

CONSULTING AGREEMENT
Term and Supply Contract

THIS AGREEMENT made and entered into on this 22 day of December, 2011, by and between **JACKSON COUNTY, MISSOURI**, hereinafter called the "County" and the **TROZZOLO COMMUNICATIONS GROUP**, 811 Wyandotte, Kansas City, MO 64105, hereinafter called "Consultant".

WITNESSETH:

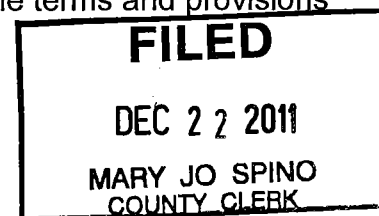
WHEREAS, County solicited formal written proposals on Request for Proposals No. 64-11 to provide consulting services for the Jackson County Parks and Recreation Department related to developing a branding concept, integration strategy, and implementation plan; and,

WHEREAS, Consultant's response was evaluated by team of representatives from the Parks and Recreation Department, the County Executive's Office, and the Communication's Office and Consultant's proposal was selected as the lowest and best bid; and,

WHEREAS, by Resolution No. 17750, dated November 28, 2011, the County Legislature did award a twenty-four month term and supply contract for branding consultation services under the terms and conditions of RFP No. 64-11; and,

WHEREAS, Consultant and County have agreed to be bound by the provisions hereof,

NOW, THEREFORE, in consideration of the foregoing and the terms and provisions



herein contained, County and Consultant respectively promise, covenant, and agree with each other as follows:

1. This Contract shall be binding when it is signed by the County's Director of Finance and Purchasing and shall be effective from December 6, 2011, until the end of the **24th** consecutive month from the month during which it first took effect unless it is sooner terminated in accord herewith.

2. Consultant shall provide services as set forth in Consultant's response to RFP No. 64-11, consisting of 66 pages, attached hereto as Exhibit A and incorporated herein by reference.

3. For its service, Consultant shall be paid fees in accordance with the fee schedule attached hereto as Exhibit B. All fees shall be payable when due, upon receipt of Consultant's invoice. If Consultant proposes to provide, and if the County accepts, services beyond those specified in Exhibit B, County shall pay for those services at the rate of \$150.00 per hour.

4. Except as provided in Exhibit B, Consultant shall bear all of the expenses of its work under this Agreement.

5. Consultant shall work as an independent contractor and not as an employee of County. Consultant shall be subject to the direction of County only as to the result to be accomplished and not as to the means and methods for accomplishing the result. Consultant shall report all earnings received hereunder as gross income, and be responsible for its own Federal, State and City withholding taxes and all other taxes, and

operate its business independent of the business of County except as required by this Agreement.

6. Consultant shall defend, indemnify and hold harmless the County for loss, damage or liability relating to this Agreement to the extent that such loss, damage, or liability results from the negligence or misconduct of Consultant or its employees, agents or subcontractor.

7. All modifications to this Agreement must be in writing signed by the County's Director of Finance and Purchasing.

8. The laws of the State of Missouri govern this Agreement.

9. This Agreement shall be binding upon and to the benefit of the successor and assignees of the parties.

10. If any covenant or other provision of this Agreement is invalid or incapable of being enforced by reason of any rule of law or public policy, all other conditions and provisions of this Agreement shall nevertheless remain in full force and effect and no covenant or provision shall be deemed dependent upon any other covenant or provision unless so expressed herein.

11. This Agreement incorporates the entire understanding and agreement of the parties.

IN WITNESS WHEREOF, the parties hereto have signed and executed this Agreement on the date first above written.

APPROVED AS TO FORM:

W. Stephen Nixon
W. Stephen Nixon
County Counselor

JACKSON COUNTY, MISSOURI

By: Q. Troy Thomas
Q. Troy Thomas
Director of Finance and Purchasing

ATTEST:

Mary Jo Spino
Mary Jo Spino
Clerk of the Legislature

TROZZOLO COMMUNICATIONS GROUP

By: Anthony Trozzolo
43-1515717
Federal I.D. or S.S.#

REVENUE CERTIFICATE

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.

December 21, 2011
Date

Q. Troy Thomas
Director of Finance and Purchasing

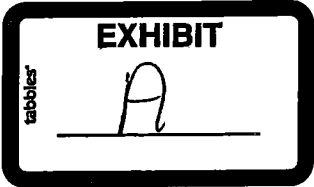


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Note: The Cost Estimate and Pricing document was submitted separately, as requested in the RFP.

Cover Letter

October 28, 2011

Teddy Ballard
Purchasing Department
Jackson County, Missouri
415 East 12th Street
Kansas City, MO 64106

Dear Teddy:

With nearly two million people enjoying the lakes, recreational activities, historic sites, campgrounds and everything else fun and engaging throughout Jackson County each year, an expanded system of trails coming soon, and an always-bustling calendar of events, these are exciting times for the Jackson County Parks & Recreation Department. A solid brand initiative will help leverage that momentum.

The Jackson County Parks & Recreation brand is a valuable asset to the County and the greater community, as well as the people and visitors who make it so special. There is a real opportunity to harness the power of the Jackson County Parks & Recreation brand. This isn't simply an opportunity to develop key messages and create a new logo. This is an opportunity to enhance the emotional connection the Department shares with the County, the community, the region and its people as a whole – in a way that is different, relevant and inspirational.

The Jackson County Parks & Recreation brand must evoke a desired response among its stakeholders. We want to help the County create that response. Trozzolo Communications Group wishes to be considered by the Jackson County Parks & Recreation Department as its strategic branding partner to develop a brand image and strategic implementation plan. Attached please find our response to **RFP No. 64-11: Branding Consultant Services**.

As a Jackson County-based company with employees who live, work and play within its boundaries, we understand the importance of Jackson County Parks & Recreation to our greater community and we would be honored to be part of its future success. As your partner for this branding initiative, Trozzolo will offer:

- *Knowledge of what makes a brand successful, sustainable and inspirational.*
- *Experience in creating brands that – beginning with proper implementation to encourage championing of the brand – elicit a desired emotional response.*
- *Deep understanding of the community – and its opportunities and challenges – that utilizes the services of Jackson County Parks & Recreation.*
- *A local partner who shares your vision to create and communicate a stronger, more visible and inspirational brand.*
- *Collaboration with your team, not consumption of your time.*

Please know that the company is in good financial standing, as is made evident by our ability to grow consistently over the past 22 years. We are happy to provide further financial disclosure if necessary. Here's a little bit more about us:

Trozzolo, founded in 1989, is one of the Midwest's premier communications agencies. We employ 47 associates in our downtown headquarters. Trozzolo provides clients with top-



drawer talent and strategic thinking in all marketing disciplines. The agency serves clients across the United States. However, we are most proud of the significant work we perform for some of the Heartland's most recognized organizations, including cities, counties, and governmental programs and divisions.

Our collective expertise includes advertising, public relations and branding. We are experienced in building strategic marketing platforms for our clients, using a multichannel, brand-centered approach. We employ numerous communications tools on behalf of our clients, ensuring a smart, strategic brand is developed, implemented and fostered.

Trozzolo is a privately owned corporation and is led by Pasquale Trozzolo, CEO, and Angelo Trozzolo, president. In 2003, Trozzolo acquired Blades & Associates, one of the city's top public relations firms. In early 2007, Trozzolo acquired Overland Park-based CNI Advertising to bolster its direct marketing services. In 2008, Corporate Communications Group, the largest public relations firm in the state of Kansas, merged its operations into Trozzolo. That same year, Trozzolo acquired Prairie Dog, a health care and consumer advertising agency. Prairie Dog | TCG is now Trozzolo's health care marketing division, which boasts an active client base that currently includes 35 hospitals located across the U.S.

These acquisitions, along with organic growth, have helped increase the firm's service offerings to encompass the entire marketing mix. Specifically, our capabilities and services include:

<i>Brand and Identity Development</i>	<i>Social Media</i>
<i>Research and Planning</i>	<i>Public Relations and Community Relations</i>
<i>Marketing Strategy and Plan Development</i>	<i>Media Relations and Crisis Communications</i>
<i>Internal Communications Initiatives</i>	<i>Custom Publishing</i>
<i>Full Creative Development and Production</i>	<i>Database and Direct Marketing</i>
<i>Interactive and Digital Strategy and Execution</i>	<i>Media Planning and Buying</i>

The agency is consistently ranked among the top advertising, branding and public relations firms in Greater Kansas City. We have been voted *Ingram's* magazine's "Best Small Agency" and have won more awards from the Kansas City Chapter of the Public Relations Society of America (PRSA) than any other agency over the past five years.

Your account manager for this project will be Jeff Madden. Jeff is an account supervisor, and is well-experienced in strategic branding engagements such as this. You can reach him by phone at 816-842-8111 or by email at jeff@trozzolo.com.

We would be honored to have the opportunity to discuss our proposal with the selection committee, present our credentials to you and introduce ourselves in person as this process continues. Please let us know if you have any questions or need additional information. Thank you for your time and consideration.

Best Regards,



Angelo Trozzolo
President
Trozzolo Communications Group
811 Wyandotte
Kansas City, MO 64105
816-842-8111
angelo@trozzolo.com



The Opportunity

To put it simply, parks fulfill an innate desire among most every American. We want to enjoy leisure time in public outdoor space as a benefit of citizenship. Of the many elements that comprise community – leadership, common values and relationships – parks and recreation departments provide among the most socially important. They enable enriching and restorative personal and group experiences on public lands and waters and at community-owned venues.

Jackson County Parks & Recreation is a national leader in fulfilling that desire for those of us who live within its lines, as well as its many visitors from nearby counties and beyond. The Parks & Recreation Department took root in 1922, and today has grown to include 21,000 acres, ranking it among the oldest and also among the largest county parks systems in the United States.

Despite this premier local, regional and national recreational achievement, the Department's diverse scope and range of facilities and activities – which include golf courses to hiking trails, living historic sites to boat rentals – make it difficult to recognize the Department as a single entity.

Many different people, groups, and communities across the County appreciate and enjoy Jackson County parks, and they use them in hundreds of different ways. The challenge will be to reach them with a brand and a message that is different and relevant to them, instills a sense of emotion, and inspires action. The parks and the activities within them are valuable marketing tools. Building a brand around all that Jackson County Parks & Recreation has to offer will take a strategic partner with the experience and desire necessary to move the needle for the County, setting it apart as a premier regional destination.

Trozzolo Communications Group is uniquely qualified to be that partner. We look forward to the opportunity to develop a smart, strategic and inspiring brand image for Jackson County Parks & Recreation. We will develop a brand platform that differentiates from the pack and connects with target audiences. Then, we'll develop a strategic implementation plan that is designed to make an impact, both internally and externally, for years to come.

We'll make a great team because we will push you, challenge you and guide you through a difficult initiative with as little pain as possible to your staff. Our qualifications include an impressive track record of similar past branding initiatives, as well as our company's location in Jackson County since Trozzolo was founded in 1989, and the fact that members of our staff use Jackson County Parks weekly, and we have done so for decades.

In fact, a sense of excitement has spread across the agency since it was announced that we would be responding to this RFP.

- *Two of our team members spent their first date as high schoolers 12 years ago on a walk on the Longview Lake Bike Trail. They're now married.*
- *One staff member obtained his first Lake Jacomo Sailboat Cove dry sail lot storage permit in a lottery supervised by Bill Landahl in the early 1980s, and he has renewed it annually ever since.*
- *Another boats and fishes at Lake Jacomo and regularly visits picnic shelters and playgrounds with family and friends.*



- *One staff member camped in Hayes Park, the Department's first park, as a Boy Scout in the 1960s. More recently, this same associate was on the staff of a Boy Scout District Camporee attended by more than 400 Scouts and adults at the Longview Lake Group Campground.*
- *Another staff member hasn't stopped gloating about his team's playoff run in the Jackson County Recreational Softball League this summer.*
- *Others from our team attend Dogtoberfest, Christmas in the Park and Missouri Town 1855 reenactment activities, among many other events, with their friends and families.*

In short, we understand the public benefit provided by the Department because we experience it firsthand. While we understand there is much more to learn about the Jackson County Parks & Recreation Department, please know that our learning curve for this assignment will not be steep, which is essential in order to meet the timeline specified for this project.

Trozzolo recognizes the diversity of the special communities that use Jackson County parks, ranging from historical reenactors to sailors, golfers to hikers, bicyclists to balloonists, and horseback riders to radio-controlled model plane pilots. We recognize that the Department needs easy-to-use graphic tools and style guides to communicate the singular branding of the parks, while still respecting the divergent passions of the varied community groups, sponsors and partners that bring them to life.

We commend the Department for recognizing that by developing and implementing a unified brand platform and implementation plan, the taxpaying and voting public will better appreciate the full range of excellent facilities and expansive breadth of recreational services delivered by the Jackson County Parks & Recreation Department.

With that public understanding and brand recognition will come deeper pride and greater support and fonder appreciation for Jackson County Parks & Recreation.

The following proposal shares our expertise in building brands for our clients, and outlines our recommendations for developing a brand that establishes a relevant difference for the Jackson County Parks & Recreation Department, as it revitalizes its identity and positions itself for the future.





PURCHASING DEPARTMENT

415 East 12th Street
Kansas City, Missouri 64106

816-881-3267
Fax 816-881-3268

REQUEST FOR PROPOSAL NO. 64-11
ISSUED: September 27, 2011
PAGE 1 OF 34

Jackson County, Missouri is seeking Proposals from qualified Respondents to provide **BRANDING CONSULTANT SERVICES** for the Jackson County Parks & Recreation Department.

Enclose your proposal in a sealed opaque envelope with the above Request for Proposal number written on the face of the envelope and deliver it to the Office of the Jackson County Purchasing Department, Room G-1, Ground Floor, Jackson County Courthouse, 415 East 12th Street, Kansas City, Missouri 64106 no later than 2:00pm C.T. on October 25, 2011, otherwise your Proposal will be **REJECTED**. There will be a public opening of proposals at 2:05pm C.T. on October 25, 2011, in Dutch Newman Conference Room located on the Second Floor of the Jackson County Courthouse at the above address.

