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### MISSION STATEMENT

To engage people and tailor messages to build a bridge between complex ideas and common-sense solutions.



### FIRM DATA

#### Certifications:

SDVOSB, MBE, DBE, SLBE

DUNS: 06-111-5694  
CAGE Code: 7CS25  
FED ID: 33-1169076



NAICS: 519130, 519190,  
541430, 541511, 541611,  
541612, 541613, 541614,  
541620, 541810, 541820,  
541830, 541860, 541890,  
541910, 541990, 561210,  
561320, 561410, 561431,  
561499, 711510, 921190,  
923110, 925120

# CAPABILITY STATEMENT

## CORE COMPETENCIES

Parson + Associates (P+A) is a Service-Disabled Veteran -Owned and a Minority-Business Enterprise public relations and marketing firm located in Kansas City, Missouri. P+A has extensive experience providing strategic project management and professional communications services for high-profile local, regional, and national projects. From community projects to established non-profits, small businesses to statewide initiatives, we do more than provide services; we **champion ideas, cultivate relationships** and **tailor communication strategies** that will engage your audiences and contribute to your project's success.

### Our core competencies include:

- Strategic Partnership Management
- Strategic Communications Development
- Content Strategy and Creation
- Media Relations
- Project Management
- Public Involvement
- Community Engagement and Outreach
- Campaign Management
- Constituent Relations
- Document Preparation Services

## DIFFERENTIATORS

- Service-Disabled Veteran-Owned (SDVOSB)
- Certified Minority Business Enterprise (MBE)
- Diverse portfolio
- Uniquely qualified to assist on transportation, transit and infrastructure projects
- Intimate knowledge of government processes
- Firm commitment to veterans' causes
- Located in the Historic Jazz District at 18th & Vine in KC's urban core

## RECENT PAST PERFORMANCE

- KC Downtown Streetcar Construction
- Blue River Wastewater Treatment Plant Transformation to a Biosolids Facility
- KCI-Edgemoor Airport Project
- East Patrol Division Station & Crime Lab Campus
- Marlborough Target Green Pilot Program