

IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION awarding a twelve-month term and supply contract with one twelve-month option to extend for the furnishing of marketing services for use by the Prosecuting Attorney's Office and COMBAT staff to Tico Productions of Kansas City, MO, under the terms and conditions of Request for Proposals No. 37-19.

RESOLUTION NO. 20323, December 2, 2019

INTRODUCED BY Dan Tarwater III, County Legislator

WHEREAS, the Prosecuting Attorney's Office and COMBAT staff have a need for marketing services; and,

WHEREAS, the Director of Finance and Purchasing has solicited formal proposals for these services via Request for Proposals No. 37-19; and,

WHEREAS, an evaluation committee has determined that the proposal of Tico Productions of Kansas City (Jackson County), MO, is the better of the two proposals received, as set out in the attached recapitulation and analysis; and,

WHEREAS, pursuant to section 1030.4, Jackson County Code, the Director of Finance and Purchasing recommends the award of a twelve-month term and supply contract with one twelve-month option to extend for the furnishing of marketing services for use by the Prosecuting Attorney's Office and COMBAT Staff to Tico Productions of Kansas City, MO, under the terms and conditions of Request for Proposals No. 37-19; and,

WHEREAS, this award is made on an as needed basis and does not obligate Jackson County to pay any specific amount, with the availability of funds for specific purchases being subject to annual appropriation; 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 the award; and,

BE IT FURTHER RESOLVED that the Director of Finance and Purchasing is authorized to make all payments, including final payment on the contract, to the extent that sufficient appropriations to the using spending agencies 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:

Jim D. Hudson
Chief Deputy County Counselor

Bryan O. Coats
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution No. 20323 of December 2, 2019, was duly passed on December 9, 2019 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 9

Nays 0

Abstaining 0

Absent 0

12.9.19
Date

Mary Jo Spino
Mary Jo Spino, Clerk of Legislature

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 specific purchases is subject to annual appropriations.

12.2-2019
Date

[Signature] (FV)
Chief Administrative Officer

tico-sports.com



ticoproductions.com



Marketing Services

**Prosecuting Attorney's Office and COMBAT
RFP No. 37-19**

Proposed by:

**Tico Productions, LLC
1722 Holly Street - Level 2
Kansas City, Missouri 64108
Office: 816-321-2021**

Contact Person:

Lydia Knopp – Creative Director
Cell: 913-963-1128
E-mail: lydia@ticoproductions.com
FIN: 45-4167437

*Tico Productions, LLC is a MBE, DBE, SLBE and a
SBA 8(a) certified company.*

Cost Estimates: Creative Services

Description	Hourly Price	Estimated Hours	Annual Investment
Creative: Graphic Design			
Visual Branding of campaign identity, brand standards, and editable graphic & logo templates	\$75	40	\$3,000
Graphic design for print or digital mediums that can include infographics, social media graphics, media kits, posters, flyers, online web design, landing pages, advertisements, etc produced in both Spanish & English for the duration of the creative campaign	\$ 75	80	\$ 6,000
Creative: Photography			
Professional photography on-site or in-studio	\$75	5	\$375
Creative: Video Production (3 Final Products)			
7 pre-production hours per video	\$ 125	21	\$ 2,625
10 post-production hours per video	\$ 150	30	\$ 4,500
Branded Animations	\$ 50	2	\$ 100
3 Music Licenses			\$ 180
Professional Voice Over Artist			\$ 200
Creative: Audio Production			
Production of radio ads & commercials	\$ 75	15	\$ 1,125
<i>Estimated Investment for Creative: \$18,105</i>			

Cost Estimates: Administrative Services

Description	Hourly Price	Estimated Hours	Annual Investment
Administrative: Focus Groups & Market Research			
1-2 focus groups with select audiences (parents, teachers, administrators, students, marijuana users, etc.)	\$ 75	5	\$ 375
Develop key messaging copywriting, and brand voice in both English & Spanish	\$75	20	\$ 1,150
Administrative: Web Mastering & Digital Marketing			
Year-long social media & messaging plan including themes, designated hashtags, and channel implementation & strategy	\$75	10	\$ 750
Implementation of social media plan including two to four (2-4) multi-media posts a week across all platforms (Facebook, Twitter, Instagram, Snapchat, & Youtube)	\$ 75	50	\$ 3,750
Monthly analytic tracking and reports	\$75	12	\$ 900
<i>Estimated Investment for Administrative: \$6,925</i>			

Cost Estimates: Media Buying

Media Purchasing & Placement	
:15 & :30 second commercial airtime for 1-month on KPRS Hot 103.3 Jamz	\$ 3,900
:15 & :30 second commercial airtime for 1-month on Entercom KRBZ 96.5 & KMBZ 98.1 FM	\$ 6,300
:15 - :30 second commercial airtime for 2-months on 100.1 FM La Mega, Kansas City's Spanish Radio Station	\$ 3,000
Monthly Social Media "boosted" posts for Facebook/Instagram	\$ 620
Monthly Social Media "boosted" posts for Twitter	\$ 600
SEO tracking with Google Adwords	\$ 1,200
:15 - :30 second commercial airtime for Kansas City Chiefs and Tico Sports Spanish Radio Broadcast on the Kansas City Chiefs Mobile App	In-kind opportunity
Show feature on Cary Hall's America's Healthcare Advocate 1-hour radio show airing on KMBZ 98.1 FM	In-kind opportunity
<i>Estimate Investment for Media Purchasing & Placement: \$15,620</i>	

Total Estimated Investment = \$40,650

Cost Per Hour Services

Service	Hourly Rate or Fee	Service Description
Pre-Production	\$75/hr	Includes initial research, creative consultation, brand analysis, focus-groups, storyboarding, script writing, location scouting, scheduling, talent scouting, talent casting, art direction & mood boards.
Production	\$125/hr	Includes on-site interviews and BRoll, capable of filming in 4K, 2K and HD, in-studio interviews with backgrounds, on-screen talent coaching, aerial drone videography, lighting, & staging.
Post-Production	\$150/hr	Includes on-line non-linear editing, custom motion graphics, moving animation, special effects & export for various formats (social media, BluRay, DVD, 1080, TV).
Sound Design	\$75/hr	Includes professional voice-over recording, audio editing, language subtitling, music research, & voice-over talent coaching.
Graphic Design	\$75/hr	Includes branding, visual identity, custom vector artwork, icons, photo editing, promotional item design, environmental signage design (billboards, ads, etc), infographic, print, editorial, or digital design.
Photography	\$75/hr	Includes on-site or in-studio professional photography, lighting sets, coaching, editing and digital copies.
Music Licensing	\$60 per music track	One Standard Music license
Professional Voice Over Recording	\$200 per script	Includes professional voice-over artist talent fee per script recording. Additional changes after finalized script recording may result in additional cost.
Administrative	\$75/hr	Includes media buying, community engagement, community liaison coordination, scheduling, message development, focus groups, reporting, client correspondence, event planning, on-site activations, social media & online platform management, training, etc.