

1 246-82013

2 **RESOLUTION: Authorize a Media Sponsor Licensing Agreement Between Winnebago**
3 **County and Woodward Radio Group, 92.9 Country**
4

5 **TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

6 **WHEREAS**, Woodward Radio Group, 92.9 Country, is a corporate provider of radio broadcasting services,
7 which transmit throughout Oshkosh, the Fox Cities areas, and Fond du Lac; and

8 **WHEREAS**, Woodward Radio Group, 92.9 Country, desires to enter into a media licensing agreement with
9 Winnebago County whereby Woodward Radio Group, 92.9 Country, would become the radio broadcasting media
10 provider of the Winnebago County Parks Department and would, thereby, be provided with exclusive rights to
11 maintain a mutually favorable relationship with the Parks Department that would serve the marketing interests and
12 efforts of both parties; and

13 **WHEREAS**, pursuant to this agreement, Woodward Radio Group, 92.9 Country, would be granted rights
14 allowing it to install up to two (2) advertising signs at specified locations included on a list of predetermined Parks
15 Department properties; and

16 **WHEREAS**, pursuant to this agreement, Woodward Radio Group, 92.9 Country, would be granted rights
17 allowing on site presence during events at a predetermined location regardless of event sponsor, the ability to set up
18 a portable broadcasting station, and transmit from predetermined sites five (5) banners to be located at
19 predetermined sites and flyers in kiosks at boat landings and trail heads along with their logo on the Parks
20 Department website with a link to its webpage; and

21 **WHEREAS**, in exchange for both its financial and material support, Winnebago County will receive a
22 minimum of four (4) prerecorded radio spots of 60 seconds duration and be provided with a service which includes
23 the broadcast of a minimum of fifty-two (52) of the spots throughout the calendar year; and

24 **WHEREAS**, said agreement shall run through December 31, 2015, with Woodward Radio Group, 92.9
25 Country, being provided the first right to renegotiate said agreement for an additional term. A copy of said agreement
26 may be obtained from the Winnebago County Parks Director or the Winnebago County Corporation Counsel and is
27 incorporated herein by reference as a part of this resolution.

28 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that it hereby
29 authorizes the Winnebago County Executive and the Winnebago County Clerk to enter into an agreement with
30 Woodward Radio Group, 92.9 Country, for the exclusive right to maintain two (2) advertising signs on predetermined
31 Parks Department properties, which shall run through December 31, 2015, and shall contain those major terms
32 described above.

33 Respectfully submitted by:

34 **PARKS COMMITTEE**

35 Committee Vote: **4-0**

36 Respectfully submitted by:

37 **PERSONNEL AND FINANCE COMMITTEE**

38 Committee Vote: **5-0**

39 Vote Required for Passage: **Majority of Those Present**

40
41 Approved by the Winnebago County Executive this _____ day of _____, 2013.

42
43 _____
44 Mark L Harris
45 Winnebago County Executive