

Request for Legislative Action

Res. #21049

Sponsor: Tony Miller

Date: 9/26/2022

Completed by County Counselor's Office

Action Requested:	Resolution	Res.Ord No.:	21049
Sponsor(s):	Tony Miller	Legislature Meeting Date:	9/26/2022

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 2022 Christmas in the Sky event.

Request Summary

This year, we are proudly celebrating the 25th Anniversary of Christmas in the Sky, presented by Jackson County and Audacy-Kansas City, dba, KZPT 99.7 The Point, on Wednesday, November 23, 2022, at Longview Lake Beach. Christmas in the Sky serves as the Grand Opening for Jackson County's Christmas in the Park, now in its 35th year.

Jackson County is entering into a Trade Agreement with Audacy in the amount of \$24,500. This RLA would authorize a payment in the amount of \$24,500 to Audacy to provide the fireworks and on-air/on-line promotional services for this event on KZPT. In return, Audacy will provide \$24,500 in airtime to be used at the discretion of Jackson County Parks + Rec on Audacy radio stations throughout 2023. The trade amount includes the \$24,500 fireworks program for the event, as well as in-kind services provided by Parks + Rec, utilizing resources within our existing budget. The radio advertising in 2023 will greatly benefit a variety of Parks + Rec events and attractions.

Parks + Rec is requesting that this Resolution for Audacy/KZPT be approved as a Sole Source. The event, "Christmas in the Sky" originated from Entercom-Kansas City (now Audacy-Kansas City) and it was their original idea. They co-created this event and have ownership in its success. For the past 25 years, this has been a successful inter-agency partnership.

Christmas in the Park and Christmas in the Sky have become holiday traditions for more than 250,000 patrons annually. Christmas in the Sky features a synchronized fireworks display set to holiday music and simulcast on KZPT, the arrival of Santa and the First Gift of Christmas to a Dream Factory Child, as well as a Holiday Musical Production.

TERM: This agreement will be for the Christmas in the Sky event on November 23, 2022, with the Parks + Rec Department having access to Advertising Services on Audacy-Kansas City radio stations throughout the year in 2023.

This expenditure is consistent with Chapter 1030.1 of the Jackson County Code – Sole Source.

Request for Legislative Action

Contact Information			
Department:	Parks + Rec	Submitted Date:	8/18/2022
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:			\$24,500
Amount previously authorized this fiscal year:			!Unexpected End of Formula
Total amount authorized after this legislative action:			\$24,500
Is it transferring fund?			No
Single Source Funding:			
Fund:	Department:	Line Item Account:	Amount:
003 (Park Fund)	1670 (Special Events)	56790 (Other Contractual Services)	\$16,000
300 (Park Enterprise Fund)	1670 (Special Events)	56790 (Other Contractual Services)	\$8,500

Prior Legislation	
Prior Ordinances	
Ordinance:	Ordinance date:
Prior Resolution	
Resolution:	Resolution date:
20808	November 8, 2021
20265	September 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

Request for Legislative Action

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.	

Request for Legislative Action

Submitted by Parks + Rec requestor: Marcy Caldwell on 8/18/2022. Comments:

Returned for more information by Department Approver Michele Newman on 8/18/2022 9:46:12 PM.
Comments: please change date and account codes

Submitted by Requestor Marcy L. Caldwell on 8/19/2022 8:27:31 AM. Comments:

Returned for more information by Department Approver Susan I. Kinnaman on 8/19/2022 8:41:32 AM.
Comments: Review dollar amount.

Submitted by Requestor Marcy L. Caldwell on 8/19/2022 9:17:32 AM. Comments:

Approved by Department Approver Michele Newman on 8/19/2022 9:47:02 AM. Comments:

Returned for more information by Purchasing Office Approver Barbara J. Casamento on 8/19/2022 9:59:02 AM. Comments: This purchase has to be justified by Chapter 10

Submitted by Requestor Marcy L. Caldwell on 8/19/2022 10:54:48 AM. Comments: Updated with Chapter 10 information.

