

Request for Legislative Action

Res. #20808
Sponsor: Tony Miller
Date: November 8, 2021

Completed by County Counselor's Office

Action Requested:	Resolution	Res.Ord No.:	20808
Sponsor(s):	Tony Miller	Legislature Meeting Date:	11/8/2021

Introduction

Action Items: ['Authorize']

Project/Title:

A Resolution authorizing the County Executive to approve a partnership agreement between Jackson County, Missouri and Audacy-Kansas City dba: KZPT of Kansas City, Missouri for use by the Parks + Rec Department for the 2021 Christmas in the Sky event

Request Summary

This year, we are proudly celebrating the 24th Anniversary of Christmas In The Sky, presented by Jackson County and Audacy-Kansas City, dba, KZPT 99.7 The Point. Christmas In The Sky serves as the Grand Opening for Christmas In The Park. Jackson County is entering into an Advertising Trade Agreement with KZPT. This RLA would authorize a payment in the amount of \$18,000 to KZPT to provide fireworks, as well as other on-air and on-line promotional services for the program. KZPT will provide Jackson County Parks + Rec with \$25,000 worth of air time to be used at the discretion of Jackson County Parks + Rec in 2022. The trade amount of \$25,000 includes \$18,000 for the fireworks program, as well as in-kind services and additional event costs provided by Parks + Rec, utilizing resources within the existing budget. This advertising will greatly benefit a variety of Park events and attractions.

In preparation for holiday season programs, Parks + Rec is requesting that this Resolution for KZPT be approved as a Sole Source. The event, "Christmas In The Sky" originated from KZPT as their original idea. KZPT both co-created this event and has ownership in its success, with the thousands of patrons who attend annually. This has been a successful inter-agency agreement for 23 years, and once again, is a sole source partnership. Should this specific service contract be applicable next year, the Department will issue an RFP or Invitation to Bid for competitive prices. Christmas In The Park and Christmas In The Sky have become family holiday traditions for more than 200,000 patrons annually. Christmas In The Sky features a synchronized fireworks display to holiday music, the arrival of Santa and the First Gift of Christmas, as well as an on-stage Holiday Musical Production.

TERM: This agreement will be for the Christmas in the Sky event on November 24, 2021 with the Parks + Rec Department having access to Advertising Services throughout the year in 2022.

Contact Information

Department:	Parks + Rec	Submitted Date:	9/28/2021
Name:	Marcy L. Caldwell	Email:	MCaldwell@jacksongov.org
Title:	Event & Marketing	Phone:	816-503-4831

Request for Legislative Action

	Coordinator		
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Budget Information			
Amount authorized by this legislation this fiscal year:			\$18,000
Amount previously authorized this fiscal year:			\$ 0
Total amount authorized after this legislative action:			\$18,000
Is it transferring fund?			No
Single Source Funding:			
Fund:	Department:	Line Item Account:	Amount:
003 (Park Fund)	1601 (Director of Parks)	56790 (Other Contractual Services)	\$18,000

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Prior Legislation	
Prior Ordinances	
Ordinance:	Ordinance date:
Prior Resolution	
Resolution:	Resolution date:
Res. 20265	September 23, 2019
Res. 19975	September 10, 2018

Purchasing	
Does this RLA include the purchase or lease of supplies, materials, equipment or services?	Yes
Chapter 10 Justification:	Other
Core 4 Tax Clearance Completed:	Not Applicable
Certificate of Foreign Corporation Received:	Not Applicable
Have all required attachments been included in this RLA?	Yes

Compliance	
Certificate of Compliance	
In Compliance	
Minority, Women and Veteran Owned Business Program	
Goals Not Applicable for following reason: Less than \$50000	
MBE:	.00%
WBE:	.00%
VBE:	.00%
Prevailing Wage	
Not Applicable	

Fiscal Information	
<ul style="list-style-type: none"> 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. 	

