

SUBJECT:

Amendment to Agreement with Enjoy Cherokee Magazine for Publication of *Play Cherokee* - Recreation & Parks biannual program guide.

MEETING DATE:

December 20, 2022

SUBMITTED BY:

Bryan Reynolds

SUGGESTED ACTION:

Approval of Amendment to Agreement with Enjoy Cherokee Magazine for Publication of *Play Cherokee* - Recreation & Parks biannual program guide.

FACTS AND ISSUES:

Cherokee County has an existing agreement with Enjoy Cherokee Magazine for the publication of *Play Cherokee* - our Recreation & Parks biannual program guide. This amendment will extend the agreement for one year (termination date of Dec 31, 2023) with the following changes.

- Price increase from \$12,000 per edition to \$12,500 per edition. (Offsets increasing costs for printing.) The county is responsible for postage costs separately;
- Increases the number of pages in each booklet to create room for new facilities and programs. (Ex: Hickory Flat gym & The Buzz);
- Reduces the number of printed copies for each edition (more cost effective since there is decreasing demand for physical copies);
- ADDS 20,000+ direct emails by Enjoy Cherokee through their distribution list (increasing our reach); and
- ADDS statistics on electronic readership upon request by the county.

The recommendation is to approve the changes to the agreement for one year.

ATTACHMENTS:

[2022-11-08 - Enjoy Cherokee Magazine - Play Cherokee Printing and Publication.pdf](#)