Disabled persons wishing to participate in the Proposal Opening and who require a reasonable accommodation may call Jackson County Purchasing Department at 881-3267 or 1-800-735-2466 (Missouri Relay). Forty-eight (48) hour notice is required.

Point of Contact for this Request for Proposal is Teddy Ballard @ 816-881-3465. All questions must be in writing and emailed to tballard@jacksongov.org as detailed under General Conditions, Item Five on Page 12 of this Request for Proposal.

By submitting a proposal, you offer to enter into the Contract with the County, and your offer is not revocable for Ninety (90) Days following the Response Deadline indicated above.

Jackson County, Missouri reserves the right to waive any defect in the offer of any bidder and to reject any or all offers.

NOTE: The Successful Respondent MUST furnish the Purchasing Department a CERTIFICATE OF INSURANCE meeting the provisions of Exhibit A of this Request for Proposal within ten (10) working days after receipt of Award Notification.

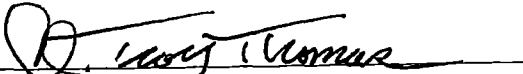
Your submitted Proposal must consist of:

- 1) All pages of this Request for Proposal, including the CONTRATOR'S SIGNATURE PORTION of the Contract on page 3 hereof, fully completed and signed;
- 2) the Affidavit on page 4, fully executed and notarized;
- 3) the Compliance Report Form on pages 5 & 6 fully completed and signed or, a current (issued within the last 12 months and Mandatory Annual Report turned in) Certificate of Compliance from Jackson County, Missouri, a copy of that certificate can be attached to your report. Failure to complete this report OR attach a current certificate may result in the **REJECTION OF YOUR PROPOSAL**;



- 4) the Statement of "No Bid" if you DO NOT intend to submit a Proposal on page 7 hereof, completed and signed by you;
- 5) the Acknowledgement of Receipt of Addenda, page 8, completed and signed by you;
- 6) FORM 1 – Provider Profile, page 22, completed;
- 7) FORM 2 – Key Subcontractors, page 23, completed;
- 8) FORM 3 – Experience/References, pages 24 thru 28, completed;
- 9) FORM 4 – Resume of Personnel, page 29, completed;
- 10) FORM 5 – Project Narrative, page 30, completed;
- 11) FORM 6 – Cost, page 31, completed;
- 12) the Respondent's minor Exceptions on page 34, fully completed and signed by you; and,
- 13) your Proposal as detailed on pages 14 through 30 herein.

Jackson County, Missouri reserves the right to request corrections, clarifications, and/or additional information pertaining to the Respondent's proposal response to Items 1 through 12. Such information must be received in the Purchasing Department within forty-eight (48) hours immediately following notification to the Respondent or the Respondent's Proposal will be deemed NON-RESPONSIVE.


Q. TROY THOMAS
Director of Finance and Purchasing



AFFIDAVIT

STATE OF Missouri)
) SS.
COUNTY OF Jackson)

Joshua Brewster of the City of Kansas City
County of Jackson State of Missouri being duly sworn on her or his oath, deposes and says;

1. That I am the Director of Client Engagement (Title of Affiant) of Trozzolo Communications Group (Name of Respondent) and have been authorized by said Respondent to make this Affidavit upon my best information and belief, after reasonable inquiry as to the representations herein.
2. No Officer, Agent or Employee of Jackson County, Missouri is financially interested directly or indirectly what Respondent is offering to sell to the County pursuant to this Invitation (though no representation is made regarding potential ownership of publicly traded stock of respondent).
3. If Respondent were awarded any contract, job, work or service for Jackson County, Missouri, no Officer, Agent or Employee of the County would be interested in or receive any benefit from the profit or emolument of such.
4. Either Respondent is duly listed and assessed on the tax rolls of Jackson County, Missouri and is not delinquent in the payment of any taxes due to the County or Respondent did not have on December 31, 2010 any property subject to taxation by the County and if respondent is duly listed and assessed on the tax rolls of Jackson County, Missouri, respondent agrees to permit an audit of its records, if requested by the Jackson County Director of Assessment, as they relate to the assessment of Business Personal Property.
5. Respondent has not participated in collusion or committed any act in restraint of trade, directly or indirectly, which bears upon anyone's response or lack of response to the Invitation.
6. Respondent certifies and warrants that Respondent or Respondent's firm/organization is not listed on the General Services Administration's Report of Debarred and/or Suspended Parties.
7. Bidder certifies and affirms its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services.
8. Bidder certifies and affirms that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services.

Joshua Brewster (Name of Respondent)

By: [Signature] (Signature of Affiant)

Director of Client Engagement (Title of Affiant)

Subscribed and sworn to before me this 27th day of October, 2011

Shawna Samuel

NOTARY PUBLIC in and for the County of Johnson (SEAL)

State of Kansas

My Commission Expires: Feb. 11, 2014



**JACKSON COUNTY, MISSOURI
COMPLIANCE REVIEW FORM**

Report Date: _____ (All reports expire annually on December 31st)

DIRECTIONS FOR COMPLETION:

Please fill out form completely. If a question refers to "past report" and this is your first one, place "1st Report" in the blank. If a question addresses an area which does not apply to your company, such as (subcontractors), place "N/A" in the blank. Please be sure this and subsequent reports are SIGNED AND DATED. If you have any questions, please call our office at (816) 881-3302.

Mail/Fax or Email reports to:
Tom Wyrsh
Contract Compliance Review Director
415 East 12th Street - 2nd Floor
Kansas City, Missouri 64106
EMAIL: cro@jacksongov.org
FAX: (816) 881-1223

1. COMPANY DESCRIPTION:

Name of Company Trozzolo Communications Group
Street Address 811 Wyandotte, Kansas City, MO 64105
City Kansas City State MO Zip 64105
Email Address: jbrewster@trozzolo.com
Website Address: www.trozzolo.com
Area Code 816 Telephone Number 842-8111
Representative Name Joshua Brewster

2. COMPANY STATISTICS:

- A. Total number of Employees 47
B. Total Number of Employees who are:
1. Women 21 4. Asian 0
2. Hispanic 0 5. American Indian 1
3. Black 0 6. Other _____

- | | YES | NO | N/A |
|--|-------|-------|---------------------|
| 3. Has your company advertised for applicants since your report?
<u>If so, please attach a list of publications in which ads appeared, the dates of advertising, and copies of such advertisement</u> | _____ | _____ | <u>X</u> 1st report |
| 4. Has there been an effort since your last report to further orientate supervisors and key personnel to the spirit and intent of the program?
<u>If so, please attach a detailed report of such efforts</u> | _____ | _____ | <u>X</u> 1st report |
| 5. Have there been any adjustments in your job prerequisites or your recruiting and intake procedures?
<u>If so, please attach a narrative of such efforts.</u> | _____ | _____ | <u>X</u> 1st report |



- | | YES | NO | N/A |
|--|-----|----------|---------------------|
| 6. Has any effort been made since your last report in disseminating your policy to all your employees or in encouraging them to refer Minority or Female applicants?
<u>If so, please attach a narrative of such efforts.</u> | — | — | <u>X</u> 1st report |
| 7. Are you attaching any other comments or concerns which you would like to have reviewed as part of determining compliance with your programs? | — | <u>X</u> | — |

List all minority contractors/suppliers (Minority Owned Business Enterprises MBE or Women Owned Business Enterprises WBE) with which you have contracted during this reporting period.

NAME OF COMPANY _____
 STREET ADDRESS _____
 REPRESENTATIVE NAME _____
 TELEPHONE NUMBER _____
 EMAIL ADDRESS _____
 WEBSITE ADDRESS _____
 PRODUCTS, SERVICE, AREA OF SCOPE OF WORK: _____
 DURATION OF CONTRACT _____
 AMOUNT OF CONTRACT _____

REPEAT THE ABOVE INFORMATION ON A SEPARATE SHEET FOR ADDITIONAL MBE/WBE FIRMS WITH WHOM YOU HAVE CONTRACTED.

Figures of Employment Analysis section of this report was obtained from:

	YES	NO
1. Available employment	<u>X</u>	—
2. Visual check	<u>X</u>	—
3. Other (specify) _____		

This Compliance Review Form was prepared and submitted by:



 Signature

Joshua Brewster, Director of Client Engagement
 Name and Title

10/29/11

 Date

I certify that all answers and information herein contained are true to the best of my knowledge, and I understand that any mis-statement of fact may subject this company to non-compliance procedures.



ACKNOWLEDGMENT OF RECEIPT OF ADDENDA

The undersigned acknowledges receipt of Addenda through and including numbers 1 and 2 and that this Proposal is submitted in accordance with information, instructions, and stipulations set forth therein.



Signature of Respondent

10/28/11
Date

Trozzolo Communications Group
Company Name

811 Wyandotte
Address

Kansas City, MO 64105
City, State, and Zip

816-842-8111
Phone

GENERAL CONDITIONS

The General Conditions which follow apply to and are a part of this Request for Proposal unless otherwise specified herein. Subject to State and County laws and all rules, regulations and limitations imposed by legislation of the Federal Government, responses on all advertisements, and invitations issued by the Jackson County Purchasing Department will bind Respondents to applicable conditions and requirements herein set forth unless otherwise specified in the Request for Proposal. Respondents or their authorized representatives are expected to fully inform themselves as to the conditions, requirements, and scope of services before submitting proposals; failure to do so will be at the respondent's own risk and he cannot secure relief on the plea of error.

1. **Withdrawal of Proposals:** A written request for the withdrawal of a proposal or any part thereof may be granted if the request is received in the Office of the Director of Finance and Purchasing prior to the specified time of opening.
2. **Completeness:** All information required by the Request for Proposal must be supplied to constitute a proper response. Respondents shall not alter the Request for Proposal documents except upon instruction by receipt of addendum. Respondents shall furnish information required by the Request for Proposal in the form requested. The County reserves the right to reject responses with incomplete information or which are presented in a form other than that requested in this Request for Proposal. Responses must be submitted in "hard copy" format. Responses submitted electronically, on computer diskette, or by FAX will not be considered by the County.
3. **Request for Proposal Binding For 90 Days:** Unless otherwise specified all responses submitted shall be binding for ninety (90) calendar days following the Request for Proposal opening date, unless the Respondent(s), upon request of the Director of Finance and Purchasing, agrees to an extension.
4. **Exceptions:** Conditional or qualified bids are subject to rejection in whole or in part. All exceptions to the specifications of this Request for Proposal must be made in writing and attached as Exhibit F to the bid when it is submitted by the Respondent. The County will consider minor exceptions to its specifications. A minor exception is one which is a matter of form, not substance. The minor exception is considered immaterial and inconsequential when its significance to price, quantity, quality, or delivery is trivial or negligible when contrasted with total scope of the Request for Proposal (ex: comparable manufacturer or alternate bids where allowed by the Request for Proposal). The County will not consider exceptions to its General Conditions, Forms or Insurance Requirements. The County reserves the right in its sole discretion to accept or reject any exceptions included in Exhibit F. Exceptions made in any other manner or form whether by omission or by inclusion in any other manner other than as specifically entered and described in full on Exhibit F shall not be made a part of the resulting contract. Exceptions which are made by the Respondent and entered on Exhibit F and determined to be acceptable to the County shall be made a part of the resulting contract by inclusion as a provision of a mutually executed Amendment to the contract. Exceptions which are not made a part of said Amendment shall not be included in the contract nor be binding upon the County and the specifications of the Request for Proposal shall prevail.
5. **Questions Regarding Scope of Service:** Any information relative to interpretation of scope of services shall be requested of the Purchasing Supervisor, in writing, in ample time before the opening of responses. No inquiries, if received in the Office of the Purchasing Department after 5:00 PM, CT, OCTOBER 13, 2011, will be given any consideration. Any interpretation made to prospective Respondents will be expressed in the form of an addendum to the Request for Proposal which, if issued, may be sent no later than one (1) business day before the date set for opening of responses. Addendums to this Request for Proposal will be posted on the County's website @ www.jacksongov.org. Oral answers will not be binding on the County. Each Respondent shall ascertain prior to submitting his response that he has received all Addenda issued, and shall acknowledge their receipt on the form provided herein.
6. The County reserves the right to reject any or all responses, to waive technical defects in responses, and to select the response(s) deemed most advantageous to the County.
7. **Applicable State Law:** The contract shall be construed according to the laws of the State of Missouri. The Contractor must be registered and maintain good standing with the Secretary of State, of the State of Missouri and other regulatory agencies as may be required by law or regulation.
8. **Communications and Notices:** Any written notice to the Contractor shall be deemed sufficient when deposited in the United States Mail postage prepaid; delivered to a telegraph office fee prepaid; or hand-carried and presented to an authorized employee of the Contractor at the Contractor's address as listed on the signature page of the contract, or at such address as the contractor may have requested in writing.



9. Bankruptcy or Insolvency: Upon filing for any bankruptcy or insolvency proceeding by or against the Contractor, whether voluntary or involuntary, or upon the appointment of a receiver, trustee, for assignee of the benefit of creditors, the Contractor must notify Jackson County's Director of Finance and Purchasing immediately in writing. Upon learning of the actions herein identified, Jackson County reserves the right as its sole discretion to either affirm the contract, or, cancel the contract and hold the Contractor responsible for damages.

10. Patents: Contractor agrees to defend, indemnify, protect, and save harmless, Jackson County, Missouri, against all claims for royalties for patents or suit for infringement thereon which may be involved in the manufacture or use of the materials or items to be furnished.

11. By virtue of statutory authority, the Director of Finance and Purchasing shall give preference to all commodities manufactured, mined, produced or grown within the State of Missouri and to all firms, corporations or individuals doing business as Missouri firms, corporations or individuals, when quality is equal or better and delivered price is same or less.

12. Material Standards: All material or equipment furnished shall meet the minimum requirements of the Occupational Safety & Health Standard (OSHA) published in the Federal Register.

13. Tax Clearance Required: No person, firm or corporation, resident in Jackson County, or otherwise legally within the taxing jurisdiction of the County, shall be eligible to provide any goods, contractual services or anything covered by the County Purchasing Ordinance, unless said person, firm or corporation is duly listed and assessed on the County tax rolls, and is in no way delinquent on any taxes payable to the County.

