

REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res/Ord No.: 18519

Sponsor(s): Fred Arbanas

Date: May 12, 2014

<p>SUBJECT</p>	<p>Action Requested <input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance</p> <p>Project/Title: _____</p>										
<p>BUDGET INFORMATION <i>To be completed By Requesting Department and Finance</i></p>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$1,500.00</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>\$</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$1,500.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number; FROM / TO</td> <td>FROM ACCT 003-1601-56210 TO ACCT</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</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:	\$1,500.00	Amount previously authorized this fiscal year:	\$	Total amount authorized after this legislative action:	\$	Amount budgeted for this item * (including transfers):	\$1,500.00	Source of funding (name of fund) and account code number; FROM / TO	FROM ACCT 003-1601-56210 TO ACCT
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<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date): _____</p> <p>Prior resolutions and (date): _____</p>										
<p>CONTACT INFORMATION</p>	<p>RLA drafted by (name, title, & phone): Michele Newman, Director of Parks + Rec 503-4821</p>										
<p>REQUEST SUMMARY</p>	<p>This is a two-week Facebook Accelerator contest with seven (7) Entercom Broadcast radio stations: 98.1 KMBZ-FM, 980 KMBZ-AM, 99.7 The Point, 106.5 The Wolf, 610 Sports, 98.9 The Rock, and 96.5 The Buzz. The purpose of the contest and promotion is to increase the number of Facebook "likes" on the Jackson County Parks + Rec Facebook page, create awareness for the many amenities that Jackson County Parks + Rec offers, and to increase our email database.</p> <p>In support of this promotion, Entercom will provide: Direct-to-consumer email to Entercom's 85,000-member database; 50,000 website impressions through clickable Parks Department banner ads on seven station websites; 100x :30 streaming commercials to run on seven station website streaming players. At the conclusion of the promotion, Entercom will provide email addresses to us to add to our database.</p> <p>The contest, called "THE GREAT SUMMER STARTUP" will require the contestant "like" the Jackson County Parks + Rec Facebook page to be entered to win a Parks + Rec Summer Prize Package (includes pontoon boat rental, passes to our beaches, historic sites, and golf). Banner ads will be posted on each station's website on the homepage, contest page, and streaming players with a link to contest entry and details. One winner will be selected at random at the contest's conclusion to win the prize package.</p> <p>The proposed contract includes indemnification language that requires the approval of the legislature before proceeding.</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	Proposed Contract.	
REVIEW	<i>mn</i> Department Director: Michele Newman, Director	Date: 5/2/14
	Finance (Budget Approval): If applicable, <i>Roberson & Ball</i>	Date: 5-5-14
	Division Manager: <i>[Signature]</i>	Date: 5/6/14
	County Counselor's Office:	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.

