

RESOLUTION NO. 1287

RESOLUTION APPROVING ADVERTISING WITH IHEART MEDIA IN THE AMOUNT OF \$4,999.70.

WHEREAS, the City's premier event of the year is Hoover's Hometown Days; and

WHEREAS, the City of West Branch is taking on fundraising and promotional responsibilities for the 2015 Hoover's Hometown Days Celebration; and

WHEREAS, the City of West Branch, IA would like to have a remote broadcast with AM 800 KXIC for Hoover's Hometown Days, which would include an iHeart personality and four live 60-second cut-ins during the event; and

WHEREAS, the remote broadcast package would include twenty additional promotional announcements on the three days prior to the event, as well as web advertising; and

WHEREAS, the remote broadcast package was presented to the City of West Branch at a cost of \$1,000.50; and

WHEREAS, the City of West Branch would also like to advertise Hoover's Hometown Day 2015 with KKSX 95.7 Kiss Country and KKRQ 100.7 the Fox in the month preceding the event in the amount of \$1,999.20; and

WHEREAS, the City of West Branch would also like to promote Hoover's Hometown Days 2015 on AM 800 KXIC, as well other events in West Branch between April and September, including the 50th Anniversary of the Herbert Hoover National Historic Site in West Branch, the Summer Concert Series; and

WHEREAS, iHeart Media has proposed a package for two radio advertisements for each Chicago Cub broadcast on KXIC between April and September for a cost of \$2,000; and

WHEREAS, it is now necessary to approve said proposals.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of West Branch, Iowa that the aforementioned advertising proposals with iHeart Media in the amount of \$4,999.70 are hereby approved. Further, the Mayor is directed to execute the agreements on behalf of the City.

Passed and approved this 23rd day of March, 2015.



Mark Worrell, Mayor

ATTEST:


Matt Muckler, City Administrator/Clerk