

BILL NO. 2022-21

ORDINANCE NO. \_\_\_\_\_

INTRODUCED BY \_\_\_\_\_

**AN ORDINANCE TO APPROVE A CONTRACT BY AND BETWEEN THE CITY OF HERMANN, MISSOURI AND NEWS 4 ST. LOUIS “GREAT DAY ST. LOUIS” TO PROVIDE A TV LIFESTYLE SHOW PACKAGE TO INCREASE BRAND RECOGNITION.**

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

WHEREAS, the St. Louis TV viewing area is a huge target market for the City, as citizens and travelers there are within a short drive time of the City; and

WHEREAS, the City desires for News 4 to bring its lifestyle TV show “Great Day St. Louis” to Hermann to prerecord four segments featuring different businesses and attractions, to provide a Facebook LIVE session, four social media posts linking to the City’s Facebook page and four segments posted to the Great Day homepage, and to provide an analytics report (“TV Package”); and

WHEREAS, News 4 submitted a bid to provide the TV Package for Fourteen Thousand Nine Hundred Dollars (\$14,900.00); and

WHEREAS, News 4 submitted a proposed contract to provide the TV Package (“News 4 Contract”), which is attached hereto as **Exhibit A** and incorporated herein by reference; and

WHEREAS, the TV Package 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 News 4 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 News 4 Contract is approved. Mayor Bruce Cox is authorized and directed to execute the News 4 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**SECTION TWO:** All Ordinances or parts of Ordinances in conflict herewith are hereby repealed.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

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