Where any individual, firm or corporation is a resident of Jackson County, or it otherwise appears that such firm is legally within the taxing jurisdiction of the County, and has made an offer, proposal, or quotation for any County purchase, or has submitted an application to be given an opportunity to make quotations for County purchases, the Director of Finance and Purchasing shall cause a search to be made of the County tax rolls, to determine the eligibility of that person, firm or corporation under this section.

When the lowest/highest responsible respondent for a given purchase order is ineligible under this section, the Director of Finance and Purchasing may, where time is not of the essence to the County, notify the respondent and allow three (3) days for the respondent to correct the deficiency or pay up any delinquency involved. If the respondent fails, after such notice, to comply within three (3) days, or if the Director of Finance and Purchasing deems time to be of the essence, he shall proceed as though the next lowest responsible respondent who is eligible under this section had entered the lowest/highest proposal.

14. Except for the furnishing and transportation of materials, the Contractor shall not sublet, sell, transfer, assign, or otherwise dispose of any portion of this contract to any individual, firm, or corporation without written consent of Jackson County. This consent of the County will not be given unless, and until the Contractor has submitted satisfactory evidence that the proposed subcontractor is qualified to execute the work and has an Affirmative Action Plan acceptable to the County, together with a complete copy of the subcontract if so requested by the County. The subcontract shall bind the subcontractor to comply with all requirements of this contract including but not limited to wage rates, equal employment opportunity regulations, submittal of payrolls, etc. Assignment of the entire contract may be made only upon written consent of the County.

No assigning, transferring, or subletting, even though consented to, shall relieve the Contractor of his liabilities under this contract.

The Contractor shall give his personal attention to any portion of this contract which has been sublet and he shall be responsible for its proper completion.

The Contractor, as a condition of this contract, is responsible for assuring submission of proof or documentation regarding Affirmative Action Compliance by his subcontractors and for the subsequent Affirmative Action performance by such subcontractors.

Jackson County reserves the right to approve or reject the Respondent's proposed subcontractors in accordance with these and any other requirements of this Request for Proposal.



15. Equal Opportunity: The Contractor shall maintain policies of employment as follows:

a) The Contractor and the Contractor's Subcontractor(s) shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, disability, or national origin. The Contractor shall take affirmative action to insure that applicants are employed, and that employees are treated during employment without regard to their race, religion, color, sex, disability, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the policies of non-discrimination.

b) The Contractor and the Contractor's Subcontractor(s) shall, in all solicitations or advertisements for employees placed by them or on their behalf, state that all qualified applicants will receive consideration for employment without regard to race religion, color, sex or national origin.

16. Foreign Corporations: Firms submitting proposals as corporations which are not incorporated in the State of Missouri must include with their proposal a copy of a properly executed Certificate of Authority of a Foreign Corporation authorizing the firm to do business in the State of Missouri.

17. Omission in Responses: Omission in the response of any provision herein prescribed shall not be construed as to relieve the contractor of any responsibility or obligation requisite to the complete and satisfactory operation of any and all equipment/items and services. Any exception to the proposal must be in writing (Exhibit B) and not by omission.

18. Errors in Proposals: Respondent shall be bound by its proposal even though the proposal is based on erroneous calculation, and response shall have not right to withdraw its proposal after the Response Deadline on the basis of an error in calculation of its proposal. Carelessness in quoting prices, or in preparation of a proposal, will not relieve the respondent in case of errors. Erasures or changes in proposal must be initialed.

19. No lowest/highest respondent shall receive a business expectancy merely because their proposal is the lowest/highest one received; until the contract has been awarded, no business expectancy exists.

20. Contractor and every subcontractor or person performing or contracting to perform any duty contemplated by this Request for Proposal shall keep itself fully informed of all national and state laws and all municipal ordinances and regulations in any manner affecting the performance of its contract, and shall at all times comply with such laws, ordinances and regulations.

21. Conflict of Interest: Respondent warrants that no officer or employee of the County, whether elected or appointed, shall in any manner whatsoever be interested in or receive any benefit from the profits or emoluments of this contract.

No official or employee of Jackson County or its governing body and no public official in Jackson County who exercises any functions or responsibilities in the review or approval of the undertaking of carrying out of the project covered by this contract shall voluntarily acquire any personal interest, directly or indirectly, in this contract.

The Contractor covenants that he/she presently has no interest and shall not acquire any interest, directly or indirectly, which would conflict in any manner or degree with the performance of this services hereunder. The Contractor further covenants that no person having such known interest shall be employed or conveyed an interest, directly or indirectly, in this contract.

22. It shall be the responsibility of all Respondents to warrant that all goods, services, and/or work to be procured and/or performed under this contract shall conform to and/or be performed in compliance with all applicable Federal, State, and Local Statutes, Ordinances and Codes including but not limited to the American with Disabilities Act of 1990. Failure to comply in any manner with applicable Statutes, Ordinances or Codes shall result in said Contractor replacing the goods, services and/or work performed in order to effect compliance or in liquidated damages in the amount required to effect compliance with said Statutes, Ordinances and Codes together with any costs associated with collection of said damages.



23. Fund Allocation: Continuance of any resulting agreement, contract or issuance of purchase orders after December 31st of the current calendar year is contingent upon the allocation of County funds for the next proceeding calendar year.

24. Applicable Law and Courts: Any contract or agreement resulting from this Request for Proposal shall be governed in all respects by the laws of the State of Missouri and any litigation with respect thereto shall be brought in the courts of the State of Missouri. The Contractor shall comply with applicable federal, state and local laws and regulations.

25. Insurance and Indemnification: The Successful Contractor shall defend, indemnify, and hold harmless Jackson County and any of its agencies, officials, officers, or employees from and against all claims, damages, liability, losses, costs and expenses, including reasonable attorney's fees, arising out of or resulting from any acts or omissions in connection with the operations or work included or undertaken in the performance of this contract, caused in whole or in part by Contractor, its employees, agents, or subcontractors, or caused by others for whom Contractor is liable, regardless of whether or not caused in part by any act or omission of Jackson County, its agencies, officials, officers, or employees. Contractor's obligations under this section with respect to indemnification for acts or omissions of Jackson County, its agencies, officials, officers, or employees shall be limited to the coverage and limits of insurance that Contractor is required to procure and maintain under this Contract. Insurance shall be procured and maintained by Contractor as described in Exhibit A of this Request for Proposal. Contractor shall file Certificates of Insurance with Jackson County Purchasing Department in the form described in Exhibit A within the time limit also described in the Exhibit.

26. Proprietary Information: Should the respondent wish to submit proprietary information, it should be included with the submitted proposal in a sealed opaque envelope clearly marked with the words "**CONFIDENTIAL – PROPRIETARY INFORMATION**". The County will take all reasonable efforts to insure the confidentiality of the information is maintained. Such information will be returned to the successful respondents following execution of the Contract by the successful respondent. Such information submitted by the successful respondent will be returned upon completion or termination of the Contract.

27. Discussions and Negotiations: The County, in its sole discretion, may do any or all of the following:

- a) evaluate proposals and award a contract with or without discussions or negotiations with any or all Respondents;
- b) discuss and negotiate anything and everything with any Respondent or Respondents at any time;
- c) request additional information from any Respondent;
- d) request a Respondent or Respondents to submit a new Proposal;
- e) request one or more best and final offers from any or all Respondents;
- f) accept any Proposal in whole or part;
- g) require a Respondent to make modifications to their initial Proposal;
- h) make a partial award to any or all Respondents;
- i) make multiple awards to any or all Respondents;
- j) terminate this RFP and reissue an amended RFP.

28. This contract shall be construed according to the laws of the State of Missouri, including Missouri Revised Statute Chapter 610.111.1, which requires that all records of Jackson County, Missouri will be open to the public, unless subject to statutory exception, as Jackson County, Missouri is a public governmental body. Pursuant to Missouri Revised Statute Chapter 610.021(12), sealed bids and related documents, once the bid documents have been opened, along with any related documents, are considered public records subject to disclosure upon request. Missouri Revised Statute Chapter 610.021(12) also requires, upon request, disclosure of any negotiated contract and documents related to such contract once the contract has been executed or until all proposals have been rejected.

29. The Successful Contractor(s) to whom the contract is awarded and any subcontractor under such contractor(s) shall require all on-site employees to complete a ten (10) hour Occupational Safety and Health Administration (OSHA) construction safety program for their on-site employees which includes a course in construction safety and health approved by OSHA or a similar program approved by the department which is at least as stringent as an approved OSHA program. All employees are required to complete the program within sixty (60) days of beginning work on such construction project. The Successful Contractor(s) shall provide certification of compliance with this condition following the award of the contract and before work commences on the project.



30. As a condition for the award of any contract or grant in excess of five thousand dollars by the County to a business entity, the business entity shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Every such business entity shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Any entity contracting with the state or any political subdivision of the state shall only be required to provide the affidavits required in this subsection to the state and any political subdivision of the state with which it contracts, on an annual basis.

31. If awarded a Contract as a result of this bid/proposal; you must have a hard copy of a Notice to Proceed issued by the Jackson County, Missouri Finance and Purchasing Department **BEFORE** providing any goods and/or services. Failure to adhere to this policy will result in the immediate termination of said contract.

32. Upon selection of the successful proposal, a Contract incorporating the General Conditions and the Scope of Service of this Request for Proposal, acceptable to both parties and in a form to be approved by the Office of the County Counselor, will be prepared and executed by both parties. Should the parties within a reasonable time frame, as determined by Jackson County, fail to develop and execute a mutually agreeable Contract, and upon a three (3) working day written notification to the selected respondent, the County may reject the proposal and proceed to award the Contract to the next "best" respondent.



INTRODUCTION

Jackson County, Missouri is seeking proposals from qualified Respondents to provide Branding Consultant Services to the Jackson County Parks & Recreation Department. Consulting Firms must be experienced in developing a branding strategy and implementation plan. Jackson County Parks & Recreation desires to obtain a Consultant to develop a conceptual sustainable brand for the Department; create an updated Mission Statement, logo, color palette, tag lines/slogans, ad design, radio/television spots, mobile applications, prepare a corresponding style guide; and develop an implementation plan with recommendations on integration strategies and projected costs.

BACKGROUND

Jackson County Parks & Recreation is one of the largest County Park Systems in the nation providing 21,000 acres of FUN! Close to two million visitors annually enjoy Jackson County events, attractions and facilities. What makes us unique is that we are a regional lake-based parks system offering an abundance of recreational opportunities.

For the water enthusiast, the best way to spend your days is on one of Jackson County's three beautiful lakes. Blue Springs Lake, Lake Jacomo and Longview Lake provide the perfect water to indulge pontoons, sailors, wind surfers or power boating. Each lake features a full service marina with conveniences such as boat rental and concessions. Longview Lake and Blue Springs Lake beaches provide sun, sand and a place to work on your tan.

Our Historic Sites include Fort Osage, listed on the National Historic Register, is a military garrison and trading post first constructed in 1808 by Lewis & Clark and Missouri Town 1855 a living history museum featuring more than 25 buildings dating from 1820-1860.

Jackson County Parks & Recreation's goal of providing a first-class system of trails is underway with the expansion of the Little Blue Trace and the renovation of the popular Longview Lake Bike Trail.

Set within Longview Lake Park, the Fred Arbanas Golf Course is the picture perfect place to play a round of golf.

With more than 250 camping sites, Jackson County Campgrounds annually attract campers from all across the United States.

Additional attractions include:

- 100 Acre Native Hoofed Animal Enclosure
- Kemper Outdoor Education Center
- Longview Equestrian Park
- Radio Controlled Model Sites
- Boat and Slip Rentals
- Softball Fields
- Soccer Fields
- Picnic Shelters
- Archery Range
- 15 Total Parks



Jackson County Parks & Recreation is busy "getting the word out"! Our "Take A Break At The Lake" television campaign highlights our lakes, beaches and boat rental. A trade out agreement for radio advertising has been a very successful method of promoting special events. More than 175,000 Calendar of Event brochures are distributed annually through local newspapers, Chambers of Commerce and libraries. Additionally, print ads and over 150 event brochures are annually designed.

As described above, we are a Parks & Recreation Department that is on the move. We are looking to you to develop the creative branding that sets us apart us as a premier regional destination.

PART 1 – DESCRIPTION OF SERVICES REQUIRED

1. SCOPE OF WORK

Jackson County Parks & Recreation is now ready to engage professional assistance in developing a branding strategy and implementation guide. This branding project must be unique and different, so that our Department is recognizable with a clear message and logo identification.

Parks & Recreation is searching for a firm with significant and focused experience in strategic marketing and regional branding both on the national and regional level. The hope is to select a firm/organization that can work quickly and efficiently through this process, with the end goal to implement a branding concept by February 2012.

Scope of Objectives – Brand Concept, Branding Strategy and Implementation Plan

- Create a clear, strong, fresh and unique brand image for Jackson County Parks & Recreation.
- Develop a message platform and campaign that resonates with the varied park patrons and/or target markets of the Department. This may include collateral materials, advertising, mobile applications and public relations. Three (3) examples/concepts will be provided to the committee for final choice.
- Recommend an integration strategy for consistent branding/image.
- Create and design an implementation plan that includes:
 - A communication strategy to raise awareness and garner support for the new brand image
 - Recommended action steps and timelines, including consideration for an ongoing campaign
 - Cost estimates for the various phases of the implementation plan
 - Recommended tracking mechanisms to gauge the effectiveness of the branding efforts
- At least two meetings with the Committee to discuss findings, receive feedback and identify target markets.



2. DELIVERABLES

Jackson County Parks & Recreation estimates a project completion of three (3) months from contract execution. Respondent must submit a detailed timeline on Form 5.

- Provide three (3) examples of brand image, as outlined in the Description of Services, from which Parks & Recreation will choose the final concept.
- A final written report at project completion outlining the brand platform and strategy chosen by the committee, including an implementation plan with estimated budget and timeline.
- A brand standards guide to be utilized by Parks.
- Electronic templates of all graphic elements including ad designs, in a format that can be utilized and customized as needed in house. Also provide a style guide for use of all templates.
- Suggested tracking mechanisms to gauge effectiveness of branding efforts.
- Hard copy and electronic samples of all suggested fulfillment materials.

