confined areas, high or low. The noise level in the work environment varies from usually quiet office settings to loud at emergency scenes and construction sites. Employee may be required to wear protective clothing to include a hard hat, safety glasses, ear plugs, respirator, rubber or plastic gloves and rubber boots.

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Supervisory and Management Responsibility: This position is responsible for the supervision of the department's operations personnel (captains, lieutenants and firefighters) during assigned shift. This position also supervises Fire Battalion Chiefs on two other shifts.

Minimum Qualifications: High School Diploma or equivalent and minimum of 710 years fire department experience with 35 years of progressive fire department supervisory and fire ground management experience; satisfactory motor vehicle record; no felonies in past 10 years; successfully pass drug and alcohol screen, psychological assessment; ability to meet and maintain the NFPA and OSHA medical and physical fitness requirements; meets all qualifications of Fire Lieutenant, Georgia Intermediate EMT or Paramedic certification, Meets competencies for **NFPA 1021**, Fire Officer Professional Qualifications, Chapter 4 (Fire Officer III), Meets competencies for **NFPA 1041**, Fire Service Instructor Professional Qualifications, Chapter 3 (Instructor II), must have completed a minimum of 10080 hours of approved basic supervision/management training, must have completed a minimum of 10080 hours of approved fireground officer strategy/tactics training.

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Job Title: Fire Lieutenant

Grade: 24

Department: Fire

Reports To: Fire ~~Battalion or Division Chief~~ Captain

FLSA Status: Non-exempt

Job Summary: This is technical and supervisory work responsible for activities and personnel assigned at a fire station on an assigned shift. Work includes the performance of administrative, supervisory, and line operation tasks in fire suppression, rescue, and emergency medical response activities. If assigned as the senior lieutenant, this position will function as the acting shift commander for the shift in the absence of the regularly assigned officer.

Major Duties:

- Serves as a stations shift officer; supervises station personnel assigned to shift; ensures employees report to work; reviews employees time records; enforces and interprets City and departmental policies; assigns duties and inspects work;
- Responsible for evaluation and discipline of firefighters as well as coaching and assisting in setting career goals for assigned personnel.
- Coordinates fire and medical emergency responses by station personnel and serves as incident commander of a fire or medical emergency until relieved by a superior officer.
- Drives fire and emergency medical vehicles to the scene of an emergency; provides accurate and effective scene appraisals to the Communications Center or superior officer.
- Performs firefighting and life rescue duties to include: responding to alarms of fire, persons trapped, hazardous materials incidents, explosions, and other emergencies as a member of an engine company, ladder company, rescue company, or other specialty units responding to medical assistance alarms and events which present a high risk of injury.
- Assisting with proper ventilation and smoke removal from structures; raising and climbing aerial and ground ladders as needed; utilizes a variety of firefighting equipment to contain and extinguish fire or to resolve other emergencies.
- Instructs and participates in training programs to improve knowledge, skills and maintain an acceptable level of physical fitness to include attending, and instructing classes (fire prevention, codes and inspections, fire and life safety education, emergency medical care, equipment use and maintenance, firefighting, extrication and rescue techniques, and hazardous materials) for all areas related to fire fighting and life rescue.
- Participating in emergency drills, simulations, and training in the proper use of all equipment; studying street locations, buildings, and commercial areas in assigned territories; participating in safety and supervision training; updating knowledge of laws, departmental policies, rules, and regulations which pertain to driving emergency vehicles.
- Supervises and performs maintenance on apparatus, equipment, and fire station; maintains maintenance records on apparatus; makes minor repairs as needed and

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reports mechanical failures or supply discrepancies.

- Supervises activities to return equipment to service; inspects, tests, cleans, and maintains station, equipment, and vehicles for proper operation and coordinates needed repairs and maintenance with the Shift Commander; supervises and performs building and grounds maintenance at fire station.
- Supervises and prepares assigned pre-fire plans of buildings; organizes pre-plan books on apparatus; maintains and updates information on assigned territory to include: drawings or diagrams of maps, streets, businesses, residential, target hazards, fire hydrant locations, etc.
- Supervises and performs assigned hydrant inspections and maintenance; checks and measures water flow and static pressure; clears area around hydrant for easy access; lubricates and paints hydrants as needed.
- Completes and reviews incident reports; completes and files logs, reports, and other paperwork as required; maintains an adequate amount of supplies for assigned station.
- Performs community fire prevention and safety educational programs; provides public with information on fire and life safety practices for home or business; conducts drills for public benefit; conducts fire station tours, emergency medical programs, blood pressure screening, etc.
- May perform all duties of a Firefighter/EMT or paramedic
- Performs other related duties as required.

Knowledge Required by the Position:

- Thorough knowledge of modern firefighting procedures and techniques.
- Knowledge of policies, procedures, and practices of City and department.
- Knowledge of apparatus mechanics and maintenance procedures; knowledge of functions, limitations, and maintenance of assigned equipment, maintains sufficient inventory of supplies.
- Knowledge of emergency vehicle operation and use.
- Skill and dexterity in operating fire apparatus, fire and emergency medical equipment under emergency and hazardous conditions.
- Skill in proper operation and light maintenance of apparatus and other assigned equipment.
- Ability to establish and maintain effective working relationships with City employees, volunteers, City officials, and the general public.
- Ability to follow, interpret, and enforce established safety rules and departmental policies and procedures.
- Ability to react quickly and calmly while under pressure in emergency situations.
- Ability to learn assigned territory including principal buildings, streets, fire hydrants, and alarm boxes.
- Ability to prepare and maintain accurate records and reports.
- Ability to complete annual re-certification hour requirements for a Certified Firefighter and Intermediate EMT or Paramedic.
- Ability to pass a pre-employment physical examination and drug screening.
- Ability to work in extreme weather and hazardous environmental conditions.
- Ability to climb ladders and work at considerable heights.

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- Ability to meet minimum physical fitness requirements of the Firefighter Professional Qualifications published by the National Fire Protection Association.

Supervisory Controls: This position works under the general supervision of the shift commander.

Guidelines: Guidelines include federal, state, and local laws, ordinances, and regulations, City of Fayetteville administrative policies and procedures, Fire Department standard operating procedures, NFPA Standards and Codes, Insurance Services Office standards, and the Commission on Fire Accreditation International policies and procedures.

Complexity: Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of guidelines, policies, standards, and precedents.

Scope and Effect: The purpose of this position is to protect lives and property through fire suppression activities, fire prevention and safety activities, and education. Successful performance results in increased public safety and decreased property loss.

Personal Contacts: Contacts are typically with co-workers, emergency victims, other public safety personnel, the general public, local, state, and federal officials, other City departments, service agencies, business professionals, health care professionals, insurance company representatives, investigators, teachers, vendors, manufacturers, utility companies, alarm companies, students, children, civic groups.

Purpose of Contacts: Contacts are typically to give and exchange information, resolve problems, and provide services.

Physical Demands: Firefighters must be able to see, speak and hear clearly in noisy and stressful situations. Must meet required physical and medical standards and all other Civil Service requirements. Must be able to carry, drag, or restrain individuals or equipment in excess of 100 pounds. Varying work schedules and shift work is required, and may be recalled for emergency duty as needed.

Work Environment: Work is performed primarily in indoor, vehicles, and outdoor settings. This includes all weather conditions and temperature extremes; work may also be performed during day and night times. Work will also be performed in emergent and very stressful conditions. Varying work schedules are required. Hazardous tasks performed under emergency conditions may require strenuous exertion under such handicaps such as limited visibility, exposure to hazardous or toxic chemicals or gases, extremes in temperature, cramped surroundings, and contact with death, emotional stress, trauma, contagious disease and terminal illnesses. Exposures might include smoke, noxious odors, fumes, toxic a/o caustic chemicals, air-borne particles, and possible risk of electrical shock or falling objects. Employee may work near moving objects, in high, precarious places or crawl under low overheads. Work may also be in confined areas, high or low. The noise level in the work environment varies from usually quite office settings

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to loud at emergency scenes and construction sites. Employee may be required to wear protective clothing to include a hard hat, safety glasses, ear plugs, respirator, rubber or plastic gloves and rubber boots.

Supervisory and Management Responsibility: Position is responsible for the supervision of 2 - 5 firefighters.

Minimum Qualifications: High School Diploma or equivalent and minimum of 5 years fire department experience; satisfactory motor vehicle record; no felonies in past 10 years; successfully pass drug and alcohol screen, psychological assessment; ability to meet and maintain the NFPA and OSHA medical and physical fitness requirements; meets all qualifications of FF III, Georgia Intermediate EMT or Paramedic certification, meets competencies for **NFPA 1021**, Fire Officer Professional Qualifications, Chapter 3 (Fire Officer II), meets competencies for **NFPA 1041**, Fire Service Instructor Professional Qualifications, Chapter 2 (Instructor I), must have completed a minimum of 40 hours of approved basic supervision/management training, must have completed a minimum of 40 hours of approved fireground officer strategy/tactics training.

City of Fayetteville Job Descriptions

Job Title: DIVISION COMMANDER – FIRE MARSHALFire Marshal

Grade: 2927

Department: Fire

Reports To: ~~Fire~~ Deputy Fire -Chief

FLSA Status: ~~Non~~-eExempt

Job Summary:

This is difficult technical, administrative and supervisory work responsible for directing and managing the functional operations of the fire prevention and life safety division. Work involves the planning of personnel assignments and supervision of personnel through subordinate officers to ensure the protection of life and property and the enforcement of fire prevention codes and ordinances. The position participates in all difficult emergency situations and exercises supervision over subordinate employees following standard procedures. Work includes the performance of administrative and line operational tasks in fire suppression, rescue, emergency management, and emergency medical activities. Work requires broad professional and comprehensive knowledge of fire administration, firefighting techniques, fire prevention, communications, rescue, emergency medical services, and hazardous materials. This is skilled technical and administrative work responsible for the City's fire inspection, fire investigation, and fire safety education activities.—Work is carried out based on City and departmental procedures with general supervision received from the Deputy Fire Chief or Fire Chief.

Major Duties:

- Provides day to day oversight and supervision of fire inspection, fire investigation, fire safety education, and fire department training activities.
- Serves as the City's Fire Marshal, consults with architects and engineers to discuss building plans prior to drafting; reviews and oversees plans for renovation and new construction for compliance with fire safety codes.
- Approves denies, or recommends changes to building plans; conducts on-site inspections of new construction and renovation to insure code compliance; works with other State fire marshals to enforce fire codes; attends State fire marshal training classes to insure proper interpretation of codes.
- Schedules building inspections and preplans to be performed by shift and subordinate personnel, as well as by fire marshal; insures assigned inspections are completed and notes any code violations; prepares fire escape/exit plans of buildings; supervises, conducts, and participates in City fire drills.
- Conducts fire scene investigations, preparing reports and findings of such investigations, collects and preserves evidence for arson investigations.
- Supervises subordinate personnel assigned to the Fire Prevention and Life Safety Safety-DivisionSection.
- Completes fire incident monthly reports, maintains accurate files and records on all inspections and investigations, completes other paperwork as required.
- Generates departmental monthly and annual reports; analyzes and interprets data to measure effectiveness and identify areas for improvement.

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- Responds to various types of emergencies such as fires, accidents, medical emergencies, drownings, hazardous materials and natural catastrophes; drives fire and emergency medical vehicles to the scene of an emergency; assumes command of a fire scene until relieved by higher ranking officer.
- Operates pump and auxiliary equipment; lays and connects hoses, holds nozzles, and directs fog, chemical and water streams; insures that proper water pressure is available; ventilates burning buildings; raises and climbs ladders; uses chemical extinguishers, bars, hooks, lines, and related equipment.
- Performs search and rescue operations at the scene of a fire or emergency; administers first aid to injured or sick persons and stabilizes as needed or directed by paramedics and/or hospital staff, transports injured or sick persons to appropriate medical facility.
- Assists with the hiring process to include administering interviews
- Act as public information officer; prepare correspondence regarding fire investigations and other department business to be distributed to a variety of media outlets.
- Assist with recruiting and hiring procedures including interview and background investigations.
- Coordinates departmental accreditation activities
- Participates in training programs and certification classes as required.
- Maintains departmental records on fire hydrants and buildings, serves as departmental liaison with Water Department for the purposes of hydrant maintenance and repair.
- May perform all duties of a Firefighter/EMT or Paramedic.
- Performs related work as required.

Knowledge Required by the Position:

- Thorough knowledge of applicable fire codes and ordinances.
- Good knowledge of modern fire-fighting procedures and techniques.
- Good knowledge of the use and operation of all fire equipment and apparatus.
- Good knowledge of City and departmental policies and procedures.
- Good knowledge of the geography of the City.
- Skill and dexterity in operating fire vehicles, apparatus and life rescue equipment including, ladders, hoses, pumps, and other assigned equipment.
- Ability to establish and maintain effective working relationships with City employees, volunteers, City officials, and the general public.
- Ability to effectively supervise subordinate personnel engaged in fire and emergency response and inspection activities.
- Ability to prepare and present evidence of arson fires in court.
- Ability to review construction plans for Life Safety and Standard Codes compliance.
- Ability to operate a computer.
- Ability to communicate clearly and effectively, orally and in writing.
- Ability to complete annual re-certification hour requirements for a Certified Firefighter and intermediate EMT or paramedic, Inspector, and Investigator.
- Ability to drive and operate the department's assigned vehicles, tools, and equipment in a safe and efficient manner.
- Ability to climb ladders and work at considerable heights.
- Ability to meet the minimum physical fitness requirements of State of Georgia for

City of Fayetteville Job Descriptions

Firefighter.

- Ability to pass a pre-employment physical examination and drug screening.
- Experience as a Firefighter/EMT.
- Any equivalent combination of education and experience is acceptable.

Supervisory Controls: Work is carried out based on City and departmental procedures with general supervision received from the Deputy Fire Chief.

Guidelines: Guidelines include federal, state, and local laws, ordinances, and regulations, City of Fayetteville administrative policies and procedures, Fire Department standard operating procedures, International Building, Fire, and Mechanical Codes, NFPA Standards and Codes, Insurance Services Office standards, and the Commission on Fire Accreditation International policies and procedures

Complexity: The work consists of a variety of technical and highly skilled fire prevention, investigation and inspection tasks. Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of laws, guidelines, policies, standards, and precedents. This position must be available to respond outside of normal work hours when required.

Scope and Effect: The purpose of this position is to administer the City's fire prevention and life safety division ~~fire inspection and investigation activities~~ through administrative, investigative and line operation tasks. Errors may cause significant harm to firefighters and those citizens protected by the Fire department.

Personal Contacts: Contacts are typically with co-workers, emergency victims, other public safety personnel, the general public, local, state, and federal officials, other City departments, service agencies, elected officials, builders and contractors, attorneys, architects, engineers, business professionals, health care professionals, insurance company representatives, investigators, teachers, vendors, manufacturers, utility companies, alarm companies, students, children, civic groups, media representatives, suspects, and witnesses.

Purpose of Contacts: Contacts are typically to give and exchange information, resolve problems and provide services.

Physical Demands: Firefighters must be able to see, speak and hear clearly in noisy and stressful situations. Must meet required physical and medical standards and all other Civil Service requirements. Must be able to carry, drag, or restrain individuals or equipment in excess of 100 pounds. Varying work schedules and shift work is required, and may be recalled for emergency duty as needed.

Work Environment: Work is performed primarily in indoor, vehicles, and outdoor settings. This includes all weather conditions and temperature extremes; work may also be performed during day and night times. Work will also be performed in emergent and very stressful conditions. Varying work schedules are required. Hazardous tasks performed under emergency conditions may require strenuous exertion under such

City of Fayetteville Job Descriptions

handicaps such as limited visibility, exposure to hazardous or toxic chemicals or gases, extremes in temperature, cramped surroundings, and contact with death, emotional stress, trauma, contagious disease and terminal illnesses. Exposures might include smoke, noxious odors, fumes, toxic a/o caustic chemicals, air-borne particles, and possible risk of electrical shock or falling objects. Employee may work near moving objects, in high, precarious places or crawl under low overheads. Work may also be in confined areas, high or low. The noise level in the work environment varies from usually quite office settings to loud at emergency scenes and construction sites. Employee may be required to wear protective clothing to include a hard hat, safety glasses, ear plugs, respirator, rubber or plastic gloves and rubber boots.

Supervisory and Management Responsibility: None.

Minimum Qualifications: High School Diploma or equivalent (prefer bachelor's degree in business or fire science and minimum of 710 years public safety experience with 2 years of thorough, proven supervisory/management experience; P.O.S.T. certification desirable and SBCCI Inspector II certification), satisfactory motor vehicle record; no felonies in past 10 years; successfully pass drug and alcohol screen, psychological assessment; ability to meet and maintain the NFPA and OSHA medical and physical fitness requirements; meets all qualifications of Fire Lieutenant, Georgia Intermediate EMT or Paramedic certification, ~~Meets competencies for SBCCI Level I Certification as a Fire Inspector~~, Meets competencies for **NFPA 1035**, Professional Qualifications for Public Fire and Life Safety Educator, Chapter 4 (Public Fire and Life Safety Educator II), Meets competencies for **NFPA 1031**, Professional Qualifications for Fire Inspector, Chapter 5 (Fire Inspector III), minimum of 80 hours of approved arson investigation training, equivalent combination of education and experience is acceptable.

City of Fayetteville Job Descriptions

Job Title: Fire ~~Prevention Technical Services~~ Officer

Grade: 2527

Department: Fire

Reports to: Fire ~~Marshal~~ Deputy Chief

FLSA Status: Non-exempt

Job Summary: This is skilled, technical work responsible for the City's fire inspection and investigation activities. Work includes the performance of administrative, supervisory, and line operation tasks in fire suppression, rescue, and basic emergency medical treatment. This position may perform all duties of a Firefighter/ EMT and will direct activities at the fire scene until relieved by a higher-ranking officer. Work involves ensuring the scheduling and completion of commercial building inspections, reviewing building plans, and investigating fires. Work also involves educating the community about fire safety and prevention.

Major Duties:

- Serves as the City's Assistant Fire Marshal; consults with architects and engineers to discuss building plans prior to drafting; reviews plans for renovation and new construction for compliance with fire safety codes; approves, denies, or recommends changes to building plans.
- Conducts on-site inspections of new construction and renovation to ensure code compliance; works with other prevention agencies to enforce fire codes; attends State fire marshal training classes to ensure proper interpretation of codes.
- Schedules building inspections to be performed by shift personnel; ensures assigned inspections are completed and notes any code violations; prepares fire escape/exit plans of buildings; supervises, conducts, and participates in City fire drills.
- Conducts fire scene investigations and prepares reports and findings of such investigations; collects and preserves evidence for arson investigators.
- ~~Conducts hiring procedures to include administering interviews~~
- Completes fire incident reports; maintains accurate files and records on all inspections and investigations; complete other paperwork as required.
- Responds to various types of emergencies such as fires, accidents, medical emergencies, drownings; and hazardous materials and natural catastrophes; drives fire and emergency medical vehicles to the scene of an emergency; assumes command of a fire scene until relieved by higher ranking officer.
- Performs firefighting and life rescue duties to include: responding to alarms of fire, persons trapped, hazardous materials incidents, explosions, and other emergencies as a member of an engine company, ladder company, rescue company, or other specialty units; responding to medical assistance alarms and events which present a high risk of injury; assisting with proper ventilation and smoke removal from structures; and raising and climbing aerial and ground ladders as needed; utilizes a variety of firefighting equipment to contain and extinguish fire or to resolve other emergencies.
- Performs search and rescue operations at the scene of a fire or emergency; administers first aid to injured or sick persons and stabilizes as needed or directed by paramedics and/or hospital staff, transports injured or sick persons to appropriate medical facility.
- ~~Act as public information officer; prepare correspondence regarding fire investigations and other department business to be distributed to a variety of media outlets.~~

City of Fayetteville Job Descriptions

- ~~Assist with recruiting and hiring procedures including interview and background investigations.~~
- ~~Coordinates departmental accreditation activities~~
- Performs community fire prevention and safety educational programs; provides public with information on fire and life safety practices for home or business; conducts drills for public benefit; conducts fire station tours, emergency medical programs, blood pressure screening, etc.
- Participates in training programs and certification classes as required.
- May perform all duties of a Firefighter/EMT or paramedic.
- Performs other related duties as assigned.

Knowledge Required by the Position:

- Thorough knowledge of applicable fire codes and ordinances.
- Good knowledge of modern firefighting procedures and techniques.
- Good knowledge of the use and operation of all fire equipment and apparatus.
- Good knowledge of City and departmental policies and procedures.
- Good knowledge of the geography of the City.
- Skill and dexterity in operating fire vehicles, apparatus and life rescue equipment including ladders, hoses, pumps, and other assigned equipment.
- Skill in communicating effectively, both orally and in writing.
- Ability to establish and maintain effective working relationships with City employees, volunteers, City officials, and the general public.
- Ability to effectively supervise subordinate personnel engaged in fire and emergency response and inspection activities.
- Ability to prepare and present evidence of arson fires in court.
- Ability to review construction plans for Standard Fire Prevention Code, Standard Building Code, NFPA Codes, and Life Safety Code requirements.
- Ability to communicate clearly and effectively, orally and in writing.
- Ability to complete annual re-certification hour requirements for a Certified Firefighter and intermediate EMT or paramedic and Inspector.
- Ability to stay informed and knowledgeable about changing laws and regulations.
- Ability to complete internal courses as required by the City.
- Ability to work comfortably and well with school aged children.
- Ability to serve in a supervisory role when conducting fire investigations.
- Ability to respond seven days a week, 24 hours a day for system emergencies as needed.

Supervisory Controls: Work is carried out based on City and departmental procedures with general supervision received from the ~~Deputy Fire~~ Marshal ~~Chief~~.

Guidelines: Guidelines include federal, state, and local laws, ordinances, and regulations, City of Fayetteville administrative policies and procedures, Fire Department standard operating procedures, International Building, Fire, and Mechanical Codes, NFPA Standards and Codes, Insurance Services Office standards, and the Commission on Fire Accreditation International policies and procedures

City of Fayetteville Job Descriptions

Complexity: The work consists of a variety of technical and highly skilled fire prevention, investigation and inspection tasks. Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of laws, guidelines, policies, standards, and precedents. This position must be available to respond outside of normal work hours when required.

Scope and Effect: The purpose of this position is to educate the community about fire safety and prevention and administer the City's fire inspection and investigation activities through administrative, supervisory, and line operation tasks. Errors may cause significant harm to firefighters and those citizens protected by the Fire department.

Personal Contacts: Contacts are typically with co-workers, emergency victims, other public safety personnel, the general public, local, state, and federal officials, other City departments, service agencies, elected officials, builders and contractors, attorneys, architects, engineers, business professionals, health care professionals, insurance company representatives, investigators, teachers, vendors, manufacturers, utility companies, alarm companies, students, children, civic groups, media representatives, suspects, and witnesses.