Approved by Department Approver Michele Newman on 8/21/2022 7:27:20 PM. Comments:

Returned for more information by Purchasing Office Approver Barbara J. Casamento on 8/26/2022 9:16:40 AM. Comments: Please attach a formal Sole Source Request Memo with detail on why this would be the only vendor that can provide this service

Submitted by Requestor Marcy L. Caldwell on 8/29/2022 8:48:58 AM. Comments: Sole Source letter is attached.

Approved by Department Approver Michele Newman on 8/29/2022 1:11:31 PM. Comments:

Approved by Purchasing Office Approver Barbara J. Casamento on 8/29/2022 1:36:32 PM. Comments:

Returned for more information by Compliance Office Approver Ikeela Alford on 8/31/2022 2:01:10 PM.
Comments: Audacy-Kansas City dba: KZPT of Kansas City is not in compliance. Certificate of Compliance for Audacy- Kansas City dba KZPT of Kansas City expired in December of 2021. Vendor/Agency will need to provide a Certificate of compliance by logging into the portal at <https://jacomocompliance.com/login.php> .

Submitted by Requestor Marcy L. Caldwell on 9/7/2022 11:08:52 AM. Comments: I've received

This expenditure was included in the Annual Budget.

Date: September 16, 2022

<u>Org Code/Description</u>	<u>Object Code/Description</u>	<u>Not to Exceed</u>
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1670	Special Events	56790	Other Contractual Services	\$	16,000
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1670	Special Events	56790	Other Contractual Services	\$	8,500
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Budget Office

\$ 24,500



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: August 29, 2022

RE: Sole Source – Audacy/KZPT

Parks + Rec is requesting that this Resolution for Audacy/KZPT be approved as a Sole Source. The event, “Christmas in the Sky” originated from Entercom-Kansas City (now Audacy-Kansas City), and it was their original idea. They co-created this event and have ownership in its success.

Audacy provides thousands of dollars in promotional announcements and live interviews to promote the event. They also produce the 15-minute holiday fireworks soundtrack, carry the holiday fireworks program live, simulcasting on the KZPT airwaves, and they contract with the fireworks provider, running a like dollar amount of airtime to be used at our discretion throughout 2023.

This has been a successful inter-agency relationship for 25 years and is consistent with the Chapter 1030.1 of the Jackson County Code – Sole Source.



Frank White, Jr., County Executive

**Jackson County Parks + Rec
AUDACY KANSAS, LLC**

MEDIA PARTNERSHIP AGREEMENT

THIS AGREEMENT made and entered into this 8th day of August, 2022, by and between JACKSON COUNTY, MISSOURI, a political subdivision of the State of Missouri, acting by and through its County Executive (hereinafter called "the County") and Audacy Kansas, LLC, operator of radio station KZPT (hereinafter called "KZPT").

WITNESSETH:

WHEREAS, the County hereby designates KZPT as the Media Partner for Jackson County's Christmas in the Sky ("the Event") at Longview Lake Beach (the "Property"), which will feature a fireworks display synchronized to a 20-minute holiday music soundtrack to air on KZPT, from approximately 7:40 pm – 8:00 pm on Wednesday, November 23, 2022; and

WHEREAS, the County hereby grants to KZPT the opportunity to bring additional exhibitors and vendors to the Event; and

WHEREAS, the County acknowledges the benefits to the success of the Event that a media partner can provide through marketing and promotion of the Event.

IT IS THEREFORE AGREED BETWEEN THE PARTIES AS FOLLOWS:

This Agreement is made and entered into upon the following express covenants and conditions, all and every one of which the parties hereby covenant and agree to keep and perform.

