

**IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI**

**A RESOLUTION** awarding a twenty-four month term and supply contract for the furnishing of branding consultant services for use by the Parks and Recreation Department to Trozzolo Communications Group of Kansas City, MO, under the terms and conditions of Request for Proposals No. 64-11.

**RESOLUTION #17750**, November 28, 2011

**INTRODUCED BY** Fred Arbanas, County Legislator

WHEREAS, the Parks and Recreation Department is in need of a consultant to develop a branding concept, integration strategy, and implementation plan, and to provide on-call services; and,

WHEREAS, the Director of Finance and Purchasing solicited formal written bids on Request for Proposals No. 64-11 for these services; and,

WHEREAS, a total of forty-one notifications were distributed and five responses were received; and,

WHEREAS, an evaluation team made up of representatives from the Parks and Recreation Department, the County Executive's Office, and the Communication's Office ranked the responses, with the three highest scoring proposals as follows:

**RESPONDENT**

**EVALUATION SCORE**

Trozzolo Communications Group  
Kansas City (Jackson County), MO 609 points

EAT Advertising and Design  
Parkville, MO 570 points

Tonic  
Kansas City (Jackson County), MO 529 points

and,

WHEREAS, the Director of Finance and Purchasing recommends that the award be made to Trozzolo Communications Group of Kansas City (Jackson County), MO as the respondent submitting the lowest and best bid; and,

WHEREAS, this award is made on an as needed basis and does not obligate the County to pay any specific amount; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri, that award be made as recommended by the Director of Finance and Purchasing, and that the Director be and hereby is authorized to execute for the County any documents necessary for the accomplishment of this award; and,

BE IT FURTHER RESOLVED that the Director of Finance and Purchasing is authorized to make all payments, including final payment on the agreement, to the extent that sufficient appropriations to the using spending agency are contained in the then current Jackson County budget.

Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FORM:

[Signature]  
Chief Deputy County Counselor

W. Stephen Neff  
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #17750 of November 28, 2011, was duly passed on December 6, 2011 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 7

Nays 0

Abstaining 0

Absent 2

12.6.11  
Date

[Signature]  
Mary Jo Spino, Clerk of Legislature

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 is subject to annual appropriation.