3. COUNTY PROVIDED SERVICES

Jackson County Parks & Recreation shall provide the Successful Respondents with copies of any records, documents and other information needed for the fulfillment of scope of work on a timely basis.

4. TIMELINE

Timeline for RFP Process: The timeline listed below is Jackson County Parks & Recreation's estimation of time required to complete the RFP process. All efforts shall be made to abide by this schedule but it may change due to different circumstances.

- | | |
|----------------------|-------------------|
| • Receive Proposals | October 25, 2011 |
| • Interviews | October 31, 2011 |
| • County Legislature | November 14, 2011 |
| • Notice to Proceed | December 5, 2011 |

Jackson County, Missouri reserves the right to adjust the timeline as necessary.



PART II - INSTRUCTIONS TO RESPONDENTS

1. MINIMUM QUALIFICATIONS

- At least three (3) years experience providing strategic branding consultant services
- At least three (3) positive recommendations from clients currently/previously served

2. SELECTION PROCESS

The overall process consists of two steps: step one shall consist of a review and evaluation of all responsive proposals and step two shall consist of the interview phase for the short list of Respondents that may be selected for an interview.

Step One: Evaluation of Responsive Proposals

Respondent's proposal shall be rated based on the following criteria:

- a. Key personnel that will be assigned to Jackson County Parks & Recreation's account, and their experience with similar accounts; sub-contractors to be used and their experience. Jackson County Parks & Recreation reserves the right to approve all sub-contractors.
- b. Project approach including project schedule and detailed narrative to complete this project, familiarity with this project, identification of unique issues related to project, and the process proposed for communications with Jackson County Parks & Recreation.
- c. The firm's experience in providing similar strategic branding services during the past three years.
- d. Applicable Resources offering quality assurances/quality control procedures; as well as adequacy of team resources.
- e. Cost (up front submitted with proposal)

Step Two: Short List Interviews

Oral interviews shall be conducted in order to make a final decision. Respondent's oral presentation must demonstrate the ability to meet required services with a unique and creative approach.

Reference check information shall be considered part of the interview process and incorporated into the Respondent's Experience & References criteria.

Parks & Recreation Department to negotiate the contract including cost with the Successful Respondent.

3. RESPONDENT COST TO DEVELOP PROPOSAL

All costs for preparing and submitting proposals in response to this RFP are to be the responsibility of the Respondent and will not be chargeable in any manner to Jackson County Parks & Recreation.



4. INSTRUCTIONS FOR RESPONDING TO THIS RFP

Submit the correct number of signed copies of the proposal and bind them in 3-ring binders or plastic binding combs for easy removal. **DO NOT** use wire or metal binding. The proposal must be organized using the format provided. In addition, a full-color proposal must be submitted in Word 2007 format on a flash drive. *Proposals must be completed as instructed. A total of nine (9) signed full-color hard copy proposals must be submitted along with an equal number of signed addenda (if applicable) and one (1) electronic full-color copy. Proposals received that do not include all required documents and signatures may be considered non-responsive.*

NOTE: Jackson County, Missouri currently utilizes Word 2003 with the capability of viewing Word 2007. All documents on the flash drive submitted **MUST** be accessible by the Parks & Recreation Department to be considered for award.

EVALUATION PROCESS AND CRITERIA

1. Initial Evaluation:

Initially, all proposals will be reviewed by the Jackson County Purchasing Department to determine if they are responsive to the Request for Proposal. Those proposals that are responsive will be distributed to the Evaluation Committee for review. After determining the proposal has satisfied the requirements of this Request for Proposal, the evaluators shall utilize both objective and subjective judgment in conducting a comparative assessment of the proposal in accordance with the Evaluation Criteria stated in Item No. 3.

2. Questions and Clarifications:

The County may request oral and/or written discussions during the evaluation process.

3. Evaluation Criteria:

Criteria	Weight
Expertise of Firm/Provider Personnel (FORM 4)	25%
Responsive to Requirements Section and Project Narrative (FORM 5)	25%
Evidence of Experience & References with Similar Projects (FORM 3)	20%
Applicable Resources (FORM 1, 3, and 4)	20%
Project Cost (FORM 6)	10%

The County will consider MBE/WBE ownership and/or participation as a component of the "Qualifications" Evaluation Criteria.

4. Sole Judge:

Jackson County shall be the sole judge of the proposals submitted for this Request for Proposal and its decision shall be final.



PROPOSAL CONTENT AND FORMAT

Proposal shall be nine (9) original documents and one (1) electronic version as detailed in paragraph 4. **INSTRUCTIONS FOR RESPONDING TO THIS RFP.** To facilitate the evaluation of proposals, proposals shall be organized in the following manner:

1. Cover Letter, to be signed by Respondent's company officer empowered to bind the Respondent to the requirements of this Request for Proposal. Cover Letter shall be no more than two (2) pages and shall include the following:

A. The name and address of the Respondent and the name, address, telephone number, and email of the person authorized to represent the Respondent.

B. The name, address, telephone number, and email address of the Respondent's dedicated Account Manager for this project.

C. A brief company description of the Respondent, including history and financial status.

2. All forms contained within this Request for Proposal package, filled out, signed and notarized where necessary including:

- FORM 1 – Provider Profile
- FORM 2 – Key Subcontractors
- FORM 3 – Experience/References
- FORM 4 – Resume of Personnel
- FORM 5 – Project Narrative

3. Proposed Minority-Owned/Women-Owned Business Enterprise (MBE/WBE) participation: Respondent shall indicate the proposed scope and extent of a Minority-Owned/Women-Owned Business Enterprise.

4. Pricing Proposal: Submit one (1) copy of the pricing on **FORM 6** included herein in a separate sealed envelope.

NOTE: The pricing in a separate sealed envelope within the proposal package must be marked "Pricing". Pricing should only be included with the original proposal copy.

DO NOT INCLUDE ANY PRICING ON THE FLASH DRIVE.

FAILURE TO FOLLOW THIS PROCEDURE MAY RESULT IN THE REJECTION OF YOUR PROPOSAL.



CONTRACT NEGOTIATIONS

The County desires to enter into a Contract with a single service firm to provide all services identified herein. However, Jackson County reserves the right to award to more than one firm in the event Jackson County (in its sole opinion) determines that awarding more than one Contract is in its best interest.

Upon selection of the successful Proposal, a Contract incorporating the General Conditions, Scope of Work, and any other provisions of this Request for Proposal and acceptable to both parties will be prepared and executed by both parties. Should the parties, within a reasonable time frame, as determined by Jackson County, Missouri, fail to develop and execute a mutually agreeable Contract, and upon a three (3) business day written notification to the selected respondent, the County may reject the proposal and proceed to award the Contract to the next "best" respondent.

The County does not generally use standard contract forms which may be provided by the Respondent. The contract documents used by the County will include both the Request for Proposal and the Respondent's proposal. In the event that conflicts in language exist between the Request for Proposal and the Respondent's proposal, the provisions of the Request for Proposal, shall govern.

The Respondent shall list any and all exceptions as instructed under General Conditions, Item No. Four of this Request for Proposal. Please note that Respondent's Proposal is subject to Rejection if Exceptions to the County's Standard Agreement are requested.

Respondent must agree to the following standard provisions:

Indemnification: (Contractor) agrees, to the fullest extent permitted by law, to indemnify and hold the County harmless from damages and losses arising from the negligent acts, errors or omissions of (Contractor) in the performance of the work under this Agreement, to the extent (Contractor) is responsible for such damages and losses on a comparative basis of fault and responsibility between (Contractor) and the County. (Contractor) is not obligated to indemnify the County from the County's own negligence.

Independent Contractor: (Contractor) shall work as an independent contractor and not as an employee of the County. (Contractor) shall be subject to the direction of the County only as to the result to be accomplished and not as to the means and methods for accomplishing the result. (Contractor) shall report all earnings received hereunder as gross income, and shall be responsible for its own Federal, State and City withholding taxes and all other taxes, and operate its business independent of the business of the County except as required by the Agreement.

Confidentiality: (Contractor) acknowledges and agrees that all County information and records are confidential and will not disclose or make available this information or records to anyone outside the County organization unless authorized to do so in writing by the County.

Complete Agreement: Parties agree that this Agreement together with Jackson County, Missouri Request Proposal No. 8-11 and (Contractor's) response thereto constitute the complete and exclusive statement of the agreement between the Parties which supersedes all prior proposals or understandings or agreements, oral or written, and all other communications between Parties relating to the subject matter of this Agreement.

Notices: Any notice which either Party shall be required by this Agreement to give the other shall be in writing and delivered by mail addressed to the respective Parties as follows, or to such other addresses, as the respective Parties may designate from time to time:

County: Jackson County, Missouri
415 East 12th Street, Room 105
Kansas City, MO 64106

Contractor: Trozzolo Communications Group
811 Wyandotte
Kansas City, MO 64105



QUESTIONS

All questions regarding this Request for Proposal must be in writing or emailed as detailed under General Conditions, Item Number Five on Page 9 of this Request for Proposal. Point of Contact for the Purchasing Department is Teddy Ballard, email address is tballard@jacksongov.org. All questions will be answered in the form of Addenda and will be published on the County's website.

NOTE: FAILURE TO FOLLOW THIS PROCEDURE WILL RESULT IN THE REJECTION OF YOUR PROPOSAL.



FORM NO. 1 - PROVIDER PROFILE

Provider Profile			
Lead Contractor(s) (or Joint Venture) Name: Trozzolo Communications Group			
Address: 811 Wyandotte		City: Kansas City	State: MO ZIP: 64105
Company is: <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> Regional <input checked="" type="checkbox"/> Local	Year Company Established: 1989	Years of Experience providing brand development and implementation plans: 22 years	Licensed to do business in the State of Missouri: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Principal Contact Name: Joshua Brewster		Principal Contact Title: Director of Client Engagement	
Principal Contact Email Address: jbrewster@trozzolo.com		Principal Contact Telephone Number: 816-842-8111	
Address of office to perform work, if different from above:		City:	State: ZIP:
List the number of persons by discipline that your Company will commit to Jackson County Parks & Recreation's Project:			
<u>1 Account Supervisor</u>	<u>1 Director of Client Engagement</u>	<u>1 Art Director</u>	
<u>1 Account Executive</u>	<u>1 Writer</u>	<u>1 Creative Director, VP</u>	
<u>1 Account Group Director, VP</u>	<u>1 Designer</u>	<u>2 Agency Principals, Brand Strategists</u>	
If submittal is by joint venture or utilizes subcontractors, list participating companies and outline specific areas of responsibility for each:			

Has this joint venture previously worked together? <input type="checkbox"/> No <input type="checkbox"/> Yes			



FORM NO. 2 – KEY SUBCONTRACTORS

Trozzolo will complete the entire project in-house, without the use of subcontractors as part of a joint venture. Trozzolo's size and resources allow for our work – from concept and design to implementation plan – to be performed in-house by our agency team. Your brand will reflect that continuity, seamlessness and professionalism as a result of our capabilities.



FORM NO. 3 – EXPERIENCE/REFERENCES

The Jackson County Parks & Recreation Department understands the magnitude of a brand for an organization of its size. It's more than just a logo mark. It's an experience. It's the experience before the experience. And an experience can't be established with guesswork. A brand requires a level of academics before development and implementation can occur.

Trozzolo's experience developing and executing brand initiatives such as the one outlined in this proposal is robust and multidimensional. Each branding project we undertake has different challenges and thus requires different solutions.

Ensuring the Jackson County Parks & Recreation brand is infused with each of its assets is a challenge, one that should not be taken lightly. In fact, these assets should be leveraged to strengthen the brand. Trozzolo has experience developing umbrella-like brands that are all-encompassing, yet nimble enough to enhance the overall brand while highlighting the key elements that support it.

We are proud of the brands we have built, refined and fostered. Some of the region's most recognizable and well-respected organizations – both in the public and private sectors – have tapped Trozzolo to guide their branding efforts. Knowing the brands we develop will ultimately be front and center in the public's eye keeps us sharp, dedicated and mindful of the experience a brand should evoke. Here are examples of Trozzolo's brand experience:

Experience/Reference #1:			
Project Name: City of Riverside Brand Development and Integrated Marketing Campaign	Project Location: Riverside, Missouri	Completion Date (Actual or Estimated): Branding campaign was performed in 2009-2010. Integrated Marketing Campaign and Brand integration is ongoing.	
Project Owner's Name: City of Riverside			
Project Owner's Address: 2950 NW Vivion Road	City: Riverside	State: Mo.	ZIP: 64150
Principal Contact Name: Meredith Hauck		Principal Contact Title: Director of Community Relations	
Principal Contact Email Address: mhauck@riversidemo.com		Principal Contact Telephone Number: 816-372-9023	
Estimated Cost for Entire Project: \$150,000 total to date (\$75,000 annually)	Estimated Cost for Work which Firm was/is Responsible: \$150,000 total to date (\$75,000 annually)	Estimated Savings Which Firm has Saved: See project description below.	



Scope of Entire Project: (Please give quantitative indications wherever possible.)

Trozzolo was engaged to develop a brand that was both meaningful and different from surrounding municipalities, and to reinforce that brand through a strategic marketing plan including advertising, public relations and grassroots efforts. Trozzolo developed a brand that incorporated Riverside's rural appeal, proximity to Kansas City and progressive features. The brand has been summed up in the tagline, "Upstream from Ordinary."

Trozzolo interviewed 65 city officials, residents, business owners and longtime Kansas Citians to determine what made the City of Riverside unique, to explore current perceptions in detail, and to define the City's potential. Trozzolo researched branding efforts by a dozen similar cities for additional guidance on how those programs overcame negative perceptions and positioned their cities in a positive light.

Through primary research, Trozzolo determined that the City's 60-year history was a detriment to its image; a rebrand was required to change the perception from a gritty small town to a progressive suburb with limitless potential.