1. Exhibitors. KZPT may contract with exhibitors, vendors, and concessionaires ("Exhibitors") to occupy portions of the Property during the Event, subject to the County's approval of each Exhibitor, such approval not to be unreasonably withheld, conditioned, or delayed. Such Exhibitors shall be given time prior to the Event opening on Wednesday, November 23, 2022 to install exhibits, equipment, concessions and related materials for their on-site activities, and all such material shall be removed from said Property on or before 10:00 o'clock p.m. on Wednesday, November 23, 2022. In the event the Property is not vacated by KZPT and the Exhibitors on the above named date and time, then the County shall be, and is hereby authorized upon notice to KZPT to remove from the Property, at the expense of KZPT, all goods, wares, merchandise, and property of any and all kinds and description which may be then occupying the portions of said Property on which the term of license has expired, and the County shall not be liable for any damages or loss to such goods, wares, merchandise, or other property which may be sustained, either by reason of such removal or the place to which it may be removed, and the County is hereby expressly released from any and all claims for damages of whatever kind or nature, except to the extent caused by the gross negligence or willful misconduct of the County.

2. Structures Allowed and Removal of Structures. The County gives its permission for the temporary placement of tents or booths by KZPT and its Exhibitors. The locations of these

structures are to be pre-approved by the County. Any expense for said tents and booths shall be borne by KZPT or the Exhibitors and any damage to said Property, caused by the placement or removal thereof by KZPT or any Exhibitor shall be paid by the party causing such damage. The County gives its approval to install such structures which shall include, but not be limited to, those listed in Paragraphs a-b below. KZPT and/or Exhibitors may begin installation on Tuesday, November 22, 2022. KZPT must submit to the County a list of all participating Exhibitors by Friday, November 11, 2022. Electricity is not provided. Power to individual tents is to be provided by KZPT or the Exhibitor. Given that this Event will continue after dark, Jackson County Parks + Rec will be responsible for the lighting of the Property with no less than eight to ten sets of light plants.

- a. KZPT may erect staging, hospitality tents and canopies on the Property. The number and exact location of such tents to be installed is subject to approval by the County.
- b. KZPT has permission to use a public address system to make announcements regarding the event and, as area will contain music entertainment, speaker systems for this purpose are allowed as well.

3. Fireworks and Fire Suppression. KZPT shall contract J&M Displays of Yarmouth, IA, to provide at the Event an eighteen-minute fireworks program choreographed to a sound track airing on KZPT. The format and features of the program are subject to pre-approval by the County on or before August 31, 2022. KZPT is responsible for arranging for fire suppression through the fireworks provider. Requirements are one fire truck with appropriate number of operators at the Fireworks location (Kansas City Fire Department).

4. Refuse and Waste Disposal. The County will provide barrels and or cardboard containers with liners to hold refuse at various locations in the Property area and in the vicinity of concession stands, exhibit areas, spectator areas, parking areas, etc. Jackson County will provide employees to empty barrels, refill liners and police the area for refuse in a timely manner during the Event and clean-up following the Event. Jackson County Parks + Rec shall provide portable toilets (not less than 12) to be located on the Property. KZPT and its Exhibitors shall not deposit litter, including oil, grease, gasoline, etc., in the waters of Longview Lake, but shall deposit such litter in containers which the County shall provide at sites established for that purpose.

5. Emergency Medical Services. The County shall arrange for emergency medical services. Services shall include one ambulance with two emergency medical technicians stationed on the Property.

6. Law Observance. Each of the County and KZPT, and their employees, agents and representatives connected with the Event, shall in the performance of this Agreement abide by, conform to, and comply with all of the applicable laws of the United States and the State of Missouri, and all the applicable City and County ordinances and the rules and regulations of the County for the government and management of the said Property, together with all applicable rules and requirements of the appropriate police and fire departments, and shall not do, nor suffer to be done, anything on the said Property, during the term of this Agreement, in violation of any rules, laws, or ordinances, and, if the attention of KZPT is called to a violation on the part of KZPT or any person employed by KZPT, KZPT shall immediately desist from and correct such violation. Similarly, KZPT shall adhere to the safety requirements of the Event insurer(s).

