

RESOLUTION NO. 898

BY THE CITY OF OSAWATOMIE, KANSAS

A RESOLUTION CREATING AND MAINTINING AN ANNUAL MARKETING AND PROMOTIONAL PLAN FOR THE CITY OF OSAWATOMIE, KANSAS.

WHEREAS, the City of Osawatomie has established five goals for the community including “Economic Development”; and

WHEREAS, the City of Osawatomie’s needs to annually set aside funds for the marketing and promotion of the community as part of its overall Economic Development activities; and

WHEREAS, in the 2021 Budget \$15,000 was set aside and in the course of the past year City Staff has undertaken various marketing and promotional activities centered around creating a unique “Mile Zero” branding effort for our portion of the Flint Hills Trail, including unique signage, banners, art and interactive art installation; and

WHEREAS, the City of Osawatomie recently was awarded a grant for a Rural Mural Project from the Office of Rural Prosperity (ORP) State of Kansas; and

WHEREAS, it only seems appropriate at this point in our Planning and Economic Development efforts that we develop and maintain an annual marketing and promotion campaign.

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

SECTION ONE: That the City Staff present on an annual basis a marketing and promotion plan for the City of Osawatomie, Kansas to be presented at the last City Council meeting of the year.

SECTION TWO: That the 2021 Plan consists of the following components for 2021 and contributions from Sunflower Grant

Vendor	Description	Total Budget	Sunflower Grant
Springboard Creative	Branding and Logo Development	\$ 11,000.00	\$ 1,000.00
Doherty Steel	Mile Zero Interactive Art (Downtown)	\$ 7,784.00	\$ 2,500.00
Donna & Viola’s Shirts Etc.	Mile Zero Bike Shirt Design	\$ 2,000.00(sale)	\$ 500.00
Various	Pony Express Race	\$ 5,000.00(sponsors)	\$ 1,000.00
Miscellaneous	Banners, Posters, Magnets & Stickers	\$ 2,500.00(sale)	
	TOTAL	\$ 28,284.00	\$ 5,000.00
	TOTAL net of Grants, Sales and Sponsorships	\$ 13,784.00	

PASSED AND APPROVED by the Governing Body of the City of Osawatomie, Kansas, this 24th day of June, 2021, a majority voting in favor of.

APPROVED and signed by the Mayor.

(SEAL)

ATTEST:

L. Mark Govea, Mayor

Tammy Seamands, City Clerk