

BILL NO. 2022-22

ORDINANCE NO. _____

INTRODUCED BY _____

AN ORDINANCE TO APPROVE A CONTRACT BY AND BETWEEN THE CITY OF HERMANN, MISSOURI AND KOLR 10 AND OZARKS FOX 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, 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 KOLR 10 and Ozarks FOX to bring its lifestyle TV show "Travel the Ozarks" to Hermann to tape segments and to provide social media posts, website presence and analytics reports ("TV Package"); and

WHEREAS, KOLR 10 and Ozarks FOX submitted a bid to provide the TV Package for four months at a cost of Ten Thousand Dollars (\$10,000.00); and

WHEREAS, KOLR 10 and Ozarks FOX submitted a proposed contract to provide the TV Package ("KOLR 10 and Ozarks FOX 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 KOLR 10 and Ozarks FOX 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 KOLR 10 and Ozarks FOX Contract is approved. Mayor Bruce Cox is authorized and directed to execute the KOLR 10 and Ozarks FOX 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SECTION TWO: All Ordinances or parts of Ordinances in conflict herewith are hereby repealed.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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