7. **No Defacement or Destruction of Property and Conservation.** KZPT shall not injure, nor mar, nor in any manner deface said Property, and shall not cause anything to be done whereby the said Property is injured, marred, or defaced in any manner, nor shall KZPT make any alterations of any kind thereon. Furthermore, KZPT shall respect and conserve the plant life and wildlife of the Property. At the conclusion of the Event, KZPT shall repair any damage resulting from a breach in these stipulations or otherwise restore the Property to its condition prior to the Event.

8. **Reserved Rights.** KZPT is specifically granted the right to sell refreshments and other merchandise, to make photographs for its own records, to sell advertising for the Event, to broadcast the Event, and other privileges. KZPT will provide the County with marketing plans and examples of fliers, posters, and other advertising one month prior to the Event. The County shall approve all advertising and sponsorships of the Event and will not unreasonably withhold approval and will provide approval in a timely manner. Such approval includes the placement of sponsor banners/signs.

9. **Promotion.** Each party shall provide the following Christmas in The Sky promotion and Christmas in The Park promotion at no cost to the other party:

Christmas in the Sky

KZPT to provide promotion to air November 7-23, 2022:

- Live Remote - 3 Hour Broadcast of Christmas in The Sky
- 20-minute holiday music program to be air on KZPT from approximately 7:40 – 8:00 pm on November 23, 2022
- On-Air Interview with a Jackson County Representative at a mutually agreeable time
- Jackson County Parks + Rec will be included in all promotional mentions as the presenting sponsor of Christmas in The Sky
- Promotion of the event thru social media and website
- KZPT and Jackson County will provide co-emcee for Stage Production at Christmas in The Sky

Jackson County and Jackson County Parks + Rec provide:

- KZPT logo, link and/or tag on makeyourdayhere.com, jacksongov.org, and social media outlets for both Jackson County Parks + Rec and Jackson County, Mo
- Minimum of 75 passes to Beachfront Viewing Party for KZPT associates, clients, and sponsors.
- Minimum of five Beachfront Viewing Party passes and Christmas in the Park gifts for on-air giveaways.
- Opportunity for KZPT to monetize the event through sponsorship, pending approval of Jackson County.

Christmas in The Park

KZPT to provide promotion to air, November 23-December 31, 2022

- Christmas in the Park to be promoted only as a Jackson County Parks + Rec sponsored event.
- Minimum of 60x :30 On-Air promotional announcements
- 100x :30 Promotional announcements on KZPT streaming site (ROS)
- Minimum of 75x live announcements November 23 – December 31
- Christmas In the Park included in homepage web banner at 997thepoint.com
- Image and link on KZPT Event Page at www.997thepoint.com
- Image and link in e-blast to KZPT's VIP Club
- Inclusion on KZPT social media (Facebook/Insta/Twitter) throughout promotional period.

Jackson County Parks + Rec will provide:

- 16-foot lighted, animated holiday display to KZPT, visible to up to 90,000 cars and 250,000+ individuals throughout the holiday season.

10. Concessions. Regarding the operation by Exhibitors secured by KZPT of facilities for the sale or other distribution of food, beverages, and merchandise, the parties agree as follows:

- a. The County shall approve all facilities by number, type, and location.
- b. The County shall approve all concessions as to vendor, personnel, and products to be offered.
- c. KZPT shall require that all Exhibitors with booths serving food/drink obtain and have available on-site all temporary food permits and documents required by the State and County for the operation of concession stands.
- d. The concession stands may sell sandwiches, package foods, beverages, and merchandise to the public. The operation of these stands shall be in accordance with existing regulations.
- e. KZPT shall require that all applicable Exhibitors be responsible for assuring that food handling personnel follow applicable state and local food service regulations.
- f. Concessions stands may not make sales to the public until they have been inspected and approved by the County's Environmental Health Division.
- g. KZPT shall require that applicable Exhibitors adhere to the following conditions in all food service operations:
 - 1) Stands must be thoroughly cleaned and new paper placed on the shelves before being put into service.
 - 2) Meat and other perishables are to be refrigerated or kept on ice prior to cooking. Condiments shall be individual service packets, or kept in small, covered containers, which shall be changed frequently.
 - 3) Utensils shall be provided and used in such a manner as to minimize contact of food with hands.
 - 4) Hand washing facilities, including water, soap, and paper towels, shall be provided at each food dispensing stand; and
 - 5) No food items shall be stored on ice in which drinks are to be cooled.

