

City of Scottsbluff, Nebraska

Tuesday, May 30, 2017

Regular Meeting

Item Reports1

Council to consider a contract with Bluffs Broadcasting for summer advertising and authorize the Mayor to execute the contract.

Staff Contact: Triniti Burgner, Recreation Supervisor

Agenda Statement

Item No.

For meeting of: May 30th, 2017

AGENDA TITLE: Council to approve contract from Bluffs Broadcasting for summer advertising.

SUBMITTED BY DEPARTMENT/ORGANIZATION: Parks and Recreation

PRESENTATION BY: City Manager Nathan Johnson

SUMMARY EXPLANATION: The Parks and Recreation Department would like council to approve the contract between the Parks and Recreation Department and Bluffs Broadcasting for a seasonal advertising package. The package may extend past the summer months until all ads and live remotes are used.

EXHIBITS

Resolution x

Ordinance

Contract

Minutes

Plan/Map

Other (specify) _____

NOTIFICATION LIST: Yes No Further Instructions

APPROVAL FOR SUBMITTAL: _____

City Manager

Rev 3/1/99CClerk



THE CITY OF SCOTTSBLUFF POOL PARTY

THE CITY OF SCOTTSBLUFF WILL RECEIVE:

- 500 - :30 SECOND COMMERCIALS TO USE EACH MONTH
- 2 LIVE 2 HOUR REMOTE TO BE USED ON ALL 4 FM STATIONS
- 1 LIVE 2 HOUR REMOTE FOR THE ECLIPES IN AUGUST

(KOZY/SUNNY/KMOR/WILD COUNTRY)

BONUS: 4 LIVE INTERVIEWS TO HIGHLIGHT THE EVENTS GOING ON THROUGHOUT THE SUMMER MONTHS

SPONSORSHIP MENTIONS: Bluffs Broadcasting will promote the Pool Party for the course of the contract (+1,000 Sponsorship Mentions)

THE CITY OF SCOTTSBLUFF WILL PROVIDE:

- 1 FAMILY PASS FOR BLUFFS BROADCASTING TO GIVE AWAY ON THE AIR
- THE USE OF THE POOL FOR A CITY WIDE POOL PARTY

TOTAL INVESTMENT

\$2,500.00 CASH

\$2,500.00 TRADE

NAME: _____ DATE: _____



Presented by Heidi Brunz, Account Executive – Bluffs Broadcasting 2002 Char Ave

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