



To: \_\_\_\_\_ Proposed for Meeting Date of: \_\_\_\_\_

## **Staff Informational Sheet**

**Topic:** \_\_\_\_\_

**CIP Number:** \_\_\_\_\_

**Budget Amount:** \_\_\_\_\_

**Funding Source:** \_\_\_\_\_

**Subject matter:**

**Background (problem/explanation):**

**Staff Recommendation:**

Submitted By: \_\_\_\_\_

Title: \_\_\_\_\_

Department: \_\_\_\_\_

Date: \_\_\_\_\_

AN ORDINANCE BY THE CITY COUNCIL OF THE CITY OF LEBANON, LACLEDE COUNTY, MISSOURI, (HEREINAFTER REFERRED TO AS "CITY") AUTHORIZING AND DIRECTING THE MAYOR AND CITY CLERK TO ENTER INTO AND EXECUTE AN AGREEMENT WITH MADDEN MEDIA TO PROVIDE DIGITAL MARKETING SERVICES FOR THE TOURISM DEPARTMENT.

*WHEREAS,* that the Missouri Division of Tourism sent a Notice of Award to the City of Lebanon for the FY21 Matching Marketing Grant 2.0 in the amount of Twenty-One Thousand Three Hundred Fifty-Five Dollars (\$21,355.00) to be used for advertisement; *and*

*WHEREAS,* that City Staff wishes to enter into an Agreement with Madden Media for the implementation of a digital marketing campaign; funds to be reimbursed at 100% by Said Marketing Grant; *and*

*WHEREAS,* that Said Agreement was introduced to the City Council, for approval, by Council Bill No. 6047 at the March 22, 2021 Council Meeting.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LEBANON, LACLEDE COUNTY, MISSOURI, AS FOLLOWS;

SECTION 1: That the City Council of the City of Lebanon, Laclede County, Missouri, (hereinafter referred to as "City") hereby authorizes and directs the Mayor and City Clerk to enter into an Agreement between the City and Madden Media to provide Digital Marketing Services for the Tourism Department. Said Agreement is hereby attached and incorporated herewithin as marked "*Exhibit A.*"

SECTION 2: That the City Council hereby authorizes and directs the Finance Director to take administrative action to expend funds for Said Marketing Agreement from Tourism Fund 40 in the amount of Thirteen Thousand Forty Dollars (\$13,040.00), to be reimbursed by the FY21 Marketing Matching Grant 2.0 in its entirety.

SECTION 3: That Said Ordinance shall be in full force and effect from and after the date of its passage and approval.

Passed and approved by the City Council of the City of Lebanon, Laclede County, Missouri, on this 22nd day of March 2021.

(Seal)

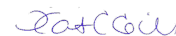
\_\_\_\_\_  
Mayor Jared Carr

*Attest:*

\_\_\_\_\_  
City Clerk Laina Starnes

1<sup>st</sup> Reading: \_\_\_\_\_  
2<sup>nd</sup> Reading: \_\_\_\_\_

I hereby certify that there is a balance, otherwise unencumbered, to the credit of the appropriation to which the foregoing expenditure is to be charged, and a cash balance, otherwise unencumbered, in the treasury, to the credit of the fund from which payment is to be made, each sufficient to be the obligation hereby incurred.

  
\_\_\_\_\_  
Kat Gill  
Director of Finance



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Tucson, AZ 85701  
Office: 520.322.0895  
Fax: 520.322.9438  
mmcontracts@maddenmedia.com

Quote Number Q-01189  
Expiration Date 3/19/2021  
Program Title

Account Name  
Contact Name  
Email

City of Lebanon  
Rebecca Rupard  
rrupard@lebanonmo.org

Billing Instructions  
Bill To Account  
Billing Address

City of Lebanon  
1027 S. Main Street  
Joplin, MO 64801  
United States

Bill To Contact

Product	Sales Price	Quantity	Line Total
*Facebook / Instagram Ads Click to Site (CPC)	USD 6,878.24	1	USD 6,878.24
*Standard Content Distribution (CPC)	USD 6,161.76	1	USD 6,161.76

2021 Spring Digital Marketing

Subtotal: USD 13,040.00  
Tax: USD 0.00  
Grand Total: USD 13,040.00

Opportunity Owner Kim Thompson

Quote PDF (Created Date) 2/17/2021

## Terms & Conditions

### [Madden Media Standard Terms & Conditions for Digital Marketing Services](https://maddenmedia.com/mm_digital_terms)

[https://maddenmedia.com/mm\\_digital\\_terms](https://maddenmedia.com/mm_digital_terms)

### [Madden Media Standard Terms & Conditions for Print Production and Advertising Services](https://maddenmedia.com/mm_print_terms)

[https://maddenmedia.com/mm\\_print\\_terms](https://maddenmedia.com/mm_print_terms)

### [Madden Media Standard Terms & Conditions for Madden Voyage and Voyage+ Services](https://maddenmedia.com/mm_voyage_terms)

[https://maddenmedia.com/mm\\_voyage\\_terms](https://maddenmedia.com/mm_voyage_terms)

*By signing and accepting below you are acknowledging that you have read and agree to the specific terms outlined in this document and wish to proceed with the implementation of the aforementioned products and services.*

Authorized signature:

Print Name: Jared Carr, Mayor

Date:

Attest: \_\_\_\_\_  
City Clerk, Laina Starnes