6) Adequate fire extinguishers in concession cooking areas.

11. No Responsibility for KZPT Property on County Premises. KZPT assumes all responsibility and the County assumes no responsibility whatever for any Property of KZPT, Exhibitors or participants placed on said property, and the County is hereby expressly released and discharged from liability for any loss, injury, or damage to property that may be sustained by reason of the occupancy of said Property under this license, except to the extent caused by the gross negligence or willful misconduct of the County.

12. Indemnification and Insurance. KZPT agrees to indemnify and hold the County harmless from and against any and all liability and loss which the County shall incur by reason of any injury to or death of any person, or damage to any property (collectively, "Loss"), caused by or attributed to any of KZPT's employees, contractors, or KZPT's contractors' equipment on the Property pursuant to this Agreement unless such injury, damage, or loss was caused by the acts or omissions of the County or any of its employees, agents, contractors or vendors. In the event any suit or action is brought against the County that is or may be covered by the immediately preceding indemnification obligation, KZPT shall be solely responsible for defending the same at KZPT's sole cost and expense. KZPT shall maintain workers' compensation and employees' liability insurance for its employees. The minimum limits required are the statutory provisions of the State of Missouri's Workers' Compensation Law and Employer's liability of \$100,000 each accident, or each employee for disease, subject to a \$500,000 aggregate for disease. KZPT shall also provide general liability insurance, to be written on an occurrence form, including coverage for premises and operations, products, completed operations, independent contractors, contractual liability, broad form property damage and personal injury.

The County, the United States Army Corps of Engineers and The Little Blue Valley Sewer District are added as an additional insured, in respect of liability arising out of operations performed by or on behalf of KZPT under this Agreement. Any insurance or self-insurance maintained by the County shall be excess and shall not contribute with KZPT's insurance with respect to liability of KZPT hereunder but shall be primary with respect to liability of the County hereunder. Any deductibles or self-insured retentions shall be at the expense of KZPT with respect to liability of KZPT hereunder, shall be at the expense of County with respect to liability of the County hereunder.

The limits of liability shall be not less than the following:

\$2,000,000 combined single limit per occurrence for bodily injury, personal injury, and property damage, subject to a \$3,000,000 aggregate. The limits may be provided by a combination of underlying and excess or umbrella policies.

KZPT shall also provide or cause to be provided automobile liability insurance covering all owned, hired, and non-owned motorized vehicles and trailers used by KZPT or its contractors with limits of liability not less than the following:

\$1,000,000 combined single limit per accident for bodily injury and property damage.

A Certificate of Insurance evidencing KZPT's insurance pursuant to the above requirements shall be issued to the County by Friday, November 4, 2022 and shall

state the Event it is issued to cover. The required insurance shall be underwritten by insurance companies licensed to do business in the State of Missouri and having A.M. best rating of not less than A-VI, unless otherwise agreed to by the County. Each insurance policy shall be endorsed to state that coverage shall not be suspended, voided, canceled, or reduced in coverage or in limits, except after 10 days' prior written notice by certified mail, return receipt requested, has been given to the County. KZPT shall cause Jackson County Parks + Rec, the US Army Corps of Engineers, and the Little Blue Valley Sewer District to be named as additional insured on the fireworks company's insurance policy.

