

BILL NO. 2022-38

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

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

**AN ORDINANCE TO APPROVE A MUNICIPAL SERVICES AND MATERIAL CONTRACT BY AND BETWEEN THE CITY OF HERMANN, MISSOURI AND MADDEN MEDIA TO PROVIDE DIGITAL SOCIAL MEDIA MARKETING.**

WHEREAS, Madden Media is contracted through the Missouri Division of Tourism to provide numerous services to the City as a partner; and

WHEREAS, the Missouri Division of Tourism offers Grants for Marketing Plans (“Matching Grant”); and

WHEREAS, Madden Media submitted a bid for Google ads and Facebook and Instagram ads and videos for Forty-Eight Thousand Dollars (\$48,000.00); and

WHEREAS, a proposed contract renewal with Madden Media (“Madden Media Contract”) is attached hereto as **Exhibit A** and incorporated herein by reference; and

WHEREAS, the Board of Aldermen has determined that approving the Madden 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 Madden Media Contract is approved. Mayor Bruce Cox is authorized and directed to execute the Madden 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**SECTION TWO:** All Ordinances or parts of Ordinances in conflict herewith are hereby repealed.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: June 27, 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 - Madden Media digital marketing.docx