

**Columbus Consolidated Government
Council Meeting Agenda Item**

TO:	Mayor and Councilors
AGENDA SUBJECT:	Xomad Project Funding Payment to the Community Foundation of The Chattahoochee Valley
INITIATED BY:	Finance Department

It is requested that Council approve the payment of \$30,000 to the Community Foundation of the Chattahoochee Valley, Inc. to assist with funding the Xomad Social Media Project to encourage Covid vaccinations and support contract tracing.

The Coronavirus Response Fund, hosted by Community Foundation of the Chattahoochee Valley in partnership with United Way of the Chattahoochee Valley, has worked since March 2020 to help donors in our community respond effectively to the needs created by the pandemic. To date the Fund has provided \$1.4 million in resources to organizations in the Columbus/Phenix City area working with our most vulnerable citizens: members of communities who are disproportionately impacted by Covid-19 and the economic consequences of the outbreak. The Fund works closely with government, business & philanthropic partners to rapidly deploy resources to community-based organizations at the front lines of the pandemic.

Now, the Fund can broaden its response to both minimize and shorten the duration of the pandemic locally. The Fund is partnering with Xomad, an international influencer marketing agency (xomad.com), on a Covid-19 Vaccine Educational Program. During Covid, Xomad has developed an impressive record of partnering with communities to minimize the effects of the virus. The primary focus of the local effort will be Muscogee & Russell Counties. Supporters of the work, including the Community Foundation, United Way, and CCG, include Russell County Alabama, West Central Health District/DPH, an area private foundation, and donors to the Coronavirus Response Fund.

The campaign will run, roughly, from the end of September through Thanksgiving. Using Facebook and Instagram, the effort is expected to reach a minimum of 416,000 viewers.

Funds are available in the FY22 Budget from CARES Act Reserves as: General Fund - Non-Departmental – Non-Categorical – COVID19 – Professional Services; 0101-590-3000-NCAT-6347.

A RESOLUTION

NO. _____

A RESOLUTION AUTHORIZING A PAYMENT OF \$30,000 TO THE COMMUNITY FOUNDATION OF THE CHATTAHOOCHEE VALLEY, INC. TO ASSIST WITH FUNDING THE XOMAD SOCIAL MEDIA PROJECT TO ENCOURAGE COVID VACCINATIONS AND SUPPORT CONTRACT TRACING.

WHEREAS, the Coronavirus Response Fund, hosted by Community Foundation of the Chattahoochee Valley in partnership with United Way of the Chattahoochee Valley, has worked since March 2020 to help donors in our community respond effectively to the needs created by the pandemic. To date the Fund has provided \$1.4 million in resources to organizations in the Columbus/Phenix City area working with our most vulnerable citizens: members of communities who are disproportionately impacted by Covid-19 and the economic consequences of the outbreak. The Fund works closely with government, business & philanthropic partners to rapidly deploy resources to community-based organizations at the front lines of the pandemic; and,

WHEREAS, now the Fund has the opportunity to broaden its response to both minimize and shorten the duration of the pandemic locally. The Fund is partnering with Xomad, an international influencer marketing agency (xomad.com), on a Covid-19 Vaccine Educational Program. During Covid, Xomad has developed an impressive record of partnering with communities to minimize the effects of the virus. The primary focus of the local effort will be Muscogee & Russell Counties. Supporters of the work, including the Community Foundation, United Way, and CCG, include Russell County Alabama, West Central Health District/DPH, an area private foundation, and donors to the Coronavirus Response Fund; and,

WHEREAS, the campaign will run, roughly, from the end of September through Thanksgiving. Using Facebook and Instagram, the effort is expected to reach a minimum of 416,000 viewers.

NOW, THEREFORE, THE COUNCIL OF COLUMBUS, GEORGIA, HEREBY RESOLVES AS FOLLOWS:

That the City Manager is hereby authorized to make a payment of \$30,000 to the Community Foundation of the Chattahoochee Valley, Inc. to assist with funding the Xomad Social Media Project to encourage Covid vaccinations and support contract tracing. Funds are available in the FY22 Budget from CARES Act Reserves as: General Fund - Non-Departmental – Non-Categorical – COVID19 – Professional Services; 0101-590-3000-NCAT-6347.

Introduced at a regular meeting of the Council of Columbus, Georgia, held the _____ day of _____, 2021 and adopted at said meeting by the affirmative vote of _____ members of said Council.

- Councilor Allen voting _____.
- Councilor Barnes voting _____.
- Councilor Crabb voting _____.
- Councilor Davis voting _____.
- Councilor Garrett voting _____.
- Councilor House voting _____.
- Councilor Huff voting _____.

Councilor Thomas voting _____.
Councilor Tucker voting _____.
Councilor Woodson voting _____.

Sandra T. Davis, Clerk of Council

B.H. "Skip" Henderson III, Mayor