

REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res/Ord No.: 19233

Sponsor(s): Dan Tarwater III

Date: August 15, 2016

<p>SUBJECT</p>	<p>Action Requested <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>A Resolution authorizing the Director of Finance and Purchasing to make payment of \$400 for a COMBAT sponsorship to the Blue Springs Police Department for the purpose of promoting the Blue Springs Police National Night Out Against Crime on October 4, 2016, for anti-violence purposes.</u></p>										
<p>BUDGET INFORMATION <i>To be completed By Requesting Department and Finance</i></p>	<table border="1" data-bbox="316 590 1255 936"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$400.00</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$0</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$400.00</td> </tr> <tr> <td>pAmount budgeted for this item *:</td> <td>\$400.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number: FROM: ⁶²¹⁰ 008-4401-56201, Anti-Drug, COMBAT, Advertising</td> <td>\$400.00 \$400.00</td> </tr> </table> <p><input type="checkbox"/> If account includes additional funds for other expenses, total budgeted in the account is: <input type="checkbox"/> No budget impact (no fiscal note required)</p> <p>Prior Year Budget (if applicable): \$72,000.00 Prior Year Actual Amount Spent (if applicable): \$70,061.05</p>	Amount authorized by this legislation this fiscal year:	\$400.00	Amount previously authorized this fiscal year:	\$0	Total amount authorized after this legislative action:	\$400.00	pAmount budgeted for this item *:	\$400.00	Source of funding (name of fund) and account code number: FROM: ⁶²¹⁰ 008-4401-56201, Anti-Drug, COMBAT, Advertising	\$400.00 \$400.00
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<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date): Prior resolutions and (date):</p>										
<p>CONTACT INFORMATION</p>	<p>RLA drafted by: Stacey Daniels-Young, COMBAT Director, 881.3510</p>										
<p>REQUEST SUMMARY</p>	<p>A resolution authorizing the Director of Finance & Purchasing to make payment for a COMBAT sponsorship to the Blue Springs Police Department for its National Night Out Against Crime scheduled for October 4, 2016. The Anti-Drug Sales Tax fund authorizes the County to execute agreements and contracted services for the purpose of providing substance abuse treatment, prevention, grant match and other anti-drug and anti-violence initiatives in the community.</p> <p>The Blue Springs Police Department will provide a National Night Out Against Crime on October 4, 2016, which is expected to reach an estimated 1,000 persons who are looking for avenues to improve their community. In addition to marketing to Blue Springs citizens who may know of COMBAT through the DARE program or other Blue Springs youth programs funded by COMBAT, this event will allow COMBAT exposure to many citizens who are not familiar with COMBAT.</p> <p>The COMBAT sponsorship will allow COMBAT to place our logo on materials to be used for the Night Out Against Crime and to distribute our anti-violence materials, to help market COMBAT and its anti-violence messages to this population.</p>										
<p>CLEARANCE</p>	<p><input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)</p>										
<p>ATTACHMENTS</p>	<p>Quote</p>										

REVIEW	Department Director: <i>Acceptance Yes</i>	Date: <i>8-1-2016</i>
	Finance (Budget Approval): <i>If applicable</i> <i>Mary Rasmussen</i>	Date: <i>8/1/16</i>
	Division Manager: <i>Mary Lou Brown</i>	Date: <i>8/10/16</i>
	County Counselor's Office:	Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the _____ Fund in _____.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # _____
- Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.

COMBAT "SPONSORSHIP"/ADVERTISING GUIDELINES

COMBAT does not "sponsor" organizations or events, or assist with fundraising efforts.

"Sponsorship" requests should be viewed through the lens of Advertising opportunities that help market COMBAT and its Mission of eradicating substance abuse and violent crime.

