

REQUEST FOR LEGISLATIVE ACTION

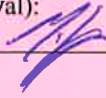
Completed by County Counselor's Office:

~~RES~~/Ord No.: 4915

Sponsor(s): Dennis Waits

Date: October 17, 2016

<p>SUBJECT</p>	<p>Action Requested <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Ordinance</p> <p>Project/Title: <u>Requesting an Ordinance appropriating \$50,524.00 from the Undesignated Fund Balance of the 2016 General Fund and approving an Addendum to an existing Contract with O'Neill Marketing and Events Management of Kansas City, MO awarded under the terms and conditions of Request for Proposal No. 29-16, Marketing Services for COMBAT Anti-Drug and Anti-Violence Marketing Campaign 5 increasing the scope of services.</u></p>														
<p>BUDGET INFORMATION <i>To be completed By Requesting Department and Finance</i></p>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$50,524.00</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$54,695.00</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$105,219.00</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$105,219.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number:</td> <td></td> </tr> <tr> <td>FROM: 001-2810 General Fund, Undesignated Fund Balance</td> <td>\$50,524.00</td> </tr> <tr> <td>TO: 001-5101-56799 General Fund, Non-Departmental, Marketing</td> <td>\$50,524.00</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <p>OTHER FINANCIAL INFORMATION: <input type="checkbox"/> No budget impact (no fiscal note required) <input type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract: Department: _____ Estimated Use: \$ _____</p> <p>Prior Year Budget (if applicable): _____ Prior Year Actual Amount Spent (if applicable): _____</p>	Amount authorized by this legislation this fiscal year:	\$50,524.00	Amount previously authorized this fiscal year:	\$54,695.00	Total amount authorized after this legislative action:	\$105,219.00	Amount budgeted for this item * (including transfers):	\$105,219.00	Source of funding (name of fund) and account code number:		FROM: 001-2810 General Fund, Undesignated Fund Balance	\$50,524.00	TO: 001-5101-56799 General Fund, Non-Departmental, Marketing	\$50,524.00
Amount authorized by this legislation this fiscal year:	\$50,524.00														
Amount previously authorized this fiscal year:	\$54,695.00														
Total amount authorized after this legislative action:	\$105,219.00														
Amount budgeted for this item * (including transfers):	\$105,219.00														
Source of funding (name of fund) and account code number:															
FROM: 001-2810 General Fund, Undesignated Fund Balance	\$50,524.00														
TO: 001-5101-56799 General Fund, Non-Departmental, Marketing	\$50,524.00														
<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date): _____ Prior resolutions and (date): 19229, August 8, 2016</p>														
<p>CONTACT INFORMATION</p>	<p>RLA drafted by (name, title, & phone): Jessica Johnson, Senior Buyer, 881-3465</p>														
<p>REQUEST SUMMARY</p>	<p>In April, 2016 the Purchasing Department solicited formal, written proposals for Marketing Services for the COMBAT Anti-Drug and Anti-Violence Marketing Campaign 5, Request for Proposal No. 29-16. On August 15, 2016 a Contract was awarded to O'Neill Marketing and Event Management of Kansas City, MO in the amount of \$54,695.00 via Resolution No. 19229.</p> <p>Economic Development desires to increase the scope of services to include voter educational mailers for the November 2016 election at an actual cost not to exceed \$50,524.00.</p> <p>The Director of Finance and Purchasing requests the appropriate of funds as follows:</p> <table style="width: 100%; border: none;"> <tr> <td></td> <td style="text-align: center;">FROM</td> <td style="text-align: center;">TO</td> </tr> <tr> <td>001-2810: General Fund, Undesignated Fund Balance</td> <td style="text-align: center;">\$50,524.00</td> <td></td> </tr> <tr> <td>001-5101-56799: General Fund, Non-Departmental, Marketing</td> <td></td> <td style="text-align: center;">\$50,524.00</td> </tr> </table>		FROM	TO	001-2810: General Fund, Undesignated Fund Balance	\$50,524.00		001-5101-56799: General Fund, Non-Departmental, Marketing		\$50,524.00					
	FROM	TO													
001-2810: General Fund, Undesignated Fund Balance	\$50,524.00														
001-5101-56799: General Fund, Non-Departmental, Marketing		\$50,524.00													
<p>CLEARANCE</p>	<p><input checked="" type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) N/A <input checked="" type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)</p>														
<p>ATTACHMENTS</p>	<p>Memorandum from James Ryan of Economic Development, quotation from O'Neill Marketing & Event Management and Resolution 19229.</p>														