Purpose of Contacts: Contacts are typically to give and exchange information, resolve problems and provide services.

Physical Demands: Firefighters must be able to see, speak and hear clearly in noisy and stressful situations. Must meet required physical and medical standards and all other Civil Service requirements. Must be able to carry, drag, or restrain individuals or equipment in excess of 100 pounds. Varying work schedules and shift work is required, and may be recalled for emergency duty as needed.

Work Environment: Work is performed primarily in indoor, vehicles, and outdoor settings. This includes all weather conditions and temperature extremes; work may also be performed during day and night times. Work will also be performed in emergent and very stressful conditions. Varying work schedules are required. Hazardous tasks performed under emergency conditions may require strenuous exertion under such handicaps such as limited visibility, exposure to hazardous or toxic chemicals or gases, extremes in temperature, cramped surroundings, and contact with death, emotional stress, trauma, contagious disease and terminal illnesses. Exposures might include smoke, noxious odors, fumes, toxic a/o caustic chemicals, air-borne particles, and possible risk of electrical shock or falling objects. Employee may work near moving objects, in high, precarious places or crawl under low overheads. Work may also be in confined areas, high or low. The noise level in the work environment varies from usually quite office settings to loud at emergency scenes and construction sites. Employee may be required to wear protective clothing to include a hard hat, safety glasses, ear plugs, respirator, rubber or plastic gloves and rubber boots.

Supervisory and Management Responsibility: None.

Minimum Qualifications: High School Diploma or equivalent (prefer bachelor's degree in

City of Fayetteville Job Descriptions

business or fire science and minimum of 57 years public safety experience ~~with 2 years of thorough, proven supervisory/management experience~~, satisfactory motor vehicle record; no felonies in past 10 years; successfully pass drug and alcohol screen, psychological assessment; ability to meet and maintain the NFPA and OSHA medical and physical fitness requirements; meets all qualifications of Fire Lieutenant, Georgia Intermediate EMT or Paramedic certification, Meets competencies for **NFPA 1035**, Professional Qualifications for Public Fire and Life Safety Educator, Chapter 5 (Public Fire and Life Safety Educator III), Meets competencies for **NFPA 1031**, Professional Qualifications for Fire Inspector, Chapter 5 (Fire Inspector III), minimum of 40 hours of approved arson investigation training.

City of Fayetteville Job Descriptions

Job Title: Fire ~~Captain~~ Training Officer

Grade: 257

Department: Fire

Reports To: Fire ~~Marshal~~ Deputy Chief

FLSA Status: Non-exempt

Job Summary: This is technical, administrative, and supervisory work responsible for the training of personnel in fire suppression and prevention activities and emergency medical treatment. Work includes the performance of administrative, supervisory, and line operation tasks in fire suppression, rescue, and emergency medical activities. Work requires thorough knowledge of firefighting and emergency medical treatment and an ability to direct the work of personnel under hazardous or critical conditions. This position may perform all duties of a Firefighter/EMT and will direct activities at the scene of a fire or medical emergency until relieved by a superior officer.

Major Duties:

- Serves as the department's Training Officer; conducts in-service training and initial certification classes for all new trainees; prepares, develops, and conducts training programs for volunteer personnel.
- Instructs personnel in first aid, rescue, personal safety, firefighting techniques and methods and emergency medical techniques and methods.
- Prepares, develops, and conducts in-service training programs for departmental and volunteer personnel; coordinates career development plans with in-service training programs and certification requirements; maintains departmental training records; submits monthly and quarterly training reports to appropriate agencies.
- Assists in the development and implementation of departmental Standard Operating Procedures; assists in the development of departmental training goals and objectives.
- Completes training reports and records; completes and files logs, reports and other documentation as required.
- Responds to fire, emergency medical and rescue incidents and serves as incident commander until relieved by a superior officer; drives fire and emergency medical vehicles to the scene of an incident.
- Operates pump and auxiliary equipment, lays and connects hoses; operates nozzles and directs chemical and water streams; ensures that proper water pressure is available; ventilates burning buildings; raises and climbs ladders, uses chemical extinguishers, bars, venti-hooks, lines, and related equipment.
- Performs search and rescue operations at the scene of a fire or emergency, administers aid to injured or sick persons, checks vital signs and provides hospital personnel with information concerning the nature of the emergency and the steps necessary to provide immediate medical assistance.
- Operates medical equipment and may administer medication to sick or injured persons onsite and in transit to appropriate medical facility as authorized, such as intravenous fluid therapy, endotracheal airway tubes, defibrillation equipment, electrocardiogram monitoring and recording equipment.

City of Fayetteville Job Descriptions

- Assesses staff actions at the scene of a fire or medical emergency and develops training programs to address any deficiencies.
- Participates in training programs and certification classes as required; attends officer staff meetings.
- May perform all duties of a Firefighter/EMT or paramedic and a Fire Lieutenant.
- Performs related work as required.
- Performs related work as required.

Knowledge Required by the Position:

- Thorough knowledge of modern firefighting procedures and techniques.
- Thorough knowledge of management theory and supervisory practices.
- Thorough knowledge of the use and operation of all fire equipment and apparatus.
- Thorough knowledge of emergency medical and life support procedures, techniques, and equipment.
- Thorough knowledge of medical terminology.
- Thorough knowledge of applicable fire codes and ordinances.
- Thorough knowledge of City and departmental policies and procedures.
- Thorough knowledge of the geography of the City and the location of principal buildings, streets, fire hydrants, and alarm boxes in the station's fire district.
- Skill and dexterity in operating fire vehicles, apparatus and life rescue equipment including ladders, hoses, pumps, and other assigned equipment.
- Ability to effectively supervise subordinate personnel engaged in fire and medical emergency response activities.
- Ability to effectively plan, initiate, and administer department activities.
- Ability to communicate clearly and effectively, orally and in writing.
- Ability to follow, interpret, and enforce safety rules and departmental policies and procedures.
- Ability to analyze situations and initiate appropriate course of action.
- Ability to react quickly and calmly while under pressure in emergency situations.
- Ability to develop and prepare comprehensive analysis and reports.
- Ability to establish and maintain effective working relationships with City employees, volunteers, City officials, various agencies, and the general public.
- Ability to complete of the State of Georgia Defensive Driving Course or equivalent within twelve (12) months of employment.
- Ability to prepare and maintain accurate records and reports.
- Ability to complete annual re-certification hour requirements for a Certified Firefighter and intermediate EMT or paramedic and instructor certification requirements.
- Ability to work in extreme weather and hazardous environmental conditions.
- Ability to climb ladders and work at considerable heights.
- Ability to meet minimum physical fitness requirements of the Firefighter Professional Qualifications published by the National Fire Protection Association.

Supervisory Controls: This job is performed under the general supervision of the Fire Marshal~~Deputy Fire Chief~~.

City of Fayetteville Job Descriptions

Guidelines: Guidelines include federal, state, and local laws, ordinances, and regulations, City of Fayetteville administrative policies and procedures, Fire Department standard operating procedures, NFPA Standards and Codes, Insurance Services Office standards, and the Commission on Fire Accreditation International policies and procedures

Complexity: Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of guidelines, policies, standards, and precedents.

Scope and Effect: The purpose of this position is to train employees to and for the person in the position to protect lives and property through fire suppression activities, fire prevention and safety activities, and education. Successful performance results in increased public safety, knowledgeable and responsible Fire department employees and decreased property loss.

Physical Demands: Firefighters must be able to see, speak and hear clearly in noisy and stressful situations. Must meet required physical and medical standards and all other Civil Service requirements. Must be able to carry, drag, or restrain individuals or equipment in excess of 100 pounds. Varying work schedules and shift work is required, and may be recalled for emergency duty as needed.

Personal Contacts: Contacts are typically with co-workers, fire and emergency victims, other emergency personnel, and the general public, Water department, Street Department, Wrecker service, Utility Companies, Local business owners, alarm companies and insurance companies.

Purpose of Contacts: Contacts are typically with co-workers, emergency victims, other public safety personnel, the general public, local, state, and federal officials, other City departments, service agencies, business professionals, health care professionals, insurance company representatives, investigators, teachers, vendors, manufacturers, utility companies, alarm companies, students, children, civic groups.

Work Environment: Work is performed primarily in indoor, vehicles, and outdoor settings. This includes all weather conditions and temperature extremes; work may also be performed during day and night times. Work will also be performed in emergent and very stressful conditions. Varying work schedules are required. Hazardous tasks performed under emergency conditions may require strenuous exertion under such handicaps such as limited visibility, exposure to hazardous or toxic chemicals or gases, extremes in temperature, cramped surroundings, and contact with death, emotional stress, trauma, contagious disease and terminal illnesses. Exposures might include smoke, noxious odors, fumes, toxic a/o caustic chemicals, air-borne particles, and possible risk of electrical shock or falling objects. Employee may work near moving objects, in high, precarious places or crawl under low overheads. Work may also be in confined areas, high or low. The noise level in the work environment varies from usually quite office settings to loud at emergency scenes and construction sites. Employee may be required to wear

City of Fayetteville Job Descriptions

protective clothing to include a hard hat, safety glasses, ear plugs, respirator, rubber or plastic gloves and rubber boots.

Supervisory and Management Responsibility: None

Minimum Qualifications: High School Diploma or equivalent (prefer bachelor's degree in business or fire science and minimum of 7 years fire department experience with 2 years of thorough, proven supervisory/management experience), satisfactory motor vehicle record; no felonies in past 10 years; successfully pass drug and alcohol screen, psychological assessment; ability to meet and maintain the NFPA and OSHA medical and physical fitness requirements; meets all qualifications of Fire Lieutenant, Georgia Intermediate EMT or Paramedic certification, Meets competencies for **NFPA 1041**, Fire Service Instructor Professional Qualifications, Chapter 3 (Instructor III).

RESOLUTION

R-29-16

BE IT RESOLVED, that the Mayor and Council of the City of Fayetteville, Georgia do hereby adopt the attached City of Fayetteville Pay Scale and Job Description Update.

SO RESOLVED this 4th Day of August, 2016.

Edward J. Johnson, Jr. Mayor

Scott Stacy, Mayor Pro Tem

Kathaleen Brewer, Councilmember

Paul C. Oddo Jr., Councilmember

Harlan Shirley, Councilmember

James B. Williams, Councilmember

ATTEST:

Anne Barksdale, City Clerk



CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

VIA: Ray Gibson, City Manager

CC: Kelvin Joiner, System Administrator
Anne Barksdale, City Clerk

FROM: Brian Wismer, Community Development Director

DATE: July 28, 2016

SUBJECT: R-30-16 – Bid Award – Image Rebranding Project

The City recently accepted bids for an Image Rebranding Project, inclusive of a new City logo, website, and promotional video production. Three qualifying bids were received, ranging from \$29,997 to \$100,000+, with optional add-on services. Staff reviewed all bids, and met directly with two of the companies to determine the preferred bidder. After extensive review, staff recommends the low bidder, Global Web Advisors, to provide these services.

Global Web Advisors are locally based in neighboring Henry County, which will allow more opportunities for face-to-face meetings and hands-on training throughout the scope of the project. Staff determined their expertise in cutting edge technology and web design to be superior to the other bidders as well. The project completion timeline is estimated at 180 days (six months).

Initiating and completing this project will accomplish two of the recommended action items within the City's Economic Development Strategy adopted by City Council earlier this year. Specifically, under the category of Product Marketing, those strategic recommendations are *to rebrand (or create) a unified Fayetteville brand, and to create a separate economic development portal to enhance the City's website*. Due to the reasons stated above, Staff recommends APPROVAL of the Resolution to award the Image Rebranding Project to Global Web Advisors in the amount of \$29,997.



CITY OF FAYETTEVILLE REQUEST FOR PROPOSAL

Issue Date: 04/20/2016	RFP Number: # IR211-03	RFP Title: City of Fayetteville Georgia Image Rebranding Project
RFP Due Date and Time: 5/20/16		Number of Pages: 24 (Including Cover Page)

CONTACT INFORMATION

Procurement Agent and Contact for this RFP: Danielle Ballard, Accounting Clerk	Procurement Official: Carleetha Talmadge, Assistant Finance Director
City of Fayetteville Finance & Administrative Services Department 240 South Glynn Street Fayetteville, GA 30214	Phone: (770) 461-6029 Fax: (770) 460-4238 Website: http://fayetteville-ga.gov

INSTRUCTIONS TO OFFERORS

Return Sealed Proposal to: City of Fayetteville Finance & Administrative Services Department 240 South Glynn Street Fayetteville, GA 30214	Mark Face of Sealed Envelope/Package: Offeror's Name and Address RFP Name and Number: # City of Fayetteville Georgia Image Rebranding Project RFP Due Date & Time: 5/20/16 & 2pm Special Instructions: Submit 3 copies of all documents
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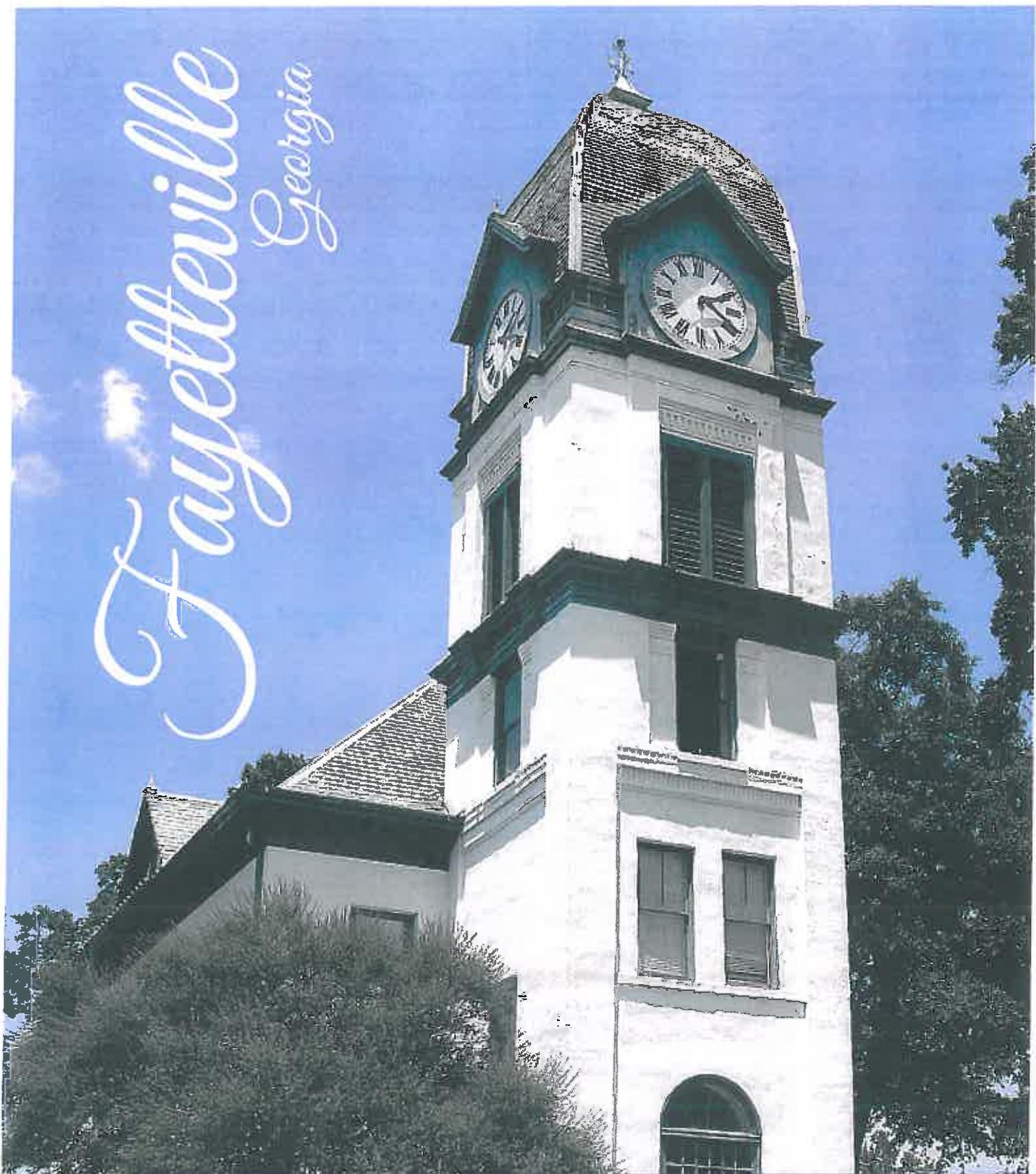
IMPORTANT: SEE STANDARD TERMS AND CONDITIONS

OFFERORS MUST COMPLETE THE FOLLOWING

Offeror Name & Address: Global Web Advisors, LLC 6828 Louis Drive Locust Grove, GA 30248	Authorized Signatory: <i>Anne-Kathrin Dammal</i> <i>Anne-Kathrin Dammal</i> (Please Print Name and Sign in Ink)
Offeror Phone Number: (404) 721-0954	Offeror Fax Number: N/A
Offeror Federal I.D. Number: 46-2973237	Offeror Email Address: anne@globalwebadvisors.com

OFFEROR MUST RETURN THIS COVER SHEET WITH RFP RESPONSE

Fayetteville
Georgia



(404) 721-0954

Global Web Advisors

www.globalwebadvisors.com

Global Web Advisors

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1. Letter of Interest

Hold The Elevator Please!

Global Web Advisors, LLC offers Web Services and Marketing Technologies at affordable prices. We produce websites and publish digital content formats that meet and exceed the demands of modern mobile management and marketing trends. We're helping communities gain wider exposure and impacting economic development by cultivating highly attractive brands that use today's most powerful imaging technologies.

Future Proof Technology

In the next five years, businesses, brands, and communities will struggle to stay current and adapt to yet another new content format: virtual reality. As consumers adapt to the coming wave of marketing in this format they will naturally begin to expect more immersive experiences from every possible outlet; including municipalities and government organizations.

Boutique Service

As your service provider, Global Web Advisors, LLC will provide a boutique-style one-stop-shop branding and marketing solution. Over the years we have created a unique suite of business offerings that are ideal tools for any city, county or state level initiative.

Under One Roof!

Global Web Advisors, LLC expertise ranges from Design and Brand Consulting, Web Marketing and Content Management Systems (CMS) to 360° Spherical Photography and Video Production.

We believe that we are the best possible partner to have on your project.

Act Local - Think Global

2. References & Projects

Velocity Jets - Jessica Osterneck

Fort Lauderdale, FL

Velocity Jets' range of services for Charter Jet Flights includes private jet membership, aircraft sales, management and worldwide aircraft charter. Their team ensures premium service from experienced industry specialists customized to fit any individual aviation need.

Velocity Jets does not own or operate any aircraft, which enables them to recommend the best aircraft available each and every time. They take great pride in providing the best value by identifying the best aircraft for every mission. All operators utilized are FAA Part 135 operators required to adhere to safety requirements set forth by Argus/US and Wyvern, the two leading 3rd party air safety auditing firms in the country. Providing the safest and most experienced aircraft and flight crews at the best rates is what sets Velocity Jets apart from the rest.

Project Completed: 8/2013

www.velocityjets.com

Stockbridge, Georgia DDA - J.T. Williams

Stockbridge, GA

The mission of the Stockbridge, GA Downtown Development Authority is to oversee the revitalization and redevelopment of the city's central business district, to develop and promote for the public good and general welfare, trade, commerce, industry and employment opportunities.

The Stockbridge, GA Downtown Development Authority is comprised of seven (7) members who are residents of the city, or own and operate a business within the city limits. Four of the members must have a specific economic interest in the downtown area. The members are appointed by the Mayor and Council, and each serve 4-year terms. Regular Meetings are held monthly or as necessary.

Project Completed: 12/2015

www.stockbridgegadda.com

New Look Refacing and More - Jim and Marva Cooper

Tyrone, GA

The mission at New Look Refacing is to transform their client's kitchens, bathrooms, and showers into the showplace of their dreams. They provide each client with a sales, service, and installation process that is second to none.

On-Going Project Started in: 12/2014

www.newlookcabinetrefacing.com

Dr. E. A. Dillard For School Board - Edgar A. Dillard

Locust Grove, GA

Dr. Dillard believes in the sustainment of a strong, high quality, dynamic, vibrant, public education system accessible to all. He has no doubt that education is not only the great emancipator, but also the antidote for poverty, hopelessness and lack of achievement. His campaign is about building relationships and community working together to advocate for our children and their education.

Project Completed: 4/2016

www.dreadillard.com

Access To Capital For Entrepreneurs - Ellen William

Atlanta, GA

Ellen Williams is the Business Advisory Services Counselor for Access to Capital for Entrepreneurs, a non-profit organization that provides loans and business development resources to help its borrowers create and grow sustainable businesses which generate jobs. Collaborative projects include marketing design, small business website design, technology knowledge workshops as well as tele-conference small business Q&A's.

On-Going Project Started in: 10/2005 - present

www.ace loans.org

Nu-Image - Suset Gliniecki

White Plains, NY

Nu-Image wants to emphasize the psychology and importance of that "First Impression." At Nu-Image, they combine their professional expertise with their unique style and creativity to achieve the "Ultimate Beauty Make-over."

Suset is highly admired for her passion in recreating "Old Classic Hollywood Glam". Suset, former child model and actress, leads a team of 9 highly trained artists

specializing in bridal makeup, bridal hair, fashion, film, and professional makeovers. Suset's method of artistry stems from studying the late and great Kevyn Aucoin's style of methodically transforming women into models, fantasy beauties with dream looks that often take their breath away. Naturally, if you are a minimalist and simply want a subtle enhancement, she will honor your request. She also teaches you tricks to enhance your look on a permanent basis if you would like lessons. She has a keen eye for bringing out the best in you, often with a look that you wouldn't believe you could be! Her work has been featured in several fashion magazines such as Bella Magazine, television (OK! Television) and feature films, along with numerous weddings, beauty pageants and career make-overs. She also carries a customized dermatology skincare line to perfect your skin like no other line before. She will assist you in every area, from Make-Up, Skin Care, Hair Color and Style (specializing in trendsetting styles, updos and extensions), Nutrition and Weight Loss to Lateral Success, Attitude and overall Image Profiling. Suset's demanding popularity stems from her "From the Heart" dedication and creative style.

Project Completed: 2/2014

www.nu-image95.com

South Florida Surface Restoration - Mike DeSell

Miami Beach, FL

SFSRestore is a Eco-Friendly/Wet Abrasive Surface Restoration company based in South Florida. Using a combination of low pressure water vapor and 100% silica-free crushed recycled bottle glass, South Florida Surface Restoration introduces the most advanced and eco-friendly surface restoration anywhere!