The agency's goals were to gain support from the more than 30 city officials and staff to adopt and lead the charge for the new brand, communicate the new City of Riverside, Missouri brand and messaging among residents and nonresidents, position the City of Riverside in a favorable light among target audiences, eradicating misperceptions and misinformation about Riverside, and increase consideration for Riverside as a place to live and work.

Over six months, Trozzolo created a unique, memorable identity for Riverside. This was executed in a logo and tagline, strategic marketing communications plan, key message development, creation of business essentials (business cards, letterhead, folders, envelopes), a newsletter template, an ad template, event identity creation, and marketing and branded promotional items.

Trozzolo leveraged diverse communication channels to educate residents about the new brand, including website updates, a newsletter, an annual report and social media channels. By providing regular communications to residents, the City was able to promote the new brand, showcase Riverside as a great place to live and work, and encourage residents to embrace the "Upstream from Ordinary" concept.

The City of Riverside was one of 25 cities in the United States nominated for the National Civic Council's All-America City Award, which highlighted the City's rebranding efforts. Grassroots efforts, such as the Riverside "Do Good" movement that Trozzolo helped create, have resulted in local residents and business owners aggressively promoting themselves and Riverside as "Upstream from Ordinary" in daily conversations.

Nature of Contractor's Responsibility in Project: (Please give quantitative indications wherever possible.)

See project description.

Contractor's Personnel (Name/ Project Assignment) who worked on the stated project that shall be assigned to the Parks Department's Project:

Jon Ratliff
Officer in Charge, Account Director and strategy development

JJ Wilferth
Creative Director, ongoing creative campaign development

Ross Wuetherich
Art Director and logo and collateral development



Brad Hamilton
Lead writer and messaging and collateral development

Angelo Trozzolo
Strategy, Brand and Messaging insight

Pasquale Trozzolo
Strategy, Brand and Messaging insight



FORM NO. 3 – EXPERIENCE/REFERENCES

Experience/Reference #2:			
Project Name: Clay County Parks and Tourism Branding Initiative	Project Location: Clay County, Missouri	Completion Date (Actual or Estimated): Early 2011	
Project Owner's Name: Clay County Missouri Government			
Project Owner's Address: 1 Courthouse Square	City: Liberty	State: Mo.	ZIP: 64068
Principal Contact Name: Leslie L. Ensign, MPA Charlie Barr		Principal Contact Title: Director, Community Relations Parks Director	
Principal Contact Email Address: lensign@claycogov.com		Principal Contact Telephone Number: P: 816-407-3656 M: 816-507-5110	
Estimated Cost for Entire Project: \$15,000	Estimated Cost for Work which Firm was/is Responsible: \$15,000	Estimated Savings Which Firm has Saved: See project description.	
<p>Scope of Entire Project: (Please give quantitative indications wherever possible.)</p> <p>Trozzolo partnered with Clay County, Missouri to guide a strategic brand initiative. The objective was to create a brand foundation to effectively promote and build awareness on behalf of the County's tourism and parks divisions in an expedited time frame.</p> <p>Trozzolo kicked off the engagement with research. We reviewed background materials provided by the County as well as conducted a deep-dive meeting with key representatives, a charette and an online survey. Information found from the research guided Trozzolo's development of the theme direction, brand mark (logo), tagline, key messages and brand standards. Through research, Trozzolo determine key audiences to be young families and baby boomers with secondary audiences including outdoor and sports enthusiasts.</p> <p>The brand needed to reflect the county's unique offerings including the Jesse James Farm and Bank to Worlds of Fun/Oceans of Fun to urban appeal of North Kansas City and Briarcliff. The brand needed to convey life, energy and pride.</p> <p>Trozzolo created three tagline and brand mark concepts that best illustrated Clay County, including proximity to downtown Kansas City, open area and energy.</p> <p>Trozzolo worked with key county officials to make final adjustments of the brand mark, and presented the "Come See. Come Do." tagline and logo to the county commissioners for approval.</p>			
<p>Nature of Contractor's Responsibility in Project: (Please give quantitative indications wherever possible.)</p> <p>See project description.</p>			



Contractor's Personnel (Name/Project Assignment) who worked on the stated project that shall be assigned to the Parks Department's Project:

Jon Ratliff
Officer in Charge, Account Director and strategy development

JJ Wilferth
Creative Director, ongoing creative campaign development

Brad Hamilton
Lead writer and messaging and collateral development

Angelo Trozzolo
Strategy, Brand and Messaging insight



FORM NO. 3 – EXPERIENCE/REFERENCES

Experience/Reference #3:			
Project Name: University of Kansas – Edwards Campus “I Went Back” Branding Campaign	Project Location: Overland Park, KS	Completion Date (Actual or Estimated): Ongoing, renewed annually since 2006	
Project Owner’s Name: University of Kansas Edwards Campus			
Project Owner’s Address: 12600 Quivira Rd.	City: Overland Park	State: Kansas	ZIP: 66213
Principal Contact Name: Elaine Warren		Principal Contact Title: Director of Communications	
Principal Contact Email Address: elainew@ukans.edu		Principal Contact Telephone Number: 913-897-8411	
Estimated Cost for Entire Project: \$125,000	Estimated Cost for Work which Firm was/is Responsible: \$125,000	Estimated Savings Which Firm has Saved: See project description below.	
Scope of Entire Project: (Please give quantitative indications wherever possible.) <p>The prospect of going back to college as a working adult is not an easy sell. And when the <i>University of Kansas</i> opened <i>KU Edwards Campus</i> in Overland Park to offer just that, they discovered being there was only half the battle. Taking on the other half meant tapping Trozzolo Communications Group to get the right minds in the right mindset.</p> <p>While the university has always enjoyed widespread awareness in Kansas City, the Edwards Campus struggled to establish itself in the minds of prospective students looking to finish a bachelor’s or pursue an advanced degree.</p> <p>Specifically, KU Edwards asked for a marketing communications plan that would:</p> <ul style="list-style-type: none"> • Increase inquiries by 20 percent, and information session attendance by 15 percent. • Increase student enrollment by 5 percent in one semester. • Increase by 15 percent the number of prospective students attending an information session who indicate they will likely apply for classes. <p>Trozzolo answered with an integrated branding campaign titled “I Went Back,” which centered on overcoming the fear factor and demystifying the process.</p> <p>A targeted advertising campaign included outdoor, radio, online, social media and targeted text messages, all of which drove traffic to Iwentback.com, where performance was measured by number of unique visitors. The agency also developed collateral for use when communicating with prospective students who inquire or attend an information session. An “I Went Back” Survival Guide was created to ease potential students’ fears. It also served as a “how to” guide and provided them with information about their program of interest.</p> <p>The “I Went Back” campaign blew its goals out of the water. The campaign generated a 96 percent increase in inquiries. Website inquiries increased 21 percent compared to the same month the previous year. Attendees at the first post-launch information session increased 24 percent, and 82 percent of those who attended indicated they would likely apply, and overall campus enrollment increased by 6.5 percent.</p>			



Nature of Contractor's Responsibility in Project: (Please give quantitative indications wherever possible.)

See project description.

Contractor's Personnel (Name/Project Assignment) who worked on the stated project that shall be assigned to the Parks Department's Project:

Jon Ratliff
Officer in Charge, Account Director and strategy development

JJ Wilferth
Creative Director, ongoing creative campaign development

Ross Wuetherich
Art Director and logo and collateral development

Brad Hamilton
Lead writer and messaging and collateral development

Angelo Trozzolo
Strategy, Brand and Messaging insight

Pasquale Trozzolo
Strategy, Brand and Messaging insight



FORM NO. 3 – EXPERIENCE/REFERENCES

Experience/Reference #4:			
Project Name: Missouri Credit Union Rebranding Initiative	Project Location: Columbia, MO	Completion Date (Actual or Estimated): Rebrand completed in 2010, Campaign ongoing	
Project Owner's Name: Missouri Credit Union			
Project Owner's Address: P.O. Box 1795	City: Columbia	State: Missouri	ZIP: 65205
Principal Contact Name: Margaret McDermott		Principal Contact Title: Senior Vice President	
Principal Contact Email Address: mmcdermott@missouricu.org		Principal Contact Telephone Number: 513-817-5424	
Estimated Cost for Entire Project: \$168,000	Estimated Cost for Work which Firm was/is Responsible: \$168,000	Estimated Savings Which Firm has Saved: See project description.	
Scope of Entire Project: (Please give quantitative indications wherever possible.)			
<p>We have all experienced a "gotcha" moment. We think we're getting a great deal but after we read the fine print we know we're going to get taken. Banks are notorious for gotcha moments. They pull you in with a free offer then hit you with outlandish overdraft, service and maintenance fees.</p> <p>Through our research, we discovered that Missouri Credit Union earns a high level of member satisfaction while keeping its members' best interests in mind. It is not guided by the "suits" on Wall Street. It will not be an institution with marble lobbies and fountains. We heard that it is the hardest-working place for members' money, offering better rates and better service. All of which resonate with nonmembers.</p> <p>Missouri Credit Union has an opportunity to be the white hat for consumers seeking financial services. To reach its growth goals and reduce attrition, the organization had to establish a new image that dispels current misperceptions and connects with the target audience in an emotional way. As stated by one research respondent, "I would never go there; it looks like a place my dad would go."</p> <p><i>Research</i></p> <p>Missouri Credit Union was facing many challenges. The target audiences in central Missouri believed that one had to be a state or University of Missouri employee (black and gold MU Tigers) to be a member. The credit union also had another major challenge. Its membership was stagnant. Net growth of membership was in decline, mainly due to an aging member base. On top of that, most people did not realize the benefits of a member-owned organization.</p> <p>To combat these challenges, Missouri Credit Union needed a fresh brand and campaign, one that differentiates the organization among the more than 40 competing financial institutions in a crowded market that comprises only 200,000 residents.</p> <p>Trozzolo executed a disciplined approach to branding, beginning with research to gather perceptions of the current brand, to better understand the leadership's desired direction for the</p>			



credit union, to identify the credit union's true target audiences, and to establish its relevant difference in the marketplace. With a wealth of knowledge gathered from the research process, Trozzolo developed a new brand platform for Missouri Credit Union. Our work included a new identity that focused on Missouri Credit Union being owned by "our" members – a nod to its community-centric approach. A laser-guided campaign targeting GenX and GenY audiences was developed to reach target audiences through radio, television, print and online media as well as every touchpoint along a member's journey, including signage, on-hold messages, community relations and more.

Goals:

- Change misperceptions leading to an increase in new GenX and GenY account inquiries within first year (30 new GenX and GenY members per month).
- Increase traffic to website among GenX and GenY audiences by 10 percent while educating about services.

Measurement Techniques:

- Track traffic to website, an initial engagement point as identified in research.
- Track call center inquiries, online loan applications and walk-ins.

Strategy:

1. Establish an emotional brand platform that corrects misperceptions and communicates benefits of being an MCU member.
2. Connect with communities in a social way, especially Jefferson City.
3. Strengthen MCU's position as the smartest, hardest-working place for your money. The one who's in it for you and not "us."
4. Leverage relevant differences to attract new members while retaining existing members.

Tactics:

- New visual identity (logo).
- Key message training among 100 staff members.
- TV, radio, print and online campaign.
- New signage and merchandising in each branch.
- Freshened website.
- New on-hold, ATM and statement messaging.
- In-branch collateral and take-ones.
- Social media training and outreach strategies.
- Facebook and YouTube pages.
- Grand opening outreach.

Results:

The campaign reaped immediate results since the launch. Overall membership increased by more than 900 members in the first nine months.

Traffic on the website, a key area for product inquiries, was up by 35 percent compared to last year. Average time spent on website went from 49 seconds to 5:42 minutes.

MCU gained 841 members (70 per month) in the GenX and GenY demographic.

Loan inquiries increased significantly, resulting in a 9.3 percent increase in new loans among GenX and 21.3 percent increase among GenY audiences.



The second phase of the campaign launched this spring. It includes television, radio, print and online advertising, as well as community and social media engagement. We heard net membership is up significantly since the launch.

Missouri Credit Union raised more than \$8,000 for Joplin tornado relief through a Facebook "like" push. It went from 60 "likes" to more than 1,200 in less than 24 hours.

Missouri Credit Union added a new branch in Jefferson City.

Nature of Contractor's Responsibility in Project: (Please give quantitative indications wherever possible.)
See project description.

Contractor's Personnel (Name/Project Assignment) who worked on the stated project that shall be assigned to the Parks Department's Project:

Jeff Madden

Account Manager, day-to-day client contact, strategy, messaging, brand direction.

Jon Ratliff

Officer in Charge, Account Director and strategy development

JJ Wilferth

Creative Director, ongoing creative campaign development

Ross Wuetherich

Art Director and logo and collateral development

Brad Hamilton

Lead writer and messaging and collateral development

Angelo Trozzolo

Strategy, Brand and Messaging insight

Pasquale Trozzolo

Strategy, Brand and Messaging insight

And Many More...

In addition to the brand initiatives detailed in this proposal, Trozzolo has developed regional and national branding and communications initiatives for several other private and public entities including **Johnson County (Kansas) Parks & Recreation Department, the Kansas Department of Transportation, the City of Kansas City, Missouri, TouchNet, American Academy of Family Physicians, Kansas City, Missouri School District, College Goal Sunday, eHealthAlign, Catholic Schools of the Diocese of Kansas City-St. Joseph, Missouri Bank, se², National Registered Agents, Inc., and Polsinelli Shughart, P.C.,** as well as several other organizations.



FORM NO. 4 – RÉSUMÉ OF CONTRACTOR PERSONNEL

Brief résumé of key persons that shall be assigned to Jackson County Parks & Recreation's Project.

Résumé:	
Name: Jeff Madden	Title: Senior Account Manager
Project Assignment: Jeff will manage the project, and serve as your day-to-day contact. He has led several brand initiatives on behalf of Trozzolo's clients.	
Name of Contractor with which associated: Trozzolo Communications Group	
Years of Experience:	
With this Company: 9	With Other Companies: 6
Education: Degree(s)/Year/Specialization Bachelor of Science, 1997 University of Central Missouri Major: Marketing	
Current Registration(s): Member of the American Advertising Federation	
Other Experience and Qualifications relevant to the proposed project: More about Jeff is included on the next page.	



