

Request for Legislative Action

Res. #21250
Sponsor: Charlie Franklin
Date: April 24, 2023

Completed by County Counselor's Office			
Action Requested:	Resolution	Res.Ord No.:	21250
Sponsor(s):	Charlie Franklin	Legislature Meeting Date:	4/24/2023

Introduction
Action Items: ['Authorize']
Project/Title:
Authorizing a Sole Source Purchase with Charter, DBA Spectrum Reach, for the 2023 Parks + Rec Marketing Program.

Request Summary
<p>Jackson County Parks + Rec welcomes over 1.5 million visitors annually to our parks, lakes, and special events. With an \$8 million Enterprise Operation, it is essential to connect with a diverse audience to attract patrons to our revenue attractions. With a limited budget, our marketing program includes outreach through multiple media platforms targeting Jackson County residents and potential customers where they are consuming media. Consumers use a variety of devices such as TVs, tablets, and other mobile devices, to access cable television, online video, and streaming services. These efforts maximize “return-on-investment” by generating awareness and revenue for ongoing programming, events, and facility operations.</p> <p>Parks + Rec and the Purchasing Department have researched advertising on cable television in Jackson County, along with message delivery metro-wide on mobile devices, third-party apps, and OnDemand programming. We have found that, while we could buy some “one-off” specific programming, we cannot access the inventory and market exposure that Charter, DBA Spectrum Reach, is able to provide.</p> <p>Spectrum Reach can deliver the best coverage of cable households throughout Jackson County, and they are the only provider with additional access to Comcast, AT&T and Direct TV consumers. This expenditure is consistent with Chapter 1030.1 of the Jackson County Code – Sole Source.</p> <p><u>2023 CAMPAIGN</u> COMMERCIALS, STREAMING, ON-LINE VIDEO & DISPLAY ADS - \$22,000</p> <ul style="list-style-type: none">• Campaign Dates: May 29 – August 27, 2023• Creative: Three 15-second commercials focusing on Beaches, Boating and Golf.• Strategy: Our commercials will be rotated and “bookended,” meaning we will be the first and last spots in a commercial set. The benefit being, even if a viewer is fast-forwarding through commercials, they will see our spot/s.• Target Geography: Jackson County, MO + select zips in Johnson County, KS• Target Audience: Adults 25-54, Family & Kids, Lifestyle & Entertainment, Outdoor Activities Enthusiasts <p>Recommendation:</p> <ul style="list-style-type: none">• 4,786 :15 “bookended” commercials on Television networks including: BET, BRAVO, COMEDY CENTRAL, DISCOVERY, FX, FOOD, HALLMARK, LIFETIME, TBS, TNT, USA, and in-game ROYALS

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<p>BASEBALL, delivering 322,613 *impressions.</p> <ul style="list-style-type: none"> • 176,470 *impressions or views through streaming devices (Hulu, Roku, Apple TV, Chromecast, etc.) • 149,222 *impressions or views on premium online video pre-roll. Websites include kansascity.com, kshb.com, espn.com, active.com. All online video impressions are served in a brand safe environment. • 300,000 additional impressions through online display ads on above sites to enhance Sweepstakes Promotion (detailed below.) • <i>*An impression is when a user sees an advertisement, which occurs any time a user opens an app or website, and an advertisement is visible.</i> <p>ADDED VALUE - \$18,625 Value, at no charge.</p> <p>SWEEPSTAKES PROMOTION – \$10,000</p> <p>Dates: May 22- June 19; winner to be selected on or about 6/20/23</p> <p>Promotional Support: Minimum of 300 spots, website graphics and social content creation, driving traffic to the Parks + Rec website, www.makeyourdayhere.com to enter to win a Parks + Rec Staycation Package to include camping, pontoon rental, golf for two, passes to beaches and historic sites. Parks + Rec will receive opt-in information from the promotion including name, phone, email.</p> <p>PLUS... Additional Added Value - \$8,625 at no charge</p> <ul style="list-style-type: none"> • 250 commercials per zone (3 total zones) running throughout the campaign on demo-appropriate networks. (\$7,500 Added Value) • 100 Spectrum Sports - \$1,000 Added Value • Production of 1 network taggable spot - \$125 Value <p>PRODUCTION – \$3,050</p> <p>The Spectrum Reach Creative Team will produce two new :15 commercials over two days, June 16 & 17, weather permitting, to include drone footage of Beaches, Boating and Golf Course. (Up to 10 hours filming + 3 hours editing per spot)</p>

Contact Information			
Department:	Parks + Rec	Submitted Date:	4/12/2023
Name:	Marcy Caldwell	Email:	mcaldwell@jacksongov.org
Title:	Event + Marketing Coordinator	Phone:	816-503-4831

Budget Information	
Amount authorized by this legislation this fiscal year:	\$25,050
Amount previously authorized this fiscal year:	!Unexpected End of Formula
Total amount authorized after this legislative action:	\$25,050
Is it transferring fund?	No
Single Source Funding:	