12/22/11  
Date

[Signature], Asst  
Director of Finance and Purchasing

# REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res/~~Ord~~ No.: 17750

Sponsor(s): Fred Arbanas

Date: Nov. 28, 2011

<p><b>SUBJECT</b></p>	<p>Action Requested  <input type="checkbox"/> Resolution  <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>Awarding a Twenty-Four Month Term and Supply Contract for the furnishing of Branding Consultant Services for the Parks &amp; Recreation Department to Trozzolo Communications Group (Jackson County) of Kansas City, Missouri; under the terms and conditions of Request for Proposal No. 64-11.</u></p>												
<p><b>BUDGET INFORMATION</b>  <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>\$</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$</td> </tr> <tr> <td>Source of funding (name of fund) and account code number; FROM / TO</td> <td>FROM ACCT  TO ACCT</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <p><b>OTHER FINANCIAL INFORMATION:</b></p> <p><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: Parks Estimated Use: \$100,000.00</p> <p>The RLA only approves the term and supply contract; funds were already appropriated through the annual budget adoption. Figures included in the background section are for informational purposes to provide an estimate of contract value.</p> <p>Prior Year Budget (if applicable): N/A          Prior Year Actual Amount Spent (if applicable): N/A</p>	Amount authorized by this legislation this fiscal year:	\$	Amount previously authorized this fiscal year:	\$	Total amount authorized after this legislative action:	\$	Amount budgeted for this item * (including transfers):	\$	Source of funding (name of fund) and account code number; FROM / TO	FROM ACCT  TO ACCT		
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<p><b>PRIOR LEGISLATION</b></p>	<p>Prior ordinances and (date): N/A          Prior resolutions and (date): N/A</p>												
<p><b>CONTACT INFORMATION</b></p>	<p>RLA drafted by (name, title, &amp; phone): Teddy Ballard, Senior Buyer, 881-3465</p>												
<p><b>REQUEST SUMMARY</b></p>	<p>The Parks &amp; Recreation Department is requesting a consultant to develop a Branding Concept, Integration Strategy, and Implementation Plan for these services. In addition, the consultant shall provide "on-call" services. Request for Proposal No. 64-11 was issued by Purchasing to address this need.</p> <p>A total of 41 notifications were distributed and five (5) responses were received. The three highest scoring Respondents are as follows:</p> <table border="1"> <thead> <tr> <th>RESPONDENT</th> <th>EVALUATION SCORE</th> <th>TOTAL BASE BID</th> </tr> </thead> <tbody> <tr> <td>Trozzolo Communications Group (Jackson County), Kansas City</td> <td>609 points</td> <td>\$100,000.00</td> </tr> <tr> <td>EAT Advertising and Design (Platte County), Parkville, MO</td> <td>570 points</td> <td>\$187,780.00*</td> </tr> <tr> <td>Tonic (Jackson County), Kansas City</td> <td>529 points</td> <td>\$ 70,000.00**</td> </tr> </tbody> </table>	RESPONDENT	EVALUATION SCORE	TOTAL BASE BID	Trozzolo Communications Group (Jackson County), Kansas City	609 points	\$100,000.00	EAT Advertising and Design (Platte County), Parkville, MO	570 points	\$187,780.00*	Tonic (Jackson County), Kansas City	529 points	\$ 70,000.00**
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	<p>Points are for the total score from the entire Evaluation Committee; evaluation points were based on Compliance with Request for Proposal Requirements, Qualifications, Marketing Approach, Experience and References, and Pricing. Trozzolo Communications Group having the highest cumulative scoring proposal is recommended for award.</p> <p>* The Evaluation Committee could not calculate a specific quote from EAT Advertising for individual tasks as instructed in the RFP addendum. Therefore, EAT's pricing represents the maximum dollar amount within each rang.</p> <p>** The Evaluation Committee could not calculate a specific quote from Tonic for individual tasks as instructed in the RFP addendum.</p> <p>Pursuant to Section 1054.6 of the Jackson County Code, 1984, the Director of Finance and Purchasing recommends the award for the furnishing of Branding Consultant Services for the Parks &amp; Recreation Department to Trozzolo Communications Group (Jackson County) of Kansas City, Missouri; under the terms and conditions of Request for Proposal No. 64-11 as the most qualified respondent meeting specifications.</p> <p>This award is made on an "As Needed" basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specified purchases is subject to annual appropriations.</p>	
CLEARANCE	<input checked="" type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input checked="" type="checkbox"/> Business License Verified (Purchasing & Department) <input checked="" type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS	Abstract of Bids, Recap of Pricing, and Evaluation Memo from Ms. Michele Newman of the Parks & Recreation Department	
REVIEW	Department Director: <i>Michele Newman</i>	Date: <i>11-16-11</i>
	Finance (Budget Approval): <i>If applicable</i> <i>Robert A. Ball</i> <i>NA</i>	Date: <i>11-17-11</i>
	Division Manager: <i>[Signature]</i>	Date: <i>11/17/11</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.

ABSTRACT OF BIDS

NO		DESCRIPTION	UNIT	QTY	Candid Marketing & Communications AMOUNT	Patt Banks Associates AMOUNT	EAT AMOUNT	Trozolo AMOUNT	Tonic Inc. AMOUNT
Total Base Bid					see bid	see bid	see bid	see bid	see bid
BID: 64-11									
OPENING DATE: 10/25/11									
COMMODITY: Branding Consultant Servs.									
CERTIFICATION OF BID OPENING BIDS WERE PUBLICLY OPENED AND RECORDED									
ON <u>October 28, 2011</u> BY <u>[Signature]</u>									
CLERK OF THE REGISTRY									
PURCHASING									

REQUEST FOR PROPOSAL NO. 64-11 RECAP  
BRANDING CONSULTANT SERVICES

R. #17750

ITEM	TASK	TROZZOLO (Jackson County, Kansas City, MO	EAT ADVERTISING* (Platte County), Parkville, MO	TONIC** (Jackson County), Kansas City, MO
A	Branding Concept	75,000.00	178,780.00	50,000.00
B	Integration Strategy	10,000.00	4,500.00	Included in Task A
C	Implementation Plan	15,000.00	4,500.00	20,000.00
<b>TOTAL BASE BID</b>		<b>100,000.00</b>	<b>187,780.00</b>	<b>70,000.00</b>
* EAT did not provide a specific quote for each tasks as instructed in the RFP addenda. Pricing represents the maximum dollar within each range.				
** Tonic did not provide a specific quote for each tasks as instructed in the RFP addenda.				





