

IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION awarding a contract for television air time for use by the Parks + Rec Department to Charter Communication Holdings, LLC, dba Spectrum Reach, at an actual cost to the County not to exceed \$15,000.00, as a sole source purchase.

RESOLUTION NO. 19890, June 4, 2018

INTRODUCED BY Tony Miller, County Legislator

WHEREAS, the Parks + Rec Department marketing campaign primarily focuses on the medium of television to promote attractions and events while creating awareness for the Department's Parks + Rec logo and brand; and,

WHEREAS, the marketing campaign's goal is to increase revenue, while promoting Jackson's County website; and,

WHEREAS, the Department of Finance and Purchasing recommends a contract for airtime with Charter Communication Holdings, LLC, dba Spectrum Reach, which will include thirty-second cable ads placed on a variety of cable networks throughout Jackson County as well as metro-wide advertising; and,

WHEREAS, the campaign includes thirty-second ads on non-traditional viewing platforms including on demand, mobile devices, AT&T, and Direct TV, and select third-party network apps; and,

WHEREAS, pursuant to section 1030.1 of the County Code, the Department of Finance and Purchasing, after conducting research on the availability of the needed services in the Jackson County market, recommends the award of a contract to Charter Communications Holdings as a sole source, as only the Spectrum Reach program offers the capability of combining cable television air time with non-traditional viewing platforms such as “on-demand” viewing, mobile devices, Direct TV, and third-party applications; now therefore

BE IT RESOLVED by the County Legislature of Jackson County, Missouri, that award be made as recommended by the Department of Finance and Purchasing and that the Department be and hereby is authorized to execute any documents necessary to the accomplishment of the award; and,

BE IT FURTHER RESOLVED that the Department of Finance and Purchasing is authorized to make all payments, including final payment on the contract.

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

APPROVED AS TO FORM:

Greg P. Hadler
Chief Deputy County Counselor

W. Stephen Ryan
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution No. 19890 of June 4, 2018, was duly passed on *June 11, 2018*, 2018 by the Jackson County Legislature. The votes thereon were as follows:

Yeas *9* Nays *0*
Abstaining *0* Absent *0*

June 11, 2018
Date

Mary Jo Spino by HR
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: \$15,000.00

6/4/18
Date

[Signature]
Chief Administrative Officer