Request for Legislative Action

Fund:	Department:	Line Item Account:	Amount:
003 (Park Fund)	1601 (Director of Parks)	56210 (Advertising)	\$20,000
300 (Park Enterprise Fund)	1670 (Special Events)	56210 (Advertising)	\$5,050

Prior Legislation	
Prior Ordinances	
Ordinance:	Ordinance date:
Prior Resolution	
Resolution:	Resolution date:
20996	June 21, 2022
20146	April 23, 2019

Purchasing	
Does this RLA include the purchase or lease of supplies, materials, equipment or services?	Yes
Chapter 10 Justification:	Sole Source
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: Sole Source	
MBE:	.00%
WBE:	.00%
VBE:	.00%
Prevailing Wage	
Not Applicable	

Fiscal Information	
<ul style="list-style-type: none"> Funds sufficient for this appropriation and/or transfer are available from the source indicated on the budget information tab. 	

Request for Legislative Action

History

Submitted by Parks + Rec requestor: Marcy Caldwell on 4/12/2023. Comments:

Returned for more information by Department Approver Michele Newman on 4/12/2023 2:36:45 PM.
Comments: Please male Park Enterprise Account \$5050

Submitted by Requestor Marcy L. Caldwell on 4/12/2023 2:41:31 PM. Comments:

Approved by Department Approver Michele Newman on 4/12/2023 3:27:58 PM. Comments:

Approved by Purchasing Office Approver Barbara J. Casamento on 4/12/2023 3:42:37 PM. Comments:

Approved by Compliance Office Approver Jaime Guillen on 4/12/2023 5:13:25 PM. Comments:

Approved by Budget Office Approver David B. Moyer on 4/13/2023 9:12:16 AM. Comments:

Approved by Executive Office Approver Sylvya Stevenson on 4/13/2023 12:05:08 PM. Comments:

Approved by Counselor's Office Approver Jamesia Manning on 4/20/2023 10:45:59 AM. Comments:

Fiscal Note:

This expenditure was included in the Annual Budget.

PC# _____

Date: April 18, 2023

RES # 21250
eRLA ID #: 878

<u>Org Code/Description</u>	<u>Object Code/Description</u>	<u>Not to Exceed</u>
<u>003 Park Fund</u>		
<u>1601 Director of Parks</u>	<u>56210 Advertising</u>	<u>\$ 20,000</u>
<u>300 Park Enterprise Fund</u>		
<u>1670 Special Events</u>	<u>56210 Advertising</u>	<u>5,050</u>
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_____	_____	<u><u>\$ 25,050</u></u>

David Moyer
Budget Office



JACKSON COUNTY
Parks + Rec

22807 Woods Chapel Road
Blue Springs, Missouri 64015
MakeYourDayHere.com

Michele Newman, Director
(816) 503-4800
Fax: (816) 795-1234

MEMORANDUM

To: Barbara Casamento, Purchasing Administrator
From: Michele Newman, Director, Parks + Rec
Date: April 13, 2023
Subject: Sole Source Recommendation/Charter dba Spectrum Reach

Jackson County Parks + Rec serves over 1,500,000 visitors annually at our parks, lakes, and recreational facilities. Our Enterprise program, which includes revenue-generating centers such as the marinas, campgrounds, and golf course, relies on a robust marketing program to reach the citizens of Jackson County. Our marketing campaign includes online, print, radio, streaming, and television platforms.

To make the best use of our limited marketing dollars, Parks + Rec researched and evaluated cable television advertising opportunities in Jackson County, including traditional cable marketing, as well as message delivery on other cable-connected platforms, such as Mobile Devices, Third Party Apps, and On Demand programming. Our research found that there is only one provider that can provide the specific services, and reach the diverse audience, that we require to deliver our cable message, and that is Charter dba Spectrum Reach.

Spectrum is the largest multi-screen cable advertising partner in the Kansas City Market, with exclusive access to Comcast, AT&T, Dish, DirectTV and DirectTV Streaming households. No other cable provider can offer this type of multi-platform programming. Spectrum is a “one-stop shop,” with the ability to reach all of these systems and networks, both county and metro-wide. Not only does Spectrum Reach have over 450,000 cable subscribers in the Kansas City market, their reach is unmatched across every device, with exclusivity to the Spectrum Reach App/VOD and Satellite/Telco providers, and streaming networks such as Roku, Sling and Pluto. They have a reach of up to 97% of adults, 18+, in the greater metropolitan area, plus Streaming TV.

Monthly reports and analytics are available to us through Spectrum Reach’s Audience Trak Dashboard, to track the return on our investment. No other cable operators in the area can provide the access that Spectrum Reach does, across numerous multi-media platforms. While we could buy some specific one-off programming with other providers, we cannot access the far-reaching inventory that Spectrum Reach is able to produce.

