REQUEST FOR BOARD ACTION

ITEM NO. 10.

DATE OF MEETING: June 7, 2010

REQUESTED BY: Monique Baker, Tourism Director

SHORT TITLE: Resolution Authorizing Purchase Order to Phoenix Rising Advertising for the printing and shipping of 20,000 Pender County Visitor's Guides in the Amount of $6,195.00

BACKGROUND: The Pender County Tourism Office identified as many tourism related organizations as possible. Then the graphic designer from Phoenix Rising compiled that information in an eye catching and colorful 38 page brochure. It includes a general description and images of the county telling and showing what a wonderful place Pender County is to visit. The categories include, What To Do, Where To Eat, Where To Stay, Festivals and Events, a map and of course how to contact the Pender County Tourism Office . The Visitor's Guides will be distributed to our Pender County tourism organizations, NC Welcome Centers, inquiries and leads. Cape Fear Publications Distribution will distribute it to the Southeastern NC hotels, restaurants, and attractions. Funds are budgeted in 670-407000.

SPECIFIC ACTION REQUESTED: To adopt a resolution authorizing a purchase order to Phoenix Rising Advertising for the printing and shipping of 20,000 Pender County Visitor's Guides in the Amount of $6,195.00

COUNTY MANAGER'S RECOMMENDATION

Respectfully recommend approval.

Initial

RESOLUTION

NOW, THEREFORE BE IT RESOLVED by the Pender County Board of Commissioners that

a purchase order to Phoenix Rising Advertising for the printing and shipping of 15,000 Pender County Visitor's Guides in the Amount of $6,195.00 is hereby authorized. The County Manager is authorized to execute any/all documents necessary to implement this resolution.

Budget Line Item: 44-407000

AMENDMENTS:

MOVED_____ SECONDED_____

APPROVED_____ DENIED_____UNANIMOUS

YEA VOTES: Tate___ Brown ___ Blanchard ___ Rivenbark ___ Williams ___

_____ 6/7/10
Jimmy T. Tate, Chairman Date

_____ 6/7/10
ATTEST Date