On-Going Project Started in: 01/2014

sfsrestore.com

3. Organization and Project Team

Founder and President- Anne-Kathrin Kozerski, obtained a B.S. in Strategic Communication from The Ohio State University and a M.A. in Communication from Rutgers University prior to starting Global Web Advisors, LLC. Coupled with a background in compliance reporting analytics, marketing analysis/trend reporting, strategic and public relations, financial/sustainability reporting, as well as recruiting/staffing, Anne's experience has served Global Web Advisors, LLC well. Anne-Kathrin takes lead on the web design side of Global Web Advisors, LLC, staying on the forefront of user experience design technologies as well as outside factors that would affect a web design's effectiveness within online search. Global Web Advisors, LLC' results speak for themselves- with companies experiencing hundreds of keywords linked to multiple geographic locations, continually gaining search engine ranking credibility and authority.

Co-Founder and Chief Executive Officer- Francesco Kozerski, Francesco is extremely knowledgeable in web advances and ensures any potentially important information gets crafted into Global Web Advisors, LLC service offerings. Whether it's something as small as a new plugin for a client's websites, as large as developing proprietary software for more effective and easy deliverable strategies, or working face-to-face with Google on a new product launch; Francesco takes lead. His extensive background in sales and technology has enabled him to bring a special expertise to the business that other web technology companies do not and could not possibly possess. In addition to his background and self-taught industry trade skills, Francesco is an energetic creative to his very core. Having been invited to think-tanks for large toy manufacturers and movie corporations, Francesco's creative talents and personal network continue to expand. Francesco's ability to come up with new ideas and creative strategies has provided a fresh and modern take to our clients' web presence as well as skyrocketed Global Web Advisors, LLC image to what you see today.

Chief Information Officer - Russell J. Kozerski, Air Force Veteran Russ Kozerski has helped the company make incremental and vital steps in hardening the direction and purpose of Global Web Advisors, LLC. His expertise and advice in Information Systems Management and Cyber Security are an invaluable resource. In his current work, he is on the leading edge of software cloud integrations and systems infrastructure mitigation. Russ' current role is Senior Systems Engineer, PMP at Noblis ESI and is added to previous roles as Technical Manager at General Dynamics and Principal Systems Engineer for Raytheon. Russ served in the United States Air Force for 21 years. Among his many accomplishments, awards and honors, a Defense Meritorious Service

Medal. He holds a BA in Information Systems Management and MSIT in Information Technology.

Project Manager - Municipal Account Executive - Houston E. Nelson III, Houston's detailed knowledge of municipal operations and procedures means a substantial role in delivering our services to cities, counties, government entities, or other large organizations. He is a visionary of local community economic development and has first-hand knowledge of municipal requirements. Having previously served as Chairman of the Stockbridge Downtown Development Authority, Houston has helped develop a modern and efficient government website; one with a more intuitive and useful user interface (UI), document management tools and a process to display live public data. Houston will be the Project Manager for this project and will coordinate personally to meet the specified requirements of this contract.

4. Project Scope of Services Overview

Logo Creation/Image Rebranding

Global Web Advisors, LLC will work with city officials or its assignees to produce and deliver a new modern style logo consistent with the values and vision of the town. The logo will be useable on websites, material stock, vehicles, landmarks, and merchandise. All branding collateral (or assets) and files will be delivered, including fonts, images files, color pallets or other graphic elements. *The City of Fayetteville will retain all rights and may license and use at its sole discretion.*

Website Design and Development

- a. Global Web Advisors, LLC will create, develop and design a customized mobile-optimized, WordPress Content Marketing System-based, interactive website that will maintain its viability for a minimum of 5 years; from both a technological standpoint as well as a visually appealing and easy-to-use UI experience.

By developing Fayetteville's new website within a WordPress CMS, major costs related to the development/use of the proprietary web interface are avoided. WordPress is a free and open-source CMS based on PHP and MySQL. With over 60 million users globally, WordPress' features include plugin architecture within a hierarchical template system and is used by more than 26.4% of the top 10 million websites (as of May 2016)¹. Because WordPress is open-source, the management of its interface can be handled by any number of WordPress specialists (for custom additions after the build is completed). In addition, throughout it's years of development the open-source community has made it possible for WordPress to be managed, operated, updated, and evolved by any layman (instead of previously development web platforms or CMS's where a web-coder was required for every edit or change to the interface).

Future developments, when necessary or desired, are also made easier within a WordPress platform due to it's ever-evolving, UI-based, customization expert coders; many of which enable the use of their custom plugins and/or themes for free and non-copyrighted use. When desired, professional WordPress developers can be acquired quickly and easily. In addition, platforms such as themeforest,

¹ Web Technology Surveys: http://w3techs.com/technologies/overview/content_management/all/

codecanyon, etc. have made it possible to purchase plugins for almost every desired need. When purchased, these add-ons come with technical support directly from the developer for theme conflict error resolutions, should they arise.

An added benefit, especially when taking into consideration the sensitivity of possible future developments, are the ever-evolving security measures that a WordPress CMS offers its developers. When a WordPress CMS is operational, an auto-update function is instilled in every website build, automatically updating the core WordPress CMS files. The file updates include updates to combat possible hackings through such things password detection or file structure.

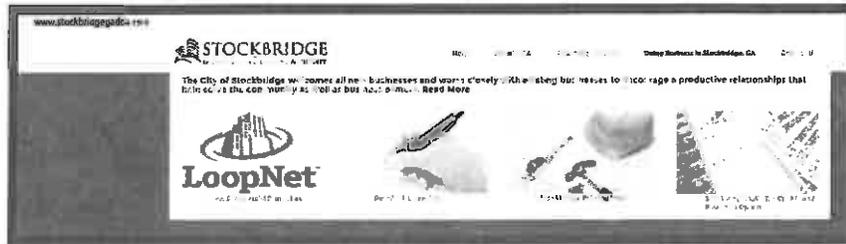
The newly designed website will take into effect many of the current website offering and aspects (e.g. informational text) but also incorporate elements of modern website design (e.g. Social Media Integration). In addition, the website will include interactive JavaScript, Html5, and CSS functionalities to increase user interactivity as well as decrease user bounce rates.² The information made available to the public will include items such as Local City Events, Local Newsletters, Local Calendars, etc., as well as any desired information that is currently only made apparent through an open records request; all for the benefit of Fayetteville's local and ever growing population.

- b. The newly designed and developed WordPress CMS website will offer its users an Interactive Platform design that will allow for the integration of many media aspects not currently available to Fayetteville's web population. A collection of photos, videos and graphics will be combined with text and JavaScript/CSS elements to create a visually appealing user experience; such as animation, text transformations, mobile-friendly call to actions, YouTube/Vimeo Videos, etc. The ability to embed these modern animations and media options in a mobile-friendly manner will continue to be readily available within the WordPress CMS framework.
- c. The navigational menu of the newly developed website will be designed to display all child-parent relationship pages within a modern-hierarchical aspect. A "breadcrumb" navigation menu will be made pertinent and easily accessible and available for ease of use. The homepage will be accessible by clicking on the main

² Wikipedia: https://en.wikipedia.org/wiki/Bounce_rate (It represents the percentage of visitors who enter the site and then leave ("bounce") rather than continuing on to view other pages within the same site.)

logo, as well as the “home” option on the navigational menu or the “breadcrumb” navigation. A similar navigational menu design (from a previous governmental website build) has been made available below and serves as an example of the modern menu design Global Web Advisors, LLC will incorporate for this project.

To view online: www.stockbridgega.com



An example of the “breadcrumb”:



- d. The development of a Fayetteville city-wide event calendar will be completed within our web build. It will incorporate all events within Fayetteville; events such as city council meetings, festivals, networking meetings, business luncheons, school closings, federal holidays, etc. This calendar can be easily updated and will provide options for both a quick snapshot of information as well as a more detailed event information option (when clicked on). Calendars can be accessible as a collective or independently, based on user desire.

A newsletter opt-in option will be made available on the website for those users of the website who would like to enjoy information being sent to their email inbox(s). In addition, previous newsletters will be made readily available on the website within its “media” section. All newsletters will be offered as both text on the website (for searchability aspects as well as Search Engine Optimization purposes) as well as in a PDF format for easy download and print purposes.

City News will also be made available to newsletter subscribers as well as within the media/news section of the website. Any available and/or desired local news-plugin APIs can be integrated into the web framework to grant the highest and best user experience.

Economic Development Information will also have it's own portion of the website, where statistical API-embeds (e.g. Google, etc.) will be combined and housed in collaboration with text and images to properly illustrate such information as unemployment rates, livability score, education options, etc. of Fayetteville, GA to the website's users.

- e. Interactivity is a key aspect Global Web Advisors, LLC will take into consideration throughout every aspect of the new web build. From the response form on the contact page of the website to custom surveys, we will incorporate interactive feedback options based on need and request. All online forms will be both sent to whichever email is requested (e.g. info@domain.com) as well as stored within a database accessible through the WordPress back-end dashboard and easily exported as a .CSV or .XLS formatted document. All forms may include "if-then" conditional formatting, if desired.

An online payment gateway will be created on the website for payment of traffic tickets, business licenses and utilities, etc., on the website as well as any other website for-purchase/bill-payment solutions. *(This is discussed further in section H)*

Outbound "blank-target" (to open in a separate browser tab) local municipality and partner service provider pages (e.g. Gas-South) will reserve their own page within the website to allow for a heightened one-stop user experience.

- f. Non-plugin fill forms presented throughout the website will be available for download; meaning forms created digitally through a WordPress plugin (those popular on contact pages, for example) would not be available for download unless a version is provided. Form creation options, which would be available for printing, vary from writeable PDF downloads to online completion PDF's with email option through a 3rd party (e.g. Echo-Sign), based on desired outcome and needs. PDF Embed plugins and Digital Signatures (through a 3rd party provider) are also a possibility, if so desired or deemed necessary.

- g. As mentioned above in Section A, creating a website with a WordPress CMS infrastructure will enable any layman (non-web developer) to make edits, additions, and “upgrades” to the website. In addition to the ease of UI, a visual composer plugin [to be exact: Visual Composer: Page Builder for WordPress Ver. 4.1.1] will be installed within the WordPress website to grant even more ease of website usability. This plugin will auto-create (meaning no coding skills are necessary as no html coding will be used by the layman) visually appealing aspects of the website such as columns, header texts, colors and styling, image and video embed, etc. In addition to Visual Composer, other plugins and 3rd party options can be used to develop ways to ensure tasks such as web traffic tracking, event calendar, newsletters, social media integrations, blog posting, and other website functions can be done in a simplified and timely fashion; for example, plugins could include: Google Analytics, Timely! Calendar, Hootsuite, Mailchimp, etc.
- h. The website will be equipped with an SSL certificate, a small data file that digitally bind a cryptographic key to activate the padlock and the https protocol/ port 443 to allow secure connection for secure credit card transactions, data transfers as well as logins. In addition, payment processing [recommended] can be performed over Paypal (free), which diverts traffic from the website to Paypal’s secure servers for payment processing. Along with a secure server, Paypal also offers a recognized brand for safe credit card processing. The alternative option would include the purchase of an Authorize.net token that would link directly to the city’s bank account (additional costs not included). Regardless of the gateway portal option, credit card processing fees vary.
- i. More and more mobile devices- from phones to tablets- are flooding the market everyday. The need for a beautifully designed and coded website that works across all devices is not only growing but is also continuing to be demanded by users. Global Web Advisors, LLC will create a responsive WordPress website, fully equipped with a mobile-responsive navigation menu, mobile-friendly animations, imagery, and overall design. All forms will be optimized to allow ease of data-entry regardless of screen size.

Website Design and Development Included in the Price

A new mobile responsive Content Management System (CMS) and CMS must be intuitive and easy to understand so that City administrators can produce and publish content with relative ease and be non-proprietary to the vendor.

Global Web Advisors, LLC Agrees that the new site will retain all current site menu functions but will add:

- The complete migration and reformat of up to 1,000 pages of the City's currently indexed website data.³
- Live economic and social data comparisons via Google Public Data system API.⁴
- Visual document storage and management TimeGlider⁵ integration and menu setup. Site developer will include the upload and setup of up to 100 PDF, DOC, image or other files with complete training on further document management system to City administrators.
- Business directory of all businesses within city limits up to 1,000 businesses. City will provide relevant business data to perform this task. This will include business names, addresses, and phone numbers. Featured business advertising space will be designed and made available for a fee that businesses may opt to pay the city for advertising exposure.
- Site will have full social media (SM) integration to allow easy sharing of website content on Facebook, as well as various SM icons for users to share and like posts and pages.
- Website sections produced to allow special emphasis on economic development with an intention to market to and attract new businesses and industries into the area.
- Website sections produced to allow special emphasis on film industry relationships with major regional and national film studios.
- Complete setup of new 3rd party hosting environment and domain nameserver changes as required for acceptable performance.
- Site will be made ADA compliant.⁶

³ See site: fayetteville-ga.gov

⁴ See site: <http://tinyurl.com/zx76gg4>

⁵ See site: <http://timeglider.com/>

⁶ Tech Republic: <http://www.techrepublic.com/blog/web-designer/creating-an-ada-compliant-website/>

- 20 hours of website administrative training and assistance either phone/screen share (e.g. Join.me) or on-site.

Image Content Creation/Photography

- Global Web Advisors, LLC will produce 250 professional photos taken and photoshop edited or enhanced to aid in image rebranding on both website and social media, or other advertising or merchandise. Photo credit given to photographer (Global Web Advisors, LLC) *but City of Fayetteville will retain unlimited usage and or licensing rights for all photographs.*

360° Virtual Tour Content Creation

- Global Web Advisors, LLC will complete a 360° virtual tour of Fayetteville Downtown Square district to be produced for use on Google, City website(s) or social media. 360° tour to be reproduced as a video with audio overlay to be published on YouTube and other media networks. Audio for video will be selected or provided by City or additional cost may be considered for audio file recording and mastering production. *The City of Fayetteville will retain all usage and licensing rights.*

5. Long Term Goals:

1. Improve the timeliness of content published to the website.

The website will allow for any layman to customize feature on the website including content, images, videos, events, etc. easily as a visual composer function will be integrated into the website. This will allow anyone to go in and make edits, updates, and changes to the site without website coding knowledge or ability.

2. Expand the services the City offers to citizens on the website.

The website will include new website functions not currently displayed or possible on the current website framework and platform. These items include an interactive “open records” function through an interactive timeglider platform integration, social media integration, and an interactive events calendar, etc.

3. Enable updating the look and feel of the website on an as-needed basis.

The website will be created with the most modern responsible technology and

within a WordPress platform. It will be full-width in design, modern in color scope, and allow plugin-add ons and further development easily.

4. Expand the amount of information the City publishes on the website.

Information and expansion of the website can be completed as the city information to its citizens becomes available. It was easily be added to calendars, blog posts, pages, etc. We will make it as easy as typing in Microsoft Word, and as fun as pinning on Pinterest!

5. Ensure easy navigation and user accessibility, encouraging citizens to return.

The website will include a modern website navigation interface to encourage browsability and low bounce rates as well as ensuring that the information presented on the website will be done in a easily accessible and easy navigable fashion on all devices.

6. Visually reflect the values and character of the City.

The website will display both the beauty and history of Fayetteville through imagery as well as its message and overall website style. Culture and Historical elements through Fayetteville will be displayed, discussed and acknowledged in both the website's design and core message.

6. Project Objectives

1. Redesign the information architecture of the City's website.

The website will be redesigned to allow for easier access to information and a more logical flow of information. This will decrease bounce rates and enable users to find information quickly, easily, and efficiently.

2. Replace or upgrade the existing website CMS software.

The website will be created within the most modern WordPress CMS platform software and set to auto-update WordPress files as they become available. In addition, WordPress plugins used will also be set to Auto-Update, enabling the best user experience attainable.

3. Redesign the look and feel of the website.

The website will be completely redesigned within the WordPress platform. This will automatically modernize the look and feel of the website and allow for a continued

modern experience.

4. Update and implement website technology management policy and best practices.

Global Web Advisors, LLC will comply and adhere to any policies or practices Fayetteville deems necessary.

5. Identify and formalize content contributors from each department who will ensure that all content is accurate and up to date.

We will work with those responsible for the informational aspects of the website to ensure the website displays both accurate and up to date information about Fayetteville, the events within Fayetteville, and information pertinent to the Fayetteville community.

6. Identify and formalize use of web social networking tools.

The website will include the integration of any and all social media platforms desired by Fayetteville through widget embeds, social media icons, feeds, etc.

7. Identify and formalize acceptable website content and links to outside resources.

The website will include out-bound links for resources relevant to Fayetteville residents (e.g. energy suppliers) in conjunction with information (e.g. Trash Pickup Schedules) to enable the website to become the “go-to place” for all things Fayetteville.

8. Provide for full integration with existing E-government applications currently in use and provide for easy integration with future E-government applications.

By building Fayetteville’s new website within a WordPress CMS framework, the integration of applications via API, IFrame Embeds, JavaScript, etc. is easily obtainable. While no one can account for the future technologies that future E-government applications may or may not achieve, Global Web Advisors, LLC is confident that the WordPress framework can be scaled to meet the demands necessary to ensure future technological advances to E-government applications.

7. Deliverable Timeline

Deliverable	Completion Date (Days)
Logo Design Approval	60
Production Logo Assets	90
Website Design and Setup	90
Production Website Launch	120
Pre-Existing Content Migration	120
Document Management	120
Business Directory Data Entry	120
Still Image Photography	90
360° Virtual Tour of Town Square	60
360° Virtual Tour Video	120

8. Current Projects

Velocity Jets - Ft.Lauderdale, FL

- Brand Design, Web, Content Marketing, Facebook Advertising, Consulting Services, Video

Heritage Construction - Stockbridge, GA

- Web + Print Design, Content Marketing, Real Estate + Neighborhood 360° Photo/Video

Shenanigans & Bourbon Street Grill Restaurants - Dahlonega, GA

- Web, Content Marketing, Business 360° Photography

New Look Refacing and More - Tyrone, GA

- Brand Design, Web, Content Marketing, Business 360° Photography, Consulting Services

Neal Electrical Solutions - McDonough, GA

- Web, Content Marketing, Business 360° Photography

Shearnanigans - Fayetteville, GA

- Web, Business 360° Photography

Olde Courthouse Tavern - Fayetteville, GA

- Web, Business 360° Photography

– Cost Proposal –

Submitted in a separate envelope detailing the budget and expenses for this project.

Proposal Price Certification

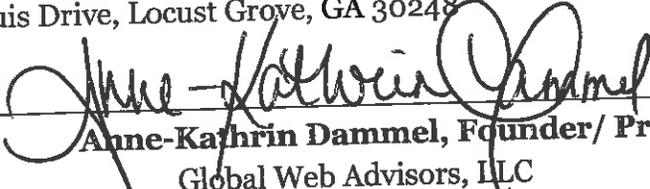
In compliance with the attached specification, the undersigned offers and agrees that if this proposal is accepted by the City Council within one hundred and twenty (120) days of the date of proposal opening, that the undersigned will furnish any or all of the deliverables upon which prices are quoted, at the price set opposite each, to the designated point(s) within the time specified.

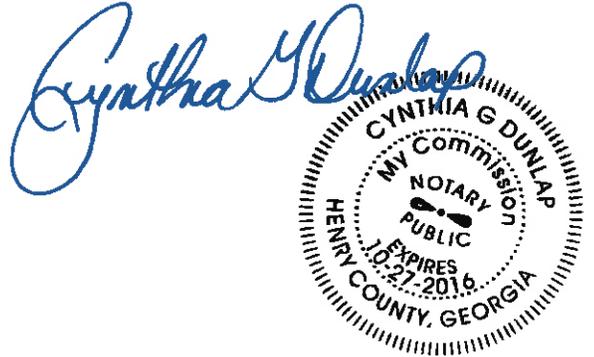
COMPANY: Global Web Advisors, LLC

ADDRESS: 6828 Louis Drive, Locust Grove, GA 30248

Authorized Signature: _____

Date: 5/19/2016


Anne-Kathrin Dammel, Founder/ President
Global Web Advisors, LLC



9. City of Fayetteville Disclosure Form

This form is for disclosure of campaign contributions and family member relations with City of Fayetteville officials/employees. Please complete this form and return as part of your RFP package when it is submitted.

Name of Offeror:

Name and the official position of the Fayetteville Official to whom the campaign contribution was made. Please use a separate form for each official to whom a contribution has been made in the past two (2) years.

List the dollar amount/value and description of each campaign contribution made over the past two (2) years by the Applicant/Opponent to the named Fayetteville Official.
Amount/Value Description

Please list any family member that is currently (or has been employed within the last 12 months) by the City of Fayetteville and your relation:

NOT APPLICABLE- NO CONTRIBUTIONS MADE BY GLOBAL WEB ADVISORS, LLC, ITS PRINCIPALS, OR EMPLOYEES TO ANY CANDIDATE OR ANY CANDIDATE'S CAMPAIGN COMMITTEE.

I certify that the provisions of the O.C.G.A. 45-10-20 through 45-10-28 have not been violated and will not be violated in any respect. O.C.G.A. 45-10-20 through 45-10-28 provide that it is unlawful for a state employee to transact business with the agency by which that person is employed for himself, on behalf of a business in which the employee or his spouse or dependents has a substantial interest, or on behalf of anyone as agent, broker, dealer or representative. Transacting business is defined as selling real property, personal property, or services, or purchasing surplus real or personal property.

Authorized Signature: _____

Date: 5/19/2016

Anne-Kathrin Dammal
Anne-Kathrin Dammal, Founder/ President
Global Web Advisors, LLC



**COMPLIANCE WITH GEORGIA SECURITY AND IMMIGRATION ACT
DECLARATION OF EMPLOYEE-NUMBER CATEGORIES**

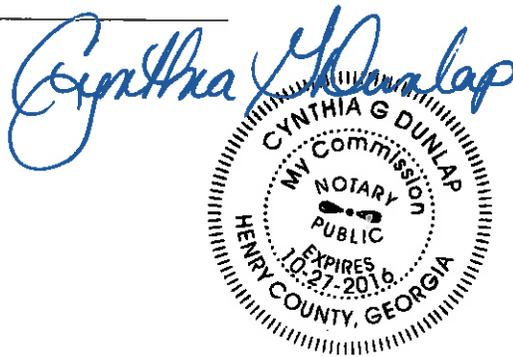
Please indicate the employee/number category applicable to your organization by checking one (1) of the following boxes:

- 500+ employees
- 100 to 499 employees
- 1 to 99 employees

Organizational Name: Global Web Advisors, LLC

I certify that the above information is true and correct.