REVIEW	Department Director:	Date:
	Finance (Budget Approval): <i>If applicable</i> 	Date: 10/14/16
	Division Manager:	Date:
	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:
2810	Unallocated fund Balance	\$ 50,524

- 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.


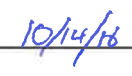
Supplemental Appropriation Request Jackson County, Missouri

Funds sufficient for this appropriation are available from the source indicated below.

Date: October 14, 2016

ORD # 4915

Department / Division	Character/Description	From	To
General Fund - 001			
2810	Undesignated Fund Balance	\$ 50,524	
5101 - NonDepartmental	56799 - Marketing		\$ 50,524

 Budgeting




JACKSON COUNTY Economic Development

22101 Woods Chapel Road
Blue Springs, Missouri 64015
jacksongov.org

Calvin Williford
Chief Economic
Development Officer
(816) 503-4847

Johnny Sweeney
Director of Economic
Development
(816) 503-4846

Jim Malle
Development
Incentive Administrator
(816) 881-3247

James M. Ryan
Tax Incentive Specialist
(816) 881-6665

Samantha Kania
Tax Incentive Specialist
(816) 881-1597

Fax:
(816) 503-4885

To: Purchasing Department
From: Jackson County Economic Development Department
Date: October 14, 2016
Subject: Vehicle Use Tax Public Information Initiative Scope of Work

Jackson County is contracting with O'Neill Events and Marketing to undertake a public information initiative to help educate Jackson County voters on the importance of the Vehicle Use Tax. The public information initiative will include two educational mail pieces. The total cost between design, art work, printing, and mailing will be no more than \$50,524. The mailers are intended to educate the public on the financial implications of renewing the use tax and its benefits to both Jackson County and its residents.

Background

The renewal of this use tax will have serious financial consequences for both Jackson County and Missouri as a whole.

On November 8th, 2016, Jackson County voters will vote on whether to renew the County vehicle use tax. Prior to this election, Jackson County had taxed vehicles purchased out of state in the form of a sales tax. The Missouri Supreme Court ruled this practice unconstitutional because the Missouri General Assembly did not intend for the motor vehicle tax to be levied on motor vehicles purchased out of state. In response, Governor Nixon signed legislation eliminating use tax on motor vehicles and replaced it with a sales tax. The law also required localities that had not previously approved a use tax to hold a vote to decide whether or not to continue the use tax.

The Department of Revenue estimates that if the tax loophole is not fixed, the state will lose \$7.3 billion in automobile sales. Jackson County is facing an estimated loss of \$3.8 – 7 million if the sales tax is not renewed. In addition to Jackson County automobile dealerships losing revenue, high-paying jobs such as ongoing car maintenance and other related jobs could leave the state.

Frank White, Jr., County Executive

O'Neill Marketing & Event Management

PROPOSED SERVICES:

October 14, 2016

CLIENT: Jackson County Communications Department

PROJECT: Public Education Support - Sales Tax on Motor Vehicles

SERVICES: O'Neill Marketing & Event Management will provide copywriting, design and mail services for the purpose of educating (without advocacy) county residents about the November 2016 ballot question dealing with the collection of sales taxes from the purchases of motor vehicles, boat and trailers by Jackson County residents from out of state dealers.

COST BREAKOUT

Concepts, copywriting , editing and project management	\$5,000
Design services	\$650
Printing and mailing services	\$25,834
Postage (.28 per piece est) (68,100 pieces to frequent voters)	\$19,040

TOTAL \$50,524