# JACKSON COUNTY Parks & Recreation

22807 Woods Chapel Road  
Blue Springs, Missouri 64015  
www.jacksongov.org/recreation

Administration  
Historic Sites  
Ranger Station  
Recreation  
(816) 503-4800  
Fax (816) 795-1234

Kemper Outdoor  
Education Center  
(816) 229-8980

Fred Arbanas  
Golf Course  
(816) 761-9445

Blue Springs Marina  
(816) 795-1112

Jacomo Marina  
(816) 795-8888

Longview Marina  
(816) 966-0131

Special Population  
Services  
(816) 763-5130

## MEMORANDUM

**TO:** Teddy Ballard, Senior Buyer

**FROM:** Michele Newman, Director of Parks & Recreation

**Date:** November 15, 2011

**Re:** RFP No. 64-11 Branding Consulting Services for Parks & Recreation Department

Jackson County Parks & Recreation is excited to embark on a Strategic Branding Campaign. This new marketing approach will be valuable to our enterprise operation in today's highly competitive market.

The Evaluation Committee comprised of selected staff from Parks & Recreation, Communications and County Executive Office reviewed the proposals that were submitted in response to the RFP No. 64-11. The respondents to the RFP were Tonic, Candid Marketing & Communications, EAT Advertising and Design, PBA – Patti Banks Associates and Trozzolo Communications Group. The Committee evaluated each proposal using the criteria in the RFP to determine which respondents would be selected for an oral presentation. This process produced the following top-rated proposals that were invited to make an oral presentation; Tonic, EAT and Trozzolo.

After the oral presentation process, the Evaluation Committee evaluated each proposal based on the criteria in the RFP as follows:

Expertise of Firm/Provider Personnel	25% or 25 points
Responsive to Requirements	25% or 25 points
Evidence of Experience & References	20% or 20 points
Applicable Resources	20% or 20 points
Project Cost	<u>10% or 10 points</u>
Total	100% or 100 points

The cumulative score of the seven member Evaluation Committee, using the criteria and the associated points, ranked the respondents as follows:

1 <sup>st</sup> – Trozzolo Communications Group	608 points
2 <sup>nd</sup> – EAT Advertising and Design	570 points
3 <sup>rd</sup> – Tonic	529 points

Trozzolo is a large, full service firm based in Jackson County. Because of their size and resources, Trozzolo will complete the entire project in-house without the use of sub-contractors. They proposed committing the largest number of dedicated staff to this project. They have experience working with government agencies and Parks Departments. Because they are a local agency, they have a personal understanding of our competitive market. Trozzolo had the most polished and professional Oral Presentation. It was apparent that they had researched Jackson County Parks & Recreation and tied their presentation to personal experiences by staff with many Jackson County amenities. We believe Trozzolo's project approach and creative concepts best meets the needs of our Department.

Results of References confirmed our selection of Trozzolo. In fact, many of the agencies continue to retain Trozzolo on an "on call" basis because their initial experience was so positive. Comments from the City of Riverside, Clay County and the University of Kansas consisted of:

"Would work with Trozzolo again in a heartbeat."

"Got more than our money's worth."

"Did everything they were supposed to and more!"

"Met all of our deadlines"

"Received positive input from the community"

"If we pick Trozzolo we will be very happy"

**Cost Analysis per the requirements of the RFP**

- A) Branding Concept
- B) Integration Strategy
- C) Implementation Plan
- D) On-Call Services

**EAT**

- A) \$178,780.00 (Jackson County did not receive a specific quote from EAT for individual tasks as instructed in the RFP addendum. Therefore this figure represents the maximum dollar amount within each range.)
- B) \$4,500.00
- C) \$4,500.00
- D) \$85.00 per hour, Copy Smith \$90.00 per hour

**Trozzolo**

- A) \$75,000.00
- B) \$10,000.00
- C) \$15,000.00
- D) \$150.00 per hour

**Tonic**

- A) \$50,000.00 (Jackson County did not receive a specific quote from Tonic for individual tasks as instructed in the RFP addendum.)
- B) Included in pricing for Task A
- C) \$20,000.00
- D) \$170.00 per hour

Estimated cost for term and supply: \$100,000.

Please proceed with preparing the RLA for a resolution to be approved by the County Legislature to authorize the County Executive to execute a twenty-four (24) month consulting agreement with **Trozzolo Communications Group**.

Thank you.