Signed: *Anne-Kathrin Dammel*
Printed: Anne-Kathrin Dammel
Title: Founder / President
Date: 5/19/2016



**STATE OF GEORGIA
CITY OF FAYETTEVILLE
GEORGIA SECURITY AND IMMIGRATION
CONTRACTOR AFFIDAVIT AND AGREEMENT**

Certification Regarding Georgia Department of Labor Compliance. Contractor certifies that it is in compliance with O.C.G.A. Section 13-10-91 and Chapter 300-10-1 of the Rules of the Georgia Department of Labor, and that it has registered and currently participates in the federal work authorization program* to verify information of all new employees as of July 1, 2007 if Contractor employs 500 or more employees, or July 1, 2008 if Contractor employs 100 or more employees, or July 1, 2009 if Contractor employs fewer than 100 employees or July 1, 2009, with respect to all public employers, contractors or subcontractors. Further, as part of any subcontracting agreement, the Contractor certifies that any subcontractor entering into this contract for the physical performance of services within this state is in compliance with O.C.G.A. Section 13-10-91 and Chapter 300-10-1 of the Rules of the Georgia Department of Labor and has registered and currently participates in the federal work authorization program to verify information of all new employees as of July 1, 2007 if the subcontractor employs 500 or more employees, or July 1, 2008 if the subcontractor employs 100 or more employees, or July 1, 2009 if the subcontractor employs fewer than 100 employees or July 1, 2009, with respect to all public employers, contractors or subcontractors.

The Contractor may be suspended, terminated, or debarred if it is determined that the Contractor has made false certification or that the Contractor has violated such certification by failure to carry out this requirement.

973028
EEV/Basic Pilot Program* User Identification Number

Contractor Name
Global Web Advisors, LLC

Title of Authorized Officer or Authorized Officer or Agent of Contractor
Founder/ President

Printed Name of Authorized Officer or Agent

Anne-Kathrin Dammel

Anne-Kathrin Dammel
Signature of Authorized Officer or Agent Date

Sworn to and subscribed before me this 20th day of May, 2016.

Notary Public Cynthia G Dunlap

County: Henry

Commission Expires: 10/27/2016



NOTE:

As of the effective date of O.C.G.A. 13-10-91, the applicable federal work authorization program is the "EEV/Basic Pilot Program" operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA).

Global Web Advisors

Image Rebranding Project (Fayetteville, GA) Cost Proposal

Site Development

Wordpress Installation and Menu Setup	\$ 950.00
User Interface Design and Testing	\$ 3,300.00
Document Management System Setup	\$ 1,250.00
Content Migration (up to 1000 pgs)	\$ 1,550.00
Business Directory Data Setup & Entry	\$ 1,250.00

Photography and Virtual Image Production

360° Photography Production	\$ 2,750.00
Still Photography Production	\$ 2,750.00
Image Editing and Virtual Tour Stitching	\$ 950.00

360° Video Production \$ 2,400.00

Brand Consulting and Logo Production \$ 2,050.00

Other direct costs of Administration \$ 1,000.00

Subtotal \$ 20,200.00

Travel and Sales Commissions 10% \$ 2,020.00

Subtotal \$ 22,220.00

Project Management 35% \$ 7,777.00

Price \$ 29,997.00

Proposal Price Certification

In compliance with the attached specification, the undersigned offers and agrees that if this proposal is accepted by the City Council within one hundred and twenty (120) days of the date of proposal opening, that the undersigned will furnish any or all of the deliverables upon which prices are quoted, at the price set opposite each, to the designated point(s) within the time specified.

COMPANY: Global Web Advisors, LLC

ADDRESS: 6828 Louis Drive, Locust Grove, GA 30248

AUTHORIZED SIGNATURES:

PRINT / TYPE NAME: Anne-Kathrin Dammel



CITY OF FAYETTEVILLE REQUEST FOR PROPOSAL

Issue Date: 04/20/2016	RFP Number: # IR211-03	RFP Title: City of Fayetteville Georgia Image Rebranding Project
RFP Due Date and Time: 5/20/16		Number of Pages:

CONTACT INFORMATION	
Procurement Agent and Contact for this RFP: Danielle Ballard, Accounting Clerk	Procurement Official: Carleetha Talmadge, Assistant Finance Director
City of Fayetteville Finance & Administrative Services Department 240 South Glynn Street Fayetteville, GA 30214	Phone: (770) 461-6029 Fax: (770) 460-4238 Website: http://fayetteville-ga.gov

INSTRUCTIONS TO OFFERORS	
Return Sealed Proposal to: <p style="text-align: center;">City of Fayetteville Finance & Administrative Services Department 240 South Glynn Street Fayetteville, GA 30214</p>	Mark Face of Sealed Envelope/Package: Offeror's Name and Address RFP Name and Number: # City of Fayetteville Georgia Image Rebranding Project RFP Due Date & Time: 5/20/16 & 2pm Special Instructions: Submit 3 copies of all documents
IMPORTANT: SEE STANDARD TERMS AND CONDITIONS	

OFFERORS MUST COMPLETE THE FOLLOWING	
Offeror Name & Address:	Authorized Signatory: (Please Print Name and Sign in Ink)
Offeror Phone Number:	Offeror Fax Number:
Offeror Federal I.D. Number:	Offeror Email Address:
OFFEROR MUST RETURN THIS COVER SHEET WITH RFP RESPONSE	

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OFFEROR'S RFP CHECKLIST

The 10 Most Critical Things to Keep in Mind When Responding to an RFP for the City of Fayetteville

1. _____ **Read the entire document.** Note critical items such as: mandatory requirements; supplies/services required; submittal dates; number of copies required for submittal; funding amount and source; contract requirements (e.g. contract performance security, insurance requirements, performance and/or reporting requirements, etc.).
2. _____ **Note the procurement agent's name, address, phone numbers and e-mail address.** This is the only person you are allowed to communicate with regarding the RFP and is an excellent source of information for any questions you may have.
3. _____ **Attend the pre-proposal conference** if one is offered. These conferences provide an opportunity to ask clarifying questions, obtain a better understanding of the project, or to notify the City of any ambiguities, inconsistencies, or errors in the RFP.
4. _____ **Take advantage of the “question and answer” period.** Submit your questions to the procurement agent by the due date listed in the Schedule of Events and view the answers given in the formal “addenda” issued for the RFP. All addenda issued for an RFP are posted on the City’s website and will include all questions asked and answered concerning the RFP.
5. _____ **Follow the format required in the RFP** when preparing your response. Provide point-by-point responses to all sections in a clear and concise manner.
6. _____ **Provide complete answers/descriptions.** Read and answer **all** questions and requirements. Don’t assume the City or evaluation committee will know what your company capabilities are or what items/services you can provide, even if you have previously contracted with the City. The proposals are evaluated based solely on the information and materials provided in your response.
7. _____ **Use the forms provided**, e.g. cover page, sample budget form, certification forms, etc.
8. _____ **Check the City website for RFP addenda.** Before submitting your response, check the City website at fayetteville-ga.gov to see whether any addenda were issued for the RFP. If so, you must submit a signed cover sheet for each addendum issued along with your RFP response.
9. _____ **Review and read the RFP document again** to make sure that you have. Your original response and the requested copies must be identical and complete. The copies are provided to the evaluation committee members and addressed all requirements will be used to rank your response.
10. _____ **Submit your response on time.** Note all the dates and times listed in the Schedule of Events and within the document, and be sure to submit all required items on time. Late proposal responses will not be accepted.

This checklist is provided for assistance only and should not be submitted with Offeror’s

SCHEDULE OF EVENTS

EVENT	DATE
RFP Issue Date	04/20/16
Pre-Proposal Conference (No Conference for this RFP)	N/A
Deadline for Receipt of Written Questions	05/09/16
RFP Response Due Date	05/20/16
Notification of Offeror Interviews/Product Demonstrations	N/A
Offeror Interviews/Product Demonstrations	TBA if needed
Intended Date for Contract Award	TBA

SECTION 1: PROJECT OVERVIEW AND INSTRUCTION

1.0 Project Overview

Project Scope - The City of Fayetteville seeks a firm with experience with local governments in rebranding and website development. This firm must work in close consultation with the City of Fayetteville to help rebrand a new logo and to deliver an executable brand package and website. The selected firm will produce the following project deliverables:

1. New logo design.
2. Detailed brand package including fonts, brand assets, other graphic elements, and color palettes for a host of collateral materials listed in detail below.
3. Branding package standards and usage guide
 - a. The rebranding work is expected to seamlessly inform website redesign, which will begin in conjunction with the rebranding. The development of standards and usage guide should be developed with that in mind. The firm should lead in the recreation of the website to be resourceful, informative, and to serve as a marketing bed for economic development. It should be an asset that provides a friendly environment which emphasizes access to the public and our Citizens.
4. Website features and enhancements:
 - a. Develop a highly beneficial, cost-effective, easy to use, interactive, and architecturally sound website that will remain viable for a minimum of five years.
 - b. Visually appealing – The site must have an attractive mix of photos, videos, graphics and text.
 - c. For ease of use, the website must provide consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as a homepage link or icon on each page in the same position.
 - d. Drive users to actions such as: events, newsletters, economic development information, and City news.
 - e. Allow for interactivity. Include e-mail response, surveys, feedback, online forms, online payments, and access to various calendars. The designer must incorporate the ability for users to complete interactive online forms.
 - f. Form Printing: A number of static forms will be available for printing. The Website must have links or embedded plug-ins for opening and viewing these documents.
 - g. Easily updated, with a content management system (CMS). Respondent should list the software that would be used to create the site.
 - h. Provide the ability to conduct secure financial transactions online, for ticket sales, and other goods.
 - i. Optimized for mobile-use. The information on the website should be directed towards Citizens, the community, businesses, visitors, prospective companies and residents, elected officials, other government agencies, civic groups, associations, youth and senior citizen groups.

1.1 Single Point of Contact

From the date this Request for Proposal (the “RFP”) is issued until an offeror is selected and the selection is announced by the procurement officer, **offerors are not allowed to communicate with any City staff or elected officials regarding this procurement, except at the direction of Danielle Ballard**, the procurement agent in charge of the solicitation. Any unauthorized contact may disqualify the offeror from further consideration. Contact information for the single point of contact is as follows:

Procurement Agent: Danielle Ballard
Address: 240 South Glynn Street
Fayetteville, GA 30214
Telephone Number: 770-461-6029
Fax Number: 770-460-4238
E-mail Address: dballard@fayetteville-ga.gov

1.2 Required Review

1.2.1 Review RFP: Offerors should carefully review the instructions, mandatory requirements, specifications, and standard terms/conditions as set out in this RFP and promptly notify the Procurement Agent, identified above, in writing or via e-mail of any ambiguity, inconsistency, unduly restrictive specifications, or error which they discover upon examination of this RFP.

1.2.2 Form of Questions: Offerors with questions or requiring clarification or interpretation of any section within this RFP must address these questions in writing or via e-mail to the Procurement Agent referenced above on or before May 9, 2016. Each question must provide clear reference to the section, page, and item in question. Questions received after the deadline may not be considered.

1.2.3 City’s Answers: The City will provide by May 11, 2016, an official written answer to all questions received within the time frame stipulated under section 1.2.2. The City’s response will be by formal written addendum. Any other form of interpretation, correction, or change to this RFP will not be binding upon the City. Any formal written addendum will be posted on the City’s website alongside the posting of the RFP at fayetteville-ga.gov by the close of business on the date listed.

1.2.4 Standard Terms and Conditions: By submitting a response to this RFP, offeror agrees to acceptance of the standard terms and conditions as set forth in *Appendix A* of this RFP. Much of the language included in the standard terms and conditions reflects requirements of state law. Requests for exceptions to the standard terms and conditions or any added provisions must be submitted to the Procurement Agent referenced above by the date for receipt of written/e-mailed questions or with the offeror’s RFP response and must be accompanied by an explanation of why the exception is being taken and what specific effect it will have on the offeror’s ability to respond to the RFP or perform the contract. The City

reserves the right to address non-material, minor, insubstantial requests for exceptions with the highest ranking offeror during negotiation. Any material, substantive, important exceptions requested and granted to the standard terms and conditions will be addressed in any formal written addendum issued for this RFP and will apply to all offerors submitting a response to this RFP.

1.2.5 Mandatory Requirements: To be eligible for consideration, an offeror **must** meet the intent of all mandatory requirements. The City will determine whether an offeror's RFP response complies with the intent of the requirements. RFP responses that do not meet the full intent of all requirements listed in this RFP may be subject to ranking reductions during the evaluation process or may be deemed non-responsive.

1.3 Submitting a Sealed Proposal

1.3.1 Organization of Proposal: Offerors must organize their proposal into sections that follow the format of this RFP, with tabs separating each section. A point-by-point response to all numbered sections, subsections, and appendix is required. If no explanation or clarification is required in the offeror's response to a specific subsection, the offeror shall indicate so in the point-by-point response or utilize a blanket response for the entire section with the following statement:

"(Offeror's Name)" understands and will comply.

1.3.2 Failure to Comply with Instructions: Offerors failing to comply with these instructions may be subject to ranking reductions. The City may also choose to not evaluate, may deem non-responsive, and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

1.3.3 Multiple Proposals: Offerors may, at their option, submit multiple proposals, in which case each proposal shall be evaluated as a separate document.

1.3.4 Cost Proposal Form: Offerors **must** respond to this RFP by utilizing the Cost Proposal form found in *Section 5*. The Cost Proposal form will be used as the primary representation of each offeror's cost/price, and will be used extensively during proposal evaluations. Additional information should be included as necessary to explain in detail the offeror's cost/price. One Cost Proposal shall be submitted in a separate, sealed envelope marked "Cost Proposal, RFP #, RFP Name, and Due Date/Time. Additional Cost proposal sheets shall not be included in proposal original or copies.

1.3.5 Standard Forms: Offerors **must** respond to this RFP by completing the standard forms set forth under *Appendix B*. The standard forms include legal requirements that must be met before formal negotiations can be completed and the award process commenced.

1.3.6 Copies Required and Deadline for Receipt of Sealed Proposals: All proposals must be received in sealed packaging. Offerors must submit **one (1) original proposal** and 3 **copies** to the address set forth in the Cover Page. **One (1) Cost Proposal** shall be submitted in a separate, sealed envelope marked “Cost Proposal”, RFP #, RFP Name, and Due Date/Time. Additional Cost Proposal sheets **shall not** be included in proposal original or copies.

Proposals must be received sealed and at the receptionist’s desk of the location noted in the Cover Page prior to May 20, 2016, local time 2:00 pm. Facsimile responses to requests for proposals are NOT accepted.

1.3.7 Late Proposals: ***Regardless of cause, late proposals will not be accepted and will automatically be disqualified from further consideration.*** It shall be the offeror’s sole risk to assure delivery to the receptionist's desk at the designated office by the designated time. Late proposals will not be opened and may be returned to the offeror at the expense of the offeror or destroyed if requested.

1.4 Offeror's Certification

1.4.1 Understanding of Specifications and Requirements: By submitting a response to this RFP, offeror agrees to an understanding of and compliance with the specifications and requirements described in this RFP.

1.4.2 Offeror's Signature: The proposals must be signed in ink by an individual authorized to legally bind the business submitting the proposal. The offeror's signature on a proposal in response to this RFP guarantees that the prices quoted have been established without collusion and without effort to preclude the City from obtaining the best possible supply or service. Proof of authority of the person signing the RFP response must be furnished upon request.

1.4.3 Offer in Effect for 90 Days: A proposal may not be modified, withdrawn, or canceled by the offeror for a 90-day period following the deadline for proposal submission as defined in the Schedule of Events, or receipt of best and final offer, if required, and offeror so agrees in submitting the proposal.

1.5 Cost of Preparing a Proposal

1.5.1 City Not Responsible for Preparation Costs: The costs for developing and delivering responses to this RFP and any subsequent presentations of the proposal as requested by the City are entirely the responsibility of the offeror. The City is not liable for any expense incurred by the offeror in the preparation and presentation of their proposal.

1.5.2 All Timely Submitted Materials Become City Property: All materials submitted in response to this RFP become the property of the City and are to be appended to any formal documentation, which would further define or expand any contractual relationship between the City and offeror resulting from this RFP process.

SECTION 2: RFP STANDARD INFORMATION

2.0 Authority

This RFP is issued under the authority of the City of Fayetteville. The RFP process is a procurement option allowing the award to be based on stated evaluation criteria.

2.1 Offeror Competition

The City encourages free and open competition among offerors. Whenever possible, the City will design specifications, proposal requests, and conditions to accomplish this objective, consistent with the necessity to satisfy the City's need to procure technically sound, cost-effective services and supplies.

2.2 Receipt of Proposals and Public Inspection

2.2.1 Public Information: During the opening of sealed proposals, only the name of each supplier shall be announced. No other information will be disclosed nor shall the proposals be considered open record until after council award. All information received in response to this RFP, including copyrighted material, is deemed public information and will be made available for public viewing and copying shortly after the council award with the following four exceptions: (1) bona fide trade secrets meeting confidentiality requirements that have been properly marked, separated, and documented; (2) matters involving individual safety as determined by the City; (3) any company financial information requested by the City to determine vendor responsibility, unless prior written consent has been given by the offeror; and (4) other constitutional protections.

2.2.2 Procurement Agent's Review of Proposals: Upon opening the sealed proposals received in response to this RFP, the Procurement Agent in charge of the solicitation will review the proposals and separate out any information that meets the referenced exceptions in Section 2.2.1 above, providing the following conditions have been met:

- Confidential information is clearly marked and separated from the rest of the proposal;
- The proposal does not contain confidential material in the cost or price section; and,
- An affidavit from an offeror's legal counsel attesting to and explaining the validity of the trade secret claim is attached to each proposal containing trade secrets. Counsel must use the City's *Affidavit for Trade Secret/Private Information* form in requesting information remain confidential. This affidavit form is available by contacting the Procurement Agent at the contact number set forth under *Section 1.1*.

Information separated out under this process will be available for review only by the Procurement Officer, Procurement Agent, the Evaluation Committee members, and limited other designees. Offerors must be prepared to pay all legal costs and fees associated with defending a claim for confidentiality in the event of a "right to know" (open records) request from another party.

2.3 Classification and Evaluation of Proposals

2.3.1 Initial Classification of Proposals as Responsive or Nonresponsive: All proposals will initially be classified as either "responsive" or "nonresponsive". Proposals may be found nonresponsive any time during the evaluation process or negotiations if any of the required information is not provided; the submitted price is found to be excessive or inadequate as measured by criteria stated in the RFP; or the proposal is not within the plans and specifications described and required in the RFP. If a proposal is found to be nonresponsive, it will not be considered further.

2.3.2 Determination of Responsibility: The Procurement Officer will determine whether an offeror has met the standards of responsibility. Such a determination may be made at any time during the evaluation process and through negotiation if information surfaces that would result in a determination of non-responsibility. If an offeror is found non-responsible, the determination must be in writing, made a part of the procurement file and mailed to the affected offeror.

2.3.3 Evaluation of Proposals: The Evaluation Committee will evaluate the remaining proposals and recommend whether to award to the highest ranking offeror or, if necessary, to seek discussion/negotiation or a “best and final offer” in order to determine the highest ranking offeror. All responsive proposals will be evaluated based on stated evaluation criteria. In ranking against stated criteria, the City may consider such factors as accepted industry standards and a comparative evaluation of all other qualified RFP responses in terms of differing price, quality, and contractual factors. These rankings will be used to determine the most advantageous offering to the City.

2.3.4 Completeness of Proposals: Selection and award will be based on the offeror’s proposal and other items outlined in this RFP. Submitted responses may not include references to information located elsewhere, such as Internet websites or libraries, unless specifically requested. Information or materials presented by offerors outside the formal response or subsequent discussion/negotiation or “best and final offer,” if requested, will not be considered, will have no bearing on any award, and may result in the offeror being disqualified from further consideration.

2.3.5 Achieve Passing Ranking: Any proposal that fails to achieve a passing ranking for any part/section for which a passing ranking is indicated will be eliminated from further consideration.

2.3.6 Opportunity for Discussion/Negotiation and/or Oral Presentation/ Product Demonstration: After receipt of all proposals and prior to the determination of the award, the City may initiate discussions with one or more offerors should clarification or negotiation be necessary. Offerors may also be required to make an oral presentation and/or product demonstration to clarify their RFP response or to further define their offer. In either case, offerors should be prepared to send qualified personnel to the City to discuss technical and contractual aspects of the proposal. Oral presentations and product demonstrations, if requested, shall be at the offeror’s expense.

2.3.7 Best and Final Offer: The “Best and Final Offer” is an option available to the City under the RFP process which permits the City to request a “best and final offer” from one or more offerors if additional information is required to make a final decision. Offerors may be contacted asking that they submit their “best and final offer,” which must include any and all discussed and/or negotiated changes. The City reserves the right to request a “best and final offer” for this RFP, if any, based on price/cost alone.

2.3.8 Evaluation Committee Recommendation for Award: The Evaluation Committee will provide a written recommendation for award to the Procurement Officer that contains the ranking and related supporting documentation for its decision. The Procurement Officer will review the recommendation to ensure its compliance with the RFP process and criteria before concurring in the Evaluation Committee's recommendation.

2.3.9 Negotiation: Upon recommendation from the Selection Committee, the Procurement Officer and/or City department representatives may begin negotiations with the responsive and responsible offeror whose proposal achieves the highest ranking and is, therefore, the most advantageous to the City. If negotiation is unsuccessful or the highest ranking offeror fails to provide necessary documents or information in a timely manner, or fails to negotiate in good faith, the City may terminate negotiations and begin negotiations with the next highest ranking offeror.

2.3.10 Award: Award, if any, will be made to the highest ranking offeror who provides all required documents and successfully completes the negotiation process.

2.4 City's Rights Reserved

While the City has every intention to make an award as a result of this RFP, issuance of the RFP in no way constitutes a commitment by the City to award. Upon a determination such actions would be in its best interest, the City, in its sole discretion, reserves the right to:

- cancel or terminate this RFP;
- reject any or all proposals received in response to this RFP;
- waive any undesirable, inconsequential, or inconsistent provisions of this RFP which would not have significant impact on any proposal;
- not award if it is in the best interest of the City; or
- if awarded, terminate any contract if the City determines adequate funds are not available.

SECTION 3: SCOPE OF PROJECT

3.0 City's Intent

The primary intent of this project is to rebrand the City's image for its citizens and to help encourage economic development. To achieve this goal, the City wishes to use video, social media, and the replacement of the existing website with one that is responsive and accessible across multiple devices (particularly mobile and tablet). The new website will be easier for users to navigate, more efficient for City staff to manage, and will provide a wide variety of services to the citizens of the City of Fayetteville. The Vendor will provide the City with an information ready, turn-key website that City staff can immediately begin working on. The Vendor will be responsible for the migration of content from the existing website.

