



# Jackson County Missouri

Jackson County Courthouse  
415 E. 12th Street, 2nd floor  
Kansas City, Missouri 64106  
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## Legislation Details (With Text)

**File #:** 20996      **Version:** 0      **Name:** Parks and Rec marketing campaign  
**Type:** Resolution      **Status:** Passed  
**File created:** 6/16/2022      **In control:** County Legislature  
**On agenda:** 6/21/2022      **Final action:** 6/21/2022  
**Title:** A RESOLUTION awarding a contract for the furnishing of television airtime 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 \$19,002.00.  
**Sponsors:** Tony Miller  
**Indexes:** CONTRACT, PARKS + RECREATION, TELEVISION AIR TIME  
**Code sections:**  
**Attachments:** 1. 20996bu.pdf, 2. 20996adopt.pdf, 3. 20996 Spectrum Reach Agreement.pdf

Date	Ver.	Action By	Action	Result
6/21/2022	0	County Legislature	adopt	Pass

### IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

**A RESOLUTION** awarding a contract for the furnishing of television airtime 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 \$19,002.00.

**RESOLUTION NO. 20996**, June 21, 2022

**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 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 airtime with non-traditional viewing platforms such as “on-demand” viewing, mobile devices, Direct TV, and third-party applications; and,

WHEREAS, pursuant to section 1030.1 of the Jackson County Code, the Directors of Parks + Rec and Finance and Purchasing recommend the award of the contract for the required television airtime to Charter Communication Holdings, LLC, dba Spectrum Reach, at an actual cost to the County in the amount of \$19,002.00, as a sole source purchase; and,

WHEREAS, award as a sole source is appropriate as only Charter Communication Holdings, LLC, dba Spectrum Reach, is capable of providing these specific services; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri, that award be made as recommended by the Directors of Parks + Rec and Finance and Purchasing and that the Director of Finance and Purchasing 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. 20996 of June 21, 2022, was duly passed on June 21, 2022 by the Jackson County Legislature. The votes thereon were as follows:

Yeas \_\_\_\_\_ 6 \_\_\_\_\_      Nays \_\_\_\_\_ 0 \_\_\_\_\_

Abstaining \_\_\_\_\_ 0 \_\_\_\_\_      Absent \_\_\_\_\_ 3 \_\_\_\_\_

\_\_\_\_\_  
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  
                                 Director of Parks  
                                 Advertising

NOT TO EXCEED:      \$19,002.00

\_\_\_\_\_  
Date

\_\_\_\_\_  
Chief Administrative Officer