



MELESA N. JOHNSON
Jackson County Prosecuting Attorney

3/9/2026

To: Monsherry Terrell

From: Samantha L. Morris, Chief of Operations

Subject: Recommendation for Award – Anti-Crime Sales Tax Campaign Consulting Services

This memo outlines the three proposals received for the Anti-Crime Sales Tax campaign and provides the recommended vendor for award. All three firms that submitted proposals have a strong reputation in the region and have demonstrated relevant experience with local issues. After full review, the Prosecutor's Office recommends awarding the contract to TJP.

Summary of Proposals:

- **Wickham James**
 - Proposed retainer: \$55,000
 - Additional services: Itemized and billed based on scope
 - Notes: Well-established locally with strong issue-based campaign experience.

- **TJP Strategies**
 - Proposed retainer: \$12,500
 - Proposed campaign budget: \$391,632
 - Notes: Extensive experience in public safety communications. Led the recent Public Safety Sales Tax campaign, which successfully passed despite significant opposition. Demonstrated strong strategic navigation in a challenging political climate.

- **Public Progress**
 - Proposed total campaign cost: \$450,000 (for a November ballot initiative)
 - Notes: Campaign funding model relied heavily on public donations.

The Prosecutor's Office recommends awarding the Anti-Crime Sales Tax campaign to TJP Strategies. Their established relationships within the community, proven track record on public safety initiatives, and demonstrated ability to effectively manage complex and highly contested campaigns positioned them as the strongest candidate. Their leadership on the recent Public Safety Sales Tax campaign illustrates their capability to navigate difficult political environments successfully.

Additionally, TJP's proposed retainer and budget structure align more closely with the needs of this unique campaign and provide a more comprehensive and strategic approach than the

alternatives. Given that the legislature has approved this ballot measure for inclusion on the November ballot, it is essential that the selected vendor possess both the experience and the tactical capacity to manage a high-visibility initiative of this scale.

For these reasons, the Prosecutor's Office respectfully requests that procurement proceed with awarding the contract to TJP Strategies.

Please let me know if you need any additional documentation or if further clarification is required.

Samantha Morris
Chief of Operations