Long Term Goals

1. Improve the timeliness of content published to the website.
2. Expand the services the City offers to citizens on the website.
3. Enable updating the look and feel of the website on an as-needed basis.
4. Expand the amount of information the City publishes on the website.
5. Ensure easy navigation and user accessibility, encouraging citizens to return.
6. Visually reflect the values and character of the City.

Project Objectives

1. Redesign the information architecture of the City's website.
2. Replace or upgrade the existing website CMS software.
3. Redesign the look and feel of the website.
4. Update and implement website technology management policy and best practices.
5. Identify and formalize content contributors from each department who will ensure that all content is accurate and up to date.
6. Identify and formalize use of web social networking tools.
7. Identify and formalize acceptable website content and links to outside resources.
8. Provide for full integration with existing e-government applications currently in use and provide for easy integration with future e-government applications

Website Design and Development Included in the Price

A new mobile responsive Content Management System (CMS) and complete migration and reformat of up to 1000 pages of the City's currently indexed website data. CMS must be intuitive and easy to understand so that City administrators can produce and publish content with relative ease and be non-proprietary to the vendor. New site will retain all current site menu functions but will add;

- Live economic and social data comparisons via Google Public Data system API.
- Visual document storage and management TimeGlider integration and menu setup. Site developer will include the upload and setup of up to 100 pdf, doc, image or other files with complete training on further document management system to City administrators.

- Business directory of all businesses within city limits (up to 1000 businesses). The City will provide relevant business data to perform this task. This will include business Names, Addresses, and Phone numbers. Featured business advertising space will be designed and made available for a fee that businesses may opt to pay the City for advertising exposure.
- Site will have full social media integration to allow easy sharing of website content on Facebook, as well as various SM icons for users to share and like posts and pages.
- Website sections produced to allow special emphasis on economic development with an intention to market to and attract new businesses and industries into the area.
- Website sections produced to allow special emphasis on film industry relationships with major regional and national film studios.
- Complete setup of new 3rd party hosting environment and domain name server changes as required for acceptable performance.
- Site will be made ADA compliant
- 20 Hours of Website administrative training and assistance either by phone/screenshare or onsite

Image Content Creation/Photography

- A minimum of 250 professional photos taken and Photoshop edited or enhanced to aid in image rebranding on both website and social media. Photo credit given to photographer but City of Fayetteville will retain unlimited usage and or licensing rights for all photographs.

360 Virtual Tour Content Creation

- Complete 360 virtual tour of Fayetteville Downtown Square district to be produced for use on Google, City Website(s) or social media. 360 tour to be reproduced as a video with audio overlay to be published on YouTube and other media networks. Audio for video will be selected or provided by City or additional cost may be considered for audio file recording and mastering production. City of Fayetteville will retain all usage and licensing rights.

Logo Creation/Image Rebranding

- A new, modern style logo to be designed for a more appealing city brand image. Logo must be useable on websites, material stock, vehicles, landmarks, and merchandise. City of Fayetteville to retain all rights and may license at sole discretion.

3.1 Required Information

Offerors shall provide the following information in 8 ½" x 11" format:

1. Cover Letter – statement of interest expressing the professional experience of the consultant including documentation of similar projects completed.
2. References: List of at least 3 professional references to support professional experience.

3. Organizational Chart – identification of key team members and information on professional experience, affiliations, and experience with comparable projects.
4. Scope of Services – an overview of the project and the work that the consultant proposes to perform.
5. Time Line – a chart showing key aspects of the project with corresponding completion dates.
6. List of Current Projects – identification of all existing team responsibilities and current commitments.
7. Cost Proposal – submitted in separate envelope detailing proposed budget and expenses for project.

SECTION 4: OFFEROR QUALIFICATIONS

4.0 City's Right to Investigate

The City may make such investigations as deemed necessary to determine the ability of the offeror to provide the supplies and/or perform the services specified.

4.1 Offeror Informational Requirements

In determining the capabilities of an offeror to perform the services specified herein, the following informational requirements must be met by the offeror. **(Note: Each item must be thoroughly addressed. Offerors taking exception to any requirements listed in this section may be found non-responsive or be subject to ranking reductions.)**

4.1.1 References: Offeror shall provide a minimum of **three** references that are using services of the type proposed in this RFP. The references may include any government or universities where the offeror, preferably within the last **five** years, has successfully completed **an Economic Development Plan/Strategy for a municipal government or similar agency**. At a minimum, the offeror shall provide the company name, the location where the services were provided, contact person(s), customer's telephone number, a complete description of the service type and dates the services were provided. These references may be contacted to verify offeror's ability to perform the services requested. The City reserves the right to use any information or additional references deemed necessary to establish the ability of the offeror to perform the conditions of this request. Negative references may be grounds for proposal disqualification.

4.1.2 Resumes/Company Profile and Experience: Offeror shall specify how long the individual/company submitting the proposal has been in the business of providing services

similar to those requested in this RFP. A resume or summary of qualifications, work experience, education, skills, etc., which emphasizes previous experience in this area should be provided for all key personnel who will be involved with any aspects to perform the services requested. Offeror should specify how long it has been in the business of providing these services and under what company name.

4.1.3 Method of Providing Services: Offeror should provide a description of the work plan and the methods to be used that will convincingly demonstrate to the City what the offeror intends to do, the timeframes necessary to accomplish the work, and how the work will be accomplished.

SECTION 5: COST PROPOSAL

An appropriate worksheet should be tailored for the project.

Award will consider price, but price will not be the sole, determining factor.

Instructions for submitting Cost Proposal: One Cost Proposal shall be submitted in a separate, sealed envelope marked "Cost Proposal, RFP #, RFP Name, and Due Date/Time. Additional Cost proposal sheets shall not be included in proposal original or copies.

Proposal Price Certification

In compliance with the attached specification, the undersigned offers and agrees that if this proposal is accepted by the City Council within one hundred and twenty (120) days of the date of proposal opening, that the undersigned will furnish any or all of the deliverables upon which prices are quoted, at the price set opposite each, to the designated point(s) within the time specified.

COMPANY _____

ADDRESS _____

AUTHORIZED SIGNATURES _____

PRINT / TYPE NAME _____

SECTION 6: EVALUATION CRITERIA

6.0 Evaluation Criteria

All proposals received will be reviewed by the Procurement Agent to ensure that all administrative requirements of the RFP package have been met, such as all documents requiring a signature have been signed and submitted. Failure to meet these requirements may be cause for rejection. All proposals that meet the administrative requirements will be turned over to the Evaluation Committee for further evaluation. The Evaluation Committee will review all proposals received and determine a ranking based on the information provided in Sections 3 through 5 of this RFP. As previously indicated, the Evaluation Committee may, in its sole discretion and in the course of its evaluation, arrange a site visit or request presentations/demonstrations with one or more selected offerors.

In reviewing proposals, the Evaluation Committee will weigh the following:

1. Presentation to evaluation committee	10%
2. Web Site Design examples and functionality	50%
3. Ability to provide content listed in "Project Scope" and "Intent Sections"	20%
4. <u>Cost</u>	20%

Total 100%

SECTION 7: STANDARD CONTRACT INFORMATION

7.0 Additional Contract Provisions and Terms

This RFP and any addenda, the offeror's RFP response, including any amendments, a best and final offer, any clarification question responses, and any negotiations shall be included in any resulting contract. The Standard Terms and Conditions do not define the total extent of the contract language that may be negotiated. In the event of a dispute as to the duties and responsibilities of the parties under any resulting contract, the contract, along with any attachments prepared by the City, will govern in the same order of precedence as listed in the contract.

7.1 Contract Term

The contract term is for a period not to exceed **6 months** beginning (7/2016), and ending (01/2017). Renewals of the contract, by mutual agreement of both parties, may be made at **any time**.

7.2 Subcontractors

The highest ranking offeror will be the prime contractor if a contract is awarded and shall be responsible, in total, for all work of any subcontractors. All subcontractors, if any, must be listed in the proposal. The City reserves the right to approve all subcontractors. The Contractor shall be responsible to the City for the acts and omissions of all subcontractors or agents and of persons directly or indirectly employed by such subcontractors, and for the acts and omissions of persons employed directly by the Contractor. Further, nothing contained within this document or any contract documents created as a result of any contract awards derived from this RFP shall create any contractual relationships between any subcontractor and the City.

7.3 General Insurance Requirements

7.4.1 General Requirements: The Contractor shall maintain for the duration of the contract, at its cost and expense, insurance against claims for injuries to persons or damages to property, including contractual liability, which may arise from or in connection with the performance of the work by the Contractor, agents, employees, representatives, assigns, or subcontractors. This insurance shall cover such claims as may be caused by any negligent act or omission. Proof of insurance must be received at the address listed under *Section 1.1* within acceptable time limits established during the contract negotiation process.

7.4 Compliance with Workers' Compensation Act

The Contractor is required to supply the City with proof of compliance with the Workers' Compensation Act while performing work for the City. Neither the Contractor nor its employees are employees of the City. Proof of compliance must be received at the address listed under *Section 1.1* within acceptable time limits established during the contract negotiation process.

7.5 Compliance with Security and Immigration Act

7.5.1 Work Eligibility Verification Requirement:

(1) Pursuant to O.C.G.A. 13-10-91, every public employer, every contractor of a public employer, and every subcontractor of a public employer's contractor must register and participate in a federal work authorization program, as follows:

- (a) On or after July 1, 2007, every public employer shall register and participate in a federal work authorization program to verify the work eligibility information of all new employees.

- (b) No public employer shall enter into a contract for the physical performance of services within the State of Georgia unless the contractor registers and participates in a federal work authorization program to verify the work eligibility information of all new employees.
- (c) No contractor or subcontractor who enters into a contract with a public employer shall enter into such a contract or subcontract in connection with the physical performance of services within the State of Georgia unless such contractor or subcontractor registers and participates in a federal work authorization program to verify the work eligibility information of all new employees.

(2) In accordance with O.C.G.A. 13-10-91, the requirements of paragraphs (b) and (c) of paragraph (1) shall apply to public employers, their contractors and subcontractors, as follows:

- (a) On or after July 1, 2007, to public employers, contractors, or subcontractors of 500 or more employees;
- (b) On or after July 1, 2008, to public employers, contractors or subcontractors of 100 or more employees; and
- (c) On or after July 1, 2009, to all other public employers, their contractors, or subcontractors.

(3) As of the date of enactment of O.C.G.A. 13-10-91, the applicable federal work authorization program is the "Employment Eligibility Verification (EEV)/Basic Pilot Program" operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA). Public employers, contractors and subcontractors subject to O.C.G.A. 13-10-91 shall comply with O.C.G.A. 13-10-91 and this rule by utilizing the EEV/Basic Pilot Program. The EEV/Basic Pilot Program can be accessed from the USDHS U.S. Citizenship and Immigration Services Internet website at <http://www.uscis.gov/>. Information and instructions regarding EEV/Basic Pilot Program Registration, Corporate Administrator Registration, and Designated Agent Registration can be found at that website address.

(4) All rules, regulations, policies, procedures and other requirements of the EEV/Basic Pilot Program or any other federal work authorization program defined in Rule 300-10-1-.01 and permitted to be used to satisfy the requirements of O.C.G.A. 13-10-91 and these rules, shall be considered additional requirements of this rule.

(5) In accordance with O.C.G.A. 13-10-91, public employers, contractors and subcontractors may utilize any other federal work authorization program operated by the United States Department of Homeland Security or any other equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control act of 1986 (IRCA), P.L. 99-603, as such work authorization programs become available.

(6) A copy of these Chapter 300-10-1 rules, including any forms prescribed or available to administer and effectuate these rules, shall be published on the Georgia Department of Labor's website.

7.5.2 Contractor and Subcontractor Evidence of Compliance:

(1) Pursuant to O.C.G.A. 13-10-91, public employers who enter into a contract for the physical performance of services within the State of Georgia shall include in such contract all of the following provisions:

(a) A provision stating that compliance with the requirements of O.C.G.A. 13-10-91 and Rule 300-10-1-.02 are conditions of the contract;

(b) A provision listing the three statutory employee-number categories of "500 or more employees," "100 or more employees," and fewer than 100 employees," as identified in O.C.G.A. 13-10-91, with a space provided for the contractor to check, initial or otherwise affirmatively indicate the employee-number category applicable to the contractor (**See Appendix B for the applicable form**); and

(c) Provisions stating that: (1) the contractor's compliance with the requirements of O.C.G.A. 13-10-91 and Rule 300-10-1-.02 shall be attested by the execution of the contractor affidavit as shown in Rule 300-10-1-.07 which document shall become part of the covered contract; and (2) the contractor's agreement that, in the event the contractor employs or contracts with any subcontractor(s) in connection with the covered contract, the contractor will secure from the subcontractor(s) such subcontractor(s) indication of employee-number category applicable to the subcontractor (**See Appendix B for the applicable form**).

(2) Pursuant to O.C.G.A. 13-10-91, public employers shall include in all covered contracts a provision stating the contractor's agreement that, in the event the contractor employs or contracts with any subcontractor(s) in connection with the covered contract, the contractor will secure from such subcontractor(s) attestation of the subcontractor's compliance with O.C.G.A. 13-10-91 and Rule 300-10-1-.02 by the subcontractor's execution of the subcontractor affidavit shown in Rule 300-10-1-.08 and maintain records of such attestation for inspection by the City at any time. Such subcontractor affidavit shall become a part of the contractor/subcontractor agreement and is available from the Georgia Department of Labor.

(3) All portions of contracts pertaining to compliance with O.C.G.A. 13-10-91 and these rules, and any affidavit related hereto, shall be open for public inspection in this State at reasonable times during normal business hours.

Forms necessary to ensure compliance with this section are included under *Appendix B* and must be received at the address listed under *Section 1.1* within acceptable time limits established during the contract negotiation process.

7.6 Compliance with Laws

The Contractor must, in performance of work under this contract, fully comply with all applicable federal, state, or local laws, rules and regulations, including the Civil Rights Act of 1964, the Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. Any subletting or subcontracting by the Contractor subjects subcontractors to the same provision. The Contractor agrees that the hiring of persons to perform the contract will be made on the basis of merit and qualifications and there will be no discrimination based upon race, color, religion, creed, political ideas, sex, age, marital status, physical or mental disability, or national origin by the persons performing the contract.

7.7 Contract Termination

The City may, by written notice to the Contractor, terminate any resulting contract without cause. The City must give notice of termination to the Contractor at least 30 days prior to the effective date of termination.

APPENDIX A: STANDARD TERMS AND CONDITIONS

No proposals received after said time or at any place other than the time and place as stated in the notice shall be considered. Unsealed proposals will not be accepted. No responsibility shall attach to The City of Fayetteville for the premature opening of a proposal not properly addressed and identified.

WITHDRAWAL OF PROPOSAL:

An offeror may withdraw his proposal before the expiration of the time during which proposals may be submitted without prejudice to the proposer, by submitting a written request of withdrawal to The City of Fayetteville Purchasing Office.

REJECTION OF PROPOSAL:

The City of Fayetteville may reject any and all proposals, and must reject a proposal of any party who has been delinquent or unfaithful in any formal contract with The City of Fayetteville. Also, the right is reserved to waive any irregularities or informalities in any proposal in the proposing procedure. The City of Fayetteville shall be the sole judge as to which proposal is best, and in ascertaining this, will take into consideration the business integrity, financial resources, facilities for performing the work, and experience in similar operations of the various offerors.

STATEMENT OF EXPERIENCE AND QUALIFICATIONS:

The offeror may be required, upon request, to prove to the satisfaction of The City of Fayetteville that he/she has the skill and experience and the necessary facilities and ample financial resources to perform the contract(s) in a satisfactory manner and within the required time. If the available evidence of competency of any offeror is not satisfactory, the proposal of such offeror may be rejected. The successful offeror is required to comply with and abide by all applicable federal and state laws in effect at the time the contract is awarded.

NON-COLLUSION AFFIDAVIT:

By submitting a proposal, the offeror represents and warrants that such proposal is genuine and not sham or collusive or made in the interest or in behalf of any person not therein named, and that the offeror has not directly or indirectly induced or solicited any other offeror to put in a sham proposal, or any other person, firm or corporation to refrain from bidding and that the offeror has not in any manner sought by collusion to secure to that offeror any advantage over any other offeror.

INTEREST OF:

By submitting a proposal, the offeror represents and warrants that neither a Council Member, employee nor any other person employed by The City of Fayetteville has, in any manner, an interest, directly or indirectly in the proposal or in the contract which may be made under it, or in any expected profits to arise there from.

DOCUMENTS DEEMED PART OF THE CONTRACT:

The notice, invitation to offerors, general conditions, and instructions for offerors, special conditions, specifications, proposal, and addenda, if any, will be deemed part of the contract.

PERFORMANCE PRIOR TO THE EXECUTION OF THE CONTRACT:

The successful offeror shall not begin performance of the project prior to the execution of a formal written contract by the City and the offeror. Any offeror beginning performance prior to the execution of the contract shall be deemed to be proceeding at the offeror's risk, and shall not be entitled to any compensation for such performance. In addition, the City reserves the right to withdraw or cancel the award of the bid.

1. The instructions contained herein shall be construed as a part of any bid/proposal invitation and/or specifications issued by The City of Fayetteville and must be followed by each bid/proposal.
2. The written specifications contained in this bid/proposal shall not be changed or superseded except by written addendum from The City of Fayetteville. Failure to comply with the written specifications for this bid/proposal may result in disqualification by The City of Fayetteville.
3. All goods and materials shall be F.O.B. Fayetteville, Georgia and no freight or postage charges will be paid by The City of Fayetteville unless such charges are included in the bid/proposal price.
4. The following number, RFP #IR211-03, should be written clearly on the outside of your envelope in order to avoid opening in error.
5. All bids/proposals must be sealed, received and in-hand at bid/proposal due date and time. Each offeror assumes the responsibility for having his/her bid/proposal received at the designated time and place of bid/proposal due date. Bids/Proposals received after the stated time and date may be subject to rejection without consideration, regardless of postmark. The City of Fayetteville accepts no responsibility for mail delivery. Unsealed proposals will not be accepted.
6. Unless otherwise stated, all bids/proposals submitted shall be valid and may not be withdrawn for a period of 120 days from the due date.
7. Each bid/proposal form submitted must include the name of the business, mailing address, the name, title and signature of the person submitting the bid/proposal. When submitting a Bid/Proposal package to the City of Fayetteville, the first page of your bid/proposal package should be the Bid or Proposal Form listing price, delivery, etc. unless the Proposal form is requested to be in a separate sealed envelope.
8. The City of Fayetteville reserves the right to accept a bid/proposal that is not the lowest price if, in the City's judgment, such bid/proposal is in the best interest of the City and the public. The City reserves the right to reject any and all bid/proposals.
9. Telephone, Telegraphic or Facsimile bids/proposals will not be accepted.
10. No sales tax will be charged on any orders.
11. If applicable, completed questionnaires must be signed manually. The City of Fayetteville reserves the right to accept or reject any bid/proposal on the basis of incomplete or inaccurate answers to the questionnaire.
12. If applicable, warranty information shall be provided.
13. Offerors shall state delivery time after receiving order.

14. Offerors shall identify any subcontractors, and include an explanation of the service or product that they may provide.

APPENDIX B: STANDARD FORMS

This section contains the forms necessary to ensure compliance with various laws as described within this RFP.

CITY OF FAYETTEVILLE DISCLOSURE FORM

This form is for disclosure of campaign contributions and family member relations with City of Fayetteville officials/employees.

Please complete this form and return as part of your RFP package when it is submitted.

Name of Offeror _____

Name and the official position of the Fayetteville Official to whom the campaign contribution was made. Please use a separate form for each official to whom a contribution has been made in the past two (2) years.

List the dollar amount/value and description of each campaign contribution made over the past two (2) years by the Applicant/Opponent to the named Fayetteville Official.

Amount/Value Description

Please list any family member that is currently (or has been employed within the last 12 months) by the City of Fayetteville and your relation:

I certify that the provisions of the O.C.G.A. 45-10-20 through 45-10-28 have not been violated and will not be violated in any respect. O.C.G.A. 45-10-20 through 45-10-28 provide that it is unlawful for a state employee to transact business with the agency by which that person is employed for himself, on behalf of a business in which the employee or his spouse or dependents has a substantial interest, or on behalf of anyone as agent, broker, dealer or representative. Transacting business is defined as selling real property, personal property, or services, or purchasing surplus real or personal property.

Authorized Signature _____ Date _____

Print/Type Name _____

Print/Type Company Name Here _____

(Sign and return with proposal)

**COMPLIANCE WITH GEORGIA SECURITY AND IMMIGRATION ACT
DECLARATION OF EMPLOYEE-NUMBER CATEGORIES**

Please indicate the employee/number category applicable to your organization by checking one (1) of the following boxes:

- 500+ employees
- 100 to 499 employees
- 1 to 99 employees

Organization Name: _____

I certify that the above information is true and correct.

Signed: _____

Printed: _____

Title: _____

Date: _____

**STATE OF GEORGIA
CITY OF FAYETTEVILLE
GEORGIA SECURITY AND IMMIGRATION
CONTRACTOR AFFIDAVIT AND AGREEMENT**

Certification Regarding Georgia Department of Labor Compliance. Contractor certifies that it is in compliance with O.C.G.A. Section 13-10-91 and Chapter 300-10-1 of the Rules of the Georgia Department of Labor, and that it has registered and currently participates in the federal work authorization program* to verify information of all new employees as of July 1, 2007 if Contractor employs 500 or more employees, or July 1, 2008 if Contractor employs 100 or more employees, or July 1, 2009 if Contractor employs fewer than 100 employees or July 1, 2009, with respect to all public employers, contractors or subcontractors. Further, as part of any subcontracting agreement, the Contractor certifies that any subcontractor entering into this contract for the physical performance of services within this state is in compliance with O.C.G.A. Section 13-10-91 and Chapter 300-10-1 of the Rules of the Georgia Department of Labor and has registered and currently participates in the federal work authorization program to verify information of all new employees as of July 1, 2007 if the subcontractor employs 500 or more employees, or July 1, 2008 if the subcontractor employs 100 or more employees, or July 1, 2009 if the subcontractor employs fewer than 100 employees or July 1, 2009, with respect to all public employers, contractors or subcontractors.

The Contractor may be suspended, terminated, or debarred if it is determined that the Contractor has made false certification or that the Contractor has violated such certification by failure to carry out this requirement.

EEV/Basic Pilot Program* User Identification Number

Contractor Name

Title of Authorized Officer or Agent of Contractor

Printed Name of Authorized Officer or Agent

Signature of Authorized Officer or Agent Date

Sworn to and subscribed before me this ____ day of _____, 20__.

