



# Jackson County Missouri

Jackson County Courthouse  
415 E. 12th Street, 2nd floor  
Kansas City, Missouri 64106  
(816)881-3242

## Legislation Details (With Text)

**File #:** 19229      **Version:** 0      **Name:** COMBAT Marketing Strategy  
**Type:** Resolution      **Status:** Passed  
**File created:** 8/4/2016      **In control:** (R)Anti-Drug Committee  
**On agenda:** 8/8/2016      **Final action:** 8/15/2016  
**Title:** A RESOLUTION awarding a twelve-month contract with two twelve-month options to extend, for the furnishing of a marketing strategy for use by COMBAT to O'Neill Marketing and Event Management of Kansas City, MO, under the terms and conditions of Request for Proposals No. 29-16, at a cost to the County not to exceed \$54,695.00.  
**Sponsors:** Dan Tarwater III  
**Indexes:** COMBAT, CONTRACT, REQUEST FOR PROPOSAL  
**Code sections:**  
**Attachments:** 1. 19229bu.pdf, 2. 19229adopt.pdf, 3. 19229-CNSLTAGMT-ONMK&ENTMGMT.pdf

Date	Ver.	Action By	Action	Result
8/15/2016	0	County Legislature	adopt	Pass
8/15/2016	0	(R)Anti-Drug Committee	recommend do pass	Pass
8/15/2016	0	County Legislature	Consent Agenda	
8/9/2016	0	County Legislature	Go To 1st Meeting	Pass
8/8/2016	0	County Legislature	assign to committee	

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

**A RESOLUTION** awarding a twelve-month contract with two twelve-month options to extend, for the furnishing of a marketing strategy for use by COMBAT to O'Neill Marketing and Event Management of Kansas City, MO, under the terms and conditions of Request for Proposals No. 29-16, at a cost to the County not to exceed \$54,695.00.

**RESOLUTION NO. 19229**, August 8, 2016

**INTRODUCED BY** Dan Tarwater III, County Legislator

WHEREAS, the Jackson County Drug Commission recommends the development of a marketing strategy focusing on its anti-drug and anti-violence initiative; and,

WHEREAS, the Director of Finance and Purchasing solicited formal written bids on Request for

Proposals (RFP) No. 29-16 for these marketing services; and,

WHEREAS, a total of twenty-four notifications were distributed and three responses were received from the following:

**RESPONDENT**

O'Neill Marketing  
Kansas City (Jackson County), MO

Devin James Group  
Kansas City (Jackson County), MO

Resonant Brand  
Atlanta, GA

and,

WHEREAS, an evaluation committee reviewed each proposal based on respondent qualifications, experience, references, and pricing and recommends the award of the contract to O'Neill Marketing and Event Management of Kansas City, MO, as the best proposal received; and,

WHEREAS, the Director of Finance and Purchasing recommends the award of a twelve-month contract with two twelve-month options to extend to O'Neill Marketing and Event Management, at a cost not to exceed \$54,695.00, under the terms and conditions of RFP No. 29-16, for the reason that it has submitted the best proposal; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri that the purchase be made as recommended by the Director of Finance and Purchasing, and that the Director be, and is hereby, authorized to execute for the County a contract with O'Neill Marketing and Event Management, at a

cost to the County not to exceed \$54,695.00, in a form to be approved by the County Counselor; and,

BE IT FURTHER RESOLVED that the Director of Finance and Purchasing is authorized to make all payments, including final payment, on the contract.

..Enacted and Approved

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

APPROVED AS TO FORM:

\_\_\_\_\_  
Chief Deputy County Counselor

\_\_\_\_\_  
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution No. 19229 of August 8, 2016, was duly passed on August 15, 2016 by the Jackson County Legislature. The votes thereon were as follows:

Yeas \_\_\_\_\_ 8 \_\_\_\_\_

Nays \_\_\_\_\_ 0 \_\_\_\_\_

Abstaining \_\_\_\_\_ 0 \_\_\_\_\_

Absent \_\_\_\_\_ 0 \_\_\_\_\_

Excused \_\_\_\_\_ 1 \_\_\_\_\_

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mary Jo Spino, Clerk of Legislature

There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.

ACCOUNT NUMBER: 008 4401 56210  
ACCOUNT TITLE: Anti-Drug Sales Tax Fund

NOT TO EXCEED:                      COMBAT  
   Advertising  
   \$54,695.00

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Date

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Chief Financial Officer