



City of Kansas City, Missouri

Docket Memo

Ordinance/Resolution #: 240880

Submitted Department/Preparer: General Services

Revised 11/01/23

Docket memos are required on all ordinances initiated by a Department Director. More information can be found in [Administrative Regulation \(AR\) 4-1](#).

Executive Summary

Authorizing the Manager of Procurement Services to exceed the \$1,000,000.00 threshold with Trozzolo Communications Group for a five (5) year contract # 6223080095 not to exceed \$5,000,000.00 to provide full service advertising and marketing assistance to the Aviation Department; authoring the Manager of Procurement Services to amend and extend the contract; and authoring the Aviation Director to expend funds appropriated to Account No. 8300-621030-612451 to purchase services for advertising and marketing. The expenditure of funds for the second through fifth year are subject to appropriation of funds. A copy of the contract is on file with the City Clerk's Office.

Discussion

This contract shall not exceed \$5,000,000.00

This contract has MBE goals of 10% and WBE goals of 10%

The goals set forth for this contract are being met. Time-Wise is being used to meet the 10% MBE goals and O'Neil Marketing & Event Management is being used to meet the 10% WBE goals.

Fiscal Impact

1. Is this legislation included in the adopted budget? Yes No
2. What is the funding source?
25-8300-621030-612451 Promotional Exp-Air Serv Mrkt
3. How does the legislation affect the current fiscal year?
FY 25 \$666,667.00

4. Does the legislation have a fiscal impact in future fiscal years? Please notate the difference between one-time and recurring costs.

FY 26	\$999,999.00
FY 27	\$999,999.00
FY 28	\$999,999.00
FY 29	\$999,999.00
FY 30	\$333,337.00

5. Does the legislation generate revenue, leverage outside funding, or deliver a return on investment?

No

Office of Management and Budget Review

(OMB Staff will complete this section.)

1. This legislation is supported by the general fund. Yes No
2. This fund has a structural imbalance. Yes No
3. Account string has been verified/confirmed. Yes No

Additional Discussion (if needed)

Click or tap here to enter text.

Citywide Business Plan (CWBP) Impact

1. View the [FY23 Citywide Business Plan](#)
2. Which CWBP goal is most impacted by this legislation?
Inclusive Growth and Development (Press tab after selecting.)
3. Which objectives are impacted by this legislation (select all that apply):
 - Align the City's economic development strategies with the objectives of the City Council to ensure attention on areas traditionally underserved by economic development and redevelopment efforts.
 - Ensure quality, lasting development of new growth.
 - Increase and support local workforce development and minority, women, and locally owned businesses.
 - Create a solutions-oriented culture to foster a more welcoming business environment.

- Leverage existing institutional assets to maintain and grow Kansas City's position as an economic hub in the Central United States.
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Prior Legislation

N/A

Service Level Impacts

This contract supports the Aviation Department's goal for economic growth and vitality.

Other Impacts

1. What will be the potential health impacts to any affected groups?
There are no known health impacts to any effected groups.
2. How have those groups been engaged and involved in the development of this ordinance?
N/A
3. How does this legislation contribute to a sustainable Kansas City?
This contract supports our goal for economic growth and vatality.
4. Does this legislation create or preserve new housing units?
No (Press tab after selecting)

Click or tap here to enter text.
Click or tap here to enter text.

5. Department staff certifies the submission of any application Affirmative Action Plans or Certificates of Compliance, Contractor Utilization Plans (CUPs), and Letters of Intent to Subcontract (LOIs) to CREO prior to, or simultaneously with, the legislation entry request in Legistar.

Please Select (Press tab after selecting)

Click or tap here to enter text.

6. Does this legislation seek to approve a contract resulting from an Invitation for Bid?

No(Press tab after selecting)

[Click or tap here to enter text.](#)

7. Does this legislation seek to approve a contract resulting from a Request for Proposal/Qualification (RFP/Q)?

Yes(Press tab after selecting)

In an effort to prevent disclosure of confidential information, a separate communication will be provided to City Council members to reflect the top three proposers for the RFP/Q.