Team Credentials



Jeff Madden

Account Manager

"I believe that no matter what challenge a client is facing, no matter how tight the deadline or budget, there's always a way. That means jumping in the trenches and identifying a difference that matters. I'm a strategic brand geek, and I'll find your brand's sweet spot."

Discover More About Jeff

Jeff serves a diverse group of clients in technology, finance, construction and higher education, as well as the nonprofit sector. His expertise lies in research, brand analysis, strategic planning and integrated marketing campaigns.

He began his career on the client side working in research and becoming fully ingrained in the evaluation of consumer trends and buying decisions. His expertise in consumer goods gave him an easy segue to the agency world where he worked with brands such as Melitta, General Mills, Wal-Mart, Lopez Foods and Hansen Beverage. Jeff's work has been featured in *Brandweek*, *Grocery Headquarters* and *Packaging Strategies*, and he's been recognized

for award-winning work by the American Advertising Federation, Public Relations Society of America and Business Marketing Association.

Jeff's passion spills over into civic life. He is active in area chambers of commerce, nonprofit organizations and the American Advertising Federation of Kansas City. He has served on the board of the Cystic Fibrosis Foundation, Heart of America Chapter and, for the past few years, his commitment crossed borders to Guatemala, where he has helped construct a school for elementary students.

He earned a bachelor's degree in marketing from Missouri State University in Springfield, Mo.



FORM NO. 4 – RÉSUMÉ OF CONTRACTOR PERSONNEL

Brief résumé of key persons that shall be assigned to Jackson County Parks & Recreation's Project.

Résumé:	
Name:	Title:
Ross Wuetherich	Art Director
Project Assignment:	
Ross will be the lead art director for this account, and will be instrumental in developing the logo concepts for the Department.	
Name of Contractor with which associated:	
Trozzolo Communications Group	
Years of Experience:	
With this Company: 8	With Other Companies: 4
Education: Degree(s)/Year/Specialization	
Bachelor of Fine Arts, 2000 University of Kansas Emphasis in Graphic Design	
Current Registration(s):	
Other Experience and Qualifications relevant to the proposed project:	
More about Ross is included on the next page.	



Team Credentials



Ross Wuetherich

Senior Art Director

"The way I see it, design is everywhere – the good, the bad, and the uninspiring. It doesn't matter if it's a road sign, a pack of gum or a coffee cup. Great design sells, so why not make it great?"

Discover More About Ross

Ross is an accomplished artist with a proven ability to meld creativity with a client's communications goals and business objectives. For more than a decade, he has delivered impact-driven creative by adhering to the notion that great art inspires people and moves the marketing needle.

He launched his career at a small local firm, focusing on retail branding and package design. He then moved to a well-known Kansas City agency, where he took on a multitude of print advertising projects. Since joining Trozzolo, he has branched out to nearly every medium and developed a particular fondness and proficiency for branding. Ross's attention to detail, combined with his roots in the

visual arts, helps clients' brands continually look and feel their best. His ideas run the gamut from comfortably edgy to utterly simple and elegant, while always staying true to a client's identity and objectives. Whatever the project, Ross's keen eye and creative judgment ensure brands get noticed and messages are received.

Ross is a graduate of the University of Kansas, where he received a bachelor of fine arts degree with an emphasis in graphic design. He has been a strong supporter of the Arts Council of Metropolitan Kansas City since its inception and serves as a professional mentor to art and design students in the area.

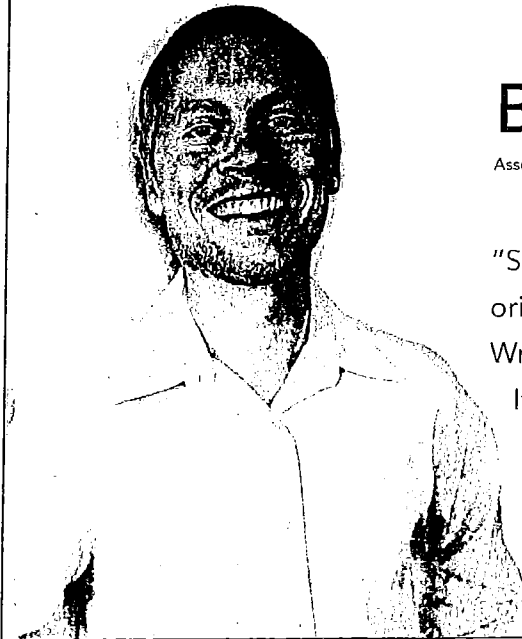


FORM NO. 4 – RÉSUMÉ OF CONTRACTOR PERSONNEL

Brief résumé of key persons that shall be assigned to Jackson County Parks & Recreation's Project.

Résumé:	
Name:	Title:
Brad Hamilton	Associate Creative Director, Writer
Project Assignment:	
Brad will serve as the lead writer in developing the campaign for the Department.	
Name of Contractor with which associated:	
Trozzolo Communications Group	
Years of Experience:	
With this Company: 3	With Other Companies: 14
Education: Degree(s)/Year/Specialization	
Bachelor of Arts, 1995 University of Kansas Major: English	
Current Registration(s):	
Other Experience and Qualifications relevant to the proposed project:	
More about Brad is included on the next page.	





Brad Hamilton

Associate Creative Director

"Some say it's impossible to come up with an original idea. Everything's already been done, right? Wrong. Breakthrough ideas happen every day.

It takes a lot of work to find them – but if you work hard enough (and you're lucky enough) to uncover one, all the effort is worth it."

Discover More About Brad

Brad's specialty is versatility. For 15 years he's been a driving force in copywriting, television production and creative direction. His award-winning work encompasses multiple industries and media, from mom-and-pop clients to international brands. His creative philosophy: simple sells, and rules are just meant to be broken.

Starting his career at two of Kansas City's largest agencies, Brad began writing TV, radio, print, outdoor and interactive for well-known clients such as Hilton Hotels, Sprint and Hallmark. He later worked in San Francisco and Los Angeles, where he wrote and produced advertising and promotions for clients like FX, the National Geographic Channel and E!

At Trozzolo, his talents help him quickly understand client challenges and deliver creative that's borne of simplicity and bred for stopping power. No matter the product or service, whatever the medium, he finds the sweet spot where brand strategy and brain candy intersect. And rest assured, it's a place no one has been before.

Brad's work has garnered numerous ADDY awards in both Kansas City and San Francisco, along with a 2001 Telly, a 2008 WebAward, plus two years on the Clio Shortlist and two Western Art Directors' Club awards. He holds a bachelor's degree in English from the University of Kansas, where he minored in advertising.



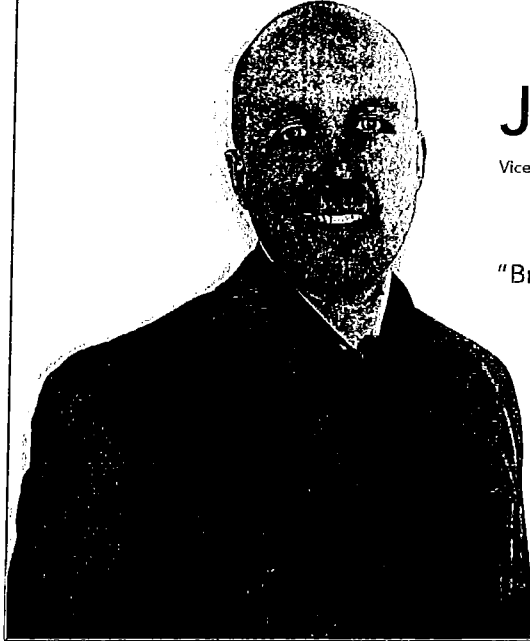
FORM NO. 4 – RÉSUMÉ OF CONTRACTOR PERSONNEL

Brief résumé of key persons that shall be assigned to Jackson County Parks & Recreation's Project.

Résumé:	
Name:	Title:
JJ Wilferth	Vice President, Creative Director
Project Assignment:	
JJ will provide creative direction and oversight during each element of the brand process.	
Name of Contractor with which associated:	
Trozzolo Communications Group	
Years of Experience:	
With this Company: 2	With Other Companies: 18
Education: Degree(s)/Year/Specialization	
Bachelor of Fine Arts, 1992 University of Central Missouri	
Current Registration(s):	
Other Experience and Qualifications relevant to the proposed project:	
More about JJ is included on the next page.	



Team Credentials



JJ Wilferth

Vice President | Creative Director

"Branding is branding, whether it's for a soft drink or a small business. Differentiation is the key because, without it, everything else falls apart. You can't do this with smoke and mirrors. You have to have a reason to stand out or every marketing effort will eventually fail."

Discover More About JJ

As the leader of Trozzolo's creative team, JJ listens to clients' marketing challenges, immerses himself in them, and then brings together a group of concept-focused writers and art directors to transform those challenges into creative strategies with real impact and results. His insistence on collaboration has spawned a passion for watching ideas come to life, from conception through execution.

JJ has built a career out of brand development and on-strategy creative that hits the mark time after time. He has helped lead some of the best creative departments in the country, building brands like Kraft, Gatorade and SC Johnson. Smaller brands have also benefited from the same high-level approach to big ideas. JJ possesses a unique combination of left-

brain and right-brain capabilities that deliver creative, yet business-savvy, results.

Though his award-winning work has graced the pages of numerous industry publications, his only goals are solving problems and creating impact. At agencies large and small, JJ has proven the approach produces creative that cuts through the din and moves the needle.

He holds a bachelor's degree from the University of Central Missouri where he studied commercial art and business. A recent Kansas City replant, he has taken an active role in the youth sports scene in Overland Park, Kan., and looks forward to becoming involved in more civic and community affairs.



FORM NO. 4 – RÉSUMÉ OF CONTRACTOR PERSONNEL

Brief résumé of key persons that shall be assigned to Jackson County Parks & Recreation's Project.

Résumé:	
Name:	Title:
Angelo Trozzolo	President
Project Assignment:	
Angelo will provide strategy and insight throughout the branding and planning process.	
Name of Contractor with which associated:	
Trozzolo Communications Group	
Years of Experience:	
With this Company: 13	With Other Companies: 2
Education: Degree(s)/Year/Specialization	
Bachelor of Arts, 1997 Marquette University Major: Advertising	Master of Business Administration, 2002 Rockhurst University
Current Registration(s):	
Other Experience and Qualifications relevant to the proposed project:	
More about Angelo is included on the next page.	



Team Credentials



Angelo Trozzolo

President

"We don't mistake activity for results. The scarce commodity is not the ability to earn media placements or draw pretty pictures. Any decent agency can do that. It comes down to understanding the business of your organization. It's about how many customers we brought you today. Anything other than that and we're just another marketing firm."

Discover More About Angelo

As president of Trozzolo, Angelo is involved in every aspect of the agency's work. From market research and creative brainstorming to expert data analysis, his insights help develop winning strategies for our clients. His business leadership is responsible for helping transform the eight-person publishing shop in the mid-1990s into one of the region's most highly regarded marketing communications firms today.

His business leadership also flows into dedication to his hometown of Kansas City. He is a proud civic booster who will modestly tell you that his most significant civic accomplishments are still ahead.

Angelo is a graduate of Centurions, a two-year leadership development program sponsored by the Greater Kansas City Chamber of Commerce. He was one of Kansas City's youngest mayoral appointments, having served on the Neighborhood Tourist Development Fund Committee under Mayor Kay Barnes. He was a driving force behind a successful grassroots push for a downtown arena.

He is a past president of the Business Marketing Association's Kansas City Chapter and serves on the University of Kansas Edwards Campus Workforce Advisory Board. Angelo was among the top four fundraisers for the region's 2004 Leukemia and Lymphoma Society's Man of the Year Campaign, and was named its 2007 Board of Trustees Rookie of the Year. Angelo now serves on the executive committee of the Board of Trustees. He also serves on the Board of Directors for Girl Scouts of NE Kansas and NW Missouri, and on the Parish Council of St. Peter's Parish in Kansas City.

In 2010, *KC Business* magazine named Angelo among its inaugural class of "Rising Stars." In 2005, *Ingram's* magazine named him one of Kansas City's "40 Under Forty."

He is a graduate of Marquette University with a degree in advertising and holds an MBA from Rockhurst University.

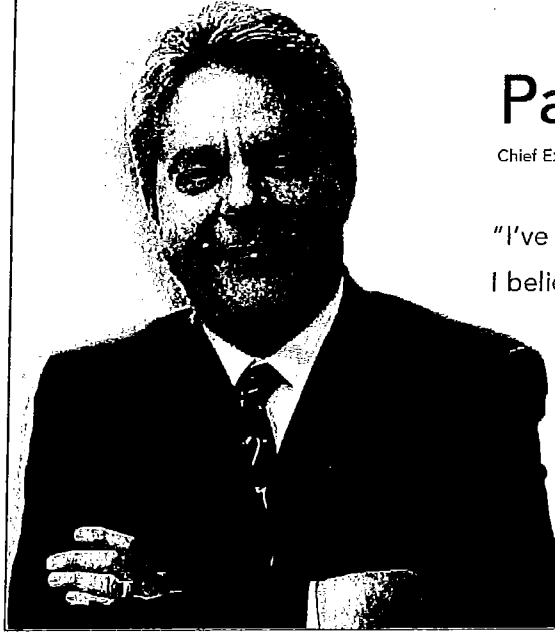


FORM NO. 4 – RÉSUMÉ OF CONTRACTOR PERSONNEL

Brief résumé of key persons that shall be assigned to Jackson County Parks & Recreation's Project.

Résumé:	
Name:	Title:
Pasquale Trozzolo	CEO
Project Assignment:	
Pasquale is the agency's chief brand strategist.	
Name of Contractor with which associated:	
Trozzolo Communications Group	
Years of Experience:	
With this Company: 22	With Other Companies: 14
Education: Degree(s)/Year/Specialization	
Bachelor of Arts/MBA, 1975 Rockhurst University	
Current Registration(s):	
Other Experience and Qualifications relevant to the proposed project:	
More about Pasquale is included on the next page.	





