

2 **RESOLUTION: Authorize a Three-Year Print Media Licensing Agreement Between**
3 **Winnebago County and Calumet Publishing Inc**

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

7 **WHEREAS**, Calumet Publishing Inc. desires to enter into a media licensing agreement with Winnebago County
8 whereby Calumet Publishing Inc. would become the print media provider of the Winnebago County Parks
9 Department and would thereby be provided with exclusive rights to maintain a mutually favorable relationship with
10 the Parks Department that would serve the marketing interests and efforts of both parties; and,

11 **WHEREAS**, pursuant to this agreement, Calumet Publishing Inc. shall be granted rights allowing it to install up
12 to five (5) advertising signs at specific locations included on a list of predetermined Parks properties; and

13 **WHEREAS**, pursuant to this agreement, Calumet Publishing Inc. shall be granted rights allowing on-site
14 presence during events at a predetermined location regardless of event sponsor, five (5) banners to be located at
15 predetermined sites, and flyers in kiosks at boat landings and trail heads along with their logo on the Parks web page
16 with a link to their web page; and

17 **WHEREAS**, in exchange for the advertising exposure made available to it by Winnebago County, Calumet
18 Publishing Inc. shall provide the Winnebago County Parks Department with certain promotional privileges including
19 the right to post specified advertising related materials within the monthly newspaper owned by Calumet Publishing
20 Inc. entitled The Scene; and,

21 **WHEREAS**, each year over the three-year term of the agreement, Calumet Publishing Inc. shall grant the
22 Winnebago County Parks Department a minimum of six (6) print advertisements of ½ page minimum size charged to
23 Winnebago County Parks Department at ½ price of the current rate card fee, publication of events held at
24 Winnebago County Parks facilities in each edition’s event calendar, and The Scene’s official logo and link on the
25 Winnebago County Parks web page; and,

26 **WHEREAS**, said agreement shall run through December 31, 2019, with Calumet Publishing Inc. being
27 provided the first right to renegotiate said agreement for an additional term. A copy of said agreement may be
28 obtained from the Winnebago County Parks Director or Winnebago County Corporation Counsel and is incorporated
29 herein by reference and made a part of this resolution.

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31 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that it hereby
32 authorizes the Winnebago County Executive and Winnebago County Clerk to enter into a print media agreement
33 allowing Calumet Publishing Inc. to become the print media provider of the Winnebago County Parks Department for
34 the exclusive right to maintain a mutually favorable relationship intended to benefit the marketing efforts of both
35 parties for a period running through December 31, 2019, with the agreement containing those major terms described
36 above.

37 **Fiscal Note:** Although Winnebago County will not receive any direct monetary benefit as a result of this print media
38 agreement, the Winnebago County Parks Department will derive value from the free advertising
39 exposure provided through its relationship with Calumet Publishing Inc.
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Respectfully submitted by:

PARKS AND RECREATION COMMITTEE

Committee Vote: **4-0**

Respectfully submitted by:

PERSONNEL AND FINANCE COMMITTEE

Committee Vote: **4-0**

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

Approved by the Winnebago County Executive this ____ day of _____, 2016.

Mark L Harris
Winnebago County Executive