Notary Public: _____

County: _____

Commission Expires: _____

NOTE:

As of the effective date of O.C.G.A. 13-10-91, the applicable federal work authorization program is the "EEV/Basic Pilot Program" operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA).

NOTICE OF "NO BID"

BID NO. _____ RFP NO. _____ QUOTATION NO. _____

CLOSING DATE: _____

IMPORTANT NOTICE – Please read

It is important to the City of Fayetteville to receive a reply from all invited bidders. There is no obligation to submit a bid, quotation or proposal; however, if this "Notice of No Bid" is not executed and returned, your company may be deleted from our list of qualified bidders/proposers.

INSTRUCTIONS:

If you are unable, or do not wish to participate on this bid, quotation, or proposal, please complete this form in full and forward to the City's procurement division at the contact information provided below. State your reason for not participating by checking the applicable space(s) or by explaining briefly in the space provided. It is not necessary to return any other bid/quotation/proposal information in connection with this solicitation.

- 1. We do not manufacture/supply the commodity _____
- 2. We do not manufacture/supply to this specification _____
- 3. Unable to quote completely _____
- 4. Cannot handle due to present plant loading _____
- 5. Quantity/job too large _____
- 6. Quantity/job too small _____
- 7. Cannot meet delivery/completion requirements _____
- 8. Agreements with distributors/dealers do not permit us to sell direct _____
- 9. Licensing restrictions _____

Other reasons/additional comments: _____

Do you wish to bid on these goods/services in the future? Yes _____ No _____

COMPANY NAME: _____

ADDRESS: _____

SIGNATURE OF COMPANY REPRESENTATIVE: _____

POSITION: _____

TELEPHONE NO.: _____ DATE: _____

PLEASE FAX TO (770) 460-4238, E-MAIL TO dballard@cityoffayetteville-ga.gov, OR MAIL TO THE ADDRESS PROVIDED IN THIS OFFERING TO THE ATTENTION OF CARLEETHA TALMADGE IDENTIFYING THE ENVELOPE AS CONTAINING "NOTICE OF NO BID".

Global Web Advisors

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1. Letter of Interest

Hold The Elevator Please!

Global Web Advisors, LLC offers Web Services and Marketing Technologies at affordable prices. We produce websites and publish digital content formats that meet and exceed the demands of modern mobile management and marketing trends. We're helping communities gain wider exposure and impacting economic development by cultivating highly attractive brands that use today's most powerful imaging technologies.

Future Proof Technology

In the next five years, businesses, brands, and communities will struggle to stay current and adapt to yet another new content format: virtual reality. As consumers adapt to the coming wave of marketing in this format they will naturally begin to expect more immersive experiences from every possible outlet; including municipalities and government organizations.

Boutique Service

As your service provider, Global Web Advisors, LLC will provide a boutique-style one-stop-shop branding and marketing solution. Over the years we have created a unique suite of business offerings that are ideal tools for any city, county or state level initiative.

Under One Roof!

Global Web Advisors, LLC expertise ranges from Design and Brand Consulting, Web Marketing and Content Management Systems (CMS) to 360° Spherical Photography and Video Production.

We believe that we are the best possible partner to have on your project.

Act Local - Think Global

2. References & Projects

Velocity Jets - Jessica Osterneck

Fort Lauderdale, FL

Velocity Jets' range of services for Charter Jet Flights includes private jet membership, aircraft sales, management and worldwide aircraft charter. Their team ensures premium service from experienced industry specialists customized to fit any individual aviation need.

Velocity Jets does not own or operate any aircraft, which enables them to recommend the best aircraft available each and every time. They take great pride in providing the best value by identifying the best aircraft for every mission. All operators utilized are FAA Part 135 operators required to adhere to safety requirements set forth by Argus/US and Wyvern, the two leading 3rd party air safety auditing firms in the country. Providing the safest and most experienced aircraft and flight crews at the best rates is what sets Velocity Jets apart from the rest.

Project Completed: 8/2013

www.velocityjets.com

Stockbridge, Georgia DDA - J.T. Williams

Stockbridge, GA

The mission of the Stockbridge, GA Downtown Development Authority is to oversee the revitalization and redevelopment of the city's central business district, to develop and promote for the public good and general welfare, trade, commerce, industry and employment opportunities.

The Stockbridge, GA Downtown Development Authority is comprised of seven (7) members who are residents of the city, or own and operate a business within the city limits. Four of the members must have a specific economic interest in the downtown area. The members are appointed by the Mayor and Council, and each serve 4-year terms. Regular Meetings are held monthly or as necessary.

Project Completed: 12/2015

www.stockbridgegadda.com

New Look Refacing and More - Jim and Marva Cooper

Tyrone, GA

The mission at New Look Refacing is to transform their client's kitchens, bathrooms, and showers into the showplace of their dreams. They provide each client with a sales, service, and installation process that is second to none.

On-Going Project Started in: 12/2014

www.newlookcabinetrefacing.com

Dr. E. A. Dillard For School Board - Edgar A. Dillard

Locust Grove, GA

Dr. Dillard believes in the sustainment of a strong, high quality, dynamic, vibrant, public education system accessible to all. He has no doubt that education is not only the great emancipator, but also the antidote for poverty, hopelessness and lack of achievement. His campaign is about building relationships and community working together to advocate for our children and their education.

Project Completed: 4/2016

www.dreadillard.com

Access To Capital For Entrepreneurs - Ellen William

Atlanta, GA

Ellen Williams is the Business Advisory Services Counselor for Access to Capital for Entrepreneurs, a non-profit organization that provides loans and business development resources to help its borrowers create and grow sustainable businesses which generate jobs. Collaborative projects include marketing design, small business website design, technology knowledge workshops as well as tele-conference small business Q&A's.

On-Going Project Started in: 10/2005 - present

www.ace loans.org

Nu-Image - Suset Gliniecki

White Plains, NY

Nu-Image wants to emphasize the psychology and importance of that "First Impression." At Nu-Image, they combine their professional expertise with their unique style and creativity to achieve the "Ultimate Beauty Make-over."

Suset is highly admired for her passion in recreating "Old Classic Hollywood Glam". Suset, former child model and actress, leads a team of 9 highly trained artists

specializing in bridal makeup, bridal hair, fashion, film, and professional makeovers. Suset's method of artistry stems from studying the late and great Kevyn Aucoin's style of methodically transforming women into models, fantasy beauties with dream looks that often take their breath away. Naturally, if you are a minimalist and simply want a subtle enhancement, she will honor your request. She also teaches you tricks to enhance your look on a permanent basis if you would like lessons. She has a keen eye for bringing out the best in you, often with a look that you wouldn't believe you could be! Her work has been featured in several fashion magazines such as Bella Magazine, television (OK! Television) and feature films, along with numerous weddings, beauty pageants and career make-overs. She also carries a customized dermatology skincare line to perfect your skin like no other line before. She will assist you in every area, from Make-Up, Skin Care, Hair Color and Style (specializing in trendsetting styles, updos and extensions), Nutrition and Weight Loss to Lateral Success, Attitude and overall Image Profiling. Suset's demanding popularity stems from her "From the Heart" dedication and creative style.

Project Completed: 2/2014

www.nu-image95.com

South Florida Surface Restoration - Mike DeSell

Miami Beach, FL

SFSRestore is a Eco-Friendly/Wet Abrasive Surface Restoration company based in South Florida. Using a combination of low pressure water vapor and 100% silica-free crushed recycled bottle glass, South Florida Surface Restoration introduces the most advanced and eco-friendly surface restoration anywhere!

On-Going Project Started in: 01/2014

sfsrestore.com

3. Organization and Project Team

Founder and President- Anne-Kathrin Kozerski, obtained a B.S. in Strategic Communication from The Ohio State University and a M.A. in Communication from Rutgers University prior to starting Global Web Advisors, LLC. Coupled with a background in compliance reporting analytics, marketing analysis/trend reporting, strategic and public relations, financial/sustainability reporting, as well as recruiting/staffing, Anne's experience has served Global Web Advisors, LLC well. Anne-Kathrin takes lead on the web design side of Global Web Advisors, LLC, staying on the forefront of user experience design technologies as well as outside factors that would affect a web design's effectiveness within online search. Global Web Advisors, LLC's results speak for themselves- with companies experiencing hundreds of keywords linked to multiple geographic locations, continually gaining search engine ranking credibility and authority.

Co-Founder and Chief Executive Officer- Francesco Kozerski, Francesco is extremely knowledgeable in web advances and ensures any potentially important information gets crafted into Global Web Advisors, LLC service offerings. Whether it's something as small as a new plugin for a client's websites, as large as developing proprietary software for more effective and easy deliverable strategies, or working face-to-face with Google on a new product launch; Francesco takes lead. His extensive background in sales and technology has enabled him to bring a special expertise to the business that other web technology companies do not and could not possibly possess. In addition to his background and self-taught industry trade skills, Francesco is an energetic creative to his very core. Having been invited to think-tanks for large toy manufacturers and movie corporations, Francesco's creative talents and personal network continue to expand. Francesco's ability to come up with new ideas and creative strategies has provided a fresh and modern take to our clients' web presence as well as skyrocketed Global Web Advisors, LLC image to what you see today.

Chief Information Officer - Russell J. Kozerski, Air Force Veteran Russ Kozerski has helped the company make incremental and vital steps in hardening the direction and purpose of Global Web Advisors, LLC. His expertise and advice in Information Systems Management and Cyber Security are an invaluable resource. In his current work, he is on the leading edge of software cloud integrations and systems infrastructure mitigation. Russ' current role is Senior Systems Engineer, PMP at Noblis ESI and is added to previous roles as Technical Manager at General Dynamics and Principal Systems Engineer for Raytheon. Russ served in the United States Air Force for 21 years. Among his many accomplishments, awards and honors, a Defense Meritorious Service

Medal. He holds a BA in Information Systems Management and MSIT in Information Technology.

Project Manager - Municipal Account Executive - Houston E. Nelson III, Houston's detailed knowledge of municipal operations and procedures means a substantial role in delivering our services to cities, counties, government entities, or other large organizations. He is a visionary of local community economic development and has first-hand knowledge of municipal requirements. Having previously served as Chairman of the Stockbridge Downtown Development Authority, Houston has helped develop a modern and efficient government website; one with a more intuitive and useful user interface (UI), document management tools and a process to display live public data. Houston will be the Project Manager for this project and will coordinate personally to meet the specified requirements of this contract.

4. Project Scope of Services Overview

Logo Creation/Image Rebranding

Global Web Advisors, LLC will work with city officials or its assignees to produce and deliver a new modern style logo consistent with the values and vision of the town. The logo will be useable on websites, material stock, vehicles, landmarks, and merchandise. All branding collateral (or assets) and files will be delivered, including fonts, images files, color pallets or other graphic elements. *The City of Fayetteville will retain all rights and may license and use at its sole discretion.*

Website Design and Development

- a. Global Web Advisors, LLC will create, develop and design a customized mobile-optimized, WordPress Content Marketing System-based, interactive website that will maintain its viability for a minimum of 5 years; from both a technological standpoint as well as a visually appealing and easy-to-use UI experience.

By developing Fayetteville's new website within a WordPress CMS, major costs related to the development/use of the proprietary web interface are avoided. WordPress is a free and open-source CMS based on PHP and MySQL. With over 60 million users globally, WordPress' features include plugin architecture within a hierarchical template system and is used by more than 26.4% of the top 10 million websites (as of May 2016)¹. Because WordPress is open-source, the management of its interface can be handled by any number of WordPress specialists (for custom additions after the build is completed). In addition, throughout it's years of development the open-source community has made it possible for WordPress to be managed, operated, updated, and evolved by any layman (instead of previously development web platforms or CMS's where a web-coder was required for every edit or change to the interface).

Future developments, when necessary or desired, are also made easier within a WordPress platform due to it's ever-evolving, UI-based, customization expert coders; many of which enable the use of their custom plugins and/or themes for free and non-copyrighted use. When desired, professional WordPress developers can be acquired quickly and easily. In addition, platforms such as themeforest,

¹ Web Technology Surveys: http://w3techs.com/technologies/overview/content_management/all/

codecanyon, etc. have made it possible to purchase plugins for almost every desired need. When purchased, these add-ons come with technical support directly from the developer for theme conflict error resolutions, should they arise.

An added benefit, especially when taking into consideration the sensitivity of possible future developments, are the ever-evolving security measures that a WordPress CMS offers its developers. When a WordPress CMS is operational, an auto-update function is instilled in every website build, automatically updating the core WordPress CMS files. The file updates include updates to combat possible hackings through such things password detection or file structure.

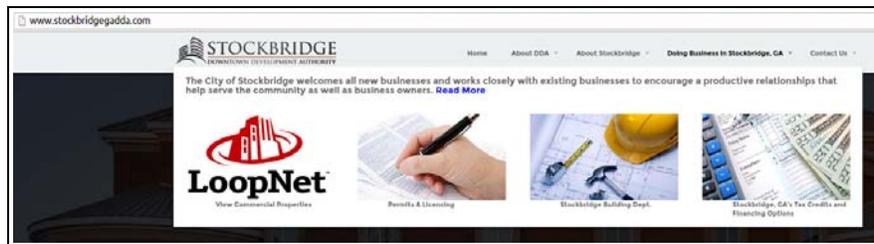
The newly designed website will take into effect many of the current website offering and aspects (e.g. informational text) but also incorporate elements of modern website design (e.g. Social Media Integration). In addition, the website will include interactive JavaScript, Html5, and CSS functionalities to increase user interactivity as well as decrease user bounce rates.² The information made available to the public will include items such as Local City Events, Local Newsletters, Local Calendars, etc., as well as any desired information that is currently only made apparent through an open records request; all for the benefit of Fayetteville's local and ever growing population.

- b. The newly designed and developed WordPress CMS website will offer its users an Interactive Platform design that will allow for the integration of many media aspects not currently available to Fayetteville's web population. A collection of photos, videos and graphics will be combined with text and JavaScript/CSS elements to create a visually appealing user experience; such as animation, text transformations, mobile-friendly call to actions, YouTube/Vimeo Videos, etc. The ability to embed these modern animations and media options in a mobile-friendly manner will continue to be readily available within the WordPress CMS framework.
- c. The navigational menu of the newly developed website will be designed to display all child-parent relationship pages within a modern-hierarchical aspect. A "breadcrumb" navigation menu will be made pertinent and easily accessible and available for ease of use. The homepage will be accessible by clicking on the main

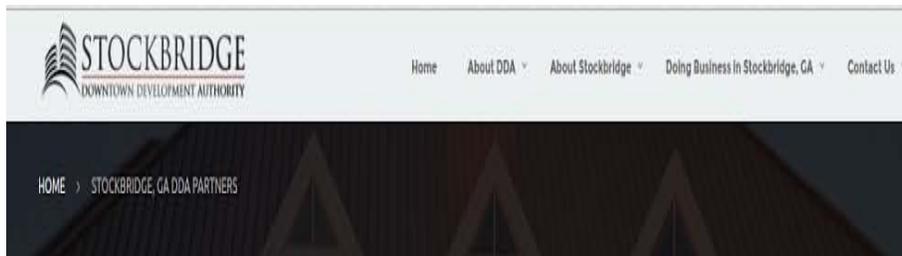
² Wikipedia: https://en.wikipedia.org/wiki/Bounce_rate (It represents the percentage of visitors who enter the site and then leave ("bounce") rather than continuing on to view other pages within the same site.)

logo, as well as the “home” option on the navigational menu or the “breadcrumb” navigation. A similar navigational menu design (from a previous governmental website build) has been made available below and serves as an example of the modern menu design Global Web Advisors, LLC will incorporate for this project.

To view online: www.stockbridgegadda.com



An example of the “breadcrumb”:



- d. The development of a Fayetteville city-wide event calendar will be completed within our web build. It will incorporate all events within Fayetteville; events such as city council meetings, festivals, networking meetings, business luncheons, school closings, federal holidays, etc. This calendar can be easily updated and will provide options for both a quick snapshot of information as well as a more detailed event information option (when clicked on). Calendars can be accessible as a collective or independently, based on user desire.

A newsletter opt-in option will be made available on the website for those users of the website who would like to enjoy information being sent to their email inbox(s). In addition, previous newsletters will be made readily available on the website within its “media” section. All newsletters will be offered as both text on the website (for searchability aspects as well as Search Engine Optimization purposes) as well as in a PDF format for easy download and print purposes.

City News will also be made available to newsletter subscribers as well as within the media/news section of the website. Any available and/or desired local news-plugin APIs can be integrated into the web framework to grant the highest and best user experience.

Economic Development Information will also have its own portion of the website, where statistical API-embeds (e.g. Google, etc.) will be combined and housed in collaboration with text and images to properly illustrate such information as unemployment rates, livability score, education options, etc. of Fayetteville, GA to the website's users.

- e. Interactivity is a key aspect Global Web Advisors, LLC will take into consideration throughout every aspect of the new web build. From the response form on the contact page of the website to custom surveys, we will incorporate interactive feedback options based on need and request. All online forms will be both sent to whichever email is requested (e.g. info@domain.com) as well as stored within a database accessible through the WordPress back-end dashboard and easily exported as a .CSV or .XLS formatted document. All forms may include "if-then" conditional formatting, if desired.

An online payment gateway will be created on the website for payment of traffic tickets, business licenses and utilities, etc., on the website as well as any other website for-purchase/bill-payment solutions. *(This is discussed further in section H)*

Outbound "blank-target" (to open in a separate browser tab) local municipality and partner service provider pages (e.g. Gas-South) will reserve their own page within the website to allow for a heightened one-stop user experience.

- f. Non-plugin fill forms presented throughout the website will be available for download; meaning forms created digitally through a WordPress plugin (those popular on contact pages, for example) would not be available for download unless a version is provided. Form creation options, which would be available for printing, vary from writeable PDF downloads to online completion PDF's with email option through a 3rd party (e.g. Echo-Sign), based on desired outcome and needs. PDF Embed plugins and Digital Signatures (through a 3rd party provider) are also a possibility, if so desired or deemed necessary.

- g. As mentioned above in Section A, creating a website with a WordPress CMS infrastructure will enable any layman (non-web developer) to make edits, additions, and “upgrades” to the website. In addition to the ease of UI, a visual composer plugin [to be exact: Visual Composer: Page Builder for WordPress Ver. 4.1.1] will be installed within the WordPress website to grant even more ease of website usability. This plugin will auto-create (meaning no coding skills are necessary as no html coding will be used by the layman) visually appealing aspects of the website such as columns, header texts, colors and styling, image and video embed, etc. In addition to Visual Composer, other plugins and 3rd party options can be used to develop ways to ensure tasks such as web traffic tracking, event calendar, newsletters, social media integrations, blog posting, and other website functions can be done in a simplified and timely fashion; for example, plugins could include: Google Analytics, Timely! Calendar, Hootsuite, Mailchimp, etc.
- h. The website will be equipped with an SSL certificate, a small data file that digitally bind a cryptographic key to activate the padlock and the https protocol/ port 443 to allow secure connection for secure credit card transactions, data transfers as well as logins. In addition, payment processing [recommended] can be performed over Paypal (free), which diverts traffic from the website to Paypal’s secure servers for payment processing. Along with a secure server, Paypal also offers a recognized brand for safe credit card processing. The alternative option would include the purchase of an Authorize.net token that would link directly to the city’s bank account (additional costs not included). Regardless of the gateway portal option, credit card processing fees vary.
- i. More and more mobile devices- from phones to tablets- are flooding the market everyday. The need for a beautifully designed and coded website that works across all devices is not only growing but is also continuing to be demanded by users. Global Web Advisors, LLC will create a responsive WordPress website, fully equipped with a mobile-responsive navigation menu, mobile-friendly animations, imagery, and overall design. All forms will be optimized to allow ease of data-entry regardless of screen size.

Website Design and Development Included in the Price

A new mobile responsive Content Management System (CMS) and CMS must be intuitive and easy to understand so that City administrators can produce and publish content with relative ease and be non-proprietary to the vendor.

Global Web Advisors, LLC Agrees that the new site will retain all current site menu functions but will add:

- The complete migration and reformat of up to 1,000 pages of the City's currently indexed website data.³
- Live economic and social data comparisons via Google Public Data system API.⁴
- Visual document storage and management TimeGlider⁵ integration and menu setup. Site developer will include the upload and setup of up to 100 PDF, DOC, image or other files with complete training on further document management system to City administrators.
- Business directory of all businesses within city limits up to 1,000 businesses. City will provide relevant business data to perform this task. This will include business names, addresses, and phone numbers. Featured business advertising space will be designed and made available for a fee that businesses may opt to pay the city for advertising exposure.
- Site will have full social media (SM) integration to allow easy sharing of website content on Facebook, as well as various SM icons for users to share and like posts and pages.
- Website sections produced to allow special emphasis on economic development with an intention to market to and attract new businesses and industries into the area.
- Website sections produced to allow special emphasis on film industry relationships with major regional and national film studios.
- Complete setup of new 3rd party hosting environment and domain nameserver changes as required for acceptable performance.
- Site will be made ADA compliant.⁶

³ See site: fayetteville-ga.gov

⁴ See site: <http://tinyurl.com/zx76gg4>

⁵ See site: <http://timeglider.com/>

⁶ Tech Republic: <http://www.techrepublic.com/blog/web-designer/creating-an-ada-compliant-website/>

- 20 hours of website administrative training and assistance either phone/screen share (e.g. Join.me) or on-site.

Image Content Creation/Photography

- Global Web Advisors, LLC will produce 250 professional photos taken and photoshop edited or enhanced to aid in image rebranding on both website and social media, or other advertising or merchandise. Photo credit given to photographer (Global Web Advisors, LLC) *but City of Fayetteville will retain unlimited usage and or licensing rights for all photographs.*

360° Virtual Tour Content Creation

- Global Web Advisors, LLC will complete a 360° virtual tour of Fayetteville Downtown Square district to be produced for use on Google, City website(s) or social media. 360° tour to be reproduced as a video with audio overlay to be published on YouTube and other media networks. Audio for video will be selected or provided by City or additional cost may be considered for audio file recording and mastering production. *The City of Fayetteville will retain all usage and licensing rights.*

5. Long Term Goals:

1. Improve the timeliness of content published to the website.

The website will allow for any layman to customize feature on the website including content, images, videos, events, etc. easily as a visual composer function will be integrated into the website. This will allow anyone to go in and make edits, updates, and changes to the site without website coding knowledge or ability.

2. Expand the services the City offers to citizens on the website.

The website will include new website functions not currently displayed or possible on the current website framework and platform. These items include an interactive “open records” function through an interactive timeglider platform integration, social media integration, and an interactive events calendar, etc.

