



AGENDA ITEM NO.: 10Biv

BUSINESS OF THE CITY COUNCIL, LIBERTY LAKE, WASHINGTON

SUBJECT:
2018 Splash Agreement

FOR THE AGENDA OF: December 19th, 2017

DEPT. OF ORIGIN: Administrative Services

EXHIBIT:
A – Agreement and Discount Pricing

DEPT. HEAD APPROVAL: Administration

EXPENDITURE REQUIRED:	NA
BUDGETED:	Yes

SUMMARY STATEMENT

City of Liberty Lake desires to enter into an agreement with The Splash / Wick Enterprises for 2018. The Splash will provide one full page for City content that includes "City of Liberty Lake Lookout" page that includes a Mayor and Council section, City events, and updates on specific City projects. The Library will no longer have a page and will advertise in The Splash as needed.

RECOMMENDED ACTION

1. Authorize the Mayor to sign the Agreement with The Splash / Wick Enterprises.



"Honoring local communities and encouraging citizen involvement"

509.242.7752 | PO Box 363 | Liberty Lake, WA 99019 | www.libertylakesplash.com

2018 – LIBERTY LAKE SPLASH PARTNERSHIP AGREEMENT

Thank you for consideration of a partnership with The Splash!

Based upon the conversation and ideas exchanged between the City of Liberty Lake and Splash teams we propose to provide the City of Liberty Lake the following in each of the monthly editions of the Splash throughout 2018:

- A premium placed page within the Splash, titled the "The Lookout" and be formatted similar to that in 2017
 - Will be on page number 7 in every edition.
 - Content will be facilitated by the Splash but will be based upon content / ideas provided by the City of Liberty Lake and can include topics like Committee Corner, Memo from the Mayor, Employee Spotlight, Citizen Surveys, Gardening Tips, Upcoming Events calendar, or a "Did you know."
- Sponsorship of the student, athlete, and community member of the month. They will be selected at the discretion of the Splash and Current but shall be students and community members from within the Liberty Lake area

We will also include a group content / layout review with both teams at least once throughout the year.

Either party may terminate this agreement by providing fourteen (14) days written notice to the other party.

COSTS

Full Page – "Lookout"	\$1050
Premium Placements (Both Pages)	\$100
Content Development	\$200
Student / Athlete / Community member of the Month Sponsorship	\$400
Subtotal	\$1,750
twelve-month contract discount – 30%	(\$525)
Monthly Total	\$1,225

City of Liberty Lake _____

Date

Ben Wick _____

Publisher, The Splash

Date