

**BRINGING
COMMUNITIES
TOGETHER**



PARSON
+ ASSOCIATES



Service-Disabled Veteran-Owned Small Business +
Minority Business Enterprise + Disadvantaged Business Enterprise
+ Small Local Business Enterprise



**TAILORED
STRATEGIES
FOR YOU**





OUR SERVICES

TAILORED STRATEGIES THAT RESULT IN SUCCESS FOR YOUR PROJECT



Public Relations

- + Strategic Partnership Management
- + Strategic Communications Development, Planning and Execution
- + Crisis Communications
- + Press Conferences
- + Special Events



Marketing Communications

- + Brand Identity Management
- + Content Strategy and Creation
- + Email Marketing
- + Event Marketing
- + Logo Design
- + Aerial Drone Photography and Videography



Community Engagement + Outreach

- + Advancing Ideas
- + Consensus Building
- + Facilitating Meetings and Discussions
- + Managing Expectations
- + Public Involvement
- + Virtual Public Meetings



Digital Media

- + Ad Placement
- + Digital Content Marketing and Strategy
- + Graphic Design
- + Social Media Campaigns and Management
- + Website Design
- + Website Development
- + Website Management



Government Relations

- + Project Management
- + Campaign Development and Management
- + Media Relations
- + Media Training
- + Press Conferences

CHAMPIONS OF IDEAS

From strategic communications to project management, community outreach to consensus building, small business projects to statewide initiatives, Parson + Associates (P+A) effectively engage people and contribute to your success by cultivating relationships.



DOWNTOWN KANSAS CITY STREETCAR

Working with KC Streetcar Constructors, P+A provided public relations, communications and stakeholder coordination services for construction of Kansas City's Downtown Streetcar.



BLUE RIVER WASTEWATER TREATMENT PLANT

P+A continues to provide integral communications support and coordination for this landmark wastewater project for the City of Kansas City, Missouri, as the facility is reconstructed with a state-of-the-art Thermal Hydraulic Process.



KCI AIRPORT NEW SINGLE TERMINAL PROJECT

As Kansas City embarks on its largest infrastructure project in over 50 years, P+A is working to engage and empower the local community and the City's elected officials.

+ Visit ParsonKC.com for more information.

P+A has played a role in almost every major project in Kansas City in the last 10 years - projects that have transformed this community and helped to drive this city's momentum. From the Streetcar, the GO Bonds, and the KCI New Terminal Project, Jason and his team have maintained their commitment to keeping the community informed and engaged in the city's growth and development.

- Sly James

Partner, Wickham James + former mayor of Kansas City, Missouri

I have been working with P+A on the development of the new terminal at KCI since 2017. **P+A's knowledge of complex issues surrounding infrastructure development, relationships with community leaders,** and outreach strategies is unparalleled. P+A have the highest level of integrity and work ethic.

- Geoff Stricker

Managing Director, Edgemoor Infrastructure + Real Estate

I had the opportunity to work personally with Jason Parson and his staff and find them to be **consummate professionals who are respected in the Kansas City community.** A small business owner himself, Jason knows that small business is the backbone of the community and that the entire community benefits with each success story.

- Stephen D. Dunn

Chairman, J.E. Dunn Construction

R. Jason Parson
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COMPANY DATA

Certifications:
Service-Disabled Veteran-
an-Owned Small Business, 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

MISSION STATEMENT

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