Pasquale Trozzolo

Chief Executive Officer

"I've been called 'contrarian.' I have to admit, it's true. I believe that you have to look at a client's business from the inside out to gain any clear insight into what it takes to move the needle for them. Taking a contrarian view unearths the best thinking, uncovers potential risk, and reveals new opportunities for growth. Plus, turning accepted ideas on their proverbial heads is darned fun."

Discover More About Pasquale

Pasquale carries the reputation of being a communications expert who thinks like a business consultant. He has mastered the art of matching clients' communications and image goals with their overall business objectives, including those of his own business.

During a 12-year tenure at a large financial services company, Pasquale's sales performance marketing ideas quickly moved him through the ranks to senior management. With entrepreneurial instincts in high gear, he founded Trozzolo Creative Resources Inc., in 1989.

Pasquale was a true pioneer in the realm of custom publishing. After pushing the limits of that medium, he expanded the company into traditional advertising. Knowing the power of an integrated offering, he forged a merger with local public relations firm Blades & Associates to form Trozzolo Communications Group. Later, with a combination

of foresight and smart growth strategy, Pasquale spearheaded the acquisitions of Prairie Dog, a nationally known health care marketing firm in Kansas City, and Corporate Communications Group, the largest public relations firm in Kansas.

He is a strong believer in civic involvement, having served two terms as president of the Kansas City Chapter of the Juvenile Diabetes Research Foundation. He currently chairs the board of directors for the Kansas City Chapter of the American Red Cross, and also sits on the board of St. Teresa's Academy.

A graduate of Rockhurst University, Pasquale serves as adjunct instructor at the University of Kansas where he teaches graduate courses in branding, and is a sought-after speaker on the subjects of marketing, communication, crisis communication and social media.



FORM NO. 5 – PROJECT NARRATIVE

Brand Approach

Trozzolo believes in the **4-3-5 Brand Approach** to branding. And, yes, it's easier to navigate than Interstate 435 at Three Trails Crossing during rush hour. The approach is anchored on what we identify as the **Four Pillars of Branding**:

1. *Difference* – What are you doing that the competition (whatever that may be) isn't? The differences must be pure, defensible and appealing.
2. *Relevance* – How meaningful are your "differences" to your audience? Why will they care?
3. *Esteem* – How well-regarded is the Department among your audiences? Your brand must promote your difference and relevance, and also leverage the esteem of the Department and its core offerings.
4. *Knowledge* – How well do your audiences know and understand you? It is easy to want to go straight to knowledge in building a brand: "If we tell them, then they'll know." Just "telling" doesn't stick.

We then ask **three** fundamental questions, the answers to which go a long way in shaping a successful brand:

1. Whom do you want to talk to? A target audience must be determined.
2. Whom do you want to beat? Whether the competition is another county, the community landscape, funding challenges, etc., it must be identified.
3. What is the best way to do it? The County needs a strategy with difference and relevance as the driving force.

We believe there are **five** explanations why branding efforts succeed, and they don't include budget, product or popularity:

1. *Standing out.* Differentiation is vital.
2. *Building consistency.* People think it's all about new, now and novelty, but with all the noise out there today, the need for consistency has never been greater. Give branding efforts time to resonate.
3. *Reaching the ones who matter.* Resist the urge to reach everybody. If everybody is a target, nobody pays attention.
4. *Focusing on the people, not the product.* Clients are often product-centric, but good branding is people-centric. It's not what a product does that's important, it's how the product fits into people's lives.
5. *Taking risks.* The brands people love to talk about began with a little audacity – an airline with no seat assignments, a computer named after a fruit, a show about nothing, a search engine whose name suggests too many answers.

You might ask, "All this branding stuff works for the big, national consumer brands. What about a county department like ours?" That's the beauty of branding – the science applies to any situation, regardless of scale.

Building a brand is an interdisciplinary exercise that involves both creative and strategic thinking. Developing and building the Jackson County Parks & Recreation brand will mean finding what is unique, identifiable, and visionary about the Department and all it offers. We focus on brand elements that are true differentiators that are relevant to the target audiences and inspire action.



Consider all the input we receive today, from so many channels, on a 24/7 basis. There is no downtime in the American mind, no passive, resting, ready moment for a message to seek purchase. It's inevitable. We live in a world of constant distraction ... a 24/7/365 cereal aisle of messages each vying for our time. There are so many distractions and so many options to choose from. We're left dumbfounded trying to make a decision.

For a brand to take hold, it must come in the form of a relevant interruption. It is a two-party process. One party delivers a stimulus, the other party responds. What this means in the brand process is that what you "say" is not as important as what they "hear." We must focus on the desired response when developing a brand. That's the crux of our approach. We must begin with the end in mind to provoke the response we desire.

The Jackson County Parks & Recreation brand experience must fulfill and exceed its brand promise. The brand not only must capture people's emotions, it must deliver on the response it evokes.

Think Harley-Davidson.

Think Apple.

Think the American Red Cross.

Think Ben & Jerry's Ice Cream.

Now think *Jackson County Parks & Recreation ...*

Why can't the Department evoke the same type of emotional response, and establish the same level of connection with its audiences? We want the your brand to inspire action, and influence the conversation – one in which the Department's vision, brand and messaging are prevalent across a variety of platforms.

That type of movement needs to begin from within. It must first receive internal buy-in by County staff, community leaders, and the residents themselves. The brand must be embraced fully, so that the County itself is its biggest champion. Establishing a sustainable brand requires a disciplined approach that involves academics, development and transmission of the internal and external brand.

Most organizations and communities spend a great amount of time, energy and money on parity-based claims in an attempt to stand out among competitors. This is where most brands fall into the "sea of sameness." To build a strong, sustainable brand, the Department must first define its primary target audience and uncover the unique attributes that set it apart. Those attributes must be relevant to the needs of the target audience.

This point of relevance is where Jackson County Parks & Recreation's core competency intersects with its audiences' interests, needs and desires. Our insights will be boiled down into a simple, meaningful message that resonates with the target audiences. We call it the brand driver, and it should guide and align everything we do.

Scope of Work

Building a brand is an interdisciplinary exercise that involves both creative and strategic thinking. The three phases to a successful branding initiative – ***Research and Discovery, Brand Development, and Strategy and Implementation*** – will guide the following brand process we propose:



Phase I: Research and Discovery

Jackson County Parks & Recreation's vision and goals will be at the heart of our planning and work. We understand the intricacies of working with an entity of this stature, and will ensure each stakeholder is kept informed and involved at every step of the process. First and foremost, we will conduct a deep-dive exploration meeting with key constituents into the issues, challenges and opportunities facing the Department.

Our research will focus on answering the three pivotal questions outlined in our approach:

1. *Whom do you want to talk to?*
2. *Whom do you want to beat?*
3. *What is the best way to do it?*

Trozzolo then will perform research to gather additional necessary quantitative and qualitative information that is available. This will include a review and analysis of current and past marketing efforts.

Once we collect and analyze the appropriate background information, we then will define the Department's audience and identify target segments. From there, we will determine the best channels of communication to reach them. Trozzolo will then identify additional research opportunities. This will most likely include discussions with a sampling of your target audiences, including current residents, county leaders and staff, outlying community members and a variety of other stakeholders and key influencers to accurately gauge outside perceptions, as well as its current brand and vision.

Trozzolo's research will be focused on gathering a more complete understanding of the following aspects of the Jackson County Parks & Recreation Department:

- *Current brand perception – internal and external*
- *Current brand execution*
- *Core competencies*
- *Trends within similar parks and recreation departments*
- *Industry landscape and best practices*
- *Competition*
- *Audience*
- *Leadership, staff and resident tendencies and opinions*
- *Marketing strengths and weaknesses*

At the completion of our research, Trozzolo will present its initial findings and insights to the Department to help determine final target segments and messaging direction.

Phase II: Brand Development

A successful brand initiative requires passion, discipline and old-fashioned elbow grease – from all parties involved. However, we want the process to be as seamless and painless as possible for the Department.

Trozzolo will help guide the Department toward a new brand that will evoke a sense of pride across the entire Jackson County community. From your logo, tagline, mission and vision, marketing material, and website, to how the County's leaders describe the community, developing a consistent and cohesive message is one of the most important steps the County can take toward building a sustainable brand for the Parks & Recreation Department. As part of the brand development process, Trozzolo will:



- *Develop key messaging – internal and external – for the Department, including a mission statement.*
- *Develop three concepts for a new Jackson County Parks & Recreation brand logo, color palette, tagline and corresponding campaign.*
- *Refine and finalize one brand concept and campaign.*
- *Develop electronic templates of all graphic elements for future use.*
- *Develop recommended brand standards and a style guide document to support the proper use and dissemination of the new brand.*
- *Develop creative elements and templates for the new brand campaign, including ad design, TV/radio spots and mobile applications.*

Phase III: Brand Strategy and Implementation Plan

Trozzolo will collaborate with the Department to develop a strategic brand implementation plan that effectively leverages the brand throughout all elements of internal and external outreach – through *owned, earned, paid and social* channels.

The plan will identify objectives, strategies and tactics for the Parks & Recreation Department that leverage the right message across the right communications channels to reach the right audiences. The plan will serve as the roadmap necessary to accomplish the goals set forth for this initiative. It will be designed for immediate execution, include the budgets required to implement the tactics, and follow a strategic timeline for optimal implementation.

That is a key differentiator for Trozzolo. We don't just help create your brand, we help *deliver* the brand to your audiences. There are no little things. We truly believe that. Success doesn't simply appear at the revealing of a new brand. Success arrives in the days, weeks, months and years that follow – and relies on a calculated approach to implementation.

In addition to the external element of the initiative, the agency will develop an internal integration strategy to launch the brand internally to County leaders, staff and other stakeholders to ensure they are armed with the appropriate messaging to successfully champion the new brand through their interactions with the County's residents, employees, and visitors.

There is sure to be some reluctance among key stakeholders and key audiences to rally around a new brand. Trozzolo will take the appropriate steps to show how we arrived at our brand strategy and recommendations and the creative thought and execution that went into the overall look and feel of the new plan.

We understand how important it is to make a good first impression and start this brand initiative on the right foot. Failure to do so is not an option, and we look forward to rising to meet that challenge. To aid in the integration process, we will conduct key message and brand training and provide a brand introduction to key stakeholders. This will include a community brand introduction plan that will ensure the proper assimilation of the new look and feel of the Jackson County Parks & Recreation brand.

The strategic implementation plan we develop will provide recommendations for ensuring that this will be a sustainable branding initiative, as well as recommendations on budget, timing, success metrics, and the proper incorporation of the new brand look and feel into each of the Department's owned, earned, paid and social outreach channels.



The bottom line: We know how to build and foster a meaningful brand and communications initiative. We have a track record of developing impactful brands that generate awareness, engage audiences and influence conversations across the Midwest. We want to create a brand for the Jackson County Parks & Recreation Department that achieves the same result, and we will provide the strategy, guidance and expertise to ensure your brand comes to life.

Summary of Deliverables

To summarize, Trozzolo will provide the following deliverables as part of this engagement:

- *Initial report of research findings, key insights and preliminary recommendations*
- *Brand positioning and brand driver*
- *Mission statement and key messaging*
- *Three logo, color palette, tagline and campaign concepts*
- *One finalized logo, tagline and campaign treatment for implementation*
- *Brand standards and style guide*
- *Key message training and internal communications protocols*
- *Strategic Brand Implementation Plan and presentation of report*
- *Recommended creative elements and templates for the new brand campaign, including ad design, TV/radio spots and mobile applications*
- *Delivery of electronic files and hard copy samples of creative elements*

Measurement

It is imperative to establish quantifiable metrics before engaging in an initiative of this magnitude. Measuring the success of the new brand and its subsequent internal and external launch will need to go beyond sheer numbers. It will need to measure the sentiment, emotion and experience the brand provokes.

We recommend employing both quantitative and qualitative measurement techniques. For example, how we determine if the new brand leads to a more engaged and informed community must be measured differently than how we determine if the attendance at County-sponsored recreational events increases as a result of the new brand. In other words, how much awareness is generated about Jackson County Parks & Recreation and its external perception will be measured differently than how many more visitors take advantage of the County's recreational assets. The strategic implementation plan we will develop will include measurable objectives and clear methods for gathering and analyzing those metrics.

Timeline

We anticipate this initiative requiring approximately three months to fully execute the research, brand concept and development, and brand implementation plan phases. From that point, the radio and television spots will be completed within two months. Trozzolo has completed projects similar in size and scope in as little as 30 days. However, given the importance of this initiative to the future of the Parks & Recreation Department and amount of due diligence required to achieve an optimal brand, we believe a 90-day timeframe is appropriate to review existing research, perform additional research, develop the brand, and effectively develop a strategic brand implementation plan.

The following is a proposed breakdown of the timeline. Trozzolo is prepared to begin the engagement immediately and meet any necessary deadlines. The timeline can be adjusted accordingly based on the County's needs:



Phase I: Research and Discovery

- *Project kickoff: Dec. 5, 2011*
- *Deep-dive meeting: Week of Dec. 5*
- *Research: Dec. 5-30*
- *Present initial report findings and key insights: Week of Jan. 2, 2012*

Phase II: Brand Development

- *Brand positioning and brand driver: Jan. 2-6*
- *Mission statement and key messaging: Jan. 9-13*
- *Three (3) logo, tagline and campaign concepts: Jan. 9-Feb. 3*
- *Refine one logo and tagline treatment: Feb. 6-10*
- *Develop recommended creative elements for campaign: Feb. 13-24*
- *Brand standards and style guide: Feb. 20-24*
- *Delivery of creative files: Week of Feb. 27*

Phase III: Brand Strategy and Implementation Plan

- *Strategic Brand Implementation Plan: Jan. 9-27*
- *Presentation of report: Week of Jan. 30*
- *Key message training and internal communications protocols: Week of Feb. 27*

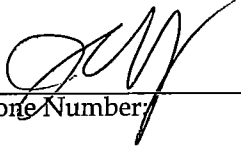
Additional Tasks

- *Finalize creative elements for campaign: March 5-23*
- *Develop and produce TV and radio spots: March 5-April 2*

Responsiveness, Accountability and Quality Assurance

We work in a team environment, which allows us to always have an ear to the ground, keep the strategy on course and think campaigns all the way through to the end. Because we respect the knowledge and commitment of our clients, we pay attention. And we communicate. Our commitment to excellent service is evident in the way we deliver consistent project updates, schedule regular status calls and provide in-depth monthly service reports. We believe in client communication so much, we created our own word for it – “statusfaction.”