13. Security. Jackson County shall be responsible for providing adequate security personnel. One uniformed officer will provide on-site security. No less than seven (7) to nine (9) off-duty officers will provide traffic control. The Chief of Park Safety for Jackson County Parks + Rec will provide 10 Rangers for five hours at no cost to KZPT. There will be a meeting of security personnel from the needed jurisdictions prior to the Event.

14. Allocation of Revenue. The County, as the event producer, has entered into a Master Trade Agreement with KZPT (see Attachment A attached hereto and incorporated herein by this reference). Jackson County Parks + Rec will provide \$24,500 towards the fireworks for Christmas in the Sky, consisting of a \$24,500 lump sum payment to KZPT. The County is also providing \$45,500 in services to include: stage/sound/lighting, port-a-pots, light plants, catering, traffic control, EMS, and entertainment), as well as in-kind services valued at \$5,000. Jackson County Parks + Rec will receive \$24,500 in air-time to be used at the discretion of Jackson County Parks + Rec in 2022 on any Audacy Kansas, LLC Station in accordance with the terms of the Master Trade Agreement.

15. Sales Tax. Exhibitors shall be wholly responsible for the collection and payment of all state and local sales and use taxes due from the sale of food, beverages, and other merchandise at the Event.

16. Conditions Precedent. The parties understand and agree that this Agreement shall have no effect if the United States Army Corp of Engineers does not permit this Event to be held on the Property, or if the Event cannot be insured.

17. Approval, Consent, and Notice. Any approval, consent, or notice required hereunder by or to the County, shall be made or given by or to the County's Director of Parks + Rec. Any approval, consent, or notice required hereunder by or to KZPT shall be made or given by or to its SVP/Market Manager. Unless otherwise herein specified or agreed in writing between the parties all approvals, consents, and notices required hereunder shall be in writing. Further, unless otherwise agreed, notice shall be issued by certified mail.

To County: Michele Newman, Director
Department of Parks + Rec
Jackson County, Missouri
22807 Woods Chapel Road
Blue Springs, MO 64015

To KZPT: Roxanne Marati, Market Manager
Audacy Kansas City, LLC d/b/a KZPT
7000 Squibb Road
Mission, KS 66202

For legal notices, with a copy to:
Audacy Kansas, LLC
2400 Market Street, 4th Floor
Philadelphia, PA 19103
Attn: Legal Dept.

18. COVID-19. Each party agrees to comply with and adhere to all federal, state and local mandates, rules and regulations then in effect for the duration of the Term of this Agreement in connection with or related to COVID-19, as well as applicable CDC guidance, with respect to the Event. The parties further agree to cooperate to develop a Covid-19 plan for the Event (the “Covid-19 Plan”). The County shall be responsible for the implementation and execution of the Covid-19 Plan with respect to the Property.

19. Force Majeure. The inability of either party to commence or complete its obligations hereunder or canceling or delaying the Event that results from delays or situations caused, directly or indirectly, by strikes, insurrection, floods, fires, riots, acts of God, war, emergencies, terrorist threats (including general threats) or activities, any pandemic or epidemic constituting a public health emergency that are subject to government mandated quarantines, travel restrictions, or stay-at-home orders or other causes beyond a party’s reasonable control shall not be deemed a breach of a party’s obligations hereunder. In the event that due to such causes the Event is cancelled by a party, neither party shall have any obligation to the other hereunder; provided, however, that, if feasible, the parties may decide to negotiate a mutually agreeable alternative date for the Event, which alternative date (if any) shall be evidenced in writing signed by both parties.