Below is a summary of the other providers that were evaluated:

- Consolidated Communications – 10,000-12,000 homes in Johnson County only •
- Vyve –1,000-1,100 homes Atchison only • Vyve – less than 300 homes in Garnett • Vyve – less than 500 homes in Ottawa
- United Fiber – less than 3,000 homes in St. Joseph
- Prime Media – only covers Wichita and Topeka –

<https://primemediaproductions.com/videoadvertising/coverage-areas>

- Google Fiber TV is no longer a provider in the market as of last April. They had roughly 30,000 homes when they shut down, and Spectrum picked up most of those homes last year.

You have shared with us that the Purchasing Department has also researched this information, with similar findings. For these reasons, we are requesting that Spectrum Reach be considered a Sole Source, as none of the other providers can access the inventory and provide the impact that Spectrum Reach is able to offer. Thank you for your consideration.



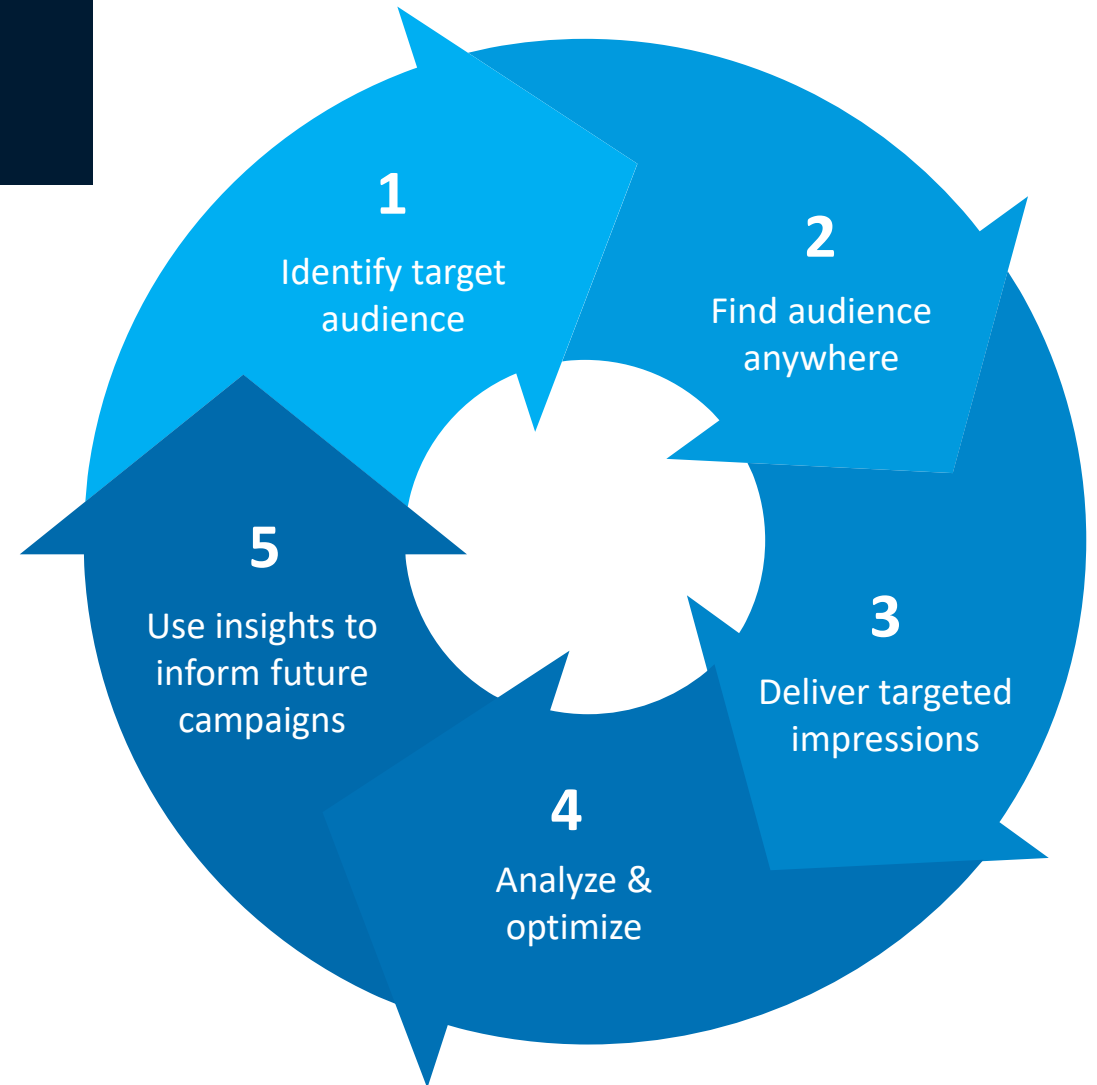
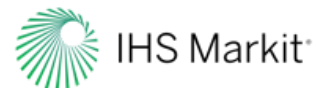
Frank White, Jr., County Executive



2023 Custom Recommendation

Data is in our DNA

Our proprietary first-party viewership data from **30 million households** and leading third-party insights from **70 data partners** to **find and reach** your audience, and **measure** performance.



Through Our Portfolio Of Products Spectrum Reach Can Connect Businesses...



