

**REQUEST FOR LEGISLATIVE ACTION  
EXECUTIVE OFFICE**

APR 10 2019

Completed by County Counselor's Office:  
Res/Ord No.: 20146  
Sponsor(s): Tony Miller  
Date: April 23, 2019

SUBJECT	<p>Action Requested  <input checked="" type="checkbox"/> Resolution  <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>Marketing Campaign – Requesting the County Executive to execute contracts for television air time for use by the Parks + Rec Department.</u></p>										
<p>BUDGET INFORMATION  <i>To be completed By Requesting Department and Finance</i></p>	<table border="1" data-bbox="316 535 1274 756"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$15,600</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$15,600</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$15,600</td> </tr> <tr> <td>Source of funding (name of fund) and account code number; FROM / TO</td> <td>\$15,000 003-1601-56210 \$ 600 003-1601-56790</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$15,600</p> <p>OTHER FINANCIAL INFORMATION:</p> <p><input type="checkbox"/> No budget impact (no fiscal note required)  <input type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract:  Department: Estimated Use: \$</p> <p>Prior Year Budget (if applicable):  Prior Year Actual Amount Spent (if applicable):</p>	Amount authorized by this legislation this fiscal year:	\$15,600	Amount previously authorized this fiscal year:	\$	Total amount authorized after this legislative action:	\$15,600	Amount budgeted for this item * (including transfers):	\$15,600	Source of funding (name of fund) and account code number; FROM / TO	\$15,000 003-1601-56210 \$ 600 003-1601-56790
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PRIOR LEGISLATION	<p>Prior ordinances and (date): 18521 (5/19/14)</p> <p>Prior resolutions and (date): 16303 (5/21/07), 16631 (5/5/08 ), 16898 (5/11/09), 17261 (4/26/10), 17939 (7/2/12)  18183 (6/3/13) 19890 (6/11/18)</p>										
CONTACT INFORMATION	<p>RLA drafted by (name, title, &amp; phone): Michele Newman, Director of Parks + Rec, (816) 503-4821</p>										
REQUEST SUMMARY	<p>A Resolution authorizing the County Executive to execute contracts for television air time with Charter Communication Holdings, LLC, dba Spectrum Reach; at an aggregate cost to the County not to exceed \$15,600, as a sole source purchase.</p> <p><b>2019 Parks Marketing Campaign - \$15,600</b>  Cable Television (\$10,000) – Charter Communication Holdings, LLC, dba Spectrum Reach (includes 2,432 15-second cable ad placements in Jackson County households using Spectrum, Comcast, AT&amp;T U-Verse and Direct TV; a Metro-wide “Ads Everywhere” campaign (\$5,000) that includes 111,111 impressions on non-traditional viewing platforms to include: On Demand, Mobile Devices, ATT &amp; Direct TV, and select Third-Party Network apps; and the production of three :15 televisions commercials (\$600), each focusing on key messages promoting top revenue attractions: Beaches, Boat Rentals and Golf.</p> <p>This aspect of the marketing campaign focuses primarily on the medium of television and digital platforms to create awareness of the Department’s attractions and programming, logo and brand, while also driving traffic to Jackson County’s website, and significantly promoting on-line registration. The marketing strategy uses 15-second television commercials that will be “bookended” at the beginning and the end of the commercial break, increasing frequency. Our goal is to continue to increase revenue through marketing, while raising the profile of Jackson County Parks + Rec during its peak seasons.</p>										
CLEARANCE											

	<input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)
ATTACHMENTS	
REVIEW	Department Director: <i>Michelle Newman</i> Date: 4/5/19
	Finance (Budget Approval): If applicable <i>[Signature]</i> Date: 4/10/19
	Division Manager: <i>[Signature]</i> Date: 4/10/19
	County Counselor's Office: <i>[Signature]</i> Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the \_\_\_\_\_ Fund in \_\_\_\_\_.
- 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.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # \_\_\_\_\_
- Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.

**Fiscal Note:**

This expenditure was included in the Annual Budget.

PC# \_\_\_\_\_

Date: April 10, 2019

RES # 20146


Department / Division \_\_\_\_\_ Character/Description \_\_\_\_\_ Not to Exceed \_\_\_\_\_

**003 Park Fund**

1601 Director of Parks 56210 Advertising \$ 15,000

1601 Director of Parks 56790 Other Contractual Services 600

\$ 15,600

 4/10/19  
Budget Officer













## MEMORANDUM

To: Barbara Casamento

From: Michele Newman *MM*

Date: April 5, 2019

Re: Sole Source/Spectrum Reach

Jackson County Parks + Rec has researched cable advertising in Jackson County, as well as message delivery metro-wide on other platforms such as Mobile devices, Third Party Apps, and On Demand programming. We have found that, while we could buy some specific programming with other providers, we cannot access the inventory that Spectrum Reach is able to provide. Spectrum is able to deliver the best coverage of cable households throughout Jackson County, and they are the only provider with access to Comcast, AT&T and Direct TV consumers metro-wide.

For these reasons, Spectrum Reach is considered a Sole Source.



# Our Recommendation



## Linear Zones



East Zone  
AT&T East  
Central Zone  
AT&T Central

## Demographic



Adults 25-54

Targeted Television M-Su 6p-12m, Dates TBD

2,432 Total Commercials (630,362 Impressions)  
\$10,000



Ads Everywhere

111,111 Total Impressions/Commercials  
\$5,000 (average cost per impression 4.5 cents!)

Production: 3 :15 Second Commercials

\$600

Added Value Promotion

2x promotional opportunities for events of your choice  
Added value of \$3,000 (no cost to JCP+R)

**Total: \$15,600**

Jill Sherman

9225 Indian Creek Parkway, Suite 500

Overland Park, KS 66210

Jill.Sherman@charter.com

816-222-5833

Client Name

Date

Client Signature



**Spectrum**  
REACH