

Fox

## Jackson County Missouri

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

## **Legislation Text**

File #: 16303, Version: 0

## IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION authorizing the County Executive to execute contracts for television production, marketing, and air time, 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, for use by the Parks and Recreation Department, at an aggregate cost to the County not to exceed \$82,000.00.

**RESOLUTION # 16303**, May 21, 2007

**INTRODUCED BY** Bob Spence, 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 ratings of each television station or provider, the Acting 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			¢45,000,00	Corporation
			\$45,000.00	
d/b/a	KCCP Trust	Time	Warner \$13,500.00	Cable
	Milwaukee, WI		ψ13,300.00	

Entertainment

Group

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	d/b/a WDAF-TV Kansas City (Jackson County), MO	\$ 6,750.00	
Hears	st-Argyle d/b/a/ KMBC-TV Kansas City (Jackson County), MO	Television, \$ 10,000.00	lnc.
d/b/a	Scripps Howard Broadcasting NBC  Kansas City (Jackson County), MO	Action \$ 6,750.00	News
Total	herefore,	\$ 82,000.00	
BE IT	FURTHER RESOLVED that award be	made as recommended by the l	Director of Parks and
Recre	eation, and that the County Executive be	, and is hereby, authorized to ex	xecute for the County
contra	acts with Meredith Corporation d/b/a KC	ΓV 5 of Fairway, KS, KCCP Tru	st d/b/a Time Warner
Cable	e of Milwaukee, WI, Fox Entertainment	Group d/b/a WDAF-TV of Kans	as City, MO, Hearst-
Argyl	e Television, Inc., d/b/a KMBC-TV of Kan	sas City, MO, and Scripps Howa	rd Broadcasting d/b/a
NBC	Action News of Kansas City, MO, in a forr	n to be approved by the County (	Counselor; and,
	FURTHER RESOLVED that the Directo		authorized to make all
	tive Date: This Resolution shall be effect lature.	ive immediately upon its passag	e by a majority of the
APPF	ROVED AS TO FORM:		
Chief	Deputy County Counselor	Cour	 nty Counselor

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Certificate of Passage						
I hereby certify that the passed on May 21, 2007						
Yeas		<u>6</u>				Nays
Abstaining		<u>0</u> <u>3</u>			ļ	Absent
Date	 Legisla	Mary ature	Jo	Spino,	Clerk	of
There is a balance ot expenditure is chargeab the credit of the fund from herein authorized.	le and there is a cash	balance of	therwise u	nencumbered	l in the treas	sury to
ACCOUNT NUMBER: ACCOUNT TITLE:	003 1601 6210 Park Fund Park Director Advertising					
NOT TO EXCEED:	\$67,240.00					
ACCOUNT NUMBER: ACCOUNT TITLE:	001 1220 6210 General Fund	I				

\$14,760.00

NOT TO EXCEED:

Office of Economic Development Advertising