



**REQUEST FOR BOARD ACTION**

**ITEM NO. 5.**

**DATE OF MEETING:** February 18, 2014

**REQUESTED BY:** Monique Baker, Tourism Director

**SHORT TITLE:** Resolution Authorizing Purchase Order to Phoenix Rising Advertising for the Design, Printing and Shipping of 35,000 Pender County Visitors' Guides: \$15,150.

**BACKGROUND:** The Visitors' Guides will be distributed to our Pender County tourism organizations & partners, 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 44-407000.

**SPECIFIC ACTION REQUESTED:** To consider a resolution authorizing a purchase order to Phoenix Rising Advertising for the design, printing and shipping of 35,000 Pender County Visitors' Guides in the Amount of \$15,150.

