



Jackson County Missouri

Jackson County Courthouse
415 E. 12th Street, 2nd floor
Kansas City, Missouri 64106
(816)881-3242

Legislation Details (With Text)

File #: 16631 **Version:** 0 **Name:** contracts for television production, marketing and air time
Type: Resolution **Status:** Passed
File created: 5/5/2008 **In control:** County Legislature
On agenda: 5/5/2008 **Final action:** 5/5/2008

Title: A RESOLUTION authorizing the County Executive to execute contracts for television production, marketing, and air time for use by the Parks and Recreation Department, with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst-Argyle Television, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Howard Broadcasting d/b/a NBC Action News of Kansas City, MO, at an actual aggregate cost to the County of \$67,250.00.

Sponsors: Fred Arbanas

Indexes: PARKS + RECREATION, TELEVISION PRODUCTION

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
5/5/2008	0	County Legislature	adopt	Pass

IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION authorizing the County Executive to execute contracts for television production, marketing, and air time for use by the Parks and Recreation Department, with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst-Argyle Television, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Howard Broadcasting d/b/a NBC Action News of Kansas City, MO, at an actual aggregate cost to the County of \$67,250.00.

RESOLUTION #16631, May 5, 2008

INTRODUCED BY Fred Arbanas, County Legislator

WHEREAS, the Parks and Recreation Department has a need for television production, marketing, and air time for its marketing campaign; and,

WHEREAS, in consideration of the unique nature of the television industry and the specific markets served by and viewership ratings of each television station or provider, the Director of Parks and

Recreation recommends award of contracts for this campaign to the following vendors:

<u>VENDORS</u>	<u>AMOUNT</u>	
Meredith d/b/a KCTV 5 Fairway, KS	\$20,000.00	Corporation
d/b/a KCCP Trust Time Milwaukee, WI	Warner \$15,250.00	Cable
Fox d/b/a WDAF-TV Kansas City (Jackson County), MO	Entertainment \$14,000.00	Group
Hearst-Argyle d/b/a/ KMBC-TV Kansas City (Jackson County), MO	Television, \$ 11,000.00	Inc.
d/b/a Scripps Howard Broadcasting NBC Kansas City (Jackson County), MO	Action \$ 7,000.00	News
Total	<hr/> \$ 67,250.00	

now therefore,

BE IT RESOLVED that award be made as recommended by the Director of Parks and Recreation, and that the County Executive be, and is hereby, authorized to execute for the County contracts with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst-Argyle Television, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Howard Broadcasting d/b/a NBC Action News of Kansas City, MO, in a form to be approved by the County Counselor; and,

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

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

APPROVED AS TO FORM:

Chief Deputy County Counselor

County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #16631 of May 5, 2008, was duly passed on May 5, 2008 by the Jackson County Legislature. The votes thereon were as follows:

Yeas	<u>8</u> <u>0</u>	Nays
Abstaining	<u>0</u> <u>1</u>	Absent

_____ Date	_____ Mary Jo Spino, Clerk of Legislature
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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: \$66,839.15

ACCOUNT NUMBER: 300 1652 56210
 ACCOUNT TITLE: Enterprise Fund
 Registration & Permits
 Advertising

NOT TO EXCEED: \$410.85

Date

Director of Finance and Purchasing