3. Enable updating the look and feel of the website on an as-needed basis.

The website will be created with the most modern responsible technology and

within a WordPress platform. It will be full-width in design, modern in color scope, and allow plugin-add ons and further development easily.

4. Expand the amount of information the City publishes on the website.

Information and expansion of the website can be completed as the city information to its citizens becomes available. It was easily be added to calendars, blog posts, pages, etc. We will make it as easy as typing in Microsoft Word, and as fun as pinning on Pinterest!

5. Ensure easy navigation and user accessibility, encouraging citizens to return.

The website will include a modern website navigation interface to encourage browsability and low bounce rates as well as ensuring that the information presented on the website will be done in a easily accessible and easy navigable fashion on all devices.

6. Visually reflect the values and character of the City.

The website will display both the beauty and history of Fayetteville through imagery as well as its message and overall website style. Culture and Historical elements through Fayetteville will be displayed, discussed and acknowledged in both the website's design and core message.

6. Project Objectives

1. Redesign the information architecture of the City's website.

The website will be redesigned to allow for easier access to information and a more logical flow of information. This will decrease bounce rates and enable users to find information quickly, easily, and efficiently.

2. Replace or upgrade the existing website CMS software.

The website will be created within the most modern WordPress CMS platform software and set to auto-update WordPress files as they become available. In addition, WordPress plugins used will also be set to Auto-Update, enabling the best user experience attainable.

3. Redesign the look and feel of the website.

The website will be completely redesigned within the WordPress platform. This will automatically modernize the look and feel of the website and allow for a continued

modern experience.

4. Update and implement website technology management policy and best practices.

Global Web Advisors, LLC will comply and adhere to any policies or practices Fayetteville deems necessary.

5. Identify and formalize content contributors from each department who will ensure that all content is accurate and up to date.

We will work with those responsible for the informational aspects of the website to ensure the website displays both accurate and up to date information about Fayetteville, the events within Fayetteville, and information pertinent to the Fayetteville community.

6. Identify and formalize use of web social networking tools.

The website will include the integration of any and all social media platforms desired by Fayetteville through widget embeds, social media icons, feeds, etc.

7. Identify and formalize acceptable website content and links to outside resources.

The website will include out-bound links for resources relevant to Fayetteville residents (e.g. energy suppliers) in conjunction with information (e.g. Trash Pickup Schedules) to enable the website to become the “go-to place” for all things Fayetteville.

8. Provide for full integration with existing E-government applications currently in use and provide for easy integration with future E-government applications.

By building Fayetteville’s new website within a WordPress CMS framework, the integration of applications via API, IFrame Embeds, JavaScript, etc. is easily obtainable. While no one can account for the future technologies that future E-government applications may or may not achieve, Global Web Advisors, LLC is confident that the WordPress framework can be scaled to meet the demands necessary to ensure future technological advances to E-government applications.

7. Deliverable Timeline

Deliverable	Completion Date (Days)
Logo Design Approval	60
Production Logo Assets	90
Website Design and Setup	90
Production Website Launch	120
Pre-Existing Content Migration	120
Document Management	120
Business Directory Data Entry	120
Still Image Photography	90
360° Virtual Tour of Town Square	60
360° Virtual Tour Video	120

8. Current Projects

Velocity Jets - Ft.Lauderdale, FL

- Brand Design, Web, Content Marketing, Facebook Advertising, Consulting Services, Video

Heritage Construction - Stockbridge, GA

- Web + Print Design, Content Marketing, Real Estate + Neighborhood 360° Photo/Video

Shenanigans & Bourbon Street Grill Restaurants - Dahlonega, GA

- Web, Content Marketing, Business 360° Photography

New Look Refacing and More - Tyrone, GA

- Brand Design, Web, Content Marketing, Business 360° Photography, Consulting Services

Neal Electrical Solutions - McDonough, GA

- Web, Content Marketing, Business 360° Photography

Shearnanigans - Fayetteville, GA

- Web, Business 360° Photography

Olde Courthouse Tavern - Fayetteville, GA

- Web, Business 360° Photography

– Cost Proposal –

Submitted in a separate envelope detailing the budget and expenses for this project.

Proposal Price Certification

In compliance with the attached specification, the undersigned offers and agrees that if this proposal is accepted by the City Council within one hundred and twenty (120) days of the date of proposal opening, that the undersigned will furnish any or all of the deliverables upon which prices are quoted, at the price set opposite each, to the designated point(s) within the time specified.

COMPANY: Global Web Advisors, LLC

ADDRESS: 6828 Louis Drive, Locust Grove, GA 30248

Authorized Signature: _____

Date: 5/19/2016

Anne-Kathrin Dammal, Founder/ President
Global Web Advisors, LLC

9. City of Fayetteville Disclosure Form

This form is for disclosure of campaign contributions and family member relations with City of Fayetteville officials/employees. Please complete this form and return as part of your RFP package when it is submitted.

Name of Offeror:

Name and the official position of the Fayetteville Official to whom the campaign contribution was made. Please use a separate form for each official to whom a contribution has been made in the past two (2) years.

List the dollar amount/value and description of each campaign contribution made over the past two (2) years by the Applicant/Opponent to the named Fayetteville Official.

Amount/Value Description

Please list any family member that is currently (or has been employed within the last 12 months) by the City of Fayetteville and your relation:

NOT APPLICABLE- NO CONTRIBUTIONS MADE BY GLOBAL WEB ADVISORS, LLC, ITS PRINCIPALS, OR EMPLOYEES TO ANY CANDIDATE OR ANY CANDIDATE'S CAMPAIGN COMMITTEE.

I certify that the provisions of the O.C.G.A. 45-10-20 through 45-10-28 have not been violated and will not be violated in any respect. O.C.G.A. 45-10-20 through 45-10-28 provide that it is unlawful for a state employee to transact business with the agency by which that person is employed for himself, on behalf of a business in which the employee or his spouse or dependents has a substantial interest, or on behalf of anyone as agent, broker, dealer or representative. Transacting business is defined as selling real property, personal property, or services, or purchasing surplus real or personal property.

Authorized Signature: _____

Date: 5/19/2016

Anne-Kathrin Dammel, Founder/ President
Global Web Advisors, LLC

**COMPLIANCE WITH GEORGIA SECURITY AND IMMIGRATION ACT
DECLARATION OF EMPLOYEE-NUMBER CATEGORIES**

Please indicate the employee/number category applicable to your organization by checking one (1) of the following boxes:

- 500+ employees
- 100 to 499 employees
- 1 to 99 employees

Organizational Name: Global Web Advisors, LLC

I certify that the above information is true and correct.

Signed: _____

Printed: Anne-Kathrin Dammell

Title: Founder/ President

Date: _____

**STATE OF GEORGIA
CITY OF FAYETTEVILLE
GEORGIA SECURITY AND IMMIGRATION
CONTRACTOR AFFIDAVIT AND AGREEMENT**

Certification Regarding Georgia Department of Labor Compliance. Contractor certifies that it is in compliance with O.C.G.A. Section 13-10-91 and Chapter 300-10-1 of the Rules of the Georgia Department of Labor, and that it has registered and currently participates in the federal work authorization program* to verify information of all new employees as of July 1, 2007 if Contractor employs 500 or more employees, or July 1, 2008 if Contractor employs 100 or more employees, or July 1, 2009 if Contractor employs fewer than 100 employees or July 1, 2009, with respect to all public employers, contractors or subcontractors. Further, as part of any subcontracting agreement, the Contractor certifies that any subcontractor entering into this contract for the physical performance of services within this state is in compliance with O.C.G.A. Section 13-10-91 and Chapter 300-10-1 of the Rules of the Georgia Department of Labor and has registered and currently participates in the federal work authorization program to verify information of all new employees as of July 1, 2007 if the subcontractor employs 500 or more employees, or July 1, 2008 if the subcontractor employs 100 or more employees, or July 1, 2009 if the subcontractor employs fewer than 100 employees or July 1, 2009, with respect to all public employers, contractors or subcontractors.

The Contractor may be suspended, terminated, or debarred if it is determined that the Contractor has made false certification or that the Contractor has violated such certification by failure to carry out this requirement.

973028
EEV/Basic Pilot Program* User Identification Number

Contractor Name
Global Web Advisors, LLC

Title of Authorized Officer or Authorized Officer or Agent of Contractor
Founder/ President

Printed Name of Authorized Officer or Agent
Anne-Kathrin Dammel

Signature of Authorized Officer or Agent Date
Sworn to and subscribed before me this 19th day of May, 2016.

Notary Public: _____
County: _____
Commission Expires: _____

NOTE:

As of the effective date of O.C.G.A. 13-10-91, the applicable federal work authorization program is the “EEV/Basic Pilot Program” operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA).



GLOBAL WEB ADVISORS

A Limited Liability Company

License and Service Agreement for Fayetteville, GA

Organization: City of Fayetteville, GA URL: fayetteville-ga.gov
Street Address: 240 South Glynn Street City: Fayetteville
State: GA Postal Code: 30214

Global Web Advisors, LLC will provide telephone support for all trained City representatives from 8:00 am until 8:00 pm, Eastern Standard Time, Monday through Friday (excluding holidays). Emergency support is provided on a 24/7/365 basis for representatives named by the City via email. Local in-person support is also available by appointment. The City is responsible for ensuring Global Web Advisors, LLC has current and updated contact information for representatives named by the city.

Emergency Contact: Houston E. Nelson, III - 404-519-0032
Email: houston@globalwebadvisors.com
Emergency Contact: Anne-Kathrin Kozerski - 908-727-5771
Email: anne@globalwebadvisors.com
Emergency Contact: Francesco Kozerski - 678-247-4989
Email: fkozerski@globalwebadvisors.com

Billing Contact: Jenny Cook - 478-501-2486
Email: jenny@globalwebadvisors.com
Billing Address: 6828 Louis Drive
City: Locust Grove
Postal Code: 30248
Federal Tax Identification #: 46-29732370
Billing Terms: Payment In Advance (PIA)

City of Fayetteville Georgia Image Rebranding Project Agreement

THIS AGREEMENT, is made and entered into as of this 4th of August, 2016 (the "Effective Date") by and between Global Web Advisors, LLC, a Delaware Limited Liability Corporation with offices at 6828 Louis Drive, Locust Grove, Georgia (hereinafter referred to as the "Consultant") and the City of Fayetteville, Georgia, a Georgia municipality with offices located at 240 Glynn Street, Fayetteville, Georgia (hereinafter referred to as the "City").

WITNESSETH

WHEREAS, on or about April 20, 2016, the City issued a Request for Proposals for the City of Fayetteville Georgia Image Rebranding Project (hereinafter referred to as the "RFP"); and

WHEREAS, Consultant responded to the RFP with its proposal dated May 19, 2016 ("Proposal"), which Proposal was determined by the City to be most responsive to the City's needs; and

WHEREAS, representatives of the City and Consultant have collaborated in the refinement of the terms and conditions upon which the Consultant would be engaged by the City to provide it services as described in the RFP; and

WHEREAS, the parties desire to memorialize the terms and conditions of an agreement pursuant to which the contract resulting from the RFP would be awarded to Consultant.

NOW THEREFORE, in consideration of the premises, and the mutual covenants and agreements hereinafter contained, the parties hereto agree as follows:

1. Engagement of the Consultant and the Scope of Services. The City hereby engages Consultant to, and Consultant hereby agrees to provide the City with a rebranded new logo, an executable brand package and website that includes all of the services and functionality as defined in Exhibit A - "Fayetteville RFP Response #IR211-03," dated 05-19-16 attached hereto. The general Scope of Services are as follows:

- A. Design a new logo.
- B. Provide a detailed brand package including fonts, brand assets, other graphic elements, and color palettes for a host of collateral materials that were listed in detail in the RFP.
- C. Create a branding package standards and usage guide.
 - a. The rebranding work will seamlessly include the website redesign, which will begin in conjunction with the rebranding. The development of a standards and usage guide will be developed with that in mind. Our company will lead in the recreation of the website to be resourceful, informative, and to serve as a marketing bed for economic development.

It will be an asset that provides a friendly environment which emphasizes access to the public and your citizens.

D. The new website features and enhancements will include, but are not limited to:

- a. Designing and developing a highly beneficial, content rich, cost-effective, dynamic, easy to use, interactive, high-performing, architecturally sound and efficient website that will remain viable for a minimum of five years, consistent with the "best practices" in municipal e-government service delivery.
- b. Visually appealing – The site will have an attractive mix of photos, videos, graphics and text.
- c. For ease of use, the website will provide consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as a homepage link or icon on each page in the same position.
- d. Drive users to actions such as: events, newsletters, economic development information, and City news.
- e. Allow for interactivity. Include e-mail responses, surveys, feedback, online forms, online payments, and access to various calendars. We will incorporate the ability for users to complete interactive online forms.
- f. Form Printing: The website will include hyperlinks to PDFs for opening and viewing these documents. The ability for printable PDF forms will be made available
- g. Easily updated with a Content Management System (CMS). Our company will be utilizing WordPress, a free and open source CMS to create the site.
- h. Provide the ability to conduct secure financial transactions online for utility payments, occupational taxes, as well as ticket sales or anything else the City may need.
- i. Optimized for mobile-use. The information on the website will be directed towards citizens, the community, businesses, visitors, prospective companies and residents, elected officials, other government agencies, civic groups, associations, youth and senior citizen groups.

E. 360 Virtual Tour Content Creation. Consultant will complete 360 virtual tour of Fayetteville Downtown Square district to be produced for use on Google, City Website(s) or social media. 360 tour to be reproduced as a video with audio overlay to be published on YouTube and other media networks. Audio for video will be selected or provided by City or additional cost may be considered for audio file recording and mastering production. City of Fayetteville will retain all usage and licensing rights.

F. Train the City's designated personnel in the administration of the CMS.

G. Implement the process of taking the website live and fully functional as

proposed.

H. Provide initial support and offer maintenance and hosting options, all as more specifically provided on pages 2 and 5 of Exhibit A which is incorporated herein by reference. The project enhancement options listed on pages 3 and 4 of Exhibit A will be made available to City by Consultant as *extras* to the services provided hereunder, and pricing to be agreed upon in writing by the Parties. Incorporated herein by reference is the content of the RFP, Exhibit B, and Consultant's response to the RFP ("Response"), Exhibit C. In the event that the specific provisions of this Agreement conflict with provisions the RFP or the Response, the City of Fayetteville shall determine which provision to implement.

2. Time of Performance of Website Reconstruction and Term of Support and Maintenance. The services of the Consultant are to commence immediately upon execution of this contract and shall be undertaken and pursued in such sequence as to assure their expeditious completion. City shall sign a project completion and acceptance form prior to project go-live. All parties agree that the website will not go-live until the project is accepted in writing by the City. Full website design and related website development services required hereunder shall be completed and fully launched on or before February 03, 2017. Meeting the mutually agreed upon project go-live date is contingent upon the City meeting all mutually agreed upon deadlines. Should the City fail to meet any deadlines, the parties will mutually agree to extend the affected milestone dates under this Agreement. Global Web Advisors, LLC will not be held liable under this Agreement for any delays caused by City.

3. Compensation and Method of Payment. City agrees to pay Global Web Advisors, LLC \$29,997.00 (the full amount of the winning contract bid for its services as outlined in the Response in Exhibit C).

4. Comprehensive Extended Support and Maintenance Contract. The following agreement terms apply to Global Web Advisors, LLC whereby after the initial project development is completed, an option for recurring fees are paid over a six (6) month intervals. See Exhibit A for complete details and fee options.

- A. City's first semi-annual fee for six months totals \$24,000; the second is \$18,000; and the third is \$12,000. The semi-annual fees include support and maintenance for 1 year and 6 months (18 months).
- B. Billing for the Global Web Advisors, LLC support and maintenance begins on the first day of the each month following the initial six months of this agreement, or upon project go-live, whichever happens first. Each month will be billed separately on a designated City debit/credit card for services to be rendered for the entirety of that specific month. The project go-live date is defined as the date the website developed pursuant to this Agreement is made available to the public under the City's preferred domain name.
- C. Global Web Advisors, LLC provides a fixed fee for a second extended

Agreement term of 6 months from the first date of billing. Thirty (30) days prior to the end of 6 months, Global Web Advisors, LLC will inform City of the following options:

- a. Renew the Global Web Advisors, LLC extended agreement for an additional 6 months for an semi-annual fee of \$18,000.
 - b. Terminate the Global Web Advisors, LLC extended agreement and contract for support and maintenance services with Global Web Advisors, LLC. The services that are included with our extended support and maintenance services are noted in Exhibit A.
- D. Global Web Advisors, LLC provides a fixed fee for a third extended Agreement term of 6 months from the first date of billing. Thirty (30) days prior to the end of 6 months, Global Web Advisors, LLC will inform City of the following options:
- a. Renew the Global Web Advisors, LLC extended agreement for an additional 6 months for an semi-annual fee of \$12,000.
 - b. Terminate the Global Web Advisors, LLC Extended Agreement and contract for support and maintenance services with Global Web Advisors, LLC. The services that are included with our extended support and maintenance services are noted in Exhibit A.
- E. Service may be temporarily discontinued at the discretion of Global Web Advisors, LLC if payment by the City is not made on or before 30 days of receipt of the invoice by the City.
- a. Global Web Advisors, LLC will fully reinstate all service under this agreement upon receipt of payment by the City.
- F. If the City's account exceeds 45 days past due, support and maintenance service may be temporarily made unavailable until the City's account is made current.
- G. Provided the City's account is current, at any time the City may request an electronic copy of the website and database files. City agrees to pay \$40/year for this service. Upon termination of services, City may request a complimentary electronic copy of their website, database and email files.

5. Consultant's Personnel. Consultant represents that it has, or will secure at its own expense, all personnel required in performing the services under this contract. Such personnel shall not be employees of the City nor shall such personnel have been employees of the City during any time within the twelve-month period immediately prior to the date of this contract, except with the express prior written consent of the City Administrator or his/her authorized agent. Further, Consultant agrees that no such personnel shall be involved in any way with the performance of this contract, without the express prior written approval of the City Administrator or his/her authorized agent.

6. Review and Coordination. To insure adequate review and evaluation of the work, and proper coordination among interested parties, the City shall be kept fully informed concerning the progress of the work and services to be performed hereunder. The City will work in close collaboration with the Consultant during the design and

implementation of the new website, and during other work under this Agreement. Upon completion of training, the City will have an opportunity to beta test all features of the final website to ensure functionality prior to delivering to the public through the internet.

7. Inspections. Authorized representatives of the City may at all reasonable times review and inspect the activities and data collected pursuant to this contract. All reports, drawings, studies, specifications, estimates, maps and computations prepared by or for the Consultant shall be made available to authorized representative of the City for inspection and review at all reasonable times. Approval and acceptance of such material shall not relieve the Consultant of its professional obligation to correct, at its expense, any errors found in the work. Global Web Advisors, LLC shall have 30 days after receipt of written notice to cure such default.

8. Standards of Services to be Provided.

- A. During the term of this Agreement and any extension Global Web Advisors, LLC support and maintenance services, Consultant warrants that it will, without additional charge to City, immediately correct any problems or defects of which it is notified by the City that are found in its work or services during development and implementation of the new website, such warranty to include, but not be limited to, ongoing maintenance upgrades and technical error correction.
- B. Consultant shall provide online website analytics through Google Analytics at no extra charge, and, should City desire to use a different software than Consultant provides, Consultant will provide the City the necessary log file access without charge.
- C. During the term of this Agreement and any extensions of the annual support and maintenance services, Consultant shall provide telephone support for all trained City representatives from 8:00 am until 8:00 pm, Eastern Standard Time, Monday through Friday (excluding holidays). Emergency support is provided on a 24/7/365 basis for representatives named by the City via email or SMS. Local in-person support is also available by appointment with a minimum of 48hr notice. The City is responsible for ensuring Global Web Advisors, LLC has current and updated contact information for representatives named by the city. Support includes providing technical support of the content management system as well as feature support (pages, calendars, blogs, etc.). Following initial setup, additional page design, graphic design, user training, site modification, and custom programming may be contracted separately for an additional fee.

9. Data to be Furnished to the Consultant. All information, data, reports, records and maps which are existing, readily available and reasonably necessary, as determined by the City Administrator or his/her authorized agent, for the performance by the Consultant of the work and services required by this contract shall be furnished to the Consultant without charge by the City. The City, its agents and employees, shall fully cooperate with the Consultant in the performance of the Consultant's duties under this contract.

10. Rights in Documents, Materials and Data Produced.

A. Consultant that all reports, drawings, studies, specifications, estimates, computations and other data prepared by or for it under the terms of this contract shall be delivered to, become and remain the property of the City upon termination or completion of the work. The City shall have the right to use same without restriction or limitation and without compensation to the Consultant other than that provided for in this contract. For the purposes of this contract, "data" includes writings, photography, video, sound recordings, or other graphic representations and works of a similar nature. No reports, maps or other documents produced in whole or in part under this contract shall be the subject of an application for copyright by or on behalf of the Consultant or its subcontractors.

B. This Agreement is not a sale of a Global Web Advisors, LLC proprietary CMS.

C. Upon completion of the development of the site, the City will assume full responsibility for website content maintenance and content administration. The City shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all content throughout the entirety of this contract and there after.

11. Publication and Publicity.

A. Articles, papers, bulletins, reports or other material reporting the plans, progress, analysis or results and findings of the work conducted under this contract shall not be presented publicly or published without prior approval of the City Administrator or his/her authorized agent. All such reports, information, data, shall be kept confidential by Consultant and shall not be made available to any individual or organization by Consultant, until the City Administrator or his/her authorized agent authorizes the same in writing,

B. City permits Consultant to include an example of the City's homepage and a link to the City's website on Consultant's corporate website as well as any data collected through Analytics for possible use in future case studies. City will cooperate with the Consultant to create a digital news item to be released in

conjunction with City's new website going live. City will provide Consultant with contact information for local and regional media outlets. Consultant may use the press release in any marketing materials as desired throughout the term of this Agreement. City agrees to allow Consultant to display a "Powered by Global Web Advisors, LLC" insignia and web link at the bottom of their web pages, City understands that the pricing and any related discount structure provided under this Agreement assumes such perpetual permission.

12. Interest of Consultant. The Consultant covenants that neither the Consultant, nor anyone controlled by the Consultant, controlling the Consultant, or under common control with the Consultant, nor their agents, employees or subcontractors, presently has an interest, nor shall acquire an interest, direct or indirect, which would conflict in any manner or degree with the performance of its service hereunder, or which would prevent, or to prevent, the satisfactory performance of the Consultant's service hereunder in an impartial and unbiased manner. Consultant further covenants that in the performance this contract no person having any such interest shall be employed by the Consultant as a subcontractor or otherwise. If the Consultant contemplates taking some action which may constitute a violation of this paragraph, the Consultant shall request in writing the advice of the City Administrator, and if the City Administrator shall notify the Consultant in writing that the Consultant's contemplated action will not constitute a violation hereof, then the Consultant shall be authorized to take such action without being in violation of this paragraph.

