

BILL NO. 2022-19

ORDINANCE NO. _____

INTRODUCED BY _____

AN ORDINANCE TO APPROVE A CONTRACT BY AND BETWEEN THE CITY OF HERMANN, MISSOURI AND ON MEDIA TO PROVIDE A LIVE AND DIGITAL MEDIA ADVERTISING CAMPAIGN.

WHEREAS, increasing the City’s brand recognition is a continuing strategy for the tourism department; and

WHEREAS, Southwest Missouri is a huge target market for the City, as citizens and travelers there are within a three- to five-hour drive time of the City; and

WHEREAS, the City desires for On Media to create a live and digital media advertising campaign that includes cable TV spots, Over the Top TV, pre-roll videos, streaming audio and YouTube video ads (“Advertising Campaign”); and

WHEREAS, On Media submitted a bid to provide the Advertising Campaign for three months at a cost of Fifteen Thousand Three Dollars (\$15,003.00); and

WHEREAS, On Media submitted a proposed contract to provide the Advertising Campaign (“On Media Contract”), which is attached hereto as **Exhibit A** and incorporated herein by reference; and

WHEREAS, the Advertising Campaign was not in the original FY22 budget, but it has been approved by the Tourism Commission; and

WHEREAS, the Board of Aldermen has determined that approving the On Media Contract would serve a legitimate public purpose and is in the best interests of the citizens of the City of Hermann, Missouri.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE CITY OF HERMANN, MISSOURI, AS FOLLOWS:

SECTION ONE: The On Media Contract is approved. Mayor Bruce Cox is authorized and directed to execute the On Media Contract on behalf of the City.

SECTION TWO: All Ordinances or parts of Ordinances in conflict herewith are hereby repealed.

SECTION THREE: This Ordinance shall be in full force and effect from and after its passage and adoption.

First Reading: May 9, 2022

Second Reading: _____

VOTE:

Name	First Reading			Second Reading		
	Aye	Nay	Abs	Aye	Nay	Abs
Alderman Ash Geers						
Alderman Derek LeRoy						
Alderman Jim Schirmer						
Alderman Susan Lenger						

Passed and approved this ___ day of _____, 2022.

BRUCE COX, Mayor

PATRICIA HEANEY, City Clerk

W:\G-H-I-J-K\HERMANN, CITY OF\ORD\2022\App Contract - On Media.docx