

RESOLUTION NO. 2022-87

RESOLUTION BY THE FINANCE AND HUMAN RESOURCES COMMITTEE AUTHORIZING A CONTRACT WITH DISCOVER MEDIAWORKS FOR A NEW ARPA PROJECT FOR A UNIQUELY WISCONSIN CAMPAIGN, AND TRANSFER OF \$60,000 WITHIN THE ARPA 2023 BUDGET

To the Honorable Members of the Racine County Board of Supervisors:

BE IT RESOLVED by the Racine County Board of Supervisors that a contract with Discover MediaWorks for a new ARPA project for a Uniquely Wisconsin campaign is authorized and approved; and

NOW, THEREFORE, BE IT RESOLVED by the Racine County Board of Supervisors that the transfer of funds as set forth in Exhibit "A," that is attached hereto, within the ARPA 2023 Budget is authorized and approved.

Respectfully submitted,

1st Reading \_\_\_\_\_

FINANCE AND HUMAN RESOURCES COMMITTEE

2nd Reading \_\_\_\_\_

BOARD ACTION

Donald J. Trottier, Chairman

Adopted \_\_\_\_\_

For \_\_\_\_\_

Against \_\_\_\_\_

Absent \_\_\_\_\_

Robert N. Miller, Vice-Chairman

VOTE REQUIRED: 2/3 M.E.

John A. Wisch, Secretary

Prepared by: Corporation Counsel

Scott Maier

Nick Demske

Jody Spencer

Jason Eckman

The foregoing legislation adopted by the County Board of Supervisors of Racine County, Wisconsin, is hereby:

Approved: \_\_\_\_\_

Vetoed: \_\_\_\_\_

Date: \_\_\_\_\_,

Jonathan Delagrave, County Executive

4  
5 **INFORMATION ONLY**  
6

7 **WHEREAS**, last year, Discover MediaWorks via Wisconsin Counties Association  
8 approached Racine County about participating in its Uniquely Wisconsin media campaign  
9 focused on highlighting the stories of the people, culture, and history of the state; and

10  
11 **WHEREAS**, several counties including Washington, Marathon, Portage, and Sauk have  
12 partnered with Discover MediaWorks for their own Uniquely Wisconsin campaigns; and  
13

14 **WHEREAS**, Uniquely Wisconsin offers a unique, multi-platform opportunity to tell the  
15 story of Racine County, its people, locations, and history; and  
16

17 **WHEREAS**, the campaign utilizes video, broadcast, television, audio, podcasts, and  
18 social media to spotlight communities; and  
19

20 **WHEREAS**, each county highlighted in the Uniquely Wisconsin program includes a two-  
21 part broadcast documentary, a streaming docuseries, social and digital stories, and an  
22 appearance on "The Cabin" podcast; and  
23

24 **WHEREAS**, a partnership with Discover MediaWorks on a Uniquely Wisconsin  
25 campaign would give Racine County an opportunity to tell its story while promoting economic  
26 development and tourism opportunities; and  
27

28 **WHEREAS**, the total cost of the Uniquely Wisconsin campaign is \$60,000.

EXHIBIT "A"

Fiscal Year:

2023

ACCOUNT NAME	ACCOUNT NUMBER	CURRENT BUDGET	CURRENT BALANCE	TRANSFER	BUDGET AFTER TRANSFER	BALANCE AFTER TRANSFER
<b>ARPA RACINE COUNTY</b>						
ARPA EXPENSE	16200000.400000	21,531,060	21,531,060	(60,000)	21,471,060	21,471,060
<b>TOTAL SOURCES</b>				<u>(60,000)</u>		
<b>ARPA RACINE COUNTY</b>						
CONTRACTED SERVICES	16200000.404500 New ARPA Project	0	0	60,000	60,000	60,000
<b>TOTAL USES</b>				<u>60,000</u>		
				<u>0</u>		

FINANCE COMMITTEE RECOMMENDATION

After reviewing the Resolution/Ordinance and fiscal information supplied, your Finance Committee recommends FOR--AGAINST adoption.  
REASONS

FOR	AGAINST