...with nearly **100% of consumers**

Streaming TV

Streaming TV without limits.

Reach anyone, anywhere, on any screen.



Extensive Reach

Reach streaming consumers anywhere on over **450+ networks and publishers**, including the **Spectrum TV App, Spectrum News App**, VOD, with priority placement for your message.

Data-informed Targeting

Find the right audience using our **first-party viewership data** to inform **Audience** and precise **Addressable** targeting to maximize your spend.

Brand Safety Standards

We are **TAG Platinum Certified, Moat verified**, and partner directly with premium programmers to deliver on full-episodic, brand-safe content to reach the quality viewers you want.

Transparent Reporting

Measure your campaign performance with access to detailed metrics **24/7** on our **AudienceTrak** dashboard.

Reach our footprint and beyond...





Streaming TV

Spectrum
REACH®

Audience: Adults 25-54, HHI \$50k+

Reach your audience where they watch most

Sample networks*

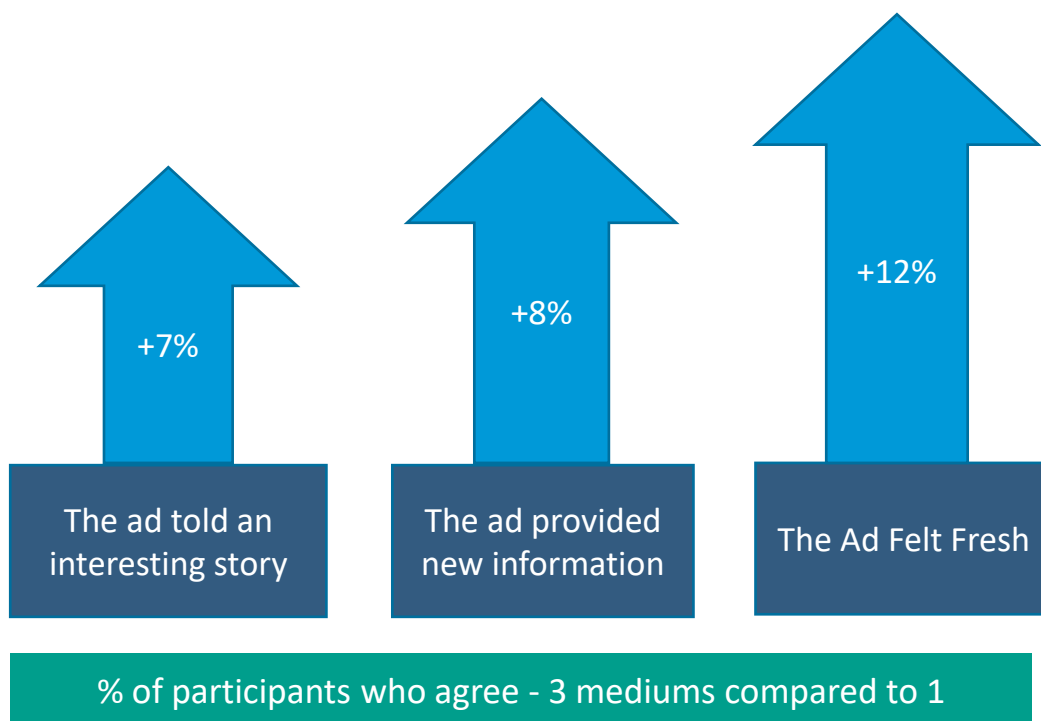


*Networks listed are not all inclusive and are subject to change.

What does multiscreen video do for brands?

Multiscreen Increases Ad Attention

When it comes to multiscreen campaigns: the more mediums - the greater the impact on ad attention and storytelling

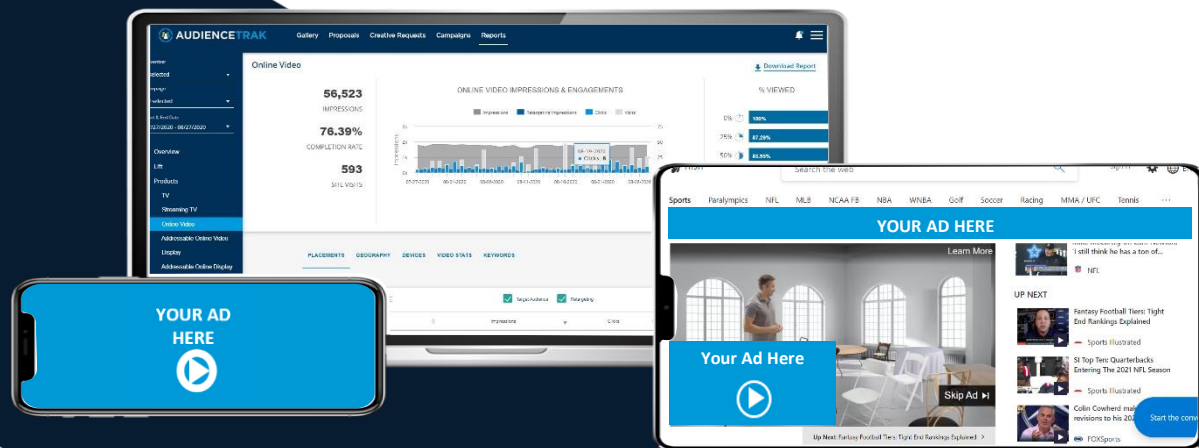


A multiscreen campaign featuring linear + streaming + mobile **increases ad attention and engagement metrics.**

Online Video

Expand Your Video Message

Reinforce your TV campaign with engaging video across all screens.



