



Kenton County School District | *It's about ALL kids.*

**THE KENTON COUNTY BOARD OF
EDUCATION**

1055 EATON DRIVE, FORT WRIGHT, KENTUCKY

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Dr. Henry Webb, Superintendent of Schools

KCSD ISSUE PAPER

DATE:

7/21/18

AGENDA ITEM (ACTION ITEM):

Consider/Approve a revised agreement with the Holland Group for the purchase and installation of a new scoreboard for the Simon Kenton sports stadium.

APPLICABLE BOARD POLICY:

Community Relations: 10.4

HISTORY/BACKGROUND:

The Kenton County Board of Education approved a fundraising/advertising agreement on April 2, 2018, for the purpose of securing funding through advertising sales to purchase and install a new scoreboard at Simon Kenton. The project was initially projected to cost approximately \$150,000.00. The current project underway encountered some cost overruns for electric service and data communications to power the new system. One Holland is the principal funder for this project and is willing to pay for the cost overruns in exchange for modifications to the original advertising agreement.

One Holland would like to change the original length of the agreement from five (5) years to seven (7) years. One Holland would like to secure 50% of the advertising time allowed for the video board during all events held at the outdoor stadium. In addition, no other food or restaurant advertising except those approved by One Holland will be allowed on the video scoreboard or A-frame panels for 36 months. The revised agreement also stipulates that only LaRosa's pizza and Skyline Chili will be offered at the outdoor stadium for seven (7) years. An additional advertising offering of \$1,000 annually for three (3) years will be added to the original agreement. The original agreement was a five (5) year agreement with \$4,000 to be paid the first year and \$1,000 to be paid each subsequent year for the next four (4) years.

FISCAL/BUDGETARY IMPACT:

There is not fiscal impact

RECOMMENDATION:

It is recommended that the Board approve the revised agreement with One Holland for the purchase and installation of a new scoreboard for the Simon Kenton Stadium.

CONTACT PERSON:

John Popham, Jeff Marksberry, Rob Haney

Kenton County Board of Education

Board Members: Carl Wicklund, Chairperson Karen L. Collins, Vice Chairperson Joshua Crabtree, Esq. Carla Egan Jesica Jehn
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Principal

Rob Hancy

District Administrator

[Signature]

Superintendent

Use this form to submit your request to the Superintendent for items to be added to the Board Meeting Agenda.

Principal –complete, print, sign and send to your Director. Director –if approved, sign and put in the Superintendent’s mailbox.

Kenton County Board of Education

Board Members: Carl Wicklund, Chairperson Karen L. Collins, Vice Chairperson Joshua Crabtree, Esq. Carla Egan Jessica Jehn
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In consideration of One Holland providing Simon Kenton High School with a video scoreboard with dimensions of 25.5 feet high by 32 feet wide costing approximately \$200,000, including installation costs, Simon Kenton High School agrees to the following:

1. This agreement is for a length of 7 years beginning on January 1, 2018 and ending on December 31, 2025.
2. One Holland will receive at least 50% of the advertising time allowed for the video board during all events held at the Simon Kenton stadium. No other food or restaurant advertising (except those approved by One Holland) will be allowed on the video scoreboard or A-frame panels.
3. An additional 3 years at \$1,000 per year will be added to the existing Simon Kenton press box advertising agreement. (See picture and agreement attached)
4. LaRosa's will be the only pizza sold at the Simon Kenton outdoor stadium concessions. Skyline will be the only chili sold at the Simon Kenton outdoor stadium.
5. See attached picture of proposed video scoreboard.

One Holland

Date

Simon Kenton High School

Date