20. General. This Agreement expresses and contains the entire agreement and understanding between the parties hereto with respect to the subject matter hereof and supersedes all prior oral or written agreements or other communications between the parties with respect to the subject matter hereof. This Agreement shall be binding upon heirs, successors, assigns and legal representatives of the parties hereto and inure to the benefit of permitted successors and assigns. No provision of this Agreement may be waived or modified, in whole or in part, except by a written agreement signed by each of the parties. Failure of any party to enforce any provision of this Agreement shall not be construed as a waiver of its rights under that or any other provision. No waiver of any provision of this Agreement in any instance shall be deemed to be a waiver of the same or any other provision in any other instance. This Agreement shall in all respects be governed and construed in accordance with the laws of the Commonwealth or State in which the Event is being held, without regard to its conflicts of law principles. If any provision of this Agreement is held to be invalid or unenforceable by any court or tribunal of competent jurisdiction, the remainder of this Agreement shall not be affected thereby, and such provision shall be carried out as nearly as possible according to its original terms and intent to eliminate such invalidity or unenforceability. This Agreement may be executed in counterparts, each of which shall be an original, but all of which

together shall constitute one and the same agreement. The parties agree electronic signatures, whether digital or encrypted, are intended to authenticate this writing and to have the same force and effect as manual signatures. Delivery of a copy of this Agreement or any other document contemplated hereby bearing an original or electronic signature by electronic mail in “portable document format” (“.pdf”) form, or by any other electronic means will have the same effect as physical delivery of the paper document bearing an original or electronic signature.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the day and year first above written in duplicate originals.

JACKSON COUNTY, MISSOURI

Frank White Jr.
County Executive

APPROVED AS TO FORM:


Bryan Covinsky
Jackson County Counselor

Michele Newman, Director
Jackson County Parks + Rec

ATTEST:

AUDACY KANSAS, LLC

Mary Jo Spino
Clerk of County Legislature

By: 

Roxanne Marati
SVP/Market Manager
Audacy Kansas, LLC d/b/a KZPT

REVENUE CERTIFICATE

I hereby certify that there is a balance otherwise unencumbered to the credit of the appropriation to which this contract is chargeable, and a cash balance otherwise unencumbered in the treasure to the credit of the fund from which payment is to be made, each sufficient to meet the obligation of \$24,500 which is hereby authorized.

Date

Director of the Department of Finance
Account No. _____

:MTA #



Station: KZPT

Master Trade Agreement

Section 1 - Advertiser Information

Date: 8/1/2022

Corp ☐Partnership ☐Individual ☐

* Advertiser Name: JACKSON COUNTY PARKS+REC

Tax ID #:

Agency Name:

To be Logged As:

27897 Woods Chapel Road

Street (not P.O. Box):

City, State Zip: Blue Springs, Mo 64015

27897 Woods Chapel Road

Mailing Address:

City, State Zip: Blue Springs, Mo 64015

Phone Number: 816-503-4800

Fax Number:

Contact Name: Marcy Caldwell

OR

Michele Newman

Acct Exec Name: Tara Ard

AE#:

* Advertiser information must always be the company that the exchange of goods will be with.

Section 2 - Agreement Specifics

Airtime \$: 24,500

Non-commissionable

Valid from: 1/1/2023

Valid to: 1/31/2023

1 yr maximum

Goods/Services \$: 24,500

Valid from: 11/23/2022

Valid to: 11/23/2022

1 yr maximum

Product to be Advertised:

JCP+R activities and services

Goods/Services to be rendered by Station:

Fireworks for Christmas in the Sky event

Section 3 - Terms & Conditions

Station agrees to furnish to Advertiser the broadcast advertising set forth herein upon the terms and conditions contained in Station's Radio Broadcast Agreement except as modified herein. In order to place a particular advertising schedule hereunder, Advertiser shall execute a Standard Radio Broadcasting Agreement, which agreement shall specifically reference this Master Trade Agreement. The rates for such broadcasting advertising shall be those set forth herein, or if no particular rates are set forth, shall be the prevailing rates set by Station for cash advertisers at the time of each broadcast. Any talent, announcer or production charges in connection with broadcast advertising shall be paid separately by client in cash upon receipt of Station's invoice. Station will use its best efforts to broadcast advertising in accordance with the schedule requested by Advertiser, but all advertising placed pursuant to this agreement is subject to preemption in favor of cash advertising. Stations will make good preemption at the next available time, to which make goods Advertiser hereby consents. All broadcast time made available to Advertiser hereunder must be utilized by Advertiser by the "end date" set forth herein or one year from the date of this agreement, whichever occurs first, or the same shall lapse without further notice or consideration, except only that advertising ordered to run within the said period which is preempted by Station. No exception to the foregoing will be binding on Station unless signed in writing by the President or Controller of Station. Station will not pay any advertising commission on broadcast time purchased hereunder and Advertiser shall indemnify, defend and hold harmless Station for any and all claims, demands, costs or expenses, including reasonable attorney's fees arising out of a claim by any person for a commission in connection herewith. Advertiser agrees to supply Station the goods /services that are described herein in exchange for the Broadcast Advertising specified herein, all in accordance with the terms and conditions contained herein. Advertiser shall only deliver goods or services hereunder and upon delivery of such goods or services shall receive a copy of the Merchandise Tracking receipt. Advertiser shall submit to Station monthly invoices itemizing goods and services provided hereunder during the previous month. Failure to provide such invoice shall constitute a waiver by advertiser of any claim for credit for such goods and services. Advertiser may only use the broadcast time purchased hereunder for Advertiser's business and may not transfer or assign its right hereunder without written consent of Station official. Station may assign its rights or obligations to any successor of its FCC broadcast license and upon acceptance in writing of the terms and conditions hereof by successor licensee. Station shall be relieved from any further liability or obligation hereunder. The value or price of the goods or services to be delivered hereunder shall be determined in accordance with the method specified in this agreement, or in the absence of a specific valuation method, the value or price shall be the average price offered to Advertiser's cash customers for the same or similar goods or services in the 30 days preceding the date of this agreement. Unless specifically stated to the contrary herein, Advertiser shall be responsible for and shall pay all sales, use, gross receipt or similar tax or levies of any governmental body imposed on the transaction. Advertiser warrants that the goods and services provided hereunder shall be merchantable and/or will be performed in a workmanlike manner and will be fit for Station's intended use. The terms and conditions contained herein shall apply to all purchases of goods and services hereunder by Station and no misunderstanding, agreement, term, condition, course of dealing or trade custom at variance herewith shall be binding on Station. Any prior terms in Advertiser's documents are specifically objected to and rejected. Advertiser shall accept this contract by written acceptance hereof or by commencing any work or deliveries in pursuance of this order or by utilizing any broadcast advertising hereunder. Any proposals for additional or different terms is objected to and shall not operate as a rejection of this contract and this contract shall be deemed accepted by Advertiser without said additional or different terms. If this contract is deemed an acceptance of a prior offer by Advertiser, such acceptance is expressly conditioned on Advertiser's assent to any additional or different term contained herein.

The following agree that the Terms and Conditions have been acknowledged, read, understood, and agreed upon.

By signing this agreement, both parties consent and agree to be legally bound by the terms set forth above.



STATION:

ADVERTISER:

OFFICIAL TITLE:

OFFICIAL TITLE:

Must be signed by Station VP or General Manager

Must be signed by Owner or Legal Officer

DATE:

DATE:



Trade Contract Authorization

Date: _____

Station: _____ ☐ AM ☐ FM

Account Executive: _____

Contract Type: Regular Trade ☐ Recipocal ☐ Cash Combination ☐

Is Trade necessary to secure cash buy: _____ Cash Amount: _____

Advertiser: _____

Address: _____

Agency: _____ Agency Commission: ☐ No
☐ Yes paid by Cash
☐ Yes paid by airtime

Address: _____

Client or Agency Contact: _____

Gross Contract Amounts: Station Receives: _____ Client Receives: _____

Station to furnish Air-Time: Start Date: _____ End Date: _____

Description of merchandise and/or goods and services station receives: _____

Merchandise/Service Availability: Start Date: _____ End Date: _____

Comments or additional information: _____

Station Authorizations:

Account Executive Date

Sales Manager Date

Business Manager/Controller Date

Market Manager Date