Reach your target audience

Our Spectrum internet household data, matched with data from our partners, targets your best audience to maximize your ad spend and reach your target audience anywhere.

Data-driven technology

Build an effective campaign based on your goals and desired geography with our proprietary data-driven platform.

Reduce fraud and invalid traffic

Advertise confidently knowing Spectrum Reach is a TAG platinum member, and proves that we adhere to the highest brand safety standards.

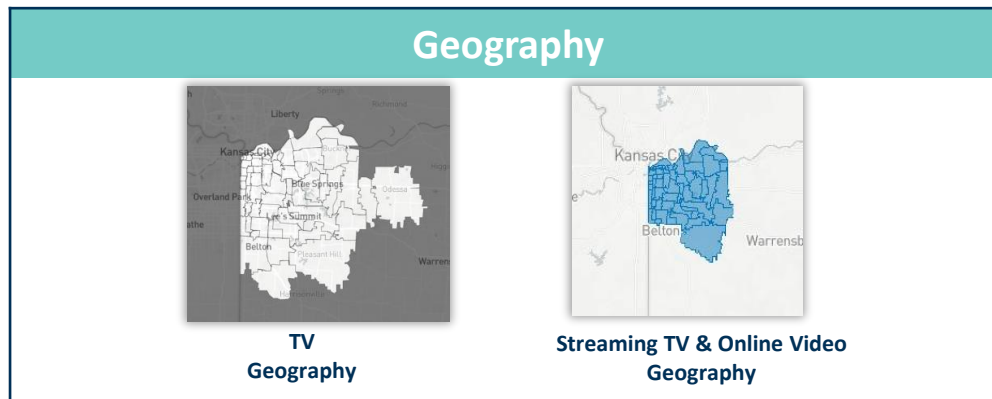
Transparent reporting

Measure your results with access to detailed campaign metrics including ad placement by site, device type, engagement, video completion rate and more.

Spectrum Reach Custom Recommendation

3 Month Multiscreen Proposal

Jackson County Parks & Rec Summer 2023 Plan					
Products	Audience	Geography	Flight	Impressions	Gross Investment
TV	A25-54	East, Central and ATT Central Zones	June – August 2023	322,613 impressions	\$10,315
Streaming TV	A 25-54, HHI \$50k+	Jackson County + Select Johnson County Zip Codes	June – August 2023	176,470 impressions	\$6,000
Online Video	A25-54, HHI \$50K+, Family and Kids, Outdoor Activities Enthusiasts	Jackson County + Select Johnson County Zip Codes	June – August 2023	149,222 impressions	\$2,685
Online Display to Enhance Sweepstakes	A25-54, HHI \$50K+, Family and Kids, Outdoor Activities Enthusiasts	Jackson County + Select Johnson County Zip Codes	May 2023	300,000 impressions	\$3,000
Production	Shooting on Friday and Saturday – up to 5 hours each day. Additional charge for Weekend shoot Editing – Approx 3 hours each., VO provided by Michele and/or Frank. Drone - \$500/half day. \$1275 for each spot + \$500 for drone				\$3,050
Added Value	250 commercials per zone (3 total zones) running throughout the campaign on demo appropriate networks - \$7500 value 100 Spectrum Sports no charge spots – \$1,000 value Production of 1 network taggable spot –\$125 value Sweepstakes promotion in May - \$10,000 value includes a min. of 300 spots, graphic creation for website and social and social content creation				\$0
				948,305 impressions	\$25,050 Gross Total



MEASURE

Audience Delivery: the background and behavior selected was used to identify your ideal target customer.

Performance & Transparency: 24/7 access with detailed metrics allows you to view campaign impressions, geography and creative to refine strategy as needed.

Client/Agency Signature _____

Spectrum Reach Signature _____

Date _____



MEASURE Performance





























Our exclusive reporting platform, AudienceTrak, is directly accessible to our clients and is the only ad platform that is transparent, down to the source of every impression from TV and digital campaigns.

Key performance indicators include:

- Upcoming TV Airings
- Verified TV Airings by Creative, Zone, Network, Program
- Site Visits*
- Total Impressions
- Total Engagements
- Top Creative Performance
- Geographic Performance
- Device Level Performance
- Video Completion Rates
- Site Placement
- Brand Lift Reporting*

*Applicable for Display and Online Video only.



