

RESOLUTION NO. 2024-05-_____

A RESOLUTION AUTHORIZING THE CITY OF ARKANSAS CITY TO ALLOCATE FUNDS FOR WEBSITE UPGRADES TO VISIT ARK CITY, FOR AN AMOUNT NOT TO EXCEED \$6,000.00.

WHEREAS: During their April meeting, VISIT Ark City Board of Directors determined that a bid offered by Todd Hays with Hayes Digital Marketing to be the best fit for their current and future website needs; and

WHEREAS: a written request presented before governing body on May 7, 2024, requests the release of the Transient Guest Tax Funds in the amount of \$6,000.00 to cover the cost of future upgrades to their website, which includes legal and social media options to automatically update posts on social platforms; and

WHEREAS: This action of allocating funds for website improvements to VISIT Ark City will aid improve local presence and integrate with Southcentral Kansas Tourism Region and Travel Kansas websites with hopes of reaching a broader audience, potentially attracting more visitors to the area, thus creating a positive economic growth, boosting tourism-related businesses and activities.

NOW THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF ARKANSAS CITY, KANSAS:

SECTION ONE: The Governing Body of the City of Arkansas City, Kansas, hereby authorizes the City of Arkansas City, Kansas, to allocate funds for website upgrades to VISIT Ark City in the amount of \$6,000.00.

SECTION TWO: The Governing Body of the City of Arkansas City, Kansas, hereby authorizes the mayor and/or city staff of the City of Arkansas City, Kansas, to take such further and other necessary actions that are required to effectuate the intent and purposes of this Legislative Enactment.

SECTION THREE: This Resolution shall be in full force and effect from and after its adoption by the Governing Body of the City of Arkansas City.

PASSED AND RESOLVED by the Governing Body of the City of Arkansas City, Kansas, on this 7th day of May 2024.

(Seal)

Jay Warren, Mayor

ATTEST:

Tiffany Parsons, City Clerk

APPROVED AS TO FORM:

Larry R. Schwartz, City Attorney

CERTIFICATE

I hereby certify that the above and foregoing is a true and correct copy of Resolution No. 2024-05-_____ of the City of Arkansas City, Kansas, adopted by the Governing Body thereof on May 7, 2024, as the same appears of record in my office.

DATED: _____.

Tiffany Parsons, City Clerk