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Marcy L. Caldwell at 9/28/2021 3:23:33 PM - [Submitted |]

Department Director: Michele Newman at 9/28/2021 3:43:27 PM - [Returned for more information | Please include additional info in the Project/Title Box]

Submitter: Marcy L. Caldwell at 9/28/2021 4:02:00 PM - [Submitted | Requested revisions have been made]

Department Director: Michele Newman at 9/28/2021 4:10:26 PM - [Approved |]

Finance (Purchasing): Barbara J. Casamento at 9/29/2021 10:49:00 AM - [Returned for more information | (1) The Project Title should read as follows: "A Resolution authorizing the County Executive to approve a partnership agreement between Jackson County, Missouri and Audacy-Kansas City dba: KZPT of Kansas City, Missouri for use by the Parks + Rec Department for the 2021 Christmas in the Sky event.(2) Request Summary, please add the following paragraph to the end of your Request Summary: "Term: this agreement will be for the Christmas in the Sky event on November 24, 2021 with the Parks + Rec Department having access to Advertising Services throughout the 2022 year."(3) would suggest a term also be added to the Media Partnership Agreement(4) The cost to the County in the Request Summary do not match the cost to the County in the Audacy Master Trade Agreement - that should be corrected.]

Submitter: Marcy L. Caldwell at 9/29/2021 2:06:23 PM - [Submitted | Revisions suggested by Purchasing have been made or explained in the narrative, with the exception of #3 suggesting terms be added to the Media Partnership Agreement, which has already been approved as to form by the Jackson County legal department, approved by Audacy legal department, and signed by Audacy/KZPT.]

Department Director: Michele Newman at 9/29/2021 3:32:18 PM - [Approved |]

Finance (Purchasing): Barbara J. Casamento at 9/30/2021 9:30:22 AM - [Returned for more information | The amounts in the Trade Agreement do not match or are not explained sufficiently in the Summary - No. 4 below]

Submitter: Marcy L. Caldwell at 9/30/2021 2:29:31 PM - [Submitted | Additional verbage added to Trade Agreement to clarify goods/services provided by KZPT]

Department Director: Michele Newman at 9/30/2021 2:54:39 PM - [Approved |]

Finance (Purchasing): Barbara J. Casamento at 9/30/2021 3:57:31 PM - [Not applicable |]

Compliance: Katie M. Bartle at 10/1/2021 10:23:29 AM - [Returned for more information | 1. Audacy-Kansas City dba: KZPT is not in compliance. They can go to jacomocompliance.com to apply for a Certificate of Compliance. 2. What is the total dollar amount the County is paying? Is it \$25,000 or \$50,000 3. Why does this not need to be bid?]

Submitter: Marcy L. Caldwell at 10/19/2021 10:11:50 AM - [Submitted | Audacy has completed the compliance forms online.]

Department Director: Michele Newman at 10/19/2021 10:36:40 AM - [Approved |]

Finance (Purchasing): Barbara J. Casamento at 10/19/2021 11:20:54 AM - [Returned for more information | it does not appear that Katie's question, and it's a good one, has been answered: why was this not bid?]

Submitter: Marcy L. Caldwell at 10/19/2021 3:00:39 PM - [Submitted | Information requested has been included in the text of the Request Summary.]

Department Director: Michele Newman at 10/19/2021 3:19:55 PM - [Approved |]

Finance (Purchasing): Barbara J. Casamento at 10/20/2021 12:40:27 PM - [Returned for more information | Please revise Request Summary as email sent today]

Submitter: Marcy L. Caldwell at 10/21/2021 9:51:50 AM - [Submitted |]

Department Director: Michele Newman at 10/21/2021 10:01:26 AM - [Approved |]

Finance (Purchasing): Barbara J. Casamento at 10/21/2021 10:14:27 AM - [Not applicable |]

Compliance: Katie M. Bartle at 10/21/2021 10:40:08 AM - [Approved |]

Finance (Budget): Mark Lang at 10/21/2021 11:31:10 AM - [Approved | The fiscal note has been

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Executive: Troy Schulte at 10/22/2021 11:48:20 AM - [Approved |]

Legal: Elizabeth Freeland at 10/25/2021 1:58:46 PM - [Returned for more information | Please correct the date on previous legislation. The "introduced on" date is used in this field. Also, for items we do annually like this one just listing the most recent year/action suffices. Thanks!]