13. Indemnification.

A. To the fullest extent permitted by law, the Consultant shall indemnify and hold harmless the City, its officers, employees and agents from and against claims, damages, losses and expenses, including but not limited to attorney's fees, arising out of or resulting from performance of the work herein, but only to the extent caused in whole or in part by acts or omissions of the Consultant, its officers, employees, agents, and anyone directly or indirectly employed by them or anyone for whose acts they may liable, regardless of whether or not such claim, damage, loss or expense is caused in part by a party indemnified hereunder, except that this indemnification does not extend to damages caused by or resulting from the sole negligence or intentional acts or omissions of the indemnifying party. Such obligation shall not be construed to negate, abridge or reduce other rights or obligations of indemnity that would otherwise exist as to a party or person described in this paragraph. Such obligation shall not be construed to limit or negate the Consultant's right to seek contribution from any or all joint obligees whose acts or omissions in whole or in part gave rise to the claim, damage, loss or expense indemnified hereunder.

B. Global Web Advisors, LLC will not be liable for any act, omission of act, negligence or defect in the quality of service of any underlying carrier or other

service provider whose facilities or services are used in furnishing any portion of the service received by the customer and which are contracted directly by the City. Global Web Advisors, LLC will not be liable for any failure of performance that is caused by or the result of any act or omission by customer or any entity other than Global Web Advisors, LLC that furnishes services, facilities or equipment used in connection with Global Web Advisors, LLC services or facilities and which are contracted directly by the City,

14. Insurance. The Consultant shall not commence work under this contract until all insurance described below has been obtained and such insurance has been approved by the City, nor shall the Consultant allow any subcontractor to commence work on his subcontract until all similar insurance required of the subcontractor has been so obtained and approved by the Consultant.

~~A. Worker's Compensation: The Consultant shall procure and shall maintain during the life of this agreement, Worker's Compensation Insurance for all of its employees to be engaged in work on the project under this agreement, and in case any such work is sublet, the Consultant shall require the subcontractor similarly to provide Worker's Compensation Insurance for all of the latter's employees to be engaged in such work unless such employees are covered by the protection afforded by the Consultant's Worker's Compensation Insurance.~~

Initials: City: _____ Consultant: _____

B. Comprehensive General Liability: The Consultant shall procure and shall maintain during the life of this agreement, such Comprehensive General Liability Insurance as shall protect it performing work covered by this agreement from claims for damages for Bodily Injury, including accidental death, as well as from claims for property damages, which may arise from operations under the agreement, whether such operations are by the Consultant or by anyone directly or indirectly employed by either of them. The amount of insurance shall not be less than the following:

\$1,000,000 Bodily Injury, including death, each occurrence
\$1,000,000 Property Damage, each occurrence
\$2,000,000 Property Damage, in the aggregate.
\$20,000 Equipment

C. Certificates of Insurance: Certificates acceptable to the City shall be attached to the signed Contract Documents when they are transmitted to the City for execution. The Consultant shall not commence work under this contract until all insurance described above has been obtained and the City has approved such insurance. See Exhibit D.

15. Assignability. The Consultant shall not assign, sublet or transfer all or any portion of his/her interest in this Agreement without the prior written approval of the City

Administrator or his/her authorized agent.

16. Applicable Law. This contract shall be deemed to have been executed and performed in the State of Georgia, and all questions of interpretation and construction shall be construed in accordance with the laws of the State of Georgia.

17. Jurisdiction. The parties hereby irrevocably submit to the jurisdiction of the state courts of the State of Georgia for Fayette County and to the jurisdiction of the United States District Court for the Northern District of Georgia for the purposes of any suit, action or other proceeding arising out of or based upon this Agreement or the subject matter hereof brought by any party to this Agreement.

18. Notices. Any notice or other communication required or permitted hereunder shall be deemed given if in writing and delivered personally, by electronic mail, or sent by certified, registered or express mail, postage prepaid, to the respective addresses of the parties set forth below or to such other addresses as any party hereto may hereafter furnish to the other in writing in accordance herewith, except that notices of change of address shall be effective only upon receipt. Any such notice shall be deemed given when personally delivered or when received, if either (1) delivered by electronic mail (with written confirmation of receipt and provided that a copy of the same is also sent the same day by certified, registered or express mail, postage prepaid, to the respective addresses of the parties) or (2) delivered by registered or certified mail or overnight courier delivery:

City:

Ray Gibson
City Administrator,
City of Fayetteville
240 Glynn Street
Fayetteville, GA 30214
Facsimile No.: 770-460-4238
E-Mail Address: RGibson@Fayetteville-ga.gov

with a copy to:

Kelvin Joiner
Information Technology Director,
City of Fayetteville
240 Glynn Street
Fayetteville, GA 30214
Facsimile No.: 770-460-4238
E-Mail Address: KJoiner@Fayetteville-ga.gov

Consultant:

Anne-Kathrin Kozerski, President
Global Web Advisors, LLC
6828 Louis Drive
Locust Grove, GA 30248
E-Mail Address: Anne@globalwebadvisors.com

19. Entire Agreement and Opportunity to Review. This Agreement (including the Exhibits hereto) and the agreements, certificates and other documents delivered pursuant hereto and referenced herein contain the entire agreement among the parties with respect to the transactions described herein, and supersede all prior agreements, written or oral, with respect thereto. Each party acknowledges that he/it has had the opportunity to review all documents associated with this transaction with counsel of their choice, and that each party has read and understands the terms of this Agreement as well as all other documents associated herewith.

20. Waivers and Amendments. This Agreement may be amended, superseded, canceled, renewed or extended, and the terms hereof may be waived, only by a written instrument signed by the parties, or in the case of a waiver, by the party waiving compliance. No delay on the part of any party in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any waiver on the part of any party of any such right, power or privilege, nor any single or partial exercise of any such right, power or privilege preclude any further exercise thereof or the exercise of any other such right, power or privilege.

21. Binding Effect; No Assignment. This Agreement shall be binding upon and inure to the benefit of the parties and their respective successors and legal representatives. This Agreement shall not be assignable except by written consent of the non-assigning parties hereto, and any other purported assignment shall be null and void.

22. Further Assurances. From time to time prior to, at and after the execution of this Agreement, each party will execute all such instruments and take all such actions as another party, being advised by counsel, shall reasonably request in connection with carrying out and effectuating the intent and purpose hereof and all transactions and things contemplated by this Agreement, including, without limitation, the execution and delivery of any and all confirmatory and other instruments in addition to those to be delivered at the closing, and any and all actions which may reasonably be necessary or desirable to complete the transactions contemplated hereby.

--Remainder of this page left intentionally blank--

IN WITNESS WHEREOF, the Consultant and the City have executed this Agreement as of the day first above written.

Global Web Advisors, LLC

ATTEST:

By: _____
Title: Anne-Kathrin Kozerski, President

City Of Fayetteville

ATTEST:

By: _____
Edward Johnson, Mayor

--Remainder of this page left intentionally blank--

Exhibit A · Global Web Advisors, LLC - Project Deliverables

Project Development Total	\$29,997
See a detailed breakdown of included modules and functionality on page 2.	
Hosting Per Year (Hostmonster)	\$700 - \$1,000

All Quotes are in US Dollars and valid for 30 Days from August 4, 2016.	
TOTAL COST	\$30,697-\$30,997
Optional six (6)-month comprehensive extended support & maintenance contract	First six (6)-months, \$24,000; Second six (6)-months, \$18,000; Third six (6)-months, \$15,000

Exhibit A -Page 1 of 5

--Remainder of this page left intentionally blank--

Timeline Breakdown with Deliverables

Objective 1: Establishing Your Site's Focus	
Phase 1: Analysis and Timeline Development <ul style="list-style-type: none"> The Consultant will collaborate with the City in order to develop an appropriate timeline for implementation of the new website. Deliverable: Project Timeline and worksheets. 	60 Days
Phase 2: Website Design and Logo Design <ul style="list-style-type: none"> Consultant will provide three (3) complete unique design options from which the City will choose a final design for implementation. 	

<u>Deliverable</u> : Website Design Composition and Logo Design	
Phase 3: Navigation Architecture Development <u>Deliverable</u> : Navigation structure optimized for your website.	
Objective 2: Content Development and Page Layout	
Phase 4: Modules and Site Setup <u>Deliverable</u> : Set up fully functional site, software that runs the site, and site's statistical analysis.	150 Days
Phase 5: Content Migration of 1,000 standard pages and supporting elements <u>Deliverable</u> : Website content development and module content.	150 Days
Phase 6: Test and Review Establish Future Expectations <ul style="list-style-type: none"> • Make final revisions to website • Quality assurance review of new website • Review ongoing responsibilities of department heads and administrative staff <u>Deliverable</u> : List of items that need to be addressed.	30 Days
Objective 3: Equipping Your Staff for Successful Website Maintenance	
Phase 7: Training <u>Deliverable</u> : Train System Administrator(s) on CMS Administration, permissions, setting up groups and users and module administration. Basic User training on pages, module entries, applying modules to pages. Applied use and usability consulting to result in effective communication through your website.	40 hours spread out over 4 months
Objective 4: Website Deployment	
Phase 8: Go-Live and Project Review <u>Deliverable</u> : Final project review report	1 Week
Phase 9: Marketing and Brand Consulting <u>Deliverable</u> : Registration/Index Submission of site with all major search engines	30 Days
Phase 10: Ongoing Consultation <u>Deliverable</u> : Site review with recommendations for enhancements to improve visitor interaction; additional layout, design and content recommendations.	-included-
Module Upgrades	N/A
Functionality Upgrades	N/A
Additional domain name and standard portal(s)	
Gov 2.0 Upgrades	-included-
Blog	Share
Facebook Integration	Twitter Integration
Options	-included-
360° Photography Production; Still photography production; Image editing and virtual tour stitching	120 Days
Total Project Development Time	180 Days
Optional six (6)-month support and maintenance	+ 180 days
Annual Hosting	1 Year

Exhibit A -Page 2 of 3

Project Enhancement Options

Consulting/Training Options	One-Time
Pre-Implementation Option: On-Site Kick-Off Meeting One day meeting with website committee to discuss design goals, review audience goals and meet with departments to kickoff with a project overview. <u>Deliverable</u> : A document summarizing the meetings, with analysis and recommendations. Design information gathered.	-included-
Pre-Implementation Option: On-Site Strategic Planning with Individual Departments Two days of meetings (up to 12 departments) to interpret current processes and services, resulting	-included-

in recommendation for website solutions. Deliverable: A document summarizing the meetings, with analysis and recommendations. Design information gathered.	
Phase 3 Option: Onsite Meeting for Individualized Content Planning Two days (up to 12 Departments) to analyze call logs, review assignments, review individual sections' navigation, identify services/needs of departments, demonstrate best practices, review functionality and how it applies to individual sections. Deliverable: Presentation on best practices, review worksheet assignments and review design composite.	-include-
Phase 4 Option: N/A	N/A
Phase 5 Option: 40hrs On-Site Training in Fayetteville, GA (up to 10 employees) Client is responsible for all travel-related arrangements and expenses. Deliverable: Train System Administrator(s) on CMS, applications and permissions, setting up users, a basic User training on pages, plugins, applying applications to pages, use of composer tools, etc. Applied use and usability consulting to result in effective communication through your website.	-included-
Phase 6 Option: One day On-Site Training/Consulting Review website with department administrators and provide additional time for basic learners. Review website procedures. Must be held concurrently with original on-site training session.	-included-
Phase 7 Option: Hands On Training Lab Training usage with responsive devices.	-included-
Phase 8 Option: Content Fixes Site review and cleanup immediately prior to go-live, correct page and configuration issues	-included-
Phase 9 Option: Website Presentation One day of on-site meetings to present website to stakeholders.	-included-
Post-Training Option: Three Month Training Checkup held three months after Go-Live, includes two days of additional consultation/training. Quote includes travel expenses.	\$7,000
Post-Training Option: Three Day Annual Training Refresher One day of consultation, two days refresher/advanced training. Quote includes travel expenses.	\$5,200

Exhibit A -Page 3 of 5

Functionality Options	One Time/Set-up/Annual	Per Request	Monthly
Emergency Alert -(Site-Wide Push) Posts at the top of each page of your website	\$500	\$100	n/a
Forms custom developed to City's specification	n/a	varies	n/a
Live redundant site at remote host location	\$2,000	n/a	included
LDAP Integration	\$2,700	n/a	n/a
Language Translation (hand translation, priced per single language)	\$125/page or \$1,000/10 pgs	n/a	n/a

Language Translation (Plugin, per language)	\$100	-included-	
Logo Development	-included-	n/a	n/a
Logo Development with Branding & Graphics Development	-included-	n/a	n/a
Sub-Site -Basic	n/a	\$2,500	\$100*
Sub-Site -Advanced	n/a	\$6,500	\$215*
TimeGlider (for documents)	n/a	n/a	\$5
Reservation System	\$1,200	n/a	n/a
“WildCard” SSL	\$348	n/a	\$
SiteLock	n/a	n/a	\$100
Complete Website and Database File Backup - Daily	-included-		
Complete Website and Database File Backup - Weekly	-included-		
Complete Website and Database File Backup - Monthly	-included-		
E-signature Integration	\$200		
E-form set-up and configuration		\$200	\$20**
Contact Form Submission Database	-included-		
Google 360° See-Inside Embed	-included-		

*Extended support and maintenance only.

**Third Party

Exhibit A -Page 4 of 5

--Remainder of this page left intentionally blank--

Project Development Includes the Following:

Web Applications and Plugins	Functionality
<ul style="list-style-type: none"> • Media Archive • Bid Postings • Business/Resource Directory • Calendar • TimeGlider • FAQs 	<ul style="list-style-type: none"> • Document and File Backup • Audit Trail/ History Log • PDF Viewer with Printable Functionality • Automatic Content Archiving • Dynamic Breadcrumbs • Dynamic Sitemap

<ul style="list-style-type: none"> • Healthy City Initiative • Job Postings • Online Job Application w/1 Generic Application • Newsletter and City Bulletins • Email Subscription • Opinion Polls • Photo Gallery • 360° Virtual Tour • Google 360° Photo Gallery • Quick Links • Staff Directory • Events Calendar • News / Blog 	<ul style="list-style-type: none"> • Expiring Items Library • Graphic Link Administration • Links Redirect and Broken Links Finder • Menu Management • Mouse-over Menu Structure • Online Editor for Editing and Page Creation WYSIWYG • Online Web Statistics (Google Analytics & PIWIK) • Visual Composer • Printer Friendly/Email Page • Rotating Content • RSS • Search Engine Registration • Site Search & Entry Log • Slideshow • User Administration Rights / Restrictive Access Rights • Website Administrative Log
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Semi-Annual Support, Maintenance & Hosting Service Include the Following:		
Support	Maintenance of Global Web Advisors Applications & Plugins	Hosting (Annual Only)
8-8 (EST) Mon-Fri (excluding holidays) 24/7 Emergency Support Dedicated Support Personnel 2-hour Response during Normal Hours Usability Improvements Integration New & Upgraded Services Proactive Support for Updates & Fixes Online Training Manuals Monthly Newsletters Phone Consulting Global Web Advisors, LLC Connection Global Web Advisors, LLC University	Install Service Patches for CMS Upgrades Fixes Improvements Integrations Testing Developments Usage Licenses	Shared Web/SQL Server DNS Dedicated IP Address Consulting & Maintenance Monitor Bandwidth-Router Traffic SSL Certificate Daily/Weekly/Monthly Automated Backup Intrusion Detection & Prevention Malware Protection

Exhibit A - Page 5 of 5

Exhibit B - 04-20-16 Request for Proposals RFP Item #IR211-03

Exhibit C - 05-19-16 Fayetteville RFP Response #IR211-03

Exhibit D - State Farm GWA Certificate of Insurance



Exhibit D - State Farm GWA Certificate of Insurance

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

07/28/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER  Bubba Ruppe Brian Andrews State Farm Insurance 1748 Hwy 81 E, McDonough, GA 30252 770-288-4900	CONTACT NAME: Amber Moore PHONE (A/C, No, Ext): 770-288-4900 E-MAIL ADDRESS: Amber.Moore.MCNR@StateFarm.com	FAX (A/C, No): 770-288-4908	
	INSURER(S) AFFORDING COVERAGE INSURER A: State Farm Fire and Casualty Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:		NAIC # 25143
INSURED Anne-Kathrin Dammel DBA Global Web Advisors LLC 240 South Glynn St. Fayetteville, GA 30214			

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
<input checked="" type="checkbox"/>	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			91EDM7103	07/28/2016	07/28/2017	EACH OCCURRENCE	\$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 300,000
							MED EXP (Any one person)	\$ 5,000
							PERSONAL & ADV INJURY	\$
							GENERAL AGGREGATE	\$
							PRODUCTS - COMP/OP AGG	\$
								\$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident)	\$
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
	UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE	\$
							AGGREGATE	\$
								\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			N/A			PER STATUTE	OTH-ER
							E.L. EACH ACCIDENT	\$
							E.L. DISEASE - EA EMPLOYEE	\$
							E.L. DISEASE - POLICY LIMIT	\$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE



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RECEIPT OF PAYMENT

FOR SFPP ACCOUNT 1452-5573-27

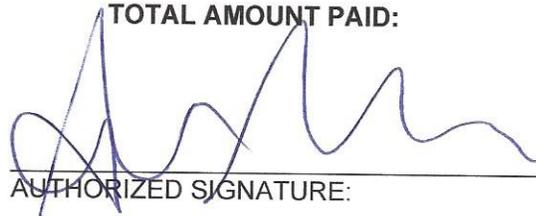
ACCOUNTHOLDER(S)

GLOBAL WEB ADVISORS LLC &
DAMMEL, ANNE-KATHRIN
6828 LOUIS DR
LOCUST GROVE GA 30248-7107

AGENT

BRIAN ANDREWS
1748 HIGHWAY 81 E
MCDONOUGH, GA 30252-3146
(770)288-4900

PAYMENT DATE	PAYMENT TYPE	CHECK # / REF #	AMOUNT
07-28-2016	CREDIT CARD	5G3GK6Y9	\$47.83
TOTAL AMOUNT PAID:			\$47.83



AUTHORIZED SIGNATURE:

AMBER MOORE

THANK YOU FOR YOUR PAYMENT. PAYMENTS ARE RECEIVED SUBJECT TO COLLECTION AND POLICY PROVISIONS. WE APPRECIATE YOUR BUSINESS.

29251637071206070613060712091512

RESOLUTION

R- 30-16

BE IT RESOLVED, that the Mayor and Council of the City of Fayetteville, Georgia do hereby adopt the attached City of Fayetteville Image Rebranding Project Bid Award to Global Web Advisors, LLC in the amount of \$29,997.00.

SO RESOLVED this 4th Day of August, 2016.

Edward J. Johnson, Jr. Mayor

Scott Stacy, Mayor Pro Tem

Kathaleen Brewer, Councilmember

Paul C. Oddo Jr., Councilmember

Harlan Shirley, Councilmember

James B. Williams, Councilmember

ATTEST:

Anne Barksdale, City Clerk



CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

VIA: Ray Gibson, City Manager

CC: Michael Bush, Director of Finance
Anne Barksdale, City Clerk

FROM: Brian Wismer, Community Development Director

DATE: July 29, 2016

SUBJECT: R-31-16 - Project budget list for restricted funds of the hotel/motel tax revenues.

The City currently levies an 8% hotel/motel tax, of which 3% is restricted per O.C.G.A 48-13-51 to be used for the purposes of “promoting tourism” and “tourism product development”. These restricted funds allow the City to increase its promotional efforts which attract travelers and tourists to stay in local hotels. They also allow the City to create tourism development projects that will improve destination appeal to visitors.

Per state guidelines, the City needs to identify a list of specific projects and promotional efforts that these funds will be used for. This list should be updated annually, as part of the Hotel Tax Report filed with the Dept. of Community Affairs. This year’s recommended list includes a continuation of the City’s efforts to fund The Ridge Nature Center, and includes other qualified expenses for the City’s Welcome Center at the historic courthouse, and advertising for upcoming events and attractions via The Bear FM and other media outlets.

Specifically regarding The Bear FM, they are considering relocation to Fayetteville. If that should occur, Staff recommends that the City dedicate an annual advertising budget from this fund in the amount of \$10,000 for the next four years for the purposes of downtown and City-wide promotions and outreach.

Due to the reasons stated above, Staff recommends APPROVAL of the Resolution for the budget plan of the hotel/motel excise tax 3% restricted funds for FY2017.

**CITY OF FAYETTEVILLE
COUNTY OF FAYETTE
STATE OF GEORGIA**

RESOLUTION OF THE MAYOR AND CITY COUNCIL

RESOLUTION R-31-16

WHEREAS, the City of Fayetteville levies a hotel/motel excise tax of 8% pursuant to O.C.G.A 48-13-51; and

WHEREAS, of this 8% hotel/motel excise tax, the City has restricted 1.5% for the purposes of Promoting Tourism, and 1.5% for Tourism Product Development; and

WHEREAS, the City is required to adopt a tax budget plan specifying how restricted funds will be expended; and

NOW THEREFORE, it is hereby RESOLVED by the Mayor and Council of the City of Fayetteville that for FY2017, the following projects shall be funded in full or in part by the restricted funds of the City's hotel/motel excise tax revenues, for the purposes of "promoting tourism" and "tourism product development".

- The Ridge Nature Center: To include, but not be limited to, capital costs and operating expenses for the enhancement and development of parks, trails, and kayak/canoe accommodations to improve destination appeal and support visitor experience.
- Visitors Welcome Center: To include, but not be limited to, operating expenses related to the Main Street Welcome Center in downtown Fayetteville.
- Advertising: To include, but not be limited to, expenses for radio and other media outlets for paid advertising of City events and attractions. Up to \$10,000 shall be dedicated for radio advertising at The Bear FM should the station relocate to Downtown Fayetteville.
- Other tourism product development projects: As permitted and defined in O.C.G.A. § 48-13-50.2 (6).

This the 4th day of August, 2016.

Edward J. Johnson, Jr.
Mayor

Anne Barksdale
City Clerk



CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

VIA: Ray Gibson, City Manager

CC: Alan Jones, Assistant City Manager/Fire Chief

FROM: Anne Barksdale, City Clerk

DATE: July 13, 2016

SUBJECT: Executive Session

Staff is requesting to meet in Executive Session to discuss potential litigation issue.