Total for such advertising in any one year: \$10,000. Maximum amount for any one request: \$1,500

Requesting Group: **Blue Springs Police "National Night Out against Crime"/NNO**

Date of Event: 10-04-2016

Date of Request 06-17-2016 \$400

Parameters for decisions to recommend advertising to Legislature in response to sponsorship requests:

1. Does applicant organization already receive other funding from COMBAT? **Yes** Type: **DARE/ JCDTF**
If so, NO to additional "sponsorship" advertising.
2. When has organization received advertising support from COMBAT in the past? **Unknown**
3. Does event match COMBAT goals? (e.g., substance abuse prevention, violence prevention)
Yes
4. What is there about the potential audience that makes sponsorship a reasonable request for COMBAT?
Size of audience: Estimated potential **1000+** Most recent year & number **500-3000**
Will the event reach a geographic area that is not adequately served by COMBAT? (If YES, describe):
Yes: The City of Blue Springs has a diverse citizen base that includes many minorities and members of the LGTB community.

Will the event reach an underserved or high risk population (in terms of Substance Abuse or Violence Prevention)? If YES, describe: **Potentially: The audience at our NNO events are always diverse.**
We also have a fraction of our population that are extended stay residents at motels.
Will the event reach a key possible partner (and audience) that can help further COMBAT goals? If YES, describe: **Many in our past NNO audiences are progressive citizens looking for avenues to improve their community.**
5. Is the Mission of the requesting organization compatible with that of COMBAT (list): **BSPD and the City of Blue Springs has partnered with COMBAT on many projects and have enjoyed the compatibility of the organizations.**
6. Is there any conflict between the Mission of COMBAT and that of the requesting organization (list); or its other sponsors (e.g., other sponsors include liquor companies). Describe any possible such conflict:
NONE
7. Does the opportunity represent a key "friend raising" opportunity? If YES, describe: **The NNO Event will give COMBAT exposure to many of the citizens of our community who have supported COMBAT in the past.**
8. Has organization partnered with COMBAT in the past? If YES describe:
Aside from afore mentioned funding programs, we have partnered with COMBAT on many neighborhood cleanup projects.
9. Recommendation/inquiry for funding received from **Vince M. Ortega**

Signature of COMBAT staff member preparing request _____

Res. 19233

National Night Out Against Crime

On October 6, 2015, we invite your family to join us from 5:30 p.m. to 8:30 p.m. as we celebrate the 17th Annual National Night Out (NNO) event in Blue Springs!

Hundreds of families, elected officials and neighboring businesses will be stepping out in the streets of downtown Blue Springs to take a stand against crime and drug abuse.



What is National Night Out?

National Night Out is an annual event which takes place in communities all across America. The event is designed to raise community awareness and inform citizens on ways we can all work together to fight crime in our community.

This FREE Event will educate children and adults about crime prevention, general public safety and the danger of drugs. Scheduled entertainment includes FREE food, game booths, raffle prizes and live performances.

This promises to be an exciting and educational event.

How Can I get Involved?

Here are some of the ways you can help us create the this year's event in Blue Springs:

- Donate an item/items to be raffled at the NNO Main event in Downtown Blue Springs
- Make a monetary donation to help purchase NNO promotional items
- Host an informational booth at the NNO Main event (no booth costs)
- Host or participate in a neighborhood event, block party or business event in celebration of the 2015 National Night Out in Blue Springs!
- Contact Sergeant Kintz by [email](#) or call (816) 228-0178

Stay Connected With Us

415 East 12th Street, Ninth Floor
Kansas City, Missouri 64106
jacksoncountycombat.com

Stacey Daniels-Young, Ph.D.
Director
(816) 881-3510

Memo to: Mary Lou Brown
From: Stacey Daniels-Young
Date: August 1, 016
Re: Sponsorships
Cc: Jaime Rogers



Vincent M. Ortega
Deputy Director
(816) 881-3886

Please find attached two Request for Legislative Action packets for COMBAT sponsorships. Both of the events are anti-violence related and will occur in October. COMBAT will be able to place our logos on the event materials and distribute our own anti-violence materials.

After these sponsorships, COMBAT will have expended \$4150.00 of the \$10,000.00 budgeted for sponsorships annually.

Drug Commissioners:

Gloria Fisher
Venessa Maxwell-Lopez
Gene Morgan
Marva Marguerite Moses
Keith Query
Anita Russell
Joseph Spalitto, DDS
Lanna Ultican
James Witteman, Jr.

Fax:
(816) 881-1416