

2 **RESOLUTION: Authorize a Media Sponsor Licensing Agreement Between Winnebago**
3 **County and Cumulus Broadcasting**

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

7 **WHEREAS**, Cumulus Broadcasting is a corporate provider of radio broadcast services originating out of the
8 Fox Cities that is capable of transmitting to the Upper Peninsula and to points just north of Milwaukee; and

9 **WHEREAS**, Cumulus Broadcasting desires to enter into a media licensing agreement with Winnebago County
10 whereby Cumulus Broadcasting would become the radio broadcast media provider of the Winnebago County Parks
11 Department and would thereby be provided with exclusive rights to maintain a mutually-favorable relationship with
12 the Parks Department to serve the marketing interests and efforts of both parties; and

13 **WHEREAS**, pursuant to this agreement, Cumulus Broadcasting would be granted the right to install up to two
14 advertising signs to be displayed at locations included on a list of predetermined Parks Department properties; and

15 **WHEREAS**, pursuant to this agreement, Cumulus Broadcasting would be granted rights allowing onsite
16 presence during events at a predetermined location regardless of event sponsor, the ability to set up a portable
17 broadcast station and transmit from predetermined sites, the right to display five (5) banners to be located at
18 predetermined sites and place flyers in kiosks at boat landings and trail heads, and the right to include its logo on the
19 Parks Department’s webpage with a link to the Cumulus Broadcasting’s webpage; and

20 **WHEREAS**, in exchange for its product support, Winnebago County will receive a minimum of four (4)
21 separate prerecorded radio spots of 60 seconds in duration to be broadcast a minimum of fifty-two (52) spots
22 throughout the calendar year; and

23 **WHEREAS**, the aforementioned agreement would expire on December 31, 2021, with Cumulus Broadcasting
24 being provided the first right to renegotiate said agreement for an additional term. A copy of said agreement may be
25 obtained from the Winnebago County Parks Director or Winnebago County Corporation Counsel and is incorporated
26 herein by reference as a part of this Resolution.

27 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that it hereby
28 authorizes the Winnebago County Executive and Winnebago County Clerk to enter into an agreement with Cumulus
29 Broadcasting, which shall run through December 31, 2021, and shall contain those major terms described above.

31 Respectfully submitted by:
32 **PARKS COMMITTEE**

33 Committee Vote: **5-0**

34 Respectfully submitted by:
35 **PERSONNEL AND FINANCE COMMITTEE**

36 Committee Vote: **4-0**

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

38 Approved by the Winnebago County Executive this ____ day of _____, 2017.

41 _____
42 Mark L Harris
43 Winnebago County Executive