Keeping you status-fied builds your trust, increases your comfort level and fosters a partnership approach. In addition to regular conference calls and meetings, you will receive a weekly Friday Report, which provides a status update of the project. We also generate service reports. These serve as tools in demonstrating the value and outcomes of our work and partnership with the Department. Also, we often customize reporting and measurement to fit a client’s needs. Bottom line: We pledge to always keep you in the know and never leave you wondering what’s happening when and where with the project at hand.

Signature: 	Typed Name and Title: Joshua Brewster, Director of Client Engagement
Telephone Number: 816-842-8111	Date: October 28, 2011



MBE/WBE Participation

Trozzolo is a full-service communications firm with a fully staffed creative department and brand strategists and communications professionals. We are able to perform each initiative of this engagement using in-house resources. However, when required by certain engagements, we have had the good fortune to partner with minority-owned and women-owned business enterprises. In each case, we have met or exceeded the MBE and WBE goals for the contracts that required such participation.



EXHIBIT A
INSURANCE

Contractor shall procure and maintain in effect throughout this duration of the contract insurance coverages not less than the types and amounts specified in this section. If due to the nature of the goods and/or services provided by the contractor are such that they may be excluded from coverage listed below, an addendum shall be made to the contract requesting coverage and limits required (Professional Liability, Work on bodies of water; Garage or tow services, Liquor liability are some examples).

All subcontractors of the contractor are required to carry the same coverages and limits as the contractor. All Liability policies required are to be written on a "occurrence" basis unless an agreement, in writing, is made with Jackson County.

1. COMMERCIAL GENERAL LIABILITY

Commercial General Liability Insurance: with limits of not less than \$1,000,000 per occurrence and \$2,000,000 Annual Aggregate (both General and Products-Completed Operations). Aggregate shall be on a "per project" basis where more than one project is to be performed by the contractor under this contract. Policy shall include Severability of Interests coverage applying to Additional Insureds and also include Contractual Liability with no limitation endorsements. Policy shall include \$100,000 limit each occurrence for Damage to Rented Premises, \$1,000,000 limit each occurrence for Personal & Advertising injury liability, \$5,000 Medical Expense (any one person), and Employee Benefits Liability coverage with a \$1,000,000 limit.

2. COMMERCIAL AUTOMOBILE LIABILITY

Commercial Automobile Liability Insurance: with a limit not less than \$1,000,000 Combined Single Limit for Bodily Injury and Property Damage Limit (each accident), covering owned, hired, borrowed, and non owned vehicles. Coverage shall be provided on a any auto basis and be on a Commercial Business Auto form, or acceptable equivalent, and will protect against claims arising out of the operation of motor vehicles in connection with this contract.

3. WORKERS COMPENSATION AND EMPLOYERS LIABILITY COVERAGE

Contractor shall provide coverage for Workers Compensation and Employers Liability for all claims by employees of the contractor or by anyone for whose acts it may be liable under the statutes of the State of Missouri with limits of:

-Workers Compensation	Statutory
-Employers Liability	\$500,000 each accident
	\$500,000 Disease-each employee
	\$500,000 Disease-Policy limit

4. EXCESS/UMBRELLA LIABILITY COVERAGE

Contractor shall provide Excess/Umbrella liability, on an occurrence basis, with \$10,000 Retention, to provide coverage limits over all liability coverages listed above, at a limit not less than \$1,000,000 each occurrence and \$1,000,000 Aggregate.

5. ADDITIONAL INSURED & CERTIFICATE OF INSURANCE

The Commercial General and Automobile Liability Insurance specified above shall provide that Jackson County Missouri and its agencies, officials, officers, and employees, while acting within the scope of their authority, will be named as additional insureds for the services performed under this contract.

A Certificate of Insurance shall be filed with the County's Director of Finance and Purchasing within 10 calendar days of the date when requested or before commencement of the work that are acceptable to the Director that the insurance requirements (a sample of an acceptable Certificate is attached) have been satisfied. The Certificate shall contain a provision that the policies may not be cancelled by the insurance carrier without 30 days written notice of cancellation, 10 days for non-payment of premium, to Jackson County. In the case of multi-year, renewable, or extended term on the contract; Contractor must supply the Director with current Certificate(s) on any coverages mentioned above within Thirty (30) days prior to the expiration date of coverage(s). The Director of Finance and Purchasing may request copies of the Contractor's insurance policies for verification of coverages.



EXHIBIT A – CONTINUED

INSURANCE

6. QUALIFICATIONS INSURANCE CARRIERS

All insurance coverage must be written by companies that have an A. M. Best's rating of "B+ V" or better or Lloyd's of London, and are licensed and approved by the State of Missouri to do business in Missouri.

7. FAILURE TO MAINTAIN INSURANCE COVERAGE

Regardless of any approval by Jackson County, it is the responsibility of the contractor to maintain the required insurance coverage in force at all times; its failure to do so will not relieve it of any contractual obligation or responsibility. In the event of Contractor's failure to maintain the required insurance in effect, Jackson County may order Contractor to stop work immediately and, upon 10 days notice and an opportunity to cure, may pursue its remedies for breach of this contract as provided for herein and by law.




EXHIBIT F
RESPONDENT'S EXCEPTIONS
TO
SPECIFICATIONS/SCOPE OF WORK
OF
JACKSON COUNTY, MISSOURI REQUEST FOR PROPOSAL NO. 64-11

Respondent's attention is directed to Paragraph 4 of the General Conditions of this Request for Proposal. **READ THIS PARAGRAPH CAREFULLY.**

The following exceptions to the Specifications/Scope of Work of Request for Proposal No. 64-11 are requested by the undersigned Respondent (Use additional pages as necessary.):

REFERENCE PARA # & PAGE #	EXCEPTION REQUESTED
	N/A

Name of Firm: Trozzolo Communications Group

Signature of Respondent: 



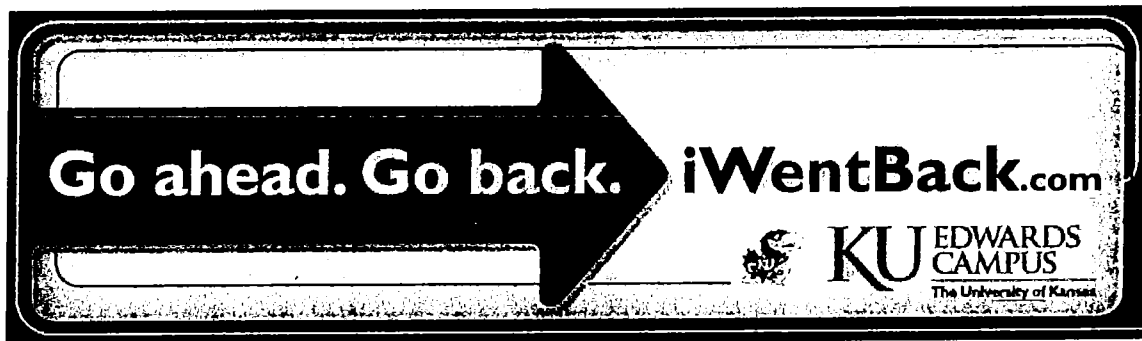
APPENDIX A

Brand Image and Campaign Samples





Come See. Come Do.



APPENDIX B

Addenda





PURCHASING DEPARTMENT

415 East 12th Street
Kansas City, Missouri 64106

816-881-3267
Fax 816-881-3268

REQUEST FOR PROPOSAL NO. 64-11
ADDENDUM NO. 1
ISSUED: October 20, 2011
PAGE 1 of 3

This Addendum hereby changes, modifies and amends the previously issued Request for Proposal as follows:

1) THE PROPOSAL CLOSING DATE AND TIME HAS BEEN EXTENDED TO OCTOBER 26, 2011, 2:00 PM CST.

2) INTRODUCTION, page 14 of 34:

Add:

This will be a Twenty-Four (24) Month Contract.

3) PART I – DESCRIPTION OF SERVICES REQUIRED, 1. SCOPE OF WORK, page 15 of 34:

Add:

The Parks & Recreation Department has identified several tasks to be completed within the next 12 months.

4) PART II – INSTRUCTIONS TO RESPONDENTS, 4. INSTRUCTIONS FOR RESPONDING TO THIS RFP, page 18 of 34:

Add:

The electronic version may also be submitted in any of the following programs:

InDesign
Illustrator



5) **PROPOSAL CONTENT AND FORMAT**, 4. Pricing Proposal, page 19 of 34:

Remove:

4. Pricing Proposal: Submit one (1) copy of the pricing on **FORM 6** included herein in a separate sealed envelope.

NOTE: The pricing in a separate sealed envelope within the proposal package must be marked "Pricing". Pricing should only be included with the original proposal copy.

DO NOT INCLUDE ANY PRICING ON THE FLASH DRIVE.

FAILURE TO FOLLOW THIS PROCEDURE MAY RESULT IN THE REJECTION OF YOUR PROPOSAL.

Add:

4. Pricing: Please provide an all inclusive quote for each individual Task: (a) 1 - 6, (b), (c) 1 - 4, and (d). Quotes shall be all inclusive, including, but not limited to, all expenses.

a) Branding Concept, indicate price per task, to include the following:

- (1) Logo, Color Palette, Tag Lines/Slogans
- (2) Radio/Television Spots
- (3) Mission Statement
- (4) Ad Design
- (5) Mobile Applications
- (6) Style Guide

NOTE: The Parks Department anticipates Task (1) Logo, Color Palette, Tag Lines/Slogans to be completed by the end of February 2012 and Task (2) Radio/Television Spots by June 15, 2012.

b) Recommend an Integration Strategy for consistent branding/image.

c) Create and Design a Implementation Plan that includes:

- (1) Communication Strategy
- (2) Recommended Action Steps and Timelines
- (3) Cost Estimates
- (4) Tracking Mechanisms

For this task, include at least two (2) meeting with the Committee.

d) Other Services or On-Call Services: Provide an hourly rate to perform additional services after the initial tasks have been completed. Include a list of possible estimated "out of pocket" expenses that may occur in conjunction with the hourly rate.

The availability of funds for specific tasks and/or "as needed" services are subject to annual appropriations.

Submit one (1) copy of pricing on **FORM 6** included herein in a separate sealed envelope. Use additional sheets as necessary to make your pricing complete.

NOTE: The pricing in a separate sealed envelope within the proposal package must be marked "Pricing". Pricing should only be included with the original proposal copy.

DO NOT INCLUDE ANY PRICING ON THE FLASH DRIVE.

FAILURE TO FOLLOW THIS PROCEDURE MAY RESULT IN THE REJECTION OF YOUR PROPOSAL.




6) Vendor questions received as of October 20, 2011:

Question No. 1 - Is this RFP a one-time project or is the Jackson County Parks & Recreation Department looking for an ongoing relationship with a branding partner?

Answer No. 1 - See Items 1 through 5 above.

If you have any questions concerning this Addendum, please email Teddy Ballard at tballard@jacksongov.org.

There are no further changes, modifications, or amendments.



Q. Troy Thomas
Director of Finance and Purchasing





PURCHASING DEPARTMENT

415 East 12th Street
Kansas City, Missouri 64106

816-881-3267
Fax 816-881-3268

REQUEST FOR PROPOSAL NO. 64-11
ADDENDUM NO. 2
ISSUED: October 21, 2011
PAGE 1 of 1

This Addendum hereby changes, modifies and amends the previously issued Request for Proposal as follows:

THE PROPOSAL CLOSING DATE AND TIME HAS BEEN EXTENDED TO OCTOBER 28, 2011, 2:00 PM CST.

If you have any questions concerning this Addendum, please email Teddy Ballard at tballard@jacksongov.org.

There are no further changes, modifications, or amendments.

Q. Troy Thomas
Director of Finance and Purchasing



Jackson County Parks/Trozzolo Communications Group Branding Campaign

Project Timeline:

Phase I: Research and Discovery

- Project kickoff: 12/20
- Deep-dive meeting: Week of 1/2/2012
- Research: 1/3-31
- Present initial report findings and key insights: Week of 1/30

Phase II: Brand Development

- Brand positioning and brand driver: 1/30-2/3
- Mission statement and key messaging: 2/6-10
- Three (3) logo, tagline and campaign concepts: 2/10-3/2
- Refine one logo and tagline treatment: 3/5-9
- Develop recommended creative elements for campaign: 3/12-23
- Brand standards and style guide: 3/19-23
- Delivery of creative files: Week of 3/26
- Development of mobile application: 3/26-4/30

Phase III: Brand Strategy and Implementation Plan

- Strategic Brand Implementation Plan: 2/6-24
- Presentation of report: Week of 2/27
- Key message training and internal communications protocols: Week of 3/26

Additional Tasks

- Finalize creative elements for campaign: 3/26-4/13
- Develop and produce TV and Radio spots: June 2012

Billing Schedule:

Below is a schedule of projected invoices based on the deliverables outlined in the project:

<u>Invoice Date</u>	<u>Deliverable</u>	<u>Amount</u>
1/30/12	Research and Discovery Report	\$10,000
2/29/12	Mission Statement and Key Messaging Strategic Brand Implementation Plan (includes communication strategy, action steps and timeline, cost estimates and tracking mechanisms)	\$3,000 \$15,000
3/30/12	Logo, Color Palette, Tagline	\$20,000
	Ad Design	\$10,000
	Brand Standards and Style Guide	\$2,000
4/30/12	Mobile Application	\$10,000*
6/29/12	TV and Radio Spots	\$30,000

Optional: On-Call Services: \$150.00 per hour

* The cost of the mobile application is up to and not to exceed \$10,000.