

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

**A RESOLUTION** authorizing the County Executive to execute a License and Professional Services Agreement with Entercom Kansas City, LLC, d/b/a KUDL, for the sponsorship of an event at Longview Lake, at an actual cost to the County not to exceed \$14,000.00.

**RESOLUTION #17402**, October 25, 2010

**INTRODUCED BY** Fred Arbanas, County Legislator

WHEREAS, the County and Entercom Kansas City, LLC, d/b/a KUDL ("KUDL"), will celebrate the 14<sup>th</sup> Anniversary of "KUDL's Christmas in the Sky" on Wednesday, November 24, 2010, which will feature a synchronized fireworks display and other entertainment in connection with the County's Christmas in the Park event; and,

WHEREAS, "Christmas in the Sky" will serve as the grand opening for the 23<sup>rd</sup> Anniversary of the County's Christmas in the Park, one of the most popular holiday displays in the region; and,

WHEREAS, the Legislature acknowledges the benefits to the Jackson County and Kansas City communities of attracting an entertainment event to Jackson County which will promote good will and encourage family outings to Jackson County park facilities; and,

WHEREAS, the County will contribute \$14,000.00 to assist with the production of the display and in return KUDL will provide the Parks and Recreation Department \$22,000

worth of air time to be used for advertising Parks and Recreation Department activities during 2011; and,

WHEREAS, the attached License and Professional Services Agreement sets out the rights and obligations of the parties; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri, that the County Executive be and hereby is authorized to execute the attached License and Professional Services Agreement with KUDL; and,

BE IT FURTHER RESOLVED that the Director of Finance and Purchasing be and hereby is authorized to make all payments, including final payment on the agreement.

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

APPROVED AS TO FORM:

*Gay D. Hallen*  
Chief Deputy County Counselor

*WAG Snyder*  
Acting County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #17402 of October 25, 2010, was duly passed on October 25, 2010 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 8

Nays 0

Abstaining 0

Absent 1

10.25.10  
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: \$12,500.00

ACCOUNT NUMBER: 300 1670 56790  
ACCOUNT TITLE: Enterprise Fund  
Special Events  
Other Contractual Services  
NOT TO EXCEED: \$1,500.00

October 20, 2010  
Date

*[Signature]*  
Director of Finance and Purchasing

**REQUEST FOR LEGISLATIVE ACTION**

Completed by County Counselor's Office:  
 Res/Ord No.: 17402  
 Sponsor(s): Fred Arbanas  
 Date: Oct. 25, 2010

SUBJECT	Action Requested <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance  Project/Title: <u>Authorize County Executive to enter into a contract with Entercom KC dba KUDL in the amount of \$14,000.</u>											
BUDGET INFORMATION <i>To be completed By Requesting Department and Finance</i>	<table border="1" data-bbox="358 533 1458 716"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$14,000.00</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>\$14,000.00</td> </tr> <tr> <td>Amount budgeted for this item *:</td> <td>\$14,000.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number</td> <td>Enterprise Fund 300-1670-56790 \$ 1,500 Park Fund 003-1601-56210 \$12,500</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <input type="checkbox"/> No budget impact (no fiscal note required)  Prior Year Budget (if applicable): Prior Year Actual Amount Spent (if applicable): \$22,000.00		Amount authorized by this legislation this fiscal year:	\$14,000.00	Amount previously authorized this fiscal year:	\$	Total amount authorized after this legislative action:	\$14,000.00	Amount budgeted for this item *:	\$14,000.00	Source of funding (name of fund) and account code number	Enterprise Fund 300-1670-56790 \$ 1,500 Park Fund 003-1601-56210 \$12,500
Amount authorized by this legislation this fiscal year:	\$14,000.00											
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Source of funding (name of fund) and account code number	Enterprise Fund 300-1670-56790 \$ 1,500 Park Fund 003-1601-56210 \$12,500											
PRIOR LEGISLATION	Prior ordinances and (date):  Prior resolutions and (date): Res. 17035 (10/12/09) Res. 16726 (10/06/08), Res. 16413 (09/24/07), Res. 16032 (10/02/06)											
CONTACT INFORMATION	RLA drafted by (name, title, & phone): Michele, Newman, Director of Parks & Recreation, (816) 503-4821											
REQUEST SUMMARY	This year, we are proudly celebrating the 14 <sup>th</sup> Anniversary of KUDL's Christmas In The Sky, presented by KUDL and Jackson County. Jackson County, serving as a sponsor, is entering into a trade-out agreement with KUDL. This RLA would authorize a payment in the amount of \$14,000 to Entercom Kansas City dba KUDL. KUDL will provide \$14,000 for a fireworks display. KUDL will also provide Jackson County Parks & Recreation with \$22,000 worth of air time to be used at the discretion of Jackson County Parks & Recreation in 2011. Jackson County Parks & Recreation will provide all other costs associated with the event, utilizing resources within the existing budget. This advertising will greatly benefit six Major Events, the Golf Course, Boat Rental Sales and several Park promotions. Christmas In The Sky serves as the grand opening for Christmas In The Park, celebrating its 23 <sup>rd</sup> Anniversary. Christmas In The Sky has become a family holiday tradition for close to 20,000 patrons annually. Christmas In The Sky features a synchronized fireworks display to holiday music as well as an on-stage Holiday Musical Production.											
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	<table border="1" data-bbox="347 1661 1507 1894"> <tr> <td>Department Director: <u>Cornie Michele Newman</u></td> <td>Date: 10/11/10</td> </tr> <tr> <td>Finance (Budget Approval): <u>Mary Rasmussen</u> <i>If applicable</i></td> <td>Date: 10/18/10</td> </tr> <tr> <td>Division Manager: <u>[Signature]</u></td> <td>Date: 10/19/10</td> </tr> <tr> <td>County Counselor's Office:</td> <td>Date:</td> </tr> </table>		Department Director: <u>Cornie Michele Newman</u>	Date: 10/11/10	Finance (Budget Approval): <u>Mary Rasmussen</u> <i>If applicable</i>	Date: 10/18/10	Division Manager: <u>[Signature]</u>	Date: 10/19/10	County Counselor's Office:	Date:		
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Division Manager: <u>[Signature]</u>	Date: 10/19/10											
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.

FUND:	Park Enterprise	300
DEPT:	Special Events	1670
OBJECT:	Other Contractual Services	56790
AMOUNT NOT TO EXCEED:		\$1,500.00
FUND:	Park	003
DEPT:	Director - Parks	1601
OBJECT:	Advertising	56210
AMOUNT NOT TO EXCEED:		\$12,500.00

- 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.

Date:           October 18, 2010

RES # 17402

<u>Department / Division</u>	<u>Character/Description</u>	<u>Not to Exceed</u>
<b>Park Fund - 003</b>		
1601 - Director-Parks	56210 - Advertising	12,500.00
<b>Park Enterprise Fund - 300</b>		
1670 - Special Events	56790 - Other Contractual Services	\$ 1,500.00

*Mary Rasmussen*  
Budgeting