

RESOLUTION AUTHORIZING AN INTERLOCAL AGREEMENT BETWEEN THE CITY OF GREENSBORO AND THE GREENSBORO CONVENTION AND VISITORS BUREAU OF THE GREENSBORO GUILFORD COUNTY TOURISM DEVELOPMENT AUTHORITY FOR THE CITY TO RECEIVE A \$20,000 CONTRIBUTION TO SHARE COSTS FOR THE CURRENT RE-BRAND MEDIA CAMPAIGN SERVICE CONTRACT

WHEREAS, the Executive Office is managing an electronic media campaign to promote tourism in the greater Greensboro area; and

WHEREAS, the Greensboro Convention and Visitors Bureau of the Greensboro Guilford County Tourism Development Authority has offered to share the cost of this contracted service with the City; and

WHEREAS, the City is currently contracting the firm, Media Placement Services, Inc., to provide highly specialized electronic media marketing services to enhance interests in tourism in the greater Greensboro area; and

WHEREAS, the total value for the Re-Brand Media Campaign services is \$40,000; and

WHEREAS, the Greensboro Area Convention and Visitor's Bureau has agreed to share the cost by funding 50% of the total contract value (\$20,000); and

WHEREAS, in accordance with North Carolina State Statutes, City Council authorization is required for interlocal agreements; and

WHEREAS, Council approval and execution of an interlocal agreement will authorize the City to accept \$20,000 from the Greensboro Area Convention and Visitors Bureau when the work contracted with Media Services, Inc. is completed.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

That the request to approve an interlocal agreement between the City of Greensboro and the Greensboro Convention and Visitors Bureau of the Greensboro Guilford County Tourism Development Authority for the City to receive a \$20,000 contribution to share costs for the current re-brand media campaign service contract is hereby approved.