



# Jackson County Missouri

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

## Legislation Details (With Text)

**File #:** 20146      **Version:** 1      **Name:** P+R Marketing Campaign Sole Source  
**Type:** Resolution      **Status:** Passed  
**File created:** 4/18/2019      **In control:** Land Use Committee  
**On agenda:** 4/23/2019      **Final action:** 4/29/2019  
**Title:** 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 \$15,600.00.  
**Sponsors:** Tony Miller  
**Indexes:** PARKS + RECREATION, TELEVISION AIR TIME  
**Code sections:**  
**Attachments:** 1. 20146bu.pdf, 2. 20146adopt.pdf, 3. 20146 Spectrum Reach.pdf

| Date      | Ver. | Action By          | Action              | Result |
|-----------|------|--------------------|---------------------|--------|
| 4/29/2019 | 1    | County Legislature | adopt               | Pass   |
| 4/29/2019 | 0    | County Legislature | Consent Agenda      |        |
| 4/29/2019 | 0    | Land Use Committee | recommend do pass   | Pass   |
| 4/24/2019 | 0    | County Legislature | Go To 1st Meeting   | Pass   |
| 4/23/2019 | 0    | County Legislature | assign to committee |        |

### 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 \$15,600.00.

**RESOLUTION NO. 20146**, April 23, 2019

**INTRODUCED BY** Tony Miller, County Legislator

WHEREAS, the Parks + Rec Department's 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 Director of Parks + Rec 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, the Director of Parks + Rec, after conducting research on the availability of the needed services in the Jackson County market, recommends the award of this contract to Charter Communications Holdings, as only its 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 Director of Parks + Rec and that the Director be and hereby is authorized to execute any documents necessary to the accomplishment of the award; and,

BE IT FURTHER RESOLVED that the Director 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:

\_\_\_\_\_  
Chief Deputy County Counselor

\_\_\_\_\_  
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution No. 20146 of April 23, 2019, was duly passed on April 29, 2019 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 7 Nays 0

Abstaining 0 Absent 2

\_\_\_\_\_  
Date

\_\_\_\_\_  
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

NOT TO EXCEED: Director - Parks  
Advertising  
\$15,000.00

ACCOUNT NUMBER: 003 1601 56790  
ACCOUNT TITLE: Park Fund  
Director - Parks  
Other Contractual Services

NOT TO EXCEED: \$600.00

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Date

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Chief Administrative Officer