

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

**A RESOLUTION** authorizing the Director of Finance and Purchasing to execute contracts for television air time for use by the Parks + Rec Department, with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst Stations, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Media, Inc., d/b/a NBC Action News of Kansas City, MO, at an actual aggregate cost to the County not to exceed \$62,000.00.

**RESOLUTION NO. 18521**, May 19, 2014

**INTRODUCED BY** Fred Arbanas, County Legislator

WHEREAS, the Parks + Rec Department has been developing an updated marketing plan, logo, and brand and is now ready to move forward with an advertising campaign to promote on-line registration for activities and to drive Internet traffic to the Jackson County website; and,

WHEREAS, in consideration of the unique nature of the television industry and the specific markets served by and viewership ratings of each television station or provider, the Director of Parks + Rec recommends the purchase of television air time for this campaign from the following television stations:

<u>VENDORS</u>	<u>AMOUNT</u>
Meredith Corporation d/b/a KCTV 5, Fairway, KS	\$10,000.00
KCCP Trust d/b/a Time Warner Cable Milwaukee, WI	\$18,000.00

Fox Entertainment Group \$12,000.00  
d/b/a WDAF-TV  
Kansas City (Jackson County), MO

Hearst Stations, Inc. \$10,000.00  
d/b/a/ KMBC-TV  
Kansas City (Jackson County), MO

Scripps Media, Inc. \$12,000.00  
d/b/a NBC Action News  
Kansas City (Jackson County), MO

Total \$ 62,000.00

now therefore,

BE IT RESOLVED that contracts be authorized as recommended by the Director of Parks + Rec Department, and that the Director of Finance and Purchasing be, and is hereby, authorized to execute for the County contracts with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst Stations, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Media, Inc., d/b/a NBC Action News of Kansas City, MO, in a form to be approved by the County Counselor; and,

BE IT FURTHER RESOLVED that the Director is authorized to make all payments, including final payment on the contracts.

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

APPROVED AS TO FORM:

[Signature]  
Senior Deputy County Counselor

[Signature]  
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution No. 18521 of May 19, 2014, was duly passed on May 19, 2014 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 9 Nays 0  
Abstaining 0 Absent 0

5.19.14

Date

[Signature]  
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: 003 1601 56210  
ACCOUNT TITLE: Park Fund  
Director - Parks  
Advertising  
NOT TO EXCEED: \$62,000.00

May 14 2014  
Date

[Signature]  
Director of Finance and Purchasing