

RESOLUTION NO. 2022-01
AUTHORIZING THE CITY OF NORTH AUGUSTA TO ENTER INTO A
CONTRACT FOR TOURISM WEBSITE DEVELOPMENT AND HOSTING

WHEREAS, the City of North Augusta desires to contract with a firm for development and hosting of a new tourism website for the City; and

WHEREAS, nine (9) firms responded to a "Request for Proposals" in April 2021; and

WHEREAS, all proposals were reviewed, scored and ranked by a committee of City staff and the top three (3) ranked proposals/firms were selected for virtual interviews, presentations and Q&A with City staff in December 2021; and

WHEREAS, after much review and consideration, Madden Preprint Media, LLC dba Madden Media has been selected to design and host a new tourism website for the City of North Augusta; and

WHEREAS, development and hosting of a tourism website is an acceptable "tourism-related expenditure" of state accommodations tax funds designated for advertising and promotion of the City and this project is supported by the City's Accommodations Tax Advisory Committee.

NOW THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of North Augusta, South Carolina, in meeting duly assembled and by the authority thereof, that:

1. The City Administrator is authorized to execute such documents as necessary to enter into a contract with Madden Media for development of a new tourism website to include maintenance and web hosting.
2. The total project costs, to include: website design and development, initial year of hosting and maintenance, and brand development with logo design, are not to exceed \$50,000 and shall be funded by designated advertising and promotion funds within the Accommodations Tax Fund. \$30,000 has been designated by the City's Accommodations Tax Committee from the 2020-2021 year for the project with the balance to come from additional unspent advertising and promotion funds.
3. The recurring expenditures related to maintenance and hosting of the tourism website in future years will be requested during the annual budget process of the City.

DONE, RATIFIED AND ADOPTED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH AUGUSTA, SOUTH CAROLINA, ON THIS 3rd DAY OF JANUARY, 2022.



Briton S. Williams, Mayor

ATTEST:



Sharon Lamar, City Clerk