	DISC	DISC	M-Su	06:00PM	12:00AM	05/29/23	08/27/23	13	10	:15	\$1.50	130	\$195.00	247	10	10	10	10	10	10	10	10	10	10	10	10	10
	FOOD	FOOD	M-Su	10:00AM	06:00PM	05/29/23	08/27/23	13	10	:15	\$1.00	130	\$130.00	166	10	10	10	10	10	10	10	10	10	10	10	10	10
	FOOD	FOOD	M-Su	06:00PM	12:00AM	05/29/23	08/27/23	13	10	:15	\$6.50	130	\$845.00	297	10	10	10	10	10	10	10	10	10	10	10	10	10
	FX	FX	M-Su	06:00PM	12:00AM	05/29/23	08/27/23	13	10	:15	\$1.00	130	\$130.00	220	10	10	10	10	10	10	10	10	10	10	10	10	10
	HALL	HALL	M-Su	06:00PM	12:00AM	05/29/23	08/27/23	13	9	:15	\$5.50	118	\$649.00	110	10	10	10	10	10	10	10	8	8	8	8	8	8
	HGTV	HGTV	M-Su	10:00AM	06:00PM	05/29/23	08/27/23	13	10	:15	\$3.00	130	\$390.00	157	10	10	10	10	10	10	10	10	10	10	10	10	10
	LIF	LIFE	M-Su	06:00PM	12:00AM	05/29/23	08/27/23	13	10	:15	\$2.50	130	\$325.00	115	10	10	10	10	10	10	10	10	10	10	10	10	10
	TBSC	TBS	M-Su	10:00AM	06:00PM	05/29/23	08/27/23	13	9	:15	\$1.50	128	\$192.00	264	8	10	10	10	10	10	10	10	10	10	10	10	10
	TBSC	TBS	M-Su	06:00PM	12:00AM	05/29/23	08/27/23	13	10	:15	\$5.00	130	\$650.00	315	10	10	10	10	10	10	10	10	10	10	10	10	10
	TBSC	TBS	M-Su	06:00PM	12:00AM	05/29/23	08/27/23	13	8	:15	\$5.00	104	\$520.00	315	8	8	8	8	8	8	8	8	8	8	8	8	8
	TNT	TNT	M-Su	06:00PM	12:00AM	05/29/23	08/27/23	13	4	:15	\$2.00	52	\$104.00	224	4	4	4	4	4	4	4	4	4	4	4	4	4
	FMWM	Royals Baseball	F	07:10PM	10:10PM	06/02/23	06/02/23	1	2	:15	\$25.00	2	\$50.00	1,573	2	0	0	0	0	0	0	0	0	0	0	0	0
	FMWM	Royals Baseball	Tu	05:40PM	08:40PM	06/06/23	06/06/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	2	0	0	0	0	0	0	0	0	0	0	0
	FMWM	Royals Baseball	Sa	03:05PM	06:05PM	06/10/23	06/10/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	2	0	0	0	0	0	0	0	0	0	0	0
	FMWM	Royals Baseball	Su	12:35PM	03:35PM	06/11/23	06/11/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	2	0	0	0	0	0	0	0	0	0	0	0
	FMWM	Royals Baseball	Sa	03:10PM	06:10PM	06/17/23	06/17/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	2	0	0	0	0	0	0	0	0	0	0
	FMWM	Royals Baseball	M	05:40PM	08:40PM	06/19/23	06/19/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	2	0	0	0	0	0	0	0	0	0
	FMWM	Royals Baseball	Tu	05:40PM	08:40PM	06/20/23	06/20/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	2	0	0	0	0	0	0	0	0	0
	FMWM	Royals Baseball	Th	05:40PM	08:40PM	06/22/23	06/22/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	2	0	0	0	0	0	0	0	0	0
	FMWM	Royals Baseball	W	07:10PM	10:10PM	06/28/23	06/28/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	0	2	0	0	0	0	0	0	0	0
	FMWM	Royals Baseball	Tu	01:10PM	04:10PM	07/04/23	07/04/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	0	0	2	0	0	0	0	0	0	0
	FMWM	Royals Baseball	Su	01:10PM	04:10PM	07/16/23	07/16/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	0	0	0	2	0	0	0	0	0	0
	FMWM	Royals Baseball	Sa	12:05PM	03:05PM	07/22/23	07/22/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	0	0	0	0	2	0	0	0	0	0
	FMWM	Royals Baseball	Tu	06:10PM	09:05PM	07/25/23	07/25/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	0	0	0	0	0	2	0	0	0	0
	FMWM	Royals Baseball	Th	01:10PM	04:10PM	08/03/23	08/03/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	0	0	0	0	0	0	2	0	0	0
	FMWM	Royals Baseball	Th	06:10PM	09:10PM	08/10/23	08/10/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	0	0	0	0	0	0	0	2	0	0
	FMWM	Royals Baseball	Th	01:10PM	04:10PM	08/17/23	08/17/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	0	0	0	0	0	0	0	0	2	0
	FMWM	Royals Baseball	Su	03:10PM	06:10PM	08/27/23	08/27/23	1	2	:15	\$25.00	2	\$50.00	1,573	0	0	0	0	0	0	0	0	0	0	0	0	2
Grand Total												4,786	\$10,315.00	134	368	384	372	384	372	372	368	364	364	358	358	358	

ABBREVIATED DISCLOSURES FOR PRINT ADVERTISING, INTERNET & MARKETING MATERIALS:

NO PURCHASE NECESSARY. Sweepstakes begins on or about May 8, 2023 at 12:00 a.m. CT and ends on June 4, 2023 at 11:59 p.m. CT. Open only to legal U.S. residents who are 21 years of age or older and reside in the who reside in the Kansas City designated market area. See Official Rules at <https://spectrumreach.secondstreetapp.com/Jackson-County-Parks--Rec-Staycation-Sweepstakes/> for additional eligibility restrictions, prize descriptions/restrictions/ARVs and complete details. Odds of winning depend on the number of eligible entries received. Void where prohibited.

ABBREVIATED DISCLOSURES FOR TELEVISION:

NO PURCHASE NECESSARY. Sweepstakes ends June 4, 2023 at 11:59 p.m. CT. Open only to legal U.S. residents who are 21+ and reside in the Kansas City designated market area. Complete Official Rules at <https://spectrumreach.secondstreetapp.com/Jackson-County-Parks--Rec-Staycation-Sweepstakes/>

CHARTER COMMUNICATIONS
Jackson County Parks + Rec Staycation Sweepstakes
OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS APPLY. THIS SWEEPSTAKES IS VOID WHERE RESTRICTED OR PROHIBITED BY LAW.

1. **ELIGIBILITY:** The Jackson County Parks + Rec Staycation Sweepstakes (“Sweepstakes”) is open only to legal residents of the United States, who reside in the Kansas City designated market area as determined by Nielsen Company and are twenty-one (21) years of age or older at the time of entry. Employees, officers and directors (and their immediate families or those living in the same household) of Jackson County, MO or Sponsor (as identified in Section 13 below) and its respective affiliates, subsidiaries, divisions, parent and related companies, suppliers, printers and advertising, promotional agencies (the “Sweepstakes Entities”) are not eligible to enter or win. Sweepstakes is void where prohibited by law. In order to be eligible, you must follow these Sweepstakes Official Rules (“Official Rules”). Failure to comply with these Official Rules may result in ineligibility.
2. **HOW TO ENTER:** Sweepstakes begins at 12:00 a.m. Central Time (“CT”) on May 8, 2023 and ends at 11:59 p.m. CT on June 4, 2023 (the “Sweepstakes Period”). You may enter the Sweepstakes as follows:
 - a. **ON-LINE ENTRY METHOD:** During the Sweepstakes Period, visit the website <https://www.makeyourdayhere.com/Home> (the “Website”), follow the on-screen instructions to complete the entry form with the information requested, view the rules at <https://spectrumreach.secondstreetapp.com/Jackson-County-Parks--Rec-Staycation-Sweepstakes/> and click “Submit Entry” to submit your entry and receive one (1) entry into the Sweepstakes. You may enter the Sweepstakes only once. All requested information on the entry form at the Website must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. You may be required to register or to otherwise provide some or all of the following information: your name, address, city, state, zip code, telephone number, age and e-mail address and general information about your knowledge of Sponsor or Jackson County’s programming and services. Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of such entry. Except as contemplated in these Official Rules, personal information collected in connection with this Sweepstakes will be used in accordance

with the privacy policy found on the Website, including, without limitation, our sharing of your information with the Sweepstakes Entities listed herein for marketing purposes.

NOTE: Online entrant must be the registered subscriber of the email account by which the entry is made. In the event of a dispute as to the entries submitted by multiple users having the same e-mail account, the authorized subscriber of the e-mail account (as specified by the Internet Service provider) used to enter the Sweepstakes at the actual time of entry will be deemed the entrant. Entries made by any individual or any entity other than the named entrant and/or originating at any other Internet Website, including (but not limited to) commercial sweepstakes subscription notification and/or entering service are void.

3. **PRIZE AND APPROXIMATE RETAIL VALUE:** There will be one (1) Prize awarded. The Prize consists of: two (2) nights at Longview Lake, Blue Springs Lake, or Lake Jacomo Campground. Concrete Premier Hook-Up. Expires September 30, 2023, a \$90 value, Full-Day Pontoon Rental on Longview Lake, Blue Springs Lake, or Lake Jacomo (gas not included). Expires September 1, 2023, a \$325 Value. Golf for Two with Cart at the Fred Arbanas Golf Course. Valid weekdays and after 1 pm, Saturday or Sunday, a \$116 Value. Passes for Four to Longview Lake Beach or Blue Springs Lake Beach. Expires September 4, 2023, a \$32 Value. Passes for Four to Missouri Town Living History Museum or Fort Osage National Historic Landmark. Expires October 1, 2023, a \$32 Value. The approximate total retail value of the Prize is \$595. All federal, state, and local tax liabilities are the sole responsibility of the Winner. No transfer, substitution, or cash equivalent for the Prize permitted, except by Sponsor in its sole discretion.

