REQUEST FOR BOARD ACTION

ITEM NO. 6.

DATE OF MEETING: July 11, 2011

REQUESTED BY: Monique Baker, Tourism Director

SHORT TITLE: Resolution Authorizing Purchase Order to Journal Communications for the NC Division of Tourism's Travel Guide and Website Advertising Package in the Amount of $10,230.00.

BACKGROUND: Advertising the County's destination in the NC Division of Tourism's travel guide and on their website increases the County's exposure and thus visitation as compared to other marketing opportunities. The Division has a proven track record especially in referrals to the destination's website. It is recommended by the Tourism Development Authority Board that Pender County take advantage of this marketing opportunity with the State Tourism Division. The package will include a 1/6 page four color ad in the printed travel guide and the online downloadable animated travel guide, an online display ad for 12 months, Pender County visitor's guide online as a downloadable brochure, and an added online value where we can promote our special offers or events. Funds are budgeted in 44-407000.

SPECIFIC ACTION REQUESTED: To adopt a resolution authorizing a purchase order to Journal Communications for the NC Division of Tourism's Travel Guide and Website Advertising Package in the amount of $10,230.00.

COUNTY MANAGER'S RECOMMENDATION

Respectfully recommend approval.

PB
Initial

RESOLUTION

NOW, THEREFORE BE IT RESOLVED by the Pender County Board of Commissioners that a purchase order to Journal Communications for the NC Division of Tourism's Travel Guide and Website Advertising Package in the amount of $10,230.00 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: Brown ___ Tate___ Ward___ Rivenbark ___ Williams ___

_____ _____
George Brown, Chairman Date

_____ _____
ATTEST Date