



April 11, 2024

City of Arkansas City

RE: Special Funds Request

VISIT Ark City is requesting \$6,000 to be withdrawn from the Transient Guest Tax fund to allow us to update the VISIT Ark City Website. We have received a bid from Todd Hayes with Hayes Digital Marketing for this project.

I requested a bid with good, better and best pricing, which he has prepared for us. After discussion at our April meeting, the VISIT Ark City board decided the Level 3 proposal was the best fit for our needs. With the expansion of tourism in our area with Etzanoa , we should be equipped to reach the larger audience we are expecting. This package is \$5,500. It was agreed that we should also add the legal option with a set up fee of \$200 and the embedded social feed should also be included for an additional \$300 which will automatically update posts from Facebook, Instagram and other social media platforms we will be utilizing.

We plan to pay according to his terms of 50% down and the remaining 50% due at completion of the project.

We feel this will be a great asset to help us not only improve our local presence but also integrate with the Southcentral Kansas Tourism Region and Travel Kansas websites.

Thank you for your help with this.

Jill Hunter

Director of VISIT Ark City

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