Transportation to redeem the Prize will be the winner's sole responsibility. Tickets/certificates for the Prize components must be used prior to the expiration dates specified above. Tickets/certificates are subject to certain terms and conditions as specified thereon. Winner and their guests must comply with all venue rules and regulations. Failure to do so may result in forfeiture of Prize.

4. **RANDOM DRAWING:** At the end of the Sweepstakes Period, one (1) potential Prize Winner will be selected in a random drawing from among all eligible entries received in accordance with the deadlines stated herein, by Sponsor, whose decision is final and binding in all matters relating to the Sweepstakes. The potential Prize Winner will be notified by telephone and/or e-mail, using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the Prize or Prize notification email is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her Prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of the Prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential Prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the Prize for any reason prior to award, such potential Prize winner will be disqualified and an alternate Prize winner may be selected.
5. **PRIZE CONDITIONS:** No cash alternative or substitution for any Prize will be required. If necessary due to unavailability of any portion of the Prize, a prize of equal or greater value may be awarded at the discretion of the Sponsor. Prize is not transferable, assignable or redeemable for cash. Winner will be required to execute and return an Affidavit of Eligibility/Release of Liability/Publicity Release within two (2) days of issuance. Failure to return all required documents in this time period may result in the Winner being disqualified and an alternate Winner selected. By entering this Sweepstakes and/or accepting the Prize, Winner and entrant hereby consent (except where prohibited by law) to the reasonable use by Sponsor and Jackson County, MO of the Winners' and entrants' photograph, voice, likeness and/or image, hometown address, contents of the entry form and the name and age of the Winners and entrants without any further compensation for any future promotional activity related to this Sweepstakes.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any portion(s) of the Prize furnished by third parties in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZE IS PROVIDED "AS IS"

WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT. IN THE EVENT THAT ANY PORTION OF THE PRIZE IS CANCELLED OR RESCHEDULED FOR ANY REASON, SPONSOR HAS NO LIABILITY TO ANY ENTRANT OR WINNER WITH RESPECT THERETO.

6. **ODDS OF WINNING:** The odds of winning the Prize depends on the total number of eligible entries received for the Sweepstakes and are equal regardless of method of entry.
7. **CONDUCT OF PARTICIPATION:** By entering the Sweepstakes, entrant affirms that he or she has read and agrees to abide by these Official Rules and the decisions of the Sponsor. Sponsor reserves the right to disqualify any entrant acting in violation of the Official Rules or found tampering with the entry process or with the operation of the Sweepstakes or the Website. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE WEBSITE, OR ANY WEBSITE RELATED TO SPONSOR OR THE SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.
8. **LIMITATIONS OF LIABILITY:** The Sweepstakes Entities are not responsible for any incorrect or inaccurate entry information, theft, tampering, destruction, or unauthorized access to, or alteration of entries; printing or other errors; and any entries or mail which are late, lost, delayed, incomplete, misdirected, stolen, mutilated, illegible, postage due or any combination thereof. Sponsor reserves the right to modify, suspend or terminate the Sweepstakes for any reason, including in the event that it becomes necessary due to circumstances beyond Sponsor's control. In the event the Sweepstakes is terminated early, a winner may be selected from all eligible entries received at the time of termination in a random drawing. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.
9. **RELEASE OF LIABILITY:** By participating, Winner, winner's guests and entrants agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities from and against any claims made by the Winner, entrants or any other third parties, including guests of winner related in any way to the Prize or the operation of this Sweepstakes, as well as any other claims, damages or liability due to any injuries, damages or losses (whether alleged, threatened, or actual) to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any Prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes.
10. **DISPUTES:** Entrants agree that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in federal or state courts located in St. Louis City, Missouri; entrant submits to sole and exclusive personal jurisdiction to said courts in the State of Missouri for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (b) any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or

the rights and obligations of entrant or Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of Missouri, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Missouri, the United States, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Missouri.

11. **WINNER LIST:** For an Official Winner List (available after June 30, 2023) or a copy of these Official Rules, send a self-addressed, stamped envelope to: Spectrum Reach, “Jackson County Staycation Sweepstakes” - WINNER - or - OFFICIAL RULES (please specify), c/o Marketing, 9225 Indian Creek Parkway, Suite 500, Kansas City, MO 66210. All requests for Official Rules must be received by June 4, 2023. Official Rules also available at <https://spectrumreach.secondstreetapp.com/Jackson-County-Parks--Rec-Staycation-Sweepstakes/>
12. **ENTRANT’S PERSONAL INFORMATION:** Information collected from entrants is subject to the Sponsor’s Privacy Policy which can be found at www.spectrum.com.
13. **SPONSOR:** Charter Communications Operating, LLC. 9225 Indian Creek Parkway, Suite 500, Kansas City, MO 66210.

THIS SWEEPSTAKES IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW.