

A RESOLUTION AUTHORIZING THE CITY MANAGER TO PROVIDE ADDITIONAL FUNDING TO THE HUDSON AREA CHAMBER OF COMMERCE IN SUPPORT OF THE CONTINUATION OF A TARGETED DIGITAL MARKETING CAMPAIGN AIMED AT PROMOTING HUDSON AS A DESTINATION FOR DINING, SHOPPING AND SERVICES.

WHEREAS, Hudson's business community suffered significant losses due to the COVID-19 pandemic; and

WHEREAS, Hudson City Council approved a motion on March 2, 2021, authorizing the City Manager to provide \$20,000.00 in funding to the Hudson Area Chamber of Commerce for the creation of a targeted digital marketing campaign aimed at promoting Hudson as a destination for dining, shopping and services; and

WHEREAS, said digital marketing campaign has proven to be successful in promoting the local business community and the general welfare of the community, and the Hudson Area Chamber of Commerce has requested additional funding in the amount of \$20,000.00 to support the continuance of such efforts; and

WHEREAS, the City's Economic Growth Board has recommended that this Council authorize the City Manager to provide the requested additional funding for the continued support of local businesses as they continue to recover from the effects of the COVID-19 pandemic; and

WHEREAS, this Council supports an additional expenditure of \$20,000.00 to the Hudson Area Chamber of Commerce for its continued leadership of said initiative that, together with the initial \$20,000.00 expenditure therefore, will exceed the City Manager's spending authority pursuant to Charter Section 6.04; and

WHEREAS, this Council finds and concludes that such expenditure is consistent with the continued promotion of the Hudson business community and the general welfare of the community.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Hudson, County of Summit, State of Ohio, that:

Section 1: The City Manager is authorized to provide additional funding to the Hudson Area Chamber of Commerce for continuance of the digital marketing campaign in support of the local business community in an amount not to exceed Twenty Thousand Dollars (\$20,000.00).

Section 2: It is found and determined that all formal actions of this Council concerning and relating to the adoption of this Resolution were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal

action were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section 3: This Resolution shall take effect and be in force from and after the earliest period allowed by law.

PASSED:

Craig A. Shubert, Mayor

ATTEST:

Elizabeth Slagle, Clerk of Council

I certify that the foregoing Resolution No. 21-66 was duly passed by the Council of said Municipality on _____, 2021.

Elizabeth Slagle, Clerk of Council