

RESOLUTION NO. 2023-11  
AUTHORIZING THE CITY OF NORTH AUGUSTA TO ENTER INTO A PROFESSIONAL SERVICES CONTRACT FOR DIGITAL MARKETING CAMPAIGN

WHEREAS, the City of North Augusta desires to contract with an agency to develop and implement a digital marketing campaign for our new Tourism web site "Visit North Augusta SC."; and

WHEREAS, a Request for Proposals seeking a firm to prepare a digital marketing campaign was issued on January 5, 2023 and proposals were due by January 26, 2023; and

WHEREAS, thirteen (13) proposals were received, reviewed and ranked by a review committee; and

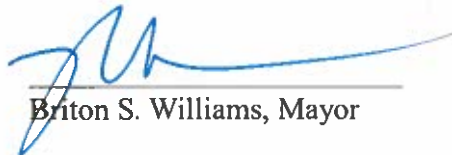
WHEREAS, after much review and consideration, Advance Travel & Tourism has been selected to develop and implement a digital marketing campaign; and

WHEREAS, development and implementing a digital marketing plan 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 Advance Travel & Tourism for development of a digital marketing campaign.
2. The total project costs for the development and implementation of the digital marketing campaign is \$30,000. \$15,000 shall be funded by designated advertising and promotion funds within the Accommodations Tax Fund (30% funds) and the remaining \$15,000 has been designated by the City's Accommodations Tax Committee from the 2021-2022 year.

DONE, RATIFIED AND ADOPTED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH AUGUSTA, SOUTH CAROLINA, ON THIS 20<sup>th</sup> DAY OF MARCH, 2023.

  
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Briton S. Williams, Mayor

ATTEST:

  
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Jamie Paul, City Clerk