

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 \$61,496.00.

RESOLUTION NO. 18183, June 3, 2013

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 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	\$10,270.00
KCCP Trust d/b/a Time Warner Cable Milwaukee, WI	\$15,116.00

Fox Entertainment Group d/b/a WDAF-TV Kansas City (Jackson County), MO	\$12,000.00
Hearst Stations, Inc. d/b/a/ KMBC-TV Kansas City (Jackson County), MO	\$12,040.00
Scripps Media, Inc. d/b/a NBC Action News Kansas City (Jackson County), MO	\$12,070.00
Total	<u>\$ 61,496.00</u>

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:

Jay D. Wicks
Chief Deputy County Counselor

W. Stephen Year
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution No. 18183 of June 3, 2013, was duly passed on June 3, 2013 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 8 Nays 0
Abstaining 0 Absent 1

6.3.13
Date

Mary Jo Spino
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: \$60,000.00

ACCOUNT NUMBER: 001 1221 56210
ACCOUNT TITLE: General Fund
Communications
Advertising
NOT TO EXCEED: \$1,496.00

May 29, 2013
Date

[Signature]
Director of Finance and Purchasing

REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Resolution No.: 18183

Sponsor(s): Fred Arbanas

Date: June 3, 2013

<p>SUBJECT</p>	<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"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$61,496</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>\$61,496</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$61,496</td> </tr> <tr> <td>Source of funding (name of fund) and account code number; FROM / TO</td> <td>\$60,000 003-1601-56210 \$ 1,496 001-1221-56210 Advertising</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$78,600</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): \$78,600 Prior Year Actual Amount Spent (if applicable): \$77,525</p>	Amount authorized by this legislation this fiscal year:	\$61,496	Amount previously authorized this fiscal year:	\$	Total amount authorized after this legislative action:	\$61,496	Amount budgeted for this item * (including transfers):	\$61,496	Source of funding (name of fund) and account code number; FROM / TO	\$60,000 003-1601-56210 \$ 1,496 001-1221-56210 Advertising
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<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date):</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)</p>										
<p>CONTACT INFORMATION</p>	<p>RLA drafted by (name, title, & phone): Michele Newman, Director of Parks + Rec</p>										
<p>REQUEST SUMMARY</p>	<p>A Resolution authorizing the County Executive to execute contracts for television air time, with Meredith Broadcasting 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 and Scripps Media Inc d/b/a NBC Action News, for use by the Parks + Rec Department, at an aggregate cost to the County not to exceed \$61,496, as a sole source purchase.</p> <p>2013 Parks Marketing Campaign</p> <p>\$10,270 Multimedia package – Meredith Broadcasting – d/b/a KCTV 5 \$15,116 Cable Television – KCCP Trust – d/b/a Time Warner Cable (includes all ad placements for Comcast Cable in Eastern Jackson County) \$12,000 TV ad buy – Fox Entertainment Group – d/b/a WDAF-TV \$12,040 TV ad buy – Hearst Stations Inc – d/b/a KMBC-TV <u>\$12,070</u> TV ad buy – Scripps Media Inc – d/b/a NBC Action News \$61,496</p> <p>The marketing campaign focuses primarily on the medium of television to roll-out the Department's new logo and brand, while also driving traffic to Jackson County's website, and significantly promoting on-line registration. 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>[Signature]</i>	Date: 5/20/13
	Finance (Budget Approval): If applicable <i>[Signature]</i>	Date: 5-22-13
	Division Manager: <i>[Signature]</i>	Date: 5/20/13
	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.

Mary Jo Spino

To: Marietta McConnell
Subject: FW: Compliance

Please let everyone know and ask the aides to mark their legislator's agenda's to reflect that Resolution #18183 is now in compliance per Tom Wyrsh. (See his message below.)

MJ

From: Thomas J. Wyrsh
Sent: Friday, May 31, 2013 9:35 AM
To: Mary Jo Spino
Subject: FW: Compliance

I visited with Marcie at Parks this morning and the vendors are going online to renew their information. I would put them all in compliance now for Monday. Thanks.

From: Mark A. Trosen
Sent: Friday, May 31, 2013 9:23 AM
To: Thomas J. Wyrsh; Michele Newman
Subject: RE: Compliance

Tom,

Thank you for bringing this to our attention. We have contacted the vendors below and asked them to renew their compliance form.

Mark Trosen

Deputy Director of Park Operations
Jackson County Parks + Rec
22807 Woods Chapel Road
Blue Springs, MO 64015
Phone: (816) 503-4803
Fax: (816) 795-1234
Email: mtrosen@jacksongov.org

www.makeyourdayhere.com

From: Thomas J. Wyrsh
Sent: Thursday, May 30, 2013 1:11 PM
To: Michele Newman; Mark A. Trosen
Subject: Compliance

On Monday there is a resolution (#18183) for television air time for Parks & Recreation. None of the companies are in compliance. These companies can go online to www.jacksongov.org/VCRS and renew their compliance form. They have to enter a Vendor ID and a Vendor Pin. These are given below:

Meredith Corporation dba KCTV 5---VENDOR ID ZNFD1817 VENDOR PIN 991957
KCCP dba Time Warner Cable----VENDOR ID TWC65500 VENDOR PIN 004524

Fox Entertainment Group dba WDAF TV----VENDOR ID KQR41207 VENDOR PIN 002463
Hearst Stations, Inc. dba KMBC----VENDOR ID ZNFD1819 VENDOR PIN 99995
Scripps Media, Inc. dba NBC Action News----VENDOR ID SCR47200 VENDOR PIN 005853

I will check on Monday to see if they have gone online and renewed. If they do not want to go online and want to send in a Compliance Form I have attached the form. If you have any questions please let me know. Thanks.

Tom Wyrsh

Director, Compliance Review Office
Jackson County Legislature
415 East 12th Street
Kansas City, Missouri 64108
816-881-3302
816-881-1